

CI-10/CONF.201/2  
13 January 2010  
Original: English/French

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

PART I  
**NATIONAL PROJECTS SUBMITTED TO THE  
IPDC**  
AFRICA

**IPDC BUREAU**  
**Fifty-fourth meeting**



**UNESCO HEADQUARTERS, PARIS**  
**24 - 26 FEBRUARY 2010**



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# ANGOLA

<b>A. PROJECT IDENTIFICATION</b>		
<b>1.</b>	<b>TITLE</b>	<b>PROMOTION OF INVESTIGATIVE JOURNALISM</b>
<b>2.</b>	<b>NUMBER</b>	<b>IPDC/54 ANG/01</b>
<b>3.</b>	<b>CATEGORY OF MASS MEDIA</b>	Press and radio broadcasting
<b>4.</b>	<b>IPDC PRIORITY AREA</b>	Development of human resources
<b>5.</b>	<b>SCOPE</b> (NATIONAL, REGIONAL, INTERREGIONAL)	National
<b>6.</b>	<b>TYPE OF ASSISTANCE REQUESTED</b>	Training
<b>7.</b>	<b>TOTAL COST OF PROJECT</b>	US\$ 30 600
<b>8.</b>	<b>AMOUNT REQUESTED FROM IPDC</b>	US\$ 26 800
<b>9.</b>	<b>PROJECT BENEFICIARY</b>	<i>Centre de Formation des Journalistes</i> (CEFOJOR)
<b>10.</b>	<b>IMPLEMENTING BODY</b>	UNESCO Office in Windhoek
<b>11.</b>	<b>PROJECT LOCATION</b>	LUANDA
<b>12.</b>	<b>PROJECT PREPARED BY</b>	CEFOJOR
<b>DECISION OF THE BUREAU</b>		

## **B. PRESENTATION**

### **1. PROJECT JUSTIFICATION**

This application stems from the fact that Angolan journalists are confronted with new challenges in the exercise of their profession. Angola has 6 weekly newspapers and 4 private radio stations, based in Luanda. The national radio covers the entire country and the other stations broadcast on a regional level. In-depth investigative journalism is rare in the Angolan press. Even when published under the label of “Investigative Journalism”, this is not reflective of reality insofar that the elements that constitute a real enquiry are missing. The absence of journalist training and the attitude of press bodies are often responsible for this state of affairs. In brief, journalists are neither well prepared nor well trained to carry out investigative journalism. Moreover, the press does not allow journalists the necessary time to finish their articles and prefers to have its journalists deal with daily topics. A well-planned training program could contribute to increasing journalistic competence and to changing the attitude of those responsible for the media as far as investigative journalism is concerned. The principal project objectives consist in creating a core of motivated journalists who are familiar with investigative journalism, and to train them to proficiency in this specialty.

The project will give support to the printed press and electronic forms of media in that the journalists from these two sectors will take part in training programs, and they themselves, or their executive managers, will participate in meetings based on this theme. CEFOJOR therefore hopes to reinforce training in investigative journalism in Angola.

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

The thirty journalists working in the printed press and in radio broadcasting constitute the project target group, as well as twelve to fourteen people with higher responsibilities (directors, chief editors, well known reporters) brought together in a symposium.

### **3. DEVELOPMENT OBJECTIVE**

The training will help media professionals to understand democracy and its development.

### **4. IMMEDIATE OBJECTIVES**

- To train thirty active journalists, of which at least ten are women, in investigative journalism, over a period of thirty days divided into three 10-day periods;
- To sensitize twelve to fourteen people with higher press responsibilities (directors, chief editors, well known reporters) in the framework of a symposium.

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

- A total of thirty journalists, of which at least ten are women, equipped with new skills in investigative journalism;
- Sensitization of a dozen communication executives (directors, chief editors, well known reporters) ;
- A study program available for CEFOJOR.

**6. ACTIVITIES**

- Elaboration of a study program, selection of materials and pedagogical documentation, the publication of an editorial and referential guide based on the UNESCO manual entitled « *Story-Based Inquiry: A manual for investigative journalists* » ;
- Selection of training consultants ;
- Three one-week workshops on investigative journalism catering for at least 30 journalists, from the printed press and radio broadcasting ;
- Organization in Luanda of a sensitization symposium for people with press responsibilities (at least 12 to 15 participants).

**7. PROJECT INPUTS**

- Services of experts ;
- Publication of a training manual on investigative journalism;
- Materials /training kits ;
- Trainers and professionals in investigative journalism.

**8. WORK PLAN**

ACTIVITIES/MONTH	1	2	3	4	5	6	7	8	9	10	11	12
Identification of 2 experts for the training	X	X										
Elaboration of study programs			X									
Publication of a training manual on investigative journalism				X	X	X	X					
Training								X				
Sensitization Symposium									X			
Preparation of final report											X	X
Management / coordination	X	X	X	X	X	X	X	X	X	X	X	X

**9. INSTITUTIONAL FRAMEWORK**

The Centre for the Training of Journalists was officially created in February 2003. Its objective is the training of executives in social communication agencies.

**10. SUSTAINABILITY**

The project would benefit from a partnership willing to share the costs with the media organizations from which the selected participants for the training come, so that the project may continue beyond the intervention of the IPDC. Sponsors will also be sought with a view to popularising the course in investigative journalism. We hope as well that the project activities can continue thanks to the courses in investigative journalism that the CEFOJOR envisage putting into place.

Moreover, the impact of the training will be permanent. The journalism students and lecturers will capitalize on the results of their research and the training manual beyond the term of the project. The sensitization of decision makers will exercise a long lasting effect in the field of investigative journalism in the Angolan media.

## 11. FRAMEWORK OF MONITORING

A team of three people, one of which is a representative of the UNESCO Office in Windhoek, will be set up to monitor the project. The team will hold update meetings at least once every two months. If need be, the team will draw up a list of project recommendations.

## 12. EVALUATION

CEFOJOR has recently been able to evaluate the need for a journalism training program; investigative journalism was considered a high priority.

## 13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING

The project coordinator will submit progress reports every four months. This report will address the progress of project-related activities as well as the financial situation.

### C. ADDITIONAL INFORMATION

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

PDC/5ANG/01 350-ANG-51 350-ANG-71	20,000 40,000	Angola Development of Broadcasting Centre of the Angola News Agency	1985 - 1989
PDC/48ANG/02 354ANG5041 (Co-financed by Portugal)	38,500	Strengthening of the capacity of the Angola news agency	2005-2006
PDC/51ANG/01 523ANG5000 FIT-USA	29 340	ANGOLA: TRAINING OF JOURNALISTS	2007-2008
<i>Total Angola: US\$ 127,840</i>			

### D. BUDGET

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

##### *Three one-week modules on investigative journalism*

Training materials, (\$ 80 × 15 days):	1 200
Report preparation (\$ 100 × 2 days):	200
2 trainers (3 workshops × 5 days × \$ 140):	4 200
Training kits, materials and logistics (3 sessions × \$ 500):	1 500
Subsistence and refreshments for the participants (5 days × 35 participants (journalists, trainers, support personnel) × \$ 20):	3 500
Transport for 10 participants coming from different provinces of Angola (10 participants x \$ 120):	1 200
Accommodation for 10 participants coming from different provinces of Angola (10 participants × \$ 165 × 5 days):	8 250
Classroom (\$ 280 × 15 days)	4 200



<i>Sensitization Symposium</i>	
Fees for 5 professionals (5 × \$ 100 ):	500
Kits, information documents and logistics:	500
Administrative costs, communications:	650
Subsistence and refreshments (\$ 20 × 30 persons):	600
Classroom (1 day × \$ 300):	300
<b><u>TOTAL :</u></b>	<b><u>26 800</u></b>

<b>BREAKDOWN OF BENEFICIARY'S CONTRIBUTION (in US dollars )</b>	
Administrative costs, communications:	500
External Audit:	300
Project coordinator:	1 400
Administrative assistance:	500
Equipment: computers, printers etc.	600
Office supplies:	500
<b><u>TOTAL :</u></b>	<b><u>3 800</u></b>

# BURKINA FASO

<b>A. PROJECT IDENTIFICATION</b>		
<b>1.</b>	<b>PROJECT TITLE</b>	<b>DEVELOPMENT OF NATIONAL-LANGUAGE PUBLICATIONS</b>
<b>2.</b>	<b>NUMBER</b>	<b>IPDC/54 BKF/01</b>
<b>3.</b>	<b>CATEGORY OF MASS MEDIA</b>	Print media
<b>4.</b>	<b>IPDC PRIORITY AREA</b>	Media pluralism; promotion of freedom of expression
<b>5.</b>	<b>SCOPE (NATIONAL, REGIONAL, INTERREGIONAL)</b>	National
<b>6.</b>	<b>TYPE OF ASSISTANCE REQUESTED</b>	Training; strengthening of institutional capacity
<b>7.</b>	<b>TOTAL COST OF PROJECT</b>	US\$ 29,200
<b>8.</b>	<b>AMOUNT REQUESTED FROM IPDC</b>	US\$ 16,000
<b>9.</b>	<b>PROJECT BENEFICIARY</b>	Association des Editeurs et Publicateurs de Journaux en Langues Nationales (AEPJLN) B.P. 1197 Ouagadougou Tel.: + 226 50 36 12 78 e-mail: <a href="mailto:aepjln@yahoo.fr">aepjln@yahoo.fr</a> Contact: Mr Evariste Zongo, Coordinator Tel.: +226 71 23 96 48 e-mail: <a href="mailto:evazongo@hotmail.com">evazongo@hotmail.com</a>
<b>10.</b>	<b>IMPLEMENTING BODY</b>	The UNESCO Office in Bamako – B.P. 1763 Rokia Bâ – <a href="mailto:r.ba@unesco.org">r.ba@unesco.org</a> Tel.: +223 223 34 92 / 93
<b>11.</b>	<b>PROJECT LOCATION</b>	Secteur 29 Wemtenga, rue 2928 Ouagadougou
<b>12.</b>	<b>PROJECT PREPARED BY</b>	Mr Evariste Zongo, Coordinator, Mrs Rokia Ba, NPO
<b>DECISION OF THE BUREAU</b>		

## B. PRESENTATION

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

In Burkina Faso national languages are generally used among family members and in commercial transactions. French, however, is the predominant language in the print and audiovisual media. Yet only a tiny minority of the population are proficient French speakers: only 1% of the country's 13 million inhabitants is able to read and understand French. Thus, the vast majority of the population has no access to written information in any of their national languages, even though 30% of the population are literate in these languages (according to estimates provided by literacy and informal-education bodies). As such, the use of national languages in the modern media constitutes a major challenge for the country.

In the print-media sector Burkina Faso boasts six dailies, some twenty weeklies, a dozen or so monthlies, seven bimonthlies, six fortnightlies, and ten quarterlies, all of which are published in French. Over the last forty years, several national-language newspapers have emerged, fostered by policies in favour of adult literacy in national languages.

The *Association des Editeurs et Publicateurs de Journaux en Langues Nationales* (AEPJLN - Association of National-Language Newspaper Editors and Publishers), formed in 1993, brings together 17 newspapers which are regularly published in 7 national languages. For many years, through various NGOs and development projects, the association had received support in the area of training, as well as for the publication and distribution of its members newspapers. It receives an annual grant from the state under the media and private-press development initiative. However, given their production costs and their readership's low purchasing power, its members have been experiencing severe problems publishing and distributing their newspapers. The AEPJLN has conducted several training programmes, has sought to develop its distribution networks, and, in its relations with the State and with its partners, advocates the development of national-language newspapers.

This project is justified by the need to continue providing support for local-/national-language newspapers so as to achieve greater citizen involvement. It will contribute to strengthening democracy and to local development.

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

The project beneficiaries are the management and copy-writers of AEPJLN member newspapers.

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

Development of local-/national-language newspapers and consolidation of literacy achievements within the population.

### 4. **IMMEDIATE OBJECTIVES:**

- Build capacity among national-language newspaper editors/managers and copy-writers, through training in newspaper publication;
- Strengthen the institutional capacity of the Association through the provision of equipment;
- Publish a nation-wide newspaper in the three main national languages of Burkina Faso, i.e., Moré, Dioula and Fulfulde.

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

- Newspaper managers/editors and copy-writers trained in newspaper publication: collection and processing of information, DTP, definition of editorial lines, newspaper management and distribution;
- The Association is equipped with modern, effective equipment;

- Three (quarterly) newspapers in Moré, Dioula and Fulfulde, printed in 1000 copies and distributed throughout the 13 regions of Burkina Faso.

## 6. **ACTIVITIES:**

### Equipment:

Strengthen the institutional capacity of the Association through the provision of modern DTP equipment.

### Training:

Build capacity among national-language newspaper editors/managers and copy-writers, in:

- newspaper publication;
- information-collection and processing techniques;
- copy editing and DTP;
- managing a publishing unit a rural setting.

### Support for the publication of a newspaper in 3 national languages

The objective is to be able to issue the quarterly on a regular basis using the skills acquired in the collection and processing of information, copy-writing, page layout, proofing, printing and distribution.

## 7. **PROJECT INPUTS:**

- One trainer for 10 days;
- 2 digital cameras;
- 3 recorders to collect information;
- Computer for the processing of collected information;
- 2 printers;
- Photocopying machine;
- Scanner;
- Consumables (ink, newsprint, paper, etc.)

## 9. **WORK PLAN:**

<b>ACTIVITIES / MONTH</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>7</b>	<b>8</b>	<b>9</b>	<b>10</b>	<b>11</b>
Purchase and installation of equipment											
Collection and processing of information; DTP; management of a rural publishing unit											
Publication in the 3 languages											
Activity report											

## 9. **INSTITUTIONAL FRAMEWORK:**

The AEPJLN was founded in 1993, in Ouagadougou. There are 7 members on its Executive Board. Its General Assembly Meeting is held once a year. The composition of the Board is renewed every two years. Its members meet once a month. The AEPJLN employs two full-time staff--a coordinator and an accounting secretary--to run the association's day-to-day affairs.

The AEPJLN receives institutional support from a Swiss NGO (Œuvre Suisse d'Entraide Ouvrière, OSEO) and from the Swiss Cooperation Office in Burkina Faso, through its literacy programme. The Association is also receives a grant from the State for the publication of member newspapers. This year, under the state grant, some fifteen national-language newspapers received a total of 18,240,000.00 CFA francs (*approximately* €27,800.00), i.e., 8% of the subsidy granted to private media.

## 10. SUSTAINABILITY:

By Increasing their circulation, the national-language newspapers will be able to gain access to the advertising revenue, a major factor for the long-term viability of the newspapers.

## 11. FRAMEWORK OF MONITORING:

The project will be jointly monitored by the UNESCO Office in Bamako and the Burkinabè National Commission for UNESCO.

## 12. EVALUATION:

The various programmes conducted by the AEPJLN in the framework of its partnerships have been audited and evaluated. The reports on those evaluations were taken into account in preparing this project.

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

The AEPJLN will submit a progress report to the UNESCO Office in Bamako every 4 months.

### C. ADDITIONAL INFORMATION

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

PDC/11BKF/01 352-BKF-11	143,000	Burkina Faso	1990 - 1998
		Development of Burkina's television production	
PDC/18BKF/01 352-BKF-81	50,000	Strengthening the capacity of SIDWAYA Publishing for the purpose of creating a newspaper in national languages	1998 - 1999
PDC/49 BKF/02 REGULAR PROGRAMME	40,000	BURKINA FASO: ESTABLISHMENT OF A COMMUNITY MULTIMEDIA CENTRE IN SABOU	2006
PDC/51 BKF/01 354 BKF 5061	28,000	BURKINA FASO: EQUIPMENT FOR THE AGENCE D'INFORMATION DU BURKINA (AIB, BURKINA INFORMATION AGENCY)	2007-2008
PDC/52 BKF/01 354 BKF 5071	38500	BURKINA FASO: "ERE NOUVELLE" MULTIMEDIA CENTRE	2008-2009
PDC/53 BKF/01 354 BKF 5081	15000	BUILDING THE CAPACITY OF THE COMMUNICATION AND JOURNALISM DEPARTMENT	2009-2010
Total Burkina Faso: US\$ 314,500			

### D. BUDGET

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

<i>Equipment</i>	Qty	Unit price	Total
Desktop computer: Pentium-4, 80 GB Ultra DMA HDD, 512 MB RAM, 64 MB graphics card, CD-ROM burner, 56K V92 modem, AZERTY keyboard, mouse with scroll wheel,			

loudspeakers, 17" monitor, Windows XP Pro SP2, MS Office 2007:	1	1,000	1,000
Page layout and image processing software:	1	550	550
UPS (APC 650 VA;25 min. autonomy):	1	170	170
Scanner (Scanjet HP 3650):	1	300	300
Printer (HP Laserjet 1320):	1	600	600
Colour printer (HP Deskjet 6543):	1	1,000	1,000
Digital camera (HP Photosmart M417 5M); 256 MB memory card; rechargeable NIMH batteries and charger:	2	600	1,200
MP3 recording kits (Mayco):	3	500	1,500
<b>Training</b>			
5-day workshop:			3,000
Accommodation and living expenses for course participants:	12×5 days	30	1,800
Dining for resident participants:	8×5 days	10	400
Trainer (5 days of training + 5 days of preparation + report):	1×5	80	400
Course material (lump sum):			200
Coffee breaks (2 / day × 20 participants × 5 days)	20×5	1	200
<b>Publication (4 issues in 3 languages)</b>			
Collection and processing of information (lump sum):	4 issues	100	400
Layout and proofing:	12×4	10	480
Printing (4 × 12 pages x 1000):	4000	0.50	2,000
Distribution (lump sum):			800
<b><u>TOTAL:</u></b>			<b><u>16,000</u></b>

<b>BREAKDOWN OF BENEFICIARY'S CONTRIBUTION (in US dollars)</b>			
<b>Description</b>	<b>Qty</b>	<b>Unit price</b>	<b>Total</b>
Coordinator:	12 m.	450	5,400
Accounting secretary:	12 m.	350	4,200
Hiring of office premises:	12 m.	145	1,740
Communications and consumables:	12 m.	155	1,860
<b><u>TOTAL:</u></b>			<b><u>13,200</u></b>

# CAMEROON

<b>A. PROJECT IDENTIFICATION</b>		
<b>1.</b>	<b>PROJECT TITLE</b>	<b>STRENGTHENING CAPACITY IN JOURNALISM TRAINING</b>
<b>2.</b>	<b>NUMBER</b>	<b>IPDC/54 CMR/01</b>
<b>3.</b>	<b>CATEGORY OF MASS MEDIA</b>	Audiovisual and print media
<b>4.</b>	<b>IPDC PRIORITY AREA</b>	Human resource development
<b>5.</b>	<b>SCOPE (NATIONAL, REGIONAL, INTERREGIONAL)</b>	National
<b>6.</b>	<b>TYPE OF ASSISTANCE REQUESTED</b>	Training
<b>7.</b>	<b>TOTAL COST OF PROJECT</b>	US\$ 29,900
<b>8.</b>	<b>AMOUNT REQUESTED FROM IPDC</b>	US\$ 14,700
<b>9.</b>	<b>PROJECT BENEFICIARY</b>	<i>Ecole Supérieure des Sciences et Techniques de l'Information et de la Communication (ESSTIC)</i>
<b>10.</b>	<b>IMPLEMENTING BODY</b>	UNESCO Office B.P. 12909, YAOUNDE Tel.: + (237) 22 20 35 47 / 22 20 35 48 Fax: + (237) 22 20 35 49 Focal point: OJONG Cletus TABE
<b>11.</b>	<b>PROJECT LOCATION</b>	Yaoundé
<b>12.</b>	<b>PROJECT PREPARED BY</b>	<i>Ecole Supérieure des Sciences et Techniques de l'Information et de la Communication (ESSTIC) - BP 1328 - Yaoundé</i>
<b>DECISION OF THE BUREAU</b>		

## B. PRESENTATION

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

The *Ecole Supérieure des Sciences et Techniques de l'information et de la Communication* (ESSTIC) in Cameroon has been providing media training for the youth of Cameroon and the Central Africa sub-region since 1970. Although initially focused on journalism training, ESSTIC has since broadened its curriculum to include other disciplines (corporate communication, advertising, publishing, archiving and documentation).

Journalism, however, remains the central focus of the training offered by the institution. In addition to young Cameroonians, this field of study attracts students from Chad, Gabon, Congo, Benin and the Central African Republic. Over the years, ESSTIC has extended and developed its curriculum, adopting, in 2008, a new course offering under the LMD (Licence, Masters, Doctorate) system. As such, ESSTIC is now acknowledged as a reference in journalism training in Africa according to UNESCO standards. With the recent transformations in the way in which journalism and media professions are exercised, it is essential that ESSTIC constantly monitor and reassess its training staff's skills as well as its training equipment.

Thus, the early years of the 21st century saw the development of new media specialities, such as the development of on-line news sites, online newspapers, radios and television channels, and the widespread use of digital audio and video-editing techniques.

To preserve its status as a reference in journalism training, ESSTIC must command the very best in terms of the trainer expertise and the tools required for appropriate training in these new media practices. This entails providing refresher training in copy-writing, page layout and the use of new medias, as well as the acquisition of the appropriate equipment.

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

This project is mainly aimed at student journalists and lecturers in journalism at the *Ecole Supérieure des Sciences et Technique de l'Information et de la Communication*.

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

- To contribute to the alleviation of poverty by training media professionals who are capable of being competitive wherever they exercise their profession;
- To contribute to the promotion of new media in the Central Africa region, thereby enabling better dissemination of information and opinions from the south.

### 4. **IMMEDIATE OBJECTIVES:**

To train media professionals in the management of new media, as well as in audio/video editing, page layout, graphic creation, and the design and administration of online news websites.

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

- An ESSTIC teaching staff which is proficient in archiving, graphic arts, and the design and administration of online media;
- A multimedia laboratory with professional-standard equipment for use by ESSTIC students and lecturers.

### 6. **ACTIVITIES:**

- Recruitment of two foreign trainers;



- Selection of the four ESSTIC lecturers who will receive training
- Organisation of the training;
- Acquisition of computer equipment;
- Installation of equipment;
- Recruitment of maintenance personnel

**7. PROJECT INPUTS:**

***ESSTIC's contribution***

- Recruitment of a foreign trainer;
- Expenses for four (4) ESSTIC trainers: (processing of audio and video data + page layout and computer graphics + administration of news websites + database administration);
- Renovation of the premises that will house the new ESSTIC Multimedia Resource Centre;
- Fitting out of the Multimedia Resource Centre (furniture, workstation booths, etc.).

***UNESCO's contribution***

- Acquisition of 4 computers (workstations for the training of the ESSTIC trainers);
- Acquisition of software (audio- and video-editing, page layout, image processing, database administration);
- Acquisition of manuals and other documentary resources for the training of the trainers;
- Transportation costs and expenses for a foreign trainer (use of electronic media + online journalism)

**10. WORK PLAN:**

ACTIVITIES/MONTH	1	2	3	4	5	6	7	8	9	10	11	12
Project monitoring												
Budget review according to allocated funds												
Purchase, delivery and installation of equipment												
Identification and recruitment of foreign trainers												
Organisation of training for student journalists and lecturers in journalism												
Submission of activity reports												

**9. INSTITUTIONAL FRAMEWORK:**

The ESSTIC is operated under the supervisory authority of the Ministry of Higher Education and the Ministry of Communication. It is an institution of the University of Yaoundé II. It will be responsible for implementing this project, in collaboration with the UNESCO Office in Yaoundé.

**10. SUSTAINABILITY:**

The project will enable media students in the sub-region to gain proficiency in techniques which are likely to facilitate their entry into professional life, and will contribute to the development of media outlets fostering freedom of expression, both in states in the sub-region and at the international level, via the

internet. As such, this project indirectly contributes to the promotion and development of new media in the Central Africa sub-region.

**11. FRAMEWORK OF MONITORING:**

The project will be monitored and evaluated by the UNESCO Office in Yaoundé.

**12. EVALUATION:**

The ESSTIC possesses recognised expertise in the training of media professionals. It permanently monitors teaching methods and new fields in communication and media through its membership in networks such as Théophraste. It is against this background that it reformed its curriculum in 2008, and has projected its development through to 2015. This project is one of the links in this development process.

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

The ESSTIC will submit an activity report to the UNESCO Office in Yaoundé three months after the installation of the equipment and the start of the training.

**C. ADDITIONAL INFORMATION**

**Assistance provided by the IPDC in the past**

Assistance with the upgrading of Radio ESSTIC, a university radio station aimed at students of the two state-run universities and private higher-education institutions in Yaoundé.

**Preliminary activities**

Internal assessment of the skills (trainers) and equipment required to meet ESSTIC's training objectives for 2015, and contact with the partner institutions which will be providing the teacher training.

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

The ESSTIC will assume the tasks involved in preparing the ground for the implementation of the project. Furthermore, it will make a financial contribution of more than USD 12,500.00 for the refurbishment and fitting of the training room.

**C. ADDITIONAL INFORMATION**

**Assistance provided by the IPDC in the past**

PDC/3CMR/20 350-CMR-31 350-CMR-71 350-CMR-91	23,000 35,000 66,000	Cameroon Development of the News Agency	1982 - 1991
PDC/8CMR/01 350-CMR-81	40,000	Development of the Ecole Supérieure des Sciences & Techniques de l'Information (ESSTI) in Yaounde	1987 - 1989
PDC/17CMR/01 352-CMR-71	70,000	Completion of the computerisation of the CAMNEWS Agency	1997 - 1998
PDC/18CMR/01 352-CMR-81	70,000	Renewal of ASMAC broadcasting equipment	1998 - 1999
PDC/20CMR/01 353-CMR-01	20,000	Computerization of the documentation service of the Cameroon Radio & Television Company (CRTV)	2000 - 2002

PDC/20CMR/02 353-CMR-02	40,000	Mbalmayo and Meiganga Women's Community Radios	2000 - 2002
PDC/20CMR/03 353-CMR-03	28,000	The Herald Newspaper	2000 - 2002
PDC/21 CMR/03 353CMR5011	25,000	Community radio for women of South Cameroon	2003 - 2004
PDC/23 CMR/01 354CMR5031	20,000	Multimedia centre for the young people of Garoua	2004 - 2005
PDC/23 CMR/02 354CMR5032	23,000	Strengthening the independent newspaper "LE MESSAGER"	2004 - 2005
PDC/24 CMR/01 552CMR5000 (FIT-Japan)	70,060	Meiganga Community multimedia centre	2004 - 2005
PDC/48 CMR01 354RAF5041	15,000	Capacity-building for independent pluralist media	2005-2006
PDC/53 CMR01 354RAF5081	22,000	SETTING UP OF A COMMUNITY RADIO IN GAROUA	2009-2010
<b>Total Cameroon: US\$ 497,000 +US\$ 70,060 (FIT)</b>			

#### D. BUDGET

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

Qty	Description	Cost
	<i>Five-day training workshop on the management of new media</i>	
01	Return air-fare for one foreign trainer:	1,500
01	Trainer's fees: USD 250.00 × 5 days:	1,250
01	Foreign trainer's per-diem allowance: USD 194.00 × 5 days:	970
	Coffee breaks and lunch for 12 participants: USD 30.00 × 12 × 5 days:	1,800
	Hiring of teaching aids (video projector + screen): USD 180.00 × 5 days:	900
	Training material (manuals, magazines) - lump sum:	600
	<i>Equipment</i>	
05	<i>Multimedia computers:</i> COMPAQ PRESARIO S4390FR (processor: Intel PENTIUM IV 2.4 GHz; RAM: 256 MB; HDD: 80GB), CD recorder, DVD Drive, 3½ floppy-disk drive, 1394 network adaptor, SiS 900-Based PCI network adaptor, Ethernet adaptor, Radeon 9200 ATI (128 MB) graphics card, TV tuner card, 128 MB sound card, Firewire IEEE 1394 ports (digital capture), front-mounted USB ports, loud speakers, 17" Macro View monitor with screen filter, AZERTY keyboard, mouse:	5,000
01	Software and accessories (Publisher, Photoshop, Adobe audition, Illustrator, etc.):	2,680
	<b>TOTAL:</b>	<b>14,700</b>

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

Coordination and monitoring:	1,500
Expenses for one foreign trainer:	3,200
Participants' travel expenses:	600
Customs clearance fees on equipment:	2,000
Fitting out of the multimedia room:	2,750
Furniture for the multimedia room:	4,250
Communications (telephone / fax / Internet):	500
Reports:	400
<b><u>TOTAL:</u></b>	<b><u>15,200</u></b>

# CENTRAL AFRICAN REPUBLIC

<b>A. PROJECT IDENTIFICATION</b>		
<b>1.</b>	<b>PROJECT TITLE</b>	<b>DIGITIZATION OF THE CENTRAL AFRICAN RADIO AND TELEVISION SERVICE'S ARCHIVES</b>
<b>2.</b>	<b>NUMBER</b>	<b>IPDC/54 CAF/01</b>
<b>3.</b>	<b>CATEGORY OF MASS MEDIA</b>	Radio-television
<b>4.</b>	<b>IPDC PRIORITY AREA</b>	Professional training
<b>5.</b>	<b>SCOPE</b> (NATIONAL, REGIONAL, INTERREGIONAL)	National
<b>6.</b>	<b>TYPE OF ASSISTANCE REQUESTED</b>	Training, equipment
<b>7.</b>	<b>TOTAL COST OF PROJECT</b>	US\$ 72,800
<b>8.</b>	<b>AMOUNT REQUESTED FROM IPDC</b>	US\$ 24,800
<b>9.</b>	<b>PROJECT BENEFICIARY</b>	Ministry of Communication, Good Citizenship, National Reconciliation and Dialogue Monitoring BP 940 – Bangui – CAR <u>Tel.</u> : 21 61 04 37 <u>Fax</u> : 21 61 59 85.
<b>10.</b>	<b>IMPLEMENTING BODY</b>	UNESCO Office in Yaoundé Sophie Beyala
<b>11.</b>	<b>PROJECT LOCATION</b>	Bangui
<b>12.</b>	<b>PROJECT PREPARED BY</b>	MINCOM RCA
<b>DECISION OF THE BUREAU</b>		

## **B. PRESENTATION**

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

State-run radio and television services play an important role in the peace consolidation process in post-conflict countries, and especially in a country like the Central African Republic, which is very large but sparsely populated. In the course of various conflicts, much of the Radio and Television Service's production and broadcasting equipment, and its archives, has been destroyed, thereby aggravating the information deficit.

It is essential that the Central African Radio and Television Service be rehabilitated so that it can pursue its mission of promoting social, economic and cultural development; it can serve to unify expectations, alleviate tensions, and build popular support for the messages of peace disseminated by the government and the various actors for peace in the region.

Outdated production equipment, inadequate cameras, the lack of logistics and production resources, audiovisual archives that have yet to be digitized, and the lack of an internet connection are just some of the issues that need to be resolved.

Furthermore, no scholarships have awarded for training abroad since 1985, and no training institutions exist locally. Individuals recruited as young journalists generally learn their profession on the job. Those who have been trained have now retired, and have not been replaced.

To summarize, the Central African Radio and Television Service needs to resolve a host of issues--technical, equipment, human resources, software, training, and partially digitized sound archives--with a view to, ultimately, setting up a National Centre for Digitized Audiovisual Archives.

The personnel will receive appropriate refresher training in the use of any new equipment. The programme will rehabilitate the entire Central African Television Service, providing it with internet connectivity and thereby improving journalists' working conditions. The programme will also entail the digitization of archives.

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

The main beneficiaries of the programme are the journalists of the Central African Radio and Television Service.

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

Through information and training, the project will contribute to strengthening inter- and intra-community social cohesion, aid the disarming and demobilization process, and generally improve living conditions.

### **4. IMMEDIATE OBJECTIVES:**

- Provide the Central African Radio and Television Service with digital sound archiving equipment;
- Train 10 journalists in archiving techniques (radio);
- Train 20 journalists in the production of programmes on development, social cohesion and agriculture, using the sound archives.

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

- Digital sound archiving equipment;
- Digitized sound archives;

- 20 journalists trained in the production of programmes on development, social cohesion and agriculture, using the sound archives;
- 10 journalists trained in archiving techniques (radio).

**6. ACTIVITIES:**

- Acquisition of digital archiving equipment;
- Five-day course in archive digitization, for 10 journalists;
- Five-day course in the production of programmes on development, social cohesion and agriculture, using the sound archives; for 20 journalists

**7. PROJECT INPUTS:**

- Digital archiving equipment;
- One trainer specialising in archive digitization;
- 2 monitoring / evaluation missions in the year.

**11. WORK PLAN:**

<b>ACTIVITIES / MONTH</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>7</b>	<b>8</b>	<b>9</b>	<b>10</b>	<b>11</b>	<b>12</b>
Assessment of current situation												
Acquisition of equipment												
Installation of equipment												
Training / refresher courses												
Monitoring of programme production												
Evaluation of the programme												

**9. INSTITUTIONAL FRAMEWORK:**

This project is being submitted to the IPDC by the Central African Ministry of Communication, Good Citizenship, National Reconciliation and Dialogue Monitoring.

**10. SUSTAINABILITY:**

The Central African Radio and Television Service is operated under the supervising authority of the Ministry of Communication, Good Citizenship, National Reconciliation and Dialogue Monitoring. The project will be implemented by the Ministry, which has also appealed to the OIF for support.

**11. FRAMEWORK OF MONITORING:**

The project will be monitored by the UNESCO Office in Yaoundé.

**12. EVALUATION:**

The Office conducted a mission to the CAR in October 2008 during which an evaluation was made of the status of the archives. On that occasion, a report was submitted to Mr. Abdul W. Khan by the Representative, Mr. Benoît Sossou). The French Embassy in the CAR had also begun archiving work, but this was never completed.

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

The Ministry of Communication, as the beneficiary of this project, will produce quarterly monitoring/evaluation reports.

## C. ADDITIONAL INFORMATION

### Preliminary activities

Feasibility study; raising awareness among authorities.

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

Renovation of buildings; covering of personnel expenses.

### Aid requested from sources other than the IPDC

A grant of US\$ 450,000 has been received from the *Peace-Building Funds* (PBF).

### Assistance provided by the IPDC in the past

PDC/5CAF/02 350-CAF-51	30,000	Central African Republic	1984 - 1985
		Rehabilitation of Radio/TV	
PDC/7CAF/01 350-CAF-71 350-CAF-81	35,000 37,500	Development of Press Centre	1986 - 1990
PDC/19CAF/01 352-CAF-91	46,000	Restructuring of the News Agency (ACAP)	1999 - 2001
PDC/24 CAF/01 354 CAF 5031	50,000	Rehabilitation of the technical and human capacity of radio Centrafrique	2004 - 2005
PDC/24 CAF/02 354-CAF-5032	20,000	Strengthening the technical capacity of the independent community radio Ndeka Luka	2004 - 2005
PDC/49 CAF/01 354-CAF-5052 (Co-financed by France)	50,000	ESTABLISHMENT OF A HIGH COUNCIL FOR COMMUNICATION	2006 - 2007
PDC/49 CAF/02 552-CAF-5000 (FIT-Japan)	50,000	ESTABLISHMENT OF A PRESS HOUSE AND QUICK IMPACT ON TRAINING FOR CAR MEDIA PROFESSIONALS	2006 - 2007
PDC/51 CAF/01 354-CAF-5061	26,000	CENTRAL AFRICAN REP. : SETTING UP OF A PILOT COMMUNITY RADIO STATION	2007 - 2008
PDC/52 CAF/01 354-CAF-5071	33,000	CENTRAL AFRICAN REPUBLIC: REINFORCING THE CAPABILITIES OF THE MEDIA OBSERVATORY	2008 - 2009
PDC/53 CAF/01 354-CAF-5081	55,000	APPUI AU DEVELOPPEMENT DES RESSOURCES HUMAINES DU DEPARTEMENT DE JOURNALISME A L'UNIVERSITE DE BANGUI	2009-2010
<b>Total Central African Republic: US\$ 532,000+ 50FIT</b>			

## D. BUDGET

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

#### **I 5-DAY WORKSHOP ON ARCHIVE DIGITIZATION AND THE PRODUCTION OF PROGRAMMES USING THE DIGITIZED ARCHIVES**

Participants' accommodation expenses and DSA  
(US\$ 15.00 /day × 30 pers. × 5 days):

2,250.00

5,750



Trainers (5 days of training + 5 days of preparation at US\$ 100.00 / day × one trainer): 1,000.00			
Training material and hiring of training assistants: 1,600.00			
Local transportation expenses (US\$ 30.00 × 30 participants): 900.00			
<b>2. Archive digitization equipment</b>			
Qty	Description	Unit cost	Total in Euros
2	Mac mini (1.66 GHz Intel Core Duo)	€799	€1598
1	Mac mini (1.5 GHz Intel Core Duo)	€599	€599
3	Memory (1GB SDRAM)	€100	€300
1	Nikon CoolPix P4	€69	€69
1	Memory card (Secu Digit 512 MB)	€20	€20
1	Camcorder (Panasonic NV Gs 500)	€1338	€1338
3	17" monitors (LG)	€240	€720
3	UPSs (500 Watts)	€135	€405
3	CD-ROM recorders (LaCie D2 USB2/Fire Wire)	€150	€450
1	Printer (HP DJ 5940)	€100	€100
3	Keyboards+mice	€50	€150
5	Hard-disk drives (LaCie High speed USB). 250 GB, external. 7200 rpm+cables	€170	€850
2	Plextor Converter Px + cables	€250	€500
1,000	Pack of 50 DVDs	€20	€400
1,000	Pack of 100 CD-Rs	€20	€200
1,000	Pack of 50 DVD cases	€12	€240
1,000	Pack of 100 CD cases	€18	€180
1	Miscellaneous: analogue connectors, DVD markers, ink cartridges, USB key, protected socket strip, scissors):		€710
1	CD/DVD recording software + DiVix player + AppleWorks +Quick Time. :		€450
	<b>Sub-total:</b>		<b>€9,579 or US\$ 13,660</b>
2 x 4-day monitoring / evaluation missions to Bangui (via Douala) by the Yaoundé Office (transportation expenses + DSA):			5,390
<b>TOTAL:</b>			<b>24,800</b>

<b>BREAKDOWN OF BENEFICIARY'S CONTRIBUTION (in US dollars)</b>	
Premises / office (renovation), shelving, etc.:	15,000
Annual overheads (employees' salaries):	30,000
Communications:	3,000
<b>TOTAL:</b>	<b>48,000</b>

# CENTRAL AFRICAN REPUBLIC

<b>A. PROJECT IDENTIFICATION</b>		
<b>1.</b>	<b>PROJECT TITLE</b>	<b>SUPPORT FOR TEACHER TRAINING IN THE JOURNALISM DEPARTMENT OF THE UNIVERSITY OF BANGUI</b>
<b>2.</b>	<b>NUMBER</b>	<b>IPDC/54 CAF/02</b>
<b>3.</b>	<b>CATEGORY OF MASS MEDIA</b>	All media forms
<b>4.</b>	<b>IPDC PRIORITY AREA</b>	Human resource development
<b>5.</b>	<b>SCOPE (NATIONAL, REGIONAL, INTERREGIONAL)</b>	National
<b>6.</b>	<b>TYPE OF ASSISTANCE REQUESTED</b>	Training and equipment
<b>7.</b>	<b>TOTAL COST OF PROJECT</b>	US\$ 57,900
<b>8.</b>	<b>AMOUNT REQUESTED FROM IPDC</b>	US\$ 43,500
<b>9.</b>	<b>PROJECT BENEFICIARY</b>	Journalism Department, University of Bangui
<b>10.</b>	<b>IMPLEMENTING BODY</b>	UNESCO Office B.P. 12909 – Yaoundé - Cameroon, Tel.: + (237) 22 20 35 47 /22 20 35 48 Fax: + (237) 22,230 35 49 E-mail: <a href="mailto:yaounde@unesco.org">yaounde@unesco.org</a> Focal point: Mr. Ojong Cletus
<b>11.</b>	<b>PROJECT LOCATION</b>	Bangui
<b>12.</b>	<b>PROJECT PREPARED BY</b>	Journalism Department, University of Bangui, Central African Republic
<b>DECISION OF THE BUREAU</b>		

## **B. PRESENTATION**

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

Although the opening up of the media landscape in the Central African Republic is a relatively recent phenomenon, it has not been able to achieve its full expression on account of the military-political crises which have plagued the country, the acute pauperization of the population and the absence of a legal framework conducive to the emergence of a pluralistic media. Against this backdrop, the Central African media has suffered the effects of the poor economic situation, which has hindered the development of a professional and free media.

In post-conflict countries such as the Central African Republic, the media has an important role to play in strengthening democracy and human rights, and promoting freedom of expression, and this depends, for a large part, on journalists' ability to provide reliable information. Journalists and media professionals are at the forefront when it comes to providing information to the public, while journalism students ensure the continuity of the profession. It is for this reason that journalism training, and especially teacher training, is an urgent necessity.

There is a local institution capable of providing full and ongoing training in journalism but it lacks the teaching staff and equipment required to provide the appropriate training.

The Journalism Department set up in 2008 is a preliminary step towards solving this problem. This initiative has received support from the Central African government, which has also sought support from international partners. UNESCO has facilitated the establishment of a partnership with ESSTIC in Yaoundé for capacity building. The purpose of this partnership is to implement a teacher training programme for the benefit of the Journalism Department in Bangui, in keeping with the spirit of the Grahamstown conference in South Africa on journalism training in Africa. This type of cooperation is fully consistent with the policy on university integration in CEMAC countries.

This project is therefore an extension of the efforts undertaken by the Central African government, the University of Yaoundé, through ESSTIC, and UNESCO, to develop the professional capacity of journalists, and in so doing, empowering them to promote the emergence of a reliable and effective information society in the Central African Republic.

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

This project is aimed at the teaching staff recruited for the Journalism Department at the University of Bangui.

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

To develop a qualified, effective and responsible teaching staff capable of delivering high-quality training to journalism students registered in the Journalism Department at the University of Bangui.

### **4. IMMEDIATE OBJECTIVES:**

To assemble a group of trainers who are proficient in various aspects of journalism and media-related disciplines.

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

Staff the Journalism Department with a body of 6 lecturers who are proficient in journalism and media-related disciplines. These 6 teachers will be trained at the *Ecole Supérieure des Sciences et Techniques de l'Information et de la Communication* (ESSTIC) at the University of Yaoundé II SOA in Cameroon.

**6. PROJECT INPUTS:**

- 5 ESSTIC lecturers to provide teacher training for a period of one year;
- 6 doctorate students to receive the training at ESSTIC in Yaoundé;
- Development of a training curriculum;
- Teaching material;
- Training venue;
- Course coordination.

**7. WORK PLAN:**

ACTIVITIES / MONTH	1	2	3	4	5	6	7	8	9	10	11	12 +
Project monitoring												
Revision of the action plan												
Development of a training programme												
Training of trainers												
Write-up and submission of the report												

**8. INSTITUTIONAL FRAMEWORK:**

The Journalism Department in Bangui comes under the joint supervisory authority of the Ministry of National Education and the Ministry of Communication, Good Citizenship, National Reconciliation and Dialogue Monitoring. It is a Department of the University of Bangui. It will be responsible for implementing this project, in collaboration with the UNESCO Office in Yaoundé.

**9. SUSTAINABILITY:**

Sustainability will be achieved through the provision of refresher programmes defined with ESSTIC within the framework of the Partnership Agreement between the two university institutions.

**10. FRAMEWORK OF MONITORING:**

The project will be monitored and evaluated by the UNESCO Office in Yaoundé.

**11. EVALUATION:**

In the course of evaluation missions, UNESCO representatives met with relevant governmental and academic officials, Editors-in-Chiefs of the main print and audiovisual media, and members of Boards of the UJCA and the GEPPIC. The findings of these missions highlight a real need for qualified trainers capable of delivering high-quality professional training to journalism students.

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

The Journalism Department will produce half-yearly reports and a project completion report, which will be submitted to the UNESCO Office in Yaoundé.

## C. ADDITIONAL INFORMATION

### Assistance provided by the IPDC in the past

PDC/5CAF/02 350-CAF-51	30,000	Central African Republic	1984 - 1985
		Rehabilitation of Radio/TV	
PDC/7CAF/01 350-CAF-71 350-CAF-81	35,000 37,500	Development of Press Centre	1986 - 1990
PDC/19CAF/01 352-CAF-91	46,000	Restructuring of the News Agency (ACAP)	1999 - 2001
PDC/24 CAF/01 354 CAF 5031	50,000	Rehabilitation of the technical and human capacity of radio Centrafrique	2004 - 2005
PDC/24 CAF/02 354-CAF-5032	20,000	Strengthening the technical capacity of the independent community radio Ndeka Luka	2004 - 2005
PDC/49 CAF/01 354-CAF-5052 (Co-financed by France)	50,000	ESTABLISHMENT OF A HIGH COUNCIL FOR COMMUNICATION	2006 - 2007
PDC/49 CAF/02 552-CAF-5000 (FIT-Japan)	50,000	ESTABLISHMENT OF A PRESS HOUSE AND QUICK IMPACT ON TRAINING FOR CAR MEDIA PROFESSIONALS	2006 - 2007
PDC/51 CAF/01 354-CAF-5061	26,000	CENTRAL AFRICAN REP. : SETTING UP OF A PILOT COMMUNITY RADIO STATION	2007 - 2008
PDC/52 CAF/01 354-CAF-5071	33,000	CENTRAL AFRICAN REPUBLIC: REINFORCING THE CAPABILITIES OF THE MEDIA OBSERVATORY	2008 - 2009
PDC/53 CAF/01 354-CAF-5081	55,000	APPUI AU DEVELOPPEMENT DES RESSOURCES HUMAINES DU DEPARTEMENT DE JOURNALISME A L'UNIVERSITE DE BANGUI	2009-2010
<b>Total Central African Republic: US\$ 532,000+ 50FIT</b>			

## D. BUDGET

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

#### *Training for 6 trainees*

Tuition (US\$ 1,983 × 6):	11,898
Meals (US\$ 3,092 × 6):	18,552
Accommodation (US\$ 760 × 6):	4,560
Teaching materials:	8,490
<b><u>TOTAL:</u></b>	<b><u>43,500</u></b>

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

Coordination and monitoring:	2,450
Air fare and taxes (Yaoundé-Bangui return) for 6 trainers:	6,210
Research support grant (US\$ 790.00 × 6 trainers):	4,740
Communications:	1,000
<b><u>TOTAL:</u></b>	<b><u>14,400</u></b>

# CHAD

<b>A. PROJECT IDENTIFICATION</b>		
<b>1.</b>	<b>PROJECT TITLE</b>	<b>STRENGTHENING THE CAPACITY OF RADIO FM LIBERTÉ</b>
<b>2.</b>	<b>NUMBER</b>	<b>IPDC/54 CHD/01</b>
<b>3.</b>	<b>CATEGORY OF MASS MEDIA</b>	Radio
<b>4.</b>	<b>IPDC PRIORITY AREA</b>	Community radio
<b>5.</b>	<b>SCOPE (NATIONAL, REGIONAL, INTERREGIONAL)</b>	National
<b>6.</b>	<b>TYPE OF ASSISTANCE REQUESTED</b>	Equipment and training
<b>7.</b>	<b>TOTAL COST OF PROJECT</b>	US\$ 46,600
<b>8.</b>	<b>AMOUNT REQUESTED FROM IPDC</b>	US\$ 26,400
<b>9.</b>	<b>PROJECT BENEFICIARY</b>	FM Liberté community radio.
<b>10.</b>	<b>IMPLEMENTING BODY</b>	UNESCO Office B.P. 12909 – Yaoundé - Cameroon Tel.: + (237) 22 20 35 47 /22 20 35 48 Fax: + (237) 22 230 35 49 E-mail: <a href="mailto:yaounde@unesco.org">yaounde@unesco.org</a> Focal point: Mr. Ojong Cletus
<b>11.</b>	<b>PROJECT LOCATION</b>	N'Djamena
<b>12.</b>	<b>PROJECT PREPARED BY</b>	Mr Djekourninga Kaoutar Lazare, Director Tel.: (+235) 629 23 25 / 949 57 43 E-mail: <a href="mailto:fmradioliberte@yahoo.fr">fmradioliberte@yahoo.fr</a>
<b>DECISION OF THE BUREAU</b>		

## **B. PRESENTATION**

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

The process of national reform undertaken in Chad in the 90s led to a number of significant changes within the society, including within the national media. Press reform, which gave rise to progressive and fundamental improvements in the national press, as a result of the liberalisation and professionalisation of the latter, is one of the basic pillars of democracy and governance. As these changes occurred, certain publications disappeared, while others were forced their approach. The government's efforts in this area are far from negligible, a fact borne out by the ever increasing number of newspapers and journalist associations in Chad.

With the development of the democratic process initiated in 1990, Chad has witnessed the emergence of several privately operated associative or community radios (27 in 2009). In Chad, freedom of expression and opinion are guaranteed through the international conventions on press freedom and civil and political rights ratified by Chad in 1995, the Constitution and media-related laws and regulations.

Media pluralism is a recent phenomenon in Chad, so much so that, as is often the case in countries in which pluralism of expression is embraced against a backdrop of poverty, the professional challenges are multiple. Today, however, the Chadian media can be viewed as a vanguard in pluralism of expression.

Nevertheless, in reality, Chadian journalists are threatened and arrested in the exercise of their profession.

In general terms, the Chadian media landscape is characterised by a lack of training, among journalists, in writing for radio and production techniques, insufficiently trained first-level maintenance technicians, a lack of studio equipment (microphones, headphones, memory-card digital recorders, etc).

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

The target group for this project comprises the journalists and technicians of Radio FM Liberté, who will be trained in the production and broadcasting of high-quality programmes.

### **3. IMMEDIATE OBJECTIVES**

Train the journalists and technicians in writing for radio, production techniques, digital editing and first-level maintenance.

### **4. DEVELOPMENT OBJECTIVES**

Strengthen the ability of Radio FM Liberté journalists to produce high-quality programmes with a focus on the MDGs so as to foster popular participation in the development process.

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

- 5 Radio FM Liberté journalists trained in writing for radio and production techniques;
- 3 technicians trained in the use of digital editing software;
- At least 10 high-quality programmes with a focus on the MDGs.

### **6. ACTIVITIES:**

- Budget review according to allocated funds;
- Recruitment of consultants to conduct the courses;
- Organisation of a 5-day workshop, for journalists, on writing for radio;

- Organisation of a 5-day workshop on language translation methodology, for Arabic- and Sara-speaking presenters;
- Organisation of a 7-day training workshop, for technicians, on digital editing;
- Acquisition and delivery of reporting equipment;
- Submission of half-year project-implementation report.

**7. PROJECT INPUTS:**

- 2 trainers for the courses in writing for radio and production techniques;
- 2 trainers for the course in language translation methodology (for Arabic- and Sara-speaking presenters); teaching materials;
- Trainer for the course in digital editing;
- 2 computers (one for production, one for broadcasting);
- Digital editing software;
- 6 digital recorders for reporting assignments
- Audio mixing console with telephone interface

**12. WORK PLAN:**

ACTIVITIES / MONTH	1	2	3	4	5	6	7	8	9	10	11	12
Project monitoring	■	■	■	■	■	■	■	■	■	■	■	■
Budget review according to allocated funds	■											
Recruitment of consultants to conduct the courses		■	■	■								
Organisation of a workshop on writing for radio (for journalists)			■	■	■							
Organisation of a workshop on language translation methodology (for Arabic- and Sara-speaking presenters)					■	■	■					
Organisation of a workshop on digital editing (for technicians)							■	■	■			
Acquisition and delivery of reporting equipment						■	■	■	■	■		
Submission of activity reports						■						■

**9. INSTITUTIONAL FRAMEWORK:**

Radio FM Liberté is operated under the direct responsibility of a grouping of nine (9), Chadian civil-society associations, which will implement the project in consultation with the Regional Councillor for Communication at the UNESCO Office in Yaoundé. The association will monitor project, and will identify the 4 consultants who will train the radio presenters and technicians.

**10. SUSTAINABILITY:**

Once trained, thanks to the financial support of the IPDC, the journalists and technicians of Radio FM Liberté will use their expertise for the development of the radio while producing high-quality programmes, deepening their experience in the use of modern communication tools and improving their journalistic style. The grouping of civil-society associations will encourage local initiatives and will seek financing to assure the long-term viability of the accomplishments of the project through further training.



## 11. FRAMEWORK OF MONITORING:

The Regional Councillor for Communication and Information at the UNESCO Office in Yaoundé will monitor the implementation of the project.

## 12. EVALUATION:

Most of the journalists at Radio FM Liberté learnt their profession on the job, and those who have actually graduated for a journalism school are few and far between. This project seeks to facilitate the training of 5 journalists and 3 technicians through various training workshops. The training, which is also aimed at the radio's 4 Arabic- and Sara-speaking presenters, will enable the latter to become more proficient in translation techniques. Indeed, listener feedback often mentions translation problems, which are mainly due to insufficient knowledge of translation techniques and methods.

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

The activity reports will be prepared and submitted by the radio station's management.

### C. ADDITIONAL INFORMATION

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

PDC/4CHD/14 350-CHD-41	40,000	Chad Rehabilitation of the Mass Media	1983 -1985
PDC/11CHD/01 501-CHD-01 (Switzerland)	106,000	Rehabilitation of the Chad Press Agency	1990 -1993
PDC/15CHD/01 352-CHD-51	60,000	Training of journalists and audio-visual professionals	1995 -1998
PDC/24 CHD/01 354-CHD-5031	30,000	Strengthening the capacity of Agence Tchadienne de Presse (ATP)	2004 - 2005
PDC/48 CHD/01 354-CHD-5041	25,000	Capacity-building of the Chadian media	2005-2006
PDC/49 CHD/02 354 CHD 5053	20,000	STRENGTHENING THE INDEPENDENT NEWSPAPER "N'DJAMENA HEBDO"	2006-2007
PDC/52 CHD/01 354 CHD 5071	38,500	CHAD:ESTABLISHMENT OF A PRESS HOUSE	2008-2009
PDC/52 CHD/02 354 CHD 5072	24200	CHAD:REINFORCING THE ROLE OF THE HIGH COUNCIL FOR COMMUNICATION	2008-2009
PDC/53 CHD/01 354 CHD 5081	22000	CAPACITY BUILDING FOR THE DAILY, <i>LE PROGRÈS</i>	2009-2010
Total Chad: US\$ 259,700+ US\$ 106,000 (Funds-in-trust)			

## D. BUDGET

<b>BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)</b>	
<b><i>Five-day workshop on writing for radio</i></b>	
Per-diem allowance for 2 consultants (USD 100.00 × 2 pers. × 5 days):	1,000
Fees for two consultants (USD 140.00 × 2 pers. × 5 days):	1,400
Subsistence allowance and coffee breaks:	350
Teaching materials:	500
<b><i>Seven-day workshop on translation methodology</i></b>	
Per-diem allowance for two consultants (USD 100.00 × 2 pers. × 7 days):	1,400
Fees for two consultants (USD 140.00 × 2 pers. × 7 days):	1,960
Subsistence allowance and coffee breaks:	350
Teaching materials:	500
<b><i>Seven-day workshop on digital editing</i></b>	
Per-diem allowance for one consultant (USD 100.00 × 7 days):	700
Fees (USD 140.00 × 7 days):	980
Subsistence allowance and coffee breaks:	350
Teaching materials:	500
<b><i>Production and broadcasting equipment</i></b>	
High-capacity PC and production software:	3,500
PC with the broadcasting software package, <i>Light beam</i> :	3,310
5 memory-card and hard-disk digital recorders:	2,900
Audio mixing console with telephone interface:	3,200
Power generating unit (30 KVA):	3,500
<b><u>TOTAL:</u></b>	<b><u>26,400</u></b>

<b>BREAKDOWN OF BENEFICIARY'S CONTRIBUTION (in US dollars)</b>	
Remuneration of personnel:	13,000
Venue:	2,600
Fuel and maintenance for power generator:	3,600
Upkeep and maintenance of studio equipment:	1,000.00
<b><u>TOTAL:</u></b>	<b><u>20,200</u></b>

# COMOROS

<b>A. PROJECT IDENTIFICATION</b>		
<b>1.</b>	<b>PROJECT TITLE</b>	<b>CAPACITY BUILDING OF COMORIAN PRESS IN MODERN NEWS GATHERING AND PRODUCTION METHODS</b>
<b>2.</b>	<b>NUMBER</b>	<b>IPDC/54 COI/01</b>
<b>3.</b>	<b>CATEGORY OF MASS MEDIA</b>	Print press
<b>4.</b>	<b>IPDC PRIORITY AREA</b>	Training of media professionals
<b>5.</b>	<b>SCOPE (NATIONAL, REGIONAL, INTERREGIONAL)</b>	National
<b>6.</b>	<b>TYPE OF ASSISTANCE REQUESTED</b>	Equipment, capacity building
<b>7.</b>	<b>TOTAL COST OF PROJECT</b>	US\$ 44 700
<b>8.</b>	<b>AMOUNT REQUESTED FROM IPDC</b>	US\$ 36 200
<b>9.</b>	<b>BENEFICIARY BODY</b>	Al Watwan newspaper and four other publications
<b>10.</b>	<b>IMPLEMENTING OFFICE</b>	UNESCO Dar es-Salaam Office
<b>11.</b>	<b>PROJECT LOCATION</b>	Moroni
<b>12.</b>	<b>PROJECT PREPARED BY</b>	Director, Information Services in charge of Communication, Information and Promotion of New Technologies Tel: +269 320360
<b>DECISION OF THE BUREAU</b>		

## **B. PRESENTATION**

### **1. PROJECT JUSTIFICATION**

The Union of Comoros, a French-speaking country of Africa, has experienced numerous political upheavals since its independence. They left the economic situation of the Comoros weakened; therefore, urgent interventions are needed in the areas of national reconciliation and the rebuilding of stable and sustainable national institutions which include free media, independent from the political players in the country. Strong media will help the Comorian people to recover from the conflict situation, as it is well engaged in reconciliation.

Apart from the building of national reconciliation, the Comoros Islands are also faced with a challenging humanitarian situation which results from the active volcano: the Karthala, which is still active and represents a serious threat for the people who live in the main island. The role of the media and communications in disaster preparedness cannot be underestimated.

It results that the media remain incontestably the essential tool of the information of the population for its participation in public life. The main challenge in achieving the above objectives is that the Comorian media is currently confronted with lack of equipment, lack of professional capacity of media workers, and a weak press circulation.

Al Watwan newspaper, created in 1985 is the first newspaper in the Comoros. With a circulation of about 4 000 copies, it has the highest distribution and has correspondents in the three islands of the “Union of the Comoros”. However, these face numerous logistical and competence problems. With a proper use of ICTs, Al Watwan and the other newspapers in the country can easily improve their production. For that reason, Al Watwan decided to request assistance from the IPDC to develop the newspaper industry in the Comoros through staff training of all newspapers and a support for equipment.

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

This project is intended to benefit about 15 Al Watwan newspaper journalists and 8 journalists from four other newspapers.

### **3. DEVELOPMENT OBJECTIVE**

This project will improve the participation of the Comorian population in the economic and political dialogue through the print media, both in print and online. This objective will be achieved through improving the professional skills and capabilities of the media workers, so that they can encourage national reconciliation, better information-sharing and make the best use of the media in fostering economic prosperity.

This project is in line with Category 5 of the media development indicators that seek to build the infrastructural capacity of the print press as a way of fostering independent and pluralistic media in a country which is in a post-conflict and reconciliation period.

### **4. IMMEDIATE OBJECTIVES**

- To train 23 journalists from 5 print media in the Comoros in ethical reporting, modern news gathering approaches, and the practice of modern production equipment;
- To build the capacity of print press in the Comoros in order to deliver high-quality and reliable current awareness information to the Comorian society.

## 5. PROJECT OUTPUTS

23 print journalists and media professionals will be trained in modern news gathering and the use of modern news production methods;

## 6. ACTIVITIES

- Identification and recruitment of a facilitator, preferably international, who will bring in new ideas;
- Acquisition and installation of the required equipment;
- 7-day training in the use of modern equipment for improvement in text processing, investigation techniques, analysis methods and objective reporting;
- Evaluation of the training; further training and mentoring if necessary;
- Monitoring and reporting.

## 7. PROJECT INPUTS

- One international trainer conversant with modern media. Efforts will be made to source the trainer within the region;
- 23 trainees from the print press in the Comoros;
- News gathering and production equipment (computers with desktop publishing applications, digital cameras and digital recorders). The lack of training facilities with computers of appropriate specifications is a challenge, hence the need to acquire 10 computers to be shared by the 23 participants. At the end of the training, each of the four participating newspapers will receive one computer; the remaining six will be distributed to Al Watwan newspaper offices in each of the three islands. The same applies to the digital cameras, scanners and C-Band satellite TV systems. As for the digital voice recorders, each of the smaller participating newspaper houses will receive two digital recorders;
- Appropriate training venue.

## 8. WORK PLAN

ACTIVITIES / MONTHS	1	2	3	4	5
Trainer identified and contracted					
Equipment acquired and installed					
Training conducted					
Monitoring and evaluation					
Integration of training in day-to-day processes					
Reporting					

## 9. INSTITUTIONAL FRAMEWORK

This project will be implemented by Al Watwan newspaper. Technical support will be sought from other media training institutions in the region, such as the University of Mauritius and Madagascar.

The UN system in the Comoros, through the Communication Specialist in the Resident Coordinator's Office, will also be involved in the execution of the project, since this project was recommended by the Coordinator's Office and the UNCG in the Comoros, as a way of meeting the outcomes of the *États Généraux de la Presse*, that were held in July 2009 in the Comoros.

## 10. SUSTAINABILITY

Despite the low skills base and lack of equipment, communication and other logistical problems, Al Watwan has managed remain the newspaper with the highest circulation and one of the two newspapers with a web presence in the Comoros. It is expected that IPDC's support will lead to an improvement of the production, which will eventually lead to an improved circulation of Al Watwan and of the other newspapers.

## 11. FRAMEWORK OF MONITORING

A monitoring and evaluation team consisting of members from the five participating newspapers will be formed. The team will be required to constantly monitor and provide feedback to the project implementers and to the UNESCO Dar es-Salaam Office.

## 12. EVALUATIONS CARRIED OUT

Various assessments on the situation of the media in the Comoros took place since the last quarter of 2008 in preparation for the *États Généraux de la Presse*, held in July 2009. Most of the assessments show that, apart from the very low circulation in the print media and the urgent need for a policy review, the media in the Comoros need an improved development capacity. An agreement was signed between the UN System and the media, stating that « *This activity forms part of UNESCO's contribution to capacity building activities of the media in the Comoros as a follow-up action to the États Généraux de la Presse* ».

## 13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING

Al Watwan newspaper will submit quarterly progress reports for the project together with a final project report at the end of the project, which will include the detailed financial reporting.

### C. ADDITIONAL INFORMATION

#### Previous support received by the country

PDC/7COI/01 350-COI-71 520-COI-61 (FIT-France)	40,000 21,200	Comoros Development of Communication	1986 - 1989
PDC/12COI/01 352-COI-21	88,000	Professional training prior to the launching of the Comorian Television Service	1991 - 1994 -
PDC/14COI/01 352-COI-41	50,000	Development of means of communication	1994 - 1998
PDC/20COI/01 353-COI-01	31,000	Strengthening of production capacity at Radio Comoros	2000 - 2003
Total Comoros: US \$ 187,000 + 21,200 (Funds-in-trust)			

## D. BUDGET

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

Training consultant honoraria (\$ 200 × 12 days):	2 400
Airfare and DSA for the training consultant:	1 500
Workshop package, including stationery and lunches (\$ 100 × 27 participants):	2 700
10 computers with licensed desktop publishing applications ( \$ 1800 @):	18 000
8 digital still cameras 12 Mpx with zoom lens (\$ 450 @):	3 600
5 scanners with built-in fax and photocopier (\$ 450 @):	2 250
25 digital voice recorders (\$ 80 @):	2 000
Monitoring, evaluation and report writing:	500
5 C-Band satellite dishes with receivers + 3 additional LNBS:	1 500
5 TV sets 27" (\$ 350 @):	1 750
<b><u>TOTAL:</u></b>	<b><u>36 200</u></b>

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

Local travel for journalists (other newspapers to contribute too):	3 000
Project management and coordination (\$ 360 × 5 months):	1 800
Running costs: transport, stationery, communications etc. (\$ 500 × 5 months):	2 500
Training venue (\$ 171 × 7 days):	1 200
<b><u>TOTAL:</u></b>	<b><u>8 500</u></b>

## CONGO (DEMOCRATIC REPUBLIC OF)

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	CREATION OF A COMMUNITY RADIO STATION « FM KAMOLE »
2.	NUMBER	IPDC/54 ZAI/01
3.	CATEGORY OF MASS MEDIA	Rural and community radio
4.	IPDC PRIORITY AREA	Development of community medias
5.	SCOPE (NATIONAL, REGIONAL, INTERREGIONAL)	National
6.	TYPE OF ASSISTANCE REQUESTED	Equipement and training
7.	TOTAL COST OF PROJECT	US\$ 34,039
8.	AMOUNT REQUESTED FROM IPDC	US 27,339
9.	PROJECT BENEFICIARY	<i>Centre Multimédia pour la Communication Sociale (CMCS):</i> 03, avenue Lundula Muhumba-Ibanda Tel.: +243 (0)819 612 280 / +243 (0)997 603 322 E-mail: <a href="mailto:cmcs_rdc@live.com">cmcs_rdc@live.com</a> / <a href="mailto:bavoflory@yahoo.fr">bavoflory@yahoo.fr</a> Att: M. Floribert Bayongwa, Director
10.	IMPLEMENTING BODY	UNESCO Office in Kinshasa Contact: Mr Michel E. Kenmoe, NPO/CI
11.	PROJECT LOCATION	Nyangezi, Walungu Territory, South Kivu Province, Democratic Republic of Congo
12.	PROJECT PREPARED BY	Mr. Floribert Bayongwa (CMCS), assisted by Mr Michel E. Kenmoe (UNESCO Libreville)
<b>DECISION OF THE BUREAU</b>		



## **B. PRESENTATION**

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

The lack of adequate means of communication and information is an acute problem in the DRC in general, and particularly in the South Kivu province, which covers an area of 65,070 km<sup>2</sup> with a population forecasted at 4,101,249 inhabitants by 2010.

Despite the presence of 2 public radio stations (RTNC Chaîne nationale et RTNC Chaîne provinciale), 6 commercial stations (RTGEA, Digital Congo, Raga, Shala FM and Radio Star), 2 newspapers, which are published with varying frequencies, and the 5 foreign radio stations (Radio Rwanda, Radio Burundi, RFI, BBC and VOA) which broadcast in this area, information is only received by a tiny proportion of the population. This is because practically all these broadcasters are based in Bukavu and only provide coverage for the town of Bukavu and privileged areas on its periphery. The town of Nyangezi and its surrounding area in the Walungu territory, located 27 kilometers away from Bukavu, is in an uncovered zone.

Consequently a non-negligible proportion of the population has no access to information, nor to the media for that matter. As such, the media environment does not reflect the diversity of society.

Furthermore, even when a media signal reaches a rural locality, another barrier to information access is language, since, for the most part, the media broadcast in languages which are not understood by the rural populations. Where media content is concerned, the local media tend to simply relay the information broadcast by the international media. Very few programmes are locally produced.

The CMCS, whose mission is to sensitize, inform and educate the population, intends to set up a community radio station in the Walungu territory. Training will be provided for the station's presenters, enabling them to produce programmes which respond to the needs of the population in Nyangezi and its surrounding area, as well as awareness programmes on issues of common interest.

*FM Kamole* (Kamole = Lamp in Mashi, the language spoken by 75% of the population in the Walungu territory)—a lamp bringing light to the darkness (poverty, ignorance, misery, etc....)—is thus an effective alternative to enable the population (estimated at around 200,000 inhabitants) to gain access to information, and as a spin-off, to diversify the media landscape of Bukavu and the DRC.

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

This project will directly benefit the rural population living in and around Nyangezi in the Walungu territory—estimated at around 200,000 inhabitants. The project is mainly aimed at women, youth and displaced persons.

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

To contribute to a better representation of social diversity within the media in the DRC, and to the diversification of content, by improving information access for the populations of Nyangezi and strengthening their capacity to produce local content.

#### **4. IMMEDIATE OBJECTIVES:**

X	ACTIVITIES/MONTH	1	2	3	4	5	6	7	8
Training			X						

A community radio station will be set up in Nyangezi to facilitate access to information and to favor the production of local content in local languages in line with the population's expectations.

A training course in radio production and broadcasting techniques will be organized for 10 volunteers (4 men and 6 women) from the Nyangezi community.

#### **EXPECTED PROJECT OUTPUTS:**

- 10 volunteers (4 men and 6 women) trained in gathering information, and in radio editing and production;
- *FM Kamole* is equipped operational in Nyangezi.
- 4 radio programmes in local languages produced and broadcast on a regular basis by FM Kamole.

#### **ACTIVITIES :**

- Recrutement of a trainer to deliver a course in information handling techniques and radio production ;
- Organisation of a workshop for the 10 main team members (4 men and 6 women volunteers);
- Purchase of equipment, transportation and set-up on site;
- Installation of equipment ;
- Production and broadcasting of programs;
- Evaluation; writing up and submission of a report to the UNESCO Office.

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

- a) A trainer capable of providing training future radio producers with training in digital radio production and broadcasting.
- b) Two computers with software enabling the automation of the program schedules.
- c) Studio equipment, including a mixing table, recording equipment, 4 microphones, a pair of studio monitoring speakers, a twin cassette player, a stereo limiter/compressor, 10 pairs of headphones etc.
- d) A 150W FM transmitter and a four-element ariel enabling the station to extend its coverage to areas within a radius of 30-50 km.

#### **6. WORK PLAN:**

Recrutement of a trainer  
Purchase of equipment, transportation to the site

#### **7. INSTITUTIONAL FRAMEWORK :**

The *Centre Multimédia pour la Communication Sociale* (CMCS, Mulitmedia Centre for social Communication) was set up on 08/01/2001 and received its Registration Certificate from the

Provincial Division of the Ministry of Justice on 26/05/2003. Its registration number is: JUST.GS.112/S-KV/1377/2003. This not-for-profit association has as its objectives (i) the enrichment of the personal, social and cultural spheres of every individual's and community's life, by promoting communication policies that respect the rights of human beings; (ii) supporting development initiatives and activities, by facilitating grassroots communities' access to Information and Communication Technologies (ICT); and (iii) training and educating populations with a view to their empowerment.

The various departments within the CMCS are: the Management Dept., the Program Management Dept. (composed of Studies and Program Management units, an Events and Grassroots Activity Monitoring Unit and a Training, Information and Documentation Unit); the Administration and Finance Dept. (composed of the Administrative Unit, and the Financial Management and Procurement Unit).

The CMCS is run by 5 volunteers, 5 full-time employees, 4 part-time employees and 1 consultant.

Before the project was submitted to the IPDC, several administrative formalities were completed at the Provincial Division in charge of information and the media, leading to the granting of a licence to use either one of 2 frequencies (91.5Mhz and 95.0Mhz) to begin test broadcasts (letter n° 041/25/DIVICOM&MED/SK/09 dated 20/06/2009).

## **8. SUSTAINABILITY:**

The long-term viability of this project will be assured through the joint efforts of several participants, including the *Centre Multimédia pour la Communication Sociale* (CMCS), agricultural and small traders associations, as well as other groups with an interest in the success of the project.

The main resources of the radio will come from: the provision of services, sales of programme schedules, revenue generating events (cultural evenings), notices and communiqués, and advertising.

## **9. EVALUATION:**

The project will be monitored by the UNESCO Office in the Democratic Republic of Congo, in collaboration with the *Centre Multimédia pour la Communication Sociale* (CMCS).

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

An evaluation study was carried out by the *Centre Multimédia pour la Communication Sociale* (CMCS) to determine the target population's expectations in terms of communication. A study on the feasibility of setting up a community radio station in the region was also conducted. The conclusions showed that neither the administrative nor the customary authorities, nor any of the several local NGOs managed to effectively convey information to the population.

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

Floribert BAYONGWA, who is the project contact, will submit an activity report to the local UNESCO office every four months. At the end of the project, he will submit a detailed report establishing the extent to which the immediate objectives of the project have been attained.

## C. ADDITIONAL INFORMATION

### Previous support received by the country

PDC/8ZAI/01 350-ZAI-81	32,500	Dem. Rep. of Congo	1987 - 1991
		Planned programme for the training & development of human resources in the book industry	
PDC/21 ZAI/02 353-DRC-5011	7,000	Equipment for the newsletter "Tribune de la Femme"	2003 - 2003
PDC/49 ZAI/02 REGULAR PROGRAMME	32,000	CONGO (DEM. REP. OF): STRENGTHENING OF PROFESSIONAL ETHICS AND FREEDOM OF EXPRESSION IN KATANGA AND EASTERN KASAÏ	2006
<b>Total Dem. Rep. of Congo: US\$ 71,500</b>			

## D. BUDGET

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

#### I. TRAINING: 5-DAY WORKSHOP ON THE PRODUCTION AND THE PRESENTATION OF RADIO PROGRAMMES

Accommodation and subsistence for the participants (USD15.00/day × 10 pers. × 5 days):	750
Trainer (5 days of training + 5 days of preparation at USD 100.00/day):	1000
Training material and hiring of training assistants:	1250
<b>TOTAL TRAINING :</b>	<b>3 000</b>

#### II. STUDIO AND BROADCASTING EQUIPEMENT

	Unit price	Qty	Sub-total
Mixing console for broadcasting: AEQ BC 300	3 100	1	3 100
Condenser microphones: Roede NT1A	180	4	720
Microphone Stand : Proel ST232, 23850	15	4	60
Pair of studio monitoring speakers : Behringer B 2031	400	1	400
Double Tape-Deck : Denon DN-770R	200	1	200
Receiver / amp: Denon DRA F100	200	1	200
Compact Flash Recorder: Marantz PMD 670PKG	699	1	699
Rack: Proel 19"	125	1	125
Headphone Amp. 8 channels :Behringer HA 8000	130	1	130
Headphones: Behringer HPM 1000	15	10	150
Proel shielded audio cable 100 m with 30 pieces XLR male, 30 pieces female and 30 pieces RCA	275	1	275
Hybrid Digital Telephone	650	1	650
DELL P4 Computer for production and broadcasting	1 070	2	2 140

(CPU + screen):			
APC SU5000RMI5U (UPS 5000 VA 5U Rack mount)	2 750	1	2 750
Minolta laser printer:	400	1	400
Minolta photocopier	400	1	400
Marti FM Stereo Transmitter 150 W	4900	1	4 900
ITEL four-element omnidirectional aerial :	1 050	1	1 050
ITEL antenna cable 50m	300	1	300
50 meter Pylon with night beacon (Local manufacturer)	2 500	1	2 500
Transportation of material from manufacturer to site	-	-	1 990
Installation costs	-	-	1 200
<b>TOTAL COST OF EQUIPMENT</b>			<b>24 339</b>
<b>TOTAL AMOUNT REQUESTED FROM IPDC:</b>			<b>\$27 339</b>

<b>BREAKDOWN OF BENEFICIARY'S CONTRIBUTION (in US dollars)</b>	
Hiring and fitting out of building (studio) housing the radio station:	1 000
Furniture:	800
Labor to install the equipment:	1 000
Misc. administrative charges (Administrative costs, meetings and local transport):	1 200
Writing up of reports	200
Bonus for the volunteers	1 000
Preparation of broadcasting license application file:	1 500
<b>TOTAL :</b>	<b>\$6 700</b>

# ETHIOPIA

<b>A. PROJECT IDENTIFICATION</b>		
<b>1.</b>	<b>PROJECT TITLE</b>	<b>TRAINING FOR BROADCASTING JOURNALISTS ON ELECTION REPORT</b>
<b>2.</b>	<b>NUMBER</b>	<b>IPDC/54 ETH/01</b>
<b>3.</b>	<b>CATEGORY OF MASS MEDIA</b>	Radio and television
<b>4.</b>	<b>IPDC PRIORITY AREA</b>	Human resource development Freedom of expression
<b>5.</b>	<b>SCOPE (NATIONAL, REGIONAL, INTERREGIONAL)</b>	National
<b>6.</b>	<b>TYPE OF ASSISTANCE REQUESTED</b>	Training and equipment
<b>7.</b>	<b>TOTAL COST OF PROJECT</b>	US\$ 55 900
<b>8.</b>	<b>AMOUNT REQUESTED FROM IPDC</b>	US\$ 39 800
<b>9.</b>	<b>BENEFICIARY BODY</b>	Ethiopia Radio and Television Agency (ERTA) +251 911 450 249 - <a href="mailto:wagaye_b@yahoo.com">wagaye_b@yahoo.com</a> Contact: Wagaye Bekele, Addis Ababa
<b>10.</b>	<b>IMPLEMENTING OFFICE</b>	UNESCO Cluster Office, Addis Ababa Contact Person : Paul G. C. Hector, Advisor for CI in the Horn of Africa
<b>11.</b>	<b>PROJECT LOCATION</b>	Addis Ababa
<b>12.</b>	<b>PROJECT PREPARED BY</b>	Wagaye Bekele, Deputy Director of the Educational and Training Centre of the Ethiopian Radio and Television Agency First Consult PLC Paul G. C. Hector Advisor for CI in the Horn of Africa
<b>DECISION OF THE BUREAU</b>		

## **B. PRESENTATION**

### **1. PROJECT JUSTIFICATION**

Most assessments conducted on the 2005 election in Ethiopia identified unbalanced reporting as a contributing factor to the resulting conflicts.

Virtually, all observers of Ethiopian history and politics agreed that current political events could not be isolated from the historical context. The diversity of the Ethiopian people and the strong links to their history and culture are reflected in the presence of traditions in contemporary life. At the same time however, Ethiopia is still said to be a 'new' Ethiopia in the making. The period since the change of government in 1991 is a watershed in the history of Ethiopian media. In this period, pre-publication censorship was outlawed, as well as the institutions that regulated the publication and free circulation of the press. Mass media ownership, which had been monopolised by the government and its political party for several years, was permitted to private citizens with the exception of television, which remains under government control. Under the Ministry of Information licensing and Registration Office, more than 630 newspapers have been licensed and 130 magazines published. Currently, more than 10 private and regional FM radio stations have started broadcasting.

While these tangible signs of increasing press freedom are encouraging, much remains to be done on the human resource side of the media industry to build capacity and professionalism. Although various local and international partners have made progress, it is felt that efforts to enhance the media professionals' skills, particularly in reporting on election issues, have so far proven inadequate.

Thus, this project is timely in seeking support to provide training for both public and private journalists to overcome the lack of balanced and quality election coverage observed in previous elections, and which contributed to the conflict.

This training for the Ethiopian Radio and Television Agency will enable it to provide improved electoral coverage in the upcoming 2010 Federal elections. Enhancing its staff capacity will support ERTA in fulfilling its mission of promoting exchange of public views and opinions, improving access to information, thereby furthering and advancing democratic principles, participation and good governance. In addition, it is likely that improved media coverage could serve to reduce the potential for conflict.

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

This project targets 80 public and private broadcast journalists who will be directly engaged in reporting on the upcoming 2010 national election. The participants will be selected in collaboration with the Ethiopian Journalists Association and the School of Journalism and Communication at Addis Ababa University.

### **3. DEVELOPMENT OBJECTIVE**

The training will contribute to disseminating a plurality of views and opinions in the media, and informing and educating the public about relevant issues (like election and the reduction of the conflict threaten).

### **4. IMMEDIATE OBJECTIVES**

80 journalists trained to report on the upcoming election of the 2010 by acquiring knowledge and developing skills aligned with internationally recognised standards of conduct.

## 5. PROJECT OUTPUTS

- 80 trained media professionals capable of applying their skills in election reporting and programme production;
- Training materials for the media.

## 6. ACTIVITIES

The training will be conducted in four sessions, each with 2-week duration and 20 trainees. It will be held in Ethiopian Radio and Television Agency Training Centre premises.

## 7. PROJECT INPUTS

- Course materials;
- Projectors;
- PCs;
- Renting of 2 laptop computers for the 15-day training;
- Stationery materials;
- Printing equipment for the Certificate;
- Project Coordinator;
- A Consultant to evaluate and monitor the project implementation and analyse the training impact;
- 4 trainers / instructors;
- 3 professionals from the Ethiopia Radio and Television Agency, Ethiopian Journalists Association and Addis Ababa School of Journalism and Communication at Addis Ababa University to produce the training materials.

## 8. WORK PLAN

ACTIVITIES	MONTHS											
	1	2	3	4	5	6	7	8	9	10	11	
Approval of the project proposal												
Selection of instructors, trainers and consultants												
Selection of training equipment												
Collection and organization of training documents												
Preparation of the training materials and modules												
Selection of participants and notification												
Training sessions												
Certification and closing												
Evaluation and monitoring												
Submission of reports												

## 9. INSTITUTIONAL FRAME

The Ethiopian Radio and Television Agency was established in 1935 and 1964 respectively, with the objective of informing, educating and entertaining the public. ERTA, which was a government media, is now in the process of becoming a public broadcasting media service. To reflect this change, ERTA is changing its organizational structure to a Corporation, to become the *Ethiopian Broadcasting Corporation* (EBC). The undergoing transformation will enable the organization to



have a better editorial and management independence. The cessation of the current government subsidy will also make the Ethiopian Broadcasting Corporation financially independent of the government and stimulate its efforts to generate income from license and other fees. At present, the EBC has 475 informative / journalists, 388 technical and 973 supporting staffs. Most of the journalists received their basic education locally and both short and long-term training. Since the EBC keeps its broadcast space with timely and rapidly changing issues to cope with the increasing changes in the industry, in particular in human resource development, the EBC has established its own Educational and Training Centre.

## **10. SUSTAINABILITY**

Ethiopian Radio and Television expects this project to be sustained in cooperation with the Education and EBC Training Centres' curriculum as a regular and permanent programme. Final evaluation report is likely to provide a future direction on the impact and sustainability of the programme.

## **11. FRAMEWORK OF MONITORING**

The representatives of the Ethiopian Radio and Television Agency, the Ethiopia Journalist Association and the Addis Ababa University School of Communication and Journalism will form a Coordination Office for the training performed in the premises of the Training Centre. The activities will be monitored by assessing the training and by taking the feedback from the trainees into account. Minutes of Coordinator's Office will also be used for compiling the monitoring reports. The monitoring indicators are the number of training participants, the number of hours covered by the programme, and the type and number of feedbacks from the trainees and the trainers.

## **12. EVALUATIONS CARRIED OUT**

In addition to the monitoring and follow-up recordings, there will be an assessment of the training programme at the end of the project implementation, followed by a final evaluation and an impact analysis. It is expected that the evaluation will provide both the project implementer and the funding Agency with information on sustainability and continuation of the programme. This entails that the project implementer could develop the insight to sustain the project from its own source and/or deliberates, and this may change the approach of the project in the future.

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

The Coordination Office, together with First Consult, will prepare progress and financial reports to the UNESCO Office at the end of the project implementation period. Wagaye Bekele, Deputy Director of Educational and Training Centre of Ethiopian Radio and Television Agency, will prepare all monitoring and financial reports. Moreover, the training sessions will be recorded for submission to UNESCO as documentation.

### **C. ADDITIONAL INFORMATION**

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

PDC/4ETH/10			1982 - 1991
350-ETH-41	31,000	Ethiopia	
350-ETH-71	45,000		
350-ETH-91	43,000	Establishment of mass media training centre	

PDC/10ETH/01 352-ETH-01	165,000	Establishment of community radio stations	1990 - 1992
PDC/15ETH/01 352-ETH-51	27,500	Assistance to the women's monthly magazine "Gennet"	1995 - 1997
PDC/16ETH/01 352-ETH-61	150,000	Mass media Training Centre	1996 - 1998
PDC/21 ETH/01 353-ETH-5011	35,000	Human capacity building of the Ethiopian mass media training institute	2003 - 2004
PDC/48 ETH/01 354-ETH-5041	12,000	FM-radio support as an integral part for radio journalism program trainings at the EMMTI	2005-2006
PDC/49 ETH/01 552-ETH-5000 (FIT-Japan)	45,000	CREATING AWARENESS IN FIGHTING HIV/AIDS	2006-2007
PDC/51 ETH/01 354-ETH-5061	30,000	ETHIOPIA: KORE COMMUNITY RADIO	2007-2008
PDC/51 ETH/01 354-ETH-5062	25,000	ETHIOPIA: STRENGTHENING THE EDUCATIONAL CHILDREN'S TELEVISION PROGRAM <i>TSEHAI LOVES LEARNING</i>	2007-2008
<b>Total Ethiopia: US\$ 563,500+ 45,000 FIT</b>			

#### D. BUDGET

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

	Qty	Unit price	Total
Participants accommodation/subsistence (15 days×4 sessions):	20 pers.	13	15 600
4 trainers :	60 days	100	24 000
Training materials: laptops rental:	2	100	200
<b><u>TOTAL:</u></b>			<b><u>39 800</u></b>

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

Staff costs (10 persons × 60 days):	12 000	
Project Coordinator (2 months):	3 000	
Training aids: desktops, overhead projector:	200	
Renting of premises:	100	
TV and radio studios for production:	200	
Utilities:	500	
Project reporting:	100	
<b><u>TOTAL:</u></b>		<b><u>16 100</u></b>

## EQUATORIAL GUINEA

<b>A. PROJECT IDENTIFICATION</b>		
<b>1.</b>	<b>PROJECT TITLE</b>	<b>STRENGTHENING CAPACITY OF RTVGE JOURNALISTS IN THE TREATMENT OF INFORMATION AND IN PRODUCTION TECHNIQUES</b>
<b>2.</b>	<b>NUMBER</b>	<b>IPDC/54 EQG/01</b>
<b>3.</b>	<b>CATEGORY OF MASS MEDIA</b>	<b>Television</b>
<b>4.</b>	<b>IPDC PRIORITY AREA</b>	<b>Human resource development</b>
<b>5.</b>	<b>SCOPE</b> (NATIONAL, REGIONAL, INTER-REGIONAL)	<b>National</b>
<b>6.</b>	<b>TYPE OF ASSISTANCE REQUESTED</b>	<b>Financial</b>
<b>7.</b>	<b>TOTAL COST OF PROJECT</b>	<b>US\$ 26,750</b>
<b>8.</b>	<b>AMOUNT REQUESTED FROM IPDC</b>	<b>US\$ 22,100</b>
<b>9.</b>	<b>PROJECT BENEFICIARY</b>	<b>RTVGE, Malabo (Equatorial Guinea)</b> <b>Mr Téobaldo Nchaso, Managing Director, RTVGE. Tel.: +240 51 53 35.</b> <a href="mailto:tnchaso@gmail.com">tnchaso@gmail.com</a>
<b>10.</b>	<b>IMPLEMENTING BODY</b>	<b>UNESCO Office in Libreville, Gabon</b> <b>Mr Michel E. Kenmoe, Communication and Information Officer</b>
<b>11.</b>	<b>PROJECT LOCATION</b>	<b>RTVGE, Calle 3 Augusto.</b> <b>Malabo (Equatorial Guinea)</b>
<b>12.</b>	<b>PROJECT PREPARED BY</b>	<b>Téobaldo Nchaso, Managing Director of RTVGE, with technical support from Michel Kenmoe, UNESCO (Libreville)</b>
<b>DECISION OF THE BUREAU:</b>		

## **B. PRESENTATION**

### **PROJECT JUSTIFICATION:**

The media in Equatorial Guinea currently comprises 1 television station (state run), 7 newspapers (irregularly issued), 3 radio stations (1 state run and 2 private) and a few online media outlets. The state-run television and radio stations are based in Malabo and Bata. Owing to a lack of trained human resources, most media houses, be they state-run or private, are unable to maintain correspondents outside the towns in which their head offices are located.

The RTVGE is the largest media outlet with a public-service remit in Equatorial Guinea. Within the last five years it has acquired new premises and state-of-the-art equipment. Nonetheless, the main handicap facing the local media in general, and the RTVGE in particular, is the lack of appropriately trained human resources. There are no structures in the country providing training for media professionals.

Of the organisation's approximately 140 employees (radio and television), fewer than 5% can claim to have received suitable media training. The greatest needs are in the areas of (i) live broadcast production (currently the RTVGE is unable to produce live programmes), and (ii) the treatment of information. Indeed, by strengthening capacity in the "critical" treatment of information, the RTVGE will be in a better position to support the democratic process in the country.

Since there are no media training institutions in the country, one solution--the one adopted for this project--consists in training the RTVGE journalists and producers on site. The first 2-week training course, for producers (6) and cameramen (10), would focus on the production of live programmes. The second course, for journalists (10), would centre on the daily application of techniques used in the treatment of information.

Equatorial Guinea is the only Spanish-speaking country in the Central Africa sub-region, and because of this linguistic particularity, finding experts for practical training can be difficult. As such, the project team intends to invite experts from Spain to deliver the training.

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

The target group comprises RTVGE journalists, producers and cameramen.

### **DEVELOPMENT OBJECTIVE:**

The project will contribute to building technical and practical capacity among the professional staff of the RTVGE, and to enhancing the RTVGE's role in promoting intellectual diversity.

### **IMMEDIATE OBJECTIVES:**

- To provide, through a 2-week, on-site course, 6 RTVGE producers (1 woman) and 10 RTVGE cameramen (4 women) with the technical knowledge required to produce live television broadcasts.
- To train, through a 2-week, on-site course, 10 RTVGE journalists (3 women) in techniques used in the treatment of information, with special focus on the importance of intellectual diversity.

### **PROJECT OUTPUTS:**

- 6 producers (1 woman) and 10 cameramen (4 women) capable of implementing the live-broadcast production techniques.
- The course participants will produce 2 televised broadcasts.
- 10 journalists (3 women) familiar with and capable to implement techniques used in the critical treatment of information.

### **ACTIVITIES:**

The main project-related activities are as follows:

- Organisation of 10 days of practical training in the production of live televised broadcasts, for 6 producers and 10 cameramen, at the RTVGE's offices in Malabo.
- Organisation of 10 days of theoretical and practical training in techniques used in the treatment of information, for 10 journalists, at the RTVGE's offices in Malabo.

### **PROJECT INPUTS:**

- ✓ An experienced, professional producer, capable of training the producers and cameramen in live-broadcast production and filming techniques.
- ✓ A journalist or Editor-in-Chief who is sufficiently qualified and experienced to provide the journalists with practical training in the treatment of information.

### **WORK PLAN:**

<b>ACTIVITIES/MONTH</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>7</b>
Identification and recruitment of trainers	<b>X</b>						
Organisation of first training workshop (live broadcast) (10 days)			<b>X</b>				
Write up and submission of report				<b>X</b>			
Organisation of second training workshop (treatment of information) (10 days)					<b>X</b>		
Write up and submission of final report							<b>X</b>

### **INSTITUTIONAL FRAMEWORK:**

The RTVGE is the largest media outlet with a public-service remit in Equatorial Guinea. It is attached to the Ministry of Information, Tourism and Culture.

## **SUSTAINABILITY:**

The capacity-building plan aimed at media professionals employed with state-run media outlets is currently being finalised by the Ministry of Information. This plan provides for regular and periodic training (both on- and off-site) for RTVGE staff. Several initiatives are currently underway to negotiate partnerships with regional and Western media. As such, we have good reason to believe that we will be able to safeguard the accomplishments of the project and ensure its long-term viability.

## **FRAMEWORK OF MONITORING:**

The project will be jointly monitored by the UNESCO Office in Libreville and the National Commission for UNESCO.

## **EVALUATIONS:**

Several evaluations of the RTVGE have already been conducted by the Ministry of Information. Indeed, it is these evaluations which form the basis for the Ministry's capacity-building plan. This project is being submitted to address the most urgent needs.

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

The RTVGE will produce and submit two reports during the term of the project. The first report will be submitted at the end of the first course of training, and the second, at the end of the project.

### **C. ADDITIONAL INFORMATION**

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

<b>PDC/7EQG/01</b> 350-EQG-71	91,000	Equatorial Guinea	1986 - 1989
		Assistance to media	
<b>PDC/11EQG/01</b> 352-EQG-11	163,000	Television production studio in Bata	1990 - 1994
<b>PDC/12EQG/01</b> 352-EQG-21	90,000	Establishment of a National News Agency	1992 - 1995
<b>PDC/16EQG/01</b> 352-EQG-71	25,000	Improvement of National Radio and Television Broadcasting Coverage	1997 - 1998
<b>Total Equatorial Guinea: US\$ 369,000</b>			

## D. BUDGET

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

#### I- Training: 2 training workshops (2 x 10 days)

Return air fare for 2 trainers (2 x \$2,300.00)	4,600
Trainers' fees (2 x \$250.00 x 15 days)	7,500
Trainers' DSA (2 x \$225.00 x 15 days)	6,750
Duplication of training material	650
Daily allowance for course participants (16 part. x \$10.00 x 10 days) + (10 part. x \$10.00 x 10 days)	2,600
<b>Total Training</b>	<b>22,100</b>
<b>TOTAL CONTRIBUTION REQUESTED FROM IPDC</b>	<b>22,450</b>

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

Logistics for organisation of workshops (transport, preparation venue, etc.)	2,500
Rental video projector and PA system	800
Write-up of reports and sending by DHL	350
Miscellaneous accessories (BetaCam cassettes, notebooks, pens, etc) for use during the training	1,000
<b>TOTAL</b>	<b>4,650</b>

# GABON

<b>A. PROJECT IDENTIFICATION</b>		
<b>1.</b>	<b>PROJECT TITLE</b>	<b>SUPPORT FOR RADIO CAMPUS (UOB)</b>
<b>2.</b>	<b>NUMBER</b>	<b>IPDC/54GAB/01</b>
<b>3.</b>	<b>CATEGORY OF MASS MEDIA</b>	<b>Radio</b>
<b>4.</b>	<b>IPDC PRIORITY AREA</b>	<b>Training for media professionals</b>
<b>5.</b>	<b>SCOPE</b> (NATIONAL, REGIONAL, INTER-REGIONAL)	<b>National</b>
<b>6.</b>	<b>TYPE OF ASSISTANCE REQUESTED</b>	<b>Equipment and training assistance</b>
<b>7.</b>	<b>TOTAL COST OF PROJECT</b>	<b>US\$ 22,800</b>
<b>8.</b>	<b>AMOUNT REQUESTED FROM IPDC</b>	<b>US\$ 19,850</b>
<b>9.</b>	<b>PROJECT BENEFICIARY</b>	<b>Mrs Josia Danielle MBANG, General Administrator, Radio Campus 106FM. Omar BONGO University, B.P.13131 Libreville. Tel.: (241) 24.29.14 / 06.71.13.25. <a href="mailto:Josiadanielle1971@yahoo.fr">Josiadanielle1971@yahoo.fr</a></b>
<b>10.</b>	<b>IMPLEMENTING BODY</b>	<b>UNESCO Office in Libreville Michel Kenmoe, NPO/CI</b>
<b>11.</b>	<b>PROJECT LOCATION</b>	<b>Omar Bongo University, Libreville, Gabon. Building: Pôle Scientifique FLSH 1<sup>st</sup> floor.</b>
<b>12.</b>	<b>PROJECT PREPARED BY</b>	<b>Josia Danielle MBANG, General Administrator of Radio Campus &amp; Michel KENMOE, NPO/CI, UNESCO Office in Libreville</b>
<b>DECISION OF THE BUREAU:</b>		



## **B. PRESENTATION**

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

Media plurality is a reality in Gabon, be it in the broadcasting or print media. Close to 90% of the officially recognised media organisations in the country are based in Libreville. However, in the Gabonese media landscape there are only three media organisations whose roles can be described as socio-educational: Radio Emergence, operated by the Ministry of National Education, and catering to primary- and secondary-school children (civic education); Radio Ogooué FM, operated by the *Mairie de Libreville* with the mission of educating the general public; and Radio Campus, operated by the Omar Bongo University in Libreville, broadcasting cultural, educational and scientific programmes geared mainly towards university students.

In the Republic of Gabon, the media is regulated by the National Communications Council (CNC), which ensures the application of and compliance with the Communications Code and other media-related regulatory provisions.

The Communications Code provides for only three types of media organisations, namely public-service media organisations, public media corporations and private media corporations. Since socio-educational media organisations are not officially recognised as such, they generally find it difficult to sustain their operations as they are heavily dependent on volunteers with little or no training, and on their supervising body, which does not always cover the running costs of the station.

Radio Campus operates with University-appointed personnel and student volunteers. As it has no operating budget, Radio Campus is unable to provide training for its volunteers. This has a direct impact on the quality of programmes. For instance, as the technicians have little or no training, several items of equipment have been damaged while others have become obsolete.

The other problem is that since Radio Campus is volunteer-based, the budget allocated to the radio has not only been reduced to the barest minimum, but also does not always reach the radio.

It is essential that the radio's presenters and journalists receive training in the treatment of information and in interviewing techniques. The technicians, on the other hand, need to be trained in (1) maintenance, so that they are able to carry out minor repairs on the station's equipment, and (2) digital editing. For digital editing, Radio Campus will need to acquire new equipment to replace its obsolete equipment.

Such training, together with the replacement of the station's equipment, will contribute to improving the quality of our programmes and the upkeep of our equipment. The radio would then be in a better position to mobilize sponsors and patrons with a view to achieving greater autonomy.

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

The target groups are: the Presenters, Technicians and personnel of Radio Campus in Libreville.

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

This project will contribute to the development of a pluralistic and diversified media environment in Gabon, and to building capacity among those involved in Radio Campus, which could then serve as a vehicle for the promotion of intellectual diversity.

#### 4. **IMMEDIATE OBJECTIVES:**

- ✓ 26 volunteer Radio Campus workers will receive and apply knowledge in radio-specific approaches to the treatment of information and interviewing techniques.
- ✓ 6 radio technicians will acquire the minimum skills required to assure the preventive maintenance of the station's equipment; they will also receive training in digital editing techniques.
- ✓ The station's equipment will be upgraded to improve the quality of the programmes produced by Radio Campus.

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

- ✓ 26 presenters trained in radio-specific approaches to the treatment of information and interviewing techniques.
- ✓ 6 technicians trained to assure the maintenance of the station's studio equipment, and to perform digital editing tasks.
- ✓ The station's production studio equipment is upgraded and in good working order.

#### 6. **ACTIVITIES:**

Organisation of 15 days of on-site training for 26 Radio Campus presenters and personnel. The training will focus on radio-specific approaches to the treatment of information and on interviewing techniques.

Organisation of 5 days of training in studio-equipment maintenance and digital editing, for 6 Radio Campus technicians.

Acquisition of equipment and installation in the Radio Campus production studio.

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

One (1) local (Gabonese) trainer, with experience in radio-specific approaches to the treatment of information and interviewing techniques, to deliver training in these areas.

One (1) local (Gabonese) radio technician, with specialist knowledge in digital editing, to delivery the training in studio-equipment maintenance and digital editing.

Two (2) computers for digital editing. Two (2) UPSs, Two (2) digital reporting kits, One (1) audio control console for production, Two (2) studio microphones, One (1) network hard drive for data storage.

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

ACTIVITIES/MONTH	1	2	3	4	5	6
Acquisition and installation of new equipment	X	X				
Training workshop on treatment of information			X			
First report				X		
Training workshop on maintenance and digital editing					X	
Final report						X

## **9. INSTITUTIONAL FRAMEWORK:**

Radio Campus was established in October 2004, by order no. 000047/MESRIT/UOB/R, which instituted the formation of the *Centre de Radiodiffusion Universitaire* "Radio Campus". It is one of the University Administration departments, and is attached Secretary-General of the University. As a radio broadcasting station it is charged with fulfilling the needs of the university community in terms of information, communication and entertainment. As such, its activities include: the broadcasting of administrative information relating to the operation of the University; the production and broadcasting of cultural information; and the production and broadcasting of scientific information.

Organisationally, Radio Campus is structured as follows: a Programming Director and Editor-in-Chief (the Rector of the University); an Executive Programming Director and Executive Editor-in-Chief (the Secretary-General of the University); the General Administrator; the Assistant General Administrator; a Sales and External Relations Unit, for marketing; a Technical and Maintenance Unit; and a Production and Broadcasting Unit.

Radio Campus obtains its financial resources from advertising, and from the Rectorate of the Omar Bongo University. The radio's finances are managed by the Financial Department of the Omar Bongo University.

## **10. SUSTAINABILITY:**

By training as many volunteer workers as possible we hope to form a team which could ensure continuity of operations without affecting the production quality. Thanks to regular evaluations of presenters' and technicians' performance we expect to be able to perpetuate the accomplishments of this project.

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

The implementation of the project will be monitored by the UNESCO Office in Libreville.

## **12. EVALUATIONS:**

An assessment of the current situation at Radio Campus revealed, *inter alia*, the difficulties mentioned above. This project is part of a wider effort, on the part of the station, to overcome them.

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

Two reports will be produced during the implementation of this project. One will be drawn up immediately after the first workshop, and will focus on the organisation of the workshop and the installation of the equipment. The second report will be drawn up at the end of the project. Both reports will be submitted to the UNESCO Office in Libreville.

### **C. ADDITIONAL INFORMATION**

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

PDC/3GAB/23 350-GAB-31	30,000	Gabon	1982 - 1984
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		Development of the press	
PDC/13GAB/01 352-GAB-31	32,000	Development of the newspaper "Legalité"	1993 - 1995
PDC/18GAB/01 352-GAB-81	43,000	Gabon News Agency	1998
PDC/53GAB/01 354-GAB-5081	22,000	LA VOIX DE DIENGA	2009-2010
<b>Total Gabon: US\$ 127,000</b>			

#### D. BUDGET

<b>BREAKDOWN OF IPDC CONTRIBUTION</b> (in US dollars)				
<b>Two training workshops: 1 x 15 days + 1 x 5 days</b>				
Reprographic reproduction of training material			400	
Catering for course participants (\$15 * 26 pers * 15 days) + (\$15 * 6 pers * 5 days)			6,300	
Trainers' fees (\$120 * 15 days) + (\$120 * 5 days)			2,400	
Rental training venue (\$75 * 15 days) + (\$75 * 5 days)			1,500	
Rental video projector			300	
<b>Total cost of training</b>			<b>10,900</b>	
<b>Studio equipment</b>				
	Unit price	Qty	Sub-total	
UPSs (1500VA)	325	2	650	
2 desktop computers (Monitor + CPU)	1,400	2	2,800	
2 digital reporting kits (B.BEAM)	734	2	1,468	
1 audio mixing console (Behringer Xenyx 2442FX)	632	1	632	
1 network hard drive (NAS 2TB)	1,400	1	1,400	
2 studio microphones (B2)	250	2	500	
<b>Studio equipment</b>				<b>7,450</b>
<b>Transportation of equipment</b>				<b>1,500</b>
<b>Total Equipment</b>			<b>8,950</b>	
<b>Total contribution requested from IPDC</b>			<b>19,850</b>	

<b>BREAKDOWN OF BENEFICIARY'S CONTRIBUTION</b> (in US dollars)	
Reports	350
Installation of equipment	1,500
Adaptation of room to accommodate training workshops	500
Project monitoring (\$100 * 6 months)	600
<b>Total</b>	<b>2,950</b>

## GUINEA BISSAU

<b>A. PROJECT IDENTIFICATION</b>		
<b>1.</b>	<b>PROJECT TITLE</b>	<b>COMMUNITY RADIO AND MULTIMEDIA CENTRE “CAMECONDE / QUITAFENE”</b>
<b>2.</b>	<b>NUMBER</b>	<b>IPDC/54 GBS/01</b>
<b>3.</b>	<b>CATEGORY OF MASS MEDIA</b>	Community media
<b>4.</b>	<b>IPDC PRIORITY AREA</b>	Education for sustainable development
<b>5.</b>	<b>SCOPE (NATIONAL, REGIONAL, INTERREGIONAL)</b>	National
<b>6.</b>	<b>TYPE OF ASSISTANCE REQUESTED</b>	Training, equipment
<b>7.</b>	<b>TOTAL COST OF PROJECT</b>	US\$ 62 800
<b>8.</b>	<b>AMOUNT REQUESTED FROM IPDC</b>	US\$ 42 700
<b>9.</b>	<b>BENEFICIARY BODY</b>	Cameconde / Quitafene Radio Management Committee, c/o UNESCO Natcom
<b>10.</b>	<b>IMPLEMENTING OFFICE</b>	Association des Paysans pour la promotion Agricole et la Protection Environnementale c/o UNESCO Natcom, Guinea-Bissau
<b>11.</b>	<b>PROJECT LOCATION</b>	Cameconde, Quitafene Sector, Tombali Region
<b>12.</b>	<b>PROJECT PREPARED BY</b>	Cameconde / Quitafene Radio Management Committee and UNESCO BREDA (Jeanne Seck, ACI)
<b>DECISION OF THE BUREAU</b>		

## **B. PRESENTATION**

### **1. PROJECT JUSTIFICATION**

Africa's Sub-Saharan region is still lagging behind when it comes to gathering and sharing information crucial for people's education, health and social welfare. A vast majority of people throughout the region are faced with the impossibility to meet the basic needs of human existence. Since Guinea-Bissau has allowed the introduction of community radios. This small Portuguese-speaking West-African country highlights the great need for advancement with the help of supporting tools such as community radio stations. According to latest statistics, there are about 13 community radio stations, unevenly distributed across the country. In the absence of wide-reaching media outlets, local people are often deprived of information concerning their own surroundings.

Since its independence in 1973, Guinea-Bissau has had problems in preventing rural exodus, deforestation, pollution etc., and the Tombali region has suffered from this social and environmental plagues. It is estimated that hundreds, if not thousands, of youngsters have abandoned their villages with the hope of a better life in urban areas. Such problems could have been prevented if appropriate educational tools had been in place.

Tombali ranks amongst the poorest regions in Guinea-Bissau and in West Africa. It mainly comprises rural areas where farming is the principal activity. In addition, Tombali is concerned with a high illiteracy rate due to poor school conditions and a low degree of motivation of parents, teachers and students. As a result, one has seen a decline in the number of children attending schools, worsened by a high dropout rate. Health is another major problem facing Tombali's population, which often experiences epidemics. HIV is spreading throughout the population; malaria, tuberculosis and other infectious diseases are still major threats and cholera has become endemic during the rainy seasons.

It was suggested that implementing media outlets such as radio and TV would foster people's participation in solving their problems. In addition to educating people, an enterprise such as "Cameconde / Quitafene Radio" would inform people and help resolve their thousand and one problems of daily life, especially those related to environment.

By providing training to local journalists, producers and volunteers, Cameconde / Quitafene Radio intends to produce programmes with an emphasis on local, national and regional environment issues and concerns with the goal of improving social conditions and the quality of people's lives. As some pilot programmes have shown, community radio has become an essential element for community development.

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

Cameconde / Quitafene Radio is intended for people in both ends of the social spectrum, the decision-makers and the basic citizens. However, due to social composition of Tombali's region, it is obvious that farmers, herders, traders, women and children, educators, students and the entire community will be the core of our audience.

### **3. DEVELOPMENT OBJECTIVE**

A community radio such as Cameconde / Quitafene Radio will undoubtedly empower people across Tombali's region, giving them the necessary tool to voice their opinions and discuss matters of vital interests to their communities, such as environment. Radio Cameconde / Quitafene will strengthen the need for diversity, democracy and freedom of expression.

#### **4. IMMEDIATE OBJECTIVES**

- To create a public forum where citizens can discuss social, cultural, environmental and political issues and challenges, as well as solutions to most pressing concerns facing their communities;
- To educate and help eradicate deforestation, endemic diseases such as malaria, dysentery and cholera;
- To promote social behaviours to prevent deforestation and other environment pollutions;
- To create awareness on issues related to environment and climate change.

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

- An accessible CMC facility established;
- At least 16 local radio / multimedia producers and programmers are trained;
- At least 2 management and administrative staff are trained;
- Regular programme service from Cameconde / Quitafene Radio available to 63 000 people;
- Production of news, educational, cultural and entertainment programmes.

#### **6. ACTIVITIES**

- Consultative planning with the local community;
- Acquisition and installation of the equipment;
- Training of personnel;
- Launching of Radio Cameconde / Quitafene Community Multimedia Centre.

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

- Organisational management;
- Training skills;
- Community mobilisation and animation;
- Radio and multimedia programme production;
- Programme development;
- Basic journalism.

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

**Month 1:** Development of plan of action based on community consultation;

**April 2010:** Purchase and installation of the equipment;

**July 2010:** Training of personnel and beginning of test transmissions;

**September 2010:** Production of programming and initial experimental broadcasting;

**December 2010:** Inauguration of Radio Cameconde / Quitafene Community Multimedia Centre.

#### **9. INSTITUTIONAL FRAMEWORK**

This project was initiated by the *Association des Paysans pour la promotion Agricole et la Protection Environnementale* (APPAPE), a rural association run by the population. Its main activity is fighting deforestation and other environmental problems in the region, with the assistance of the National Commission of UNESCO in Guinea Bissau. Therefore, a consultative or management

Committee including NATCOM will regularly survey local communities on their expectations in relation with broadcasting. The implementation of subsequent steps will be performed gradually and will reflect the progress of the radio and the needs of the audience.

**10. SUSTAINABILITY**

By the means of regular community training sessions and the training of community trainers, the Cameconde / Quitafene Community Multimedia Centre will resort to a constant supply of staff, volunteers and facilitators willing to share information and strategies for socio-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 commercial broadcasts.

**11. FRAMEWORK OF MONITORING**

Radio Cameconde / Quitafene would propose UNDP’s representation in Guinea-Bissau or the NGO named AD (*Action for Development*), which coordinates the eponymous chain of national community radios in Guinea-Bissau to be in charge of overseeing Radio Cameconde / Quitafene’s activities and performance.

**12. FRAMEWORK OF BENEFICIARY AGENCY’S REPORTING**

Radio Cameconde / Quitafene undertakes to report on project progress to UNESCO Dakar on a four-month basis.

**C. ADDITIONAL INFORMATION**

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

Several surveys were conducted and direct inputs taken from residents of Tombali who have voiced their need for pluralism in the media. It was then decided that city of Cameconde would be the most appropriate location for the project.

**Contribution foreseen by the beneficiary agency during the project period**

Contacts were established in order to ensure a spot in a building located in the centre of the city. Discussions concerning the anchoring of a mast for the transmission antenna are in process. A group of technicians and citizens have offered their assistance throughout this process.

**Assistance sought other than IPDC**

AD (*Action for Development*), an NGO and INFORMORAC (*Initiative for Mobile Training for Community Radio*) have agreed to offer training, expertise and services during the implementation phase.

**Previous support received by the country**

PDC/3GBS/25 350-GBS-31	30,000	Guinea-Bissau	1982 - 1992
507-GBS-61 507-GBS-62	189,800 602,800	Development of Radio services	



(FIT-Germany)			
PDC/6GBS/01 350-GBS-61	55,000	Improvement of the infrastructure of the national news agency	1985 - 1987
PDC/11GBS/01 352-GBS-11	145,000	Production of books and publication for information and for dissemination of culture	1990 -1993
PDC/13GBS/01 507-GBS-63 (FIT-Germany)	383,347	Development of National Radio Service in the South of the Country	1992 - 1996
PDC/51GBS/01 354-GBS-5061	25 000	GUINEA-BISSAU: GANDALCOMMUNITY MULTIMEDIA CENTRE	2006-2007
PDC/52GBS/01 354-GBS-5071	33,000	GUINEA-BISSAU: REINCORCING THE CAPABILITIES OF THE WEEKLY, <i>DIÁRIO DE BISSAU</i>	2008-2009
<b>Total Guinea Bissau: US\$ 288,000+US\$ 1,179,900</b>			

## D. BUDGET

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

Studio equipment: mixing console; multimedia computer; 4 microphones with stands, headsets, monitors; CD/cassette components; cables and connectors:	7 800
Portable audio-video recording equipment (1 video and 3 audio units):	3 000
1 kW FM radio transmitter:	6 500
Telecentre equipment: 3 computers with software; printer, scanner, photocopier; television; other components:	9 400
Basic radio, computing and multimedia training equipment (3 workshops):	7 500
Programme development (3 workshops):	7 500
Monitoring:	1 000
<b><u>TOTAL:</u></b>	<b><u>42 700</u></b>

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

Submission of technical offer (consultations, making up of the tender, duplication):	500
Submission of financial offer (consultations, bank guarantee, duplication):	3 000
Registration of agreement:	100
Renting of premises:	7 000
Office furniture and stationery:	2 500
Power supply (one year):	2 000
Administrative expenses (salaries for 2 years etc.):	5 000
<b><u>TOTAL:</u></b>	<b><u>20 100</u></b>

# GUINEA

<b>A. PROJECT IDENTIFICATION</b>		
<b>1.</b>	<b>PROJECT TITLE</b>	<b>SECOND NATIONAL INFORMATION DAYS</b>
<b>2.</b>	<b>NUMBER</b>	<b>IPDC/54 GUI/01</b>
<b>3.</b>	<b>CATEGORY OF MASS MEDIA</b>	Printed press, radio, television
<b>4.</b>	<b>IPDC PRIORITY AREA</b>	Promotion of freedom of expression and strengthening of media legislation
<b>5.</b>	<b>SCOPE (NATIONAL, REGIONAL, INTERREGIONAL)</b>	National
<b>6.</b>	<b>TYPE OF ASSISTANCE REQUESTED</b>	Financial
<b>7.</b>	<b>TOTAL COST OF PROJECT</b>	USD 58,300
<b>8.</b>	<b>AMOUNT REQUESTED FROM IPDC</b>	USD 45,800
<b>9.</b>	<b>PROJECT BENEFICIARY</b>	National Information Services Directorate (Ministry of Information and Culture) <u>Contact:</u> MR. Alpha Kabinet DOUMBOUYA, Director - E.mail: <a href="mailto:alphakabinet@yahoo.fr">alphakabinet@yahoo.fr</a> Mobile telephone nos.: (+224) 60 26 45 70 64 27 98 95
<b>10.</b>	<b>IMPLEMENTING BODY</b>	The UNESCO office in Bamako B.P. E 1763 - Bamako Tel.: (223) 223 34 92 / 93 Rokia Bâ: r.ba@unesco.org
<b>11.</b>	<b>PROJECT LOCATION</b>	Ministry of Information and Culture, Conakry
<b>12.</b>	<b>PROJECT PREPARED BY</b>	Mr. Alpha Kabinet DOUMBOUYA, National Director of Information Services Mrs. Rokia Bâ, NPO
<b>DECISION OF THE BUREAU</b>		

## **B. PRESENTATION**

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

In Guinea, single-party government--prevalent at one time or the other in many African states--came to an end with the institution of the 2<sup>nd</sup> Republic on April 3, 1984. In the wake of that event, the Guinean media, which up until then was wholly state-run, experienced several major developments. Laws on the freedom of communication were passed, and since then, the media landscape has changed significantly. The number of privately owned print media outlets has risen considerably, and more than 100 newspapers are now registered with the National Council for Communication. The privately owned print media alone receives an annual state subsidy of 400 million Guinean francs (i.e., about USD 77,000.00). In the space of 3 years (2006-2009), with the liberalisation of the airwaves, the audiovisual landscape has attracted an increasing number of players: more than 20 private radio stations have emerged, as have several television channels.

The disparity between the public and private media, in terms of capacity and resources (technical and financial), is a serious handicap for the public sector, which can only count on support from the state. Furthermore, the national media on the whole must contend with pernicious effect of unfair competition with international channels, which are technologically more advanced and financially better off.

Other issues include the amateurism which characterizes the national media, the lack of adequate training for its personnel and the lack of appropriate equipment. Also, where the job market is concerned, there is little interaction between local journalism schools and media houses.

Following on from the 1<sup>st</sup> Information Days, which were held in 1991 and which paved the way for the liberalisation of the airwaves, the second Information Days will provide an opportunity to better evaluate the liberalisation of the Guinean media landscape, underway since 2006.

During this phase of political transition, these Information Days are a good opportunity to address a number of technological, institutional and regulatory challenges with a view to establishing a policy on communication and information.

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

These Information Days are aimed at state officials and decision-makers, civil-society organisations, universities, political, economic and socio-cultural actors, development partners, and, of course, media professionals, both male and female, i.e., some 200 people.

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

To contribute to strengthening democracy in Guinea.

### **4. IMMEDIATE OBJECTIVES:**

To endow Guinea with a new policy on information and communication which is consistent with the political, economic and socio-cultural realities of the country.

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

- Guinea is endowed with a new national on information and communication;
- The Press Act is improved.

**6. ACTIVITIES:**

- Organize the Convention on Information;
- Review the provisions governing the media;
- Develop new technical guidelines;
- Act in favour of the adoption of new provisions.

**7. PROJECT INPUTS:**

- An international consultant for 1 month to examine the current provisions;
- Hiring of meeting rooms;
- Transport and accommodation for delegates from remote areas of the country and invitees from other countries;
- Office stationary, communication expenses;
- Catering for participants.

**13. WORK PLAN:**

<b>ACTIVITIES / MONTH</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>7</b>	<b>8</b>	<b>9</b>	<b>10</b>	<b>11</b>	<b>12</b>
Preparation of documents and consultant's contract												
Recruitment of the consultant												
Invitations												
Convention												
Writing up of reports												
Action in favour of the adoption of new provisions												
Monitoring and evaluation												

**9. INSTITUTIONAL FRAMEWORK:**

The project was formulated by the National Information Services Directorate of the Ministry of Information and Culture. It will involve all media players, and notably professional media associations, including the *Association des Journalistes de Guinée* (AJG, Association of Guinean Journalists) and the *Association des professionnelles africaines de la communication* (APAC-Guinée, Association of African Media Professionals), as well as human rights organisations and parliamentarians.

**10. SUSTAINABILITY:**

A good Press Act will further the consolidation of democracy in Guinea. It could also attract technical and financial partners for the Guinean media.

**11. FRAMEWORK OF MONITORING:**

The UNESCO Office in Conakry and the Guinean National Commission for UNESCO will monitor the project.

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

The National Information Services Directorate will produce a project-implementation report every four months for the attention of the UNESCO Office in Bamako.

## C. ADDITIONAL INFORMATION

### Preliminary activities

Contact with the Guinean National Commission for UNESCO for further information on the IPDC.

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

The National Information Services Directorate will provide the personnel required for the actual organisation of the convention, as well as all official documents. It will also arrange for coverage of the event in the public media.

### Previous support received by the country

PDC/3GUI/21 350-GUI-31	40,000	Guinea	1982 - 1984
		Development of communication systems	
PDC/9GUI/01 350-GUI-91 520-GUI-61 (FIT-France)	35,000 7,000	Launching of a rural radio network	1988 - 1991
PDC/12GUI/01 352-GUI-21	111,700	Expansion of a national daily "Horoya"	1991 - 1993
PDC/53GUI/01 354-GUI-5081	23,000	TRAINING IN THE EXPLOITATION OF THE GUINEAN RADIO-TELEVISION SERVICE'S AUDIOVISUAL ARCHIVES	2009-2010
<b>Total Guinea: US\$ 209,700+ US\$ 7,000</b>			

## D. BUDGET

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

	Qty	Unit price	Total
International consultant's fees (1 month):		1	3,000
Consultant's air fare:			1,500
Per diem allowance:	30 days	236	7,080
Travel expenses (return) for local delegates from remote areas:	60	50	3,000
Travel expenses (return) for delegates from abroad:	10	700	7,000
Venue:	140	10	1,400
Accommodation for local delegates from remote areas (60 pers.):	60	30	1,800
Accommodation for delegates from abroad (10 pers.):	10	100	1,000.00

Catering for participants (200 pers. × 3 days):	200 × 3	10	6,000
Coffee breaks (200 pers. × 3 days × 2 breaks / day):	200 × 6	2	2,400
Hiring of a large room		500	500
3 Committee rooms (3 days):	3 × 3	100	900
Secretariat office (3 days):	1 × 3	50	150
Kits for participants (conference bag, note pad, pen):	200	40	8,000
Reprographic copying:			2,070
<b><u>TOTAL:</u></b>			<b><u>45,800</u></b>

<b>BREAKDOWN OF BENEFICIARY'S CONTRIBUTION</b> (in US dollars)	
Support personnel (20 pers. × 5 days × USD 20):	2,000
Media coverage:	10,000
Banners:	500
<b><u>TOTAL:</u></b>	
	<b><u>12,500</u></b>

## KENYA

<b>A. PROJECT IDENTIFICATION</b>		
<b>1.</b>	<b>PROJECT TITLE</b>	UPDATING CAMPUS RADIO STUDIO AT DAYSTAR UNIVERSITY
<b>2.</b>	<b>NUMBER</b>	<b>IPDC/54 KEN/01</b>
<b>3.</b>	<b>CATEGORY OF MASS MEDIA</b>	Radio broadcasting
<b>4.</b>	<b>IPDC PRIORITY AREA</b>	Training of media professionals
<b>5.</b>	<b>SCOPE (NATIONAL, REGIONAL, INTERREGIONAL)</b>	National
<b>6.</b>	<b>TYPE OF ASSISTANCE REQUESTED</b>	Equipment and training
<b>7.</b>	<b>TOTAL COST OF PROJECT</b>	US\$ 38 000
<b>8.</b>	<b>AMOUNT REQUESTED FROM IPDC</b>	US\$ 21 000
<b>9.</b>	<b>BENEFICIARY BODY</b>	Daystar University, Athi River Campus
<b>10.</b>	<b>IMPLEMENTING OFFICE</b>	Nairobi
<b>11.</b>	<b>PROJECT LOCATION</b>	Athi River
<b>12.</b>	<b>PROJECT PREPARED BY</b>	Dr. Levi Obonyo, Chair, Communication Department
<b>DECISION OF THE BUREAU</b>		

## B. PRESENTATION

### 1. PROJECT JUSTIFICATION

Category of media to be supported by the project: As of 2008, 90 radio stations were on air in Kenya. Main broadcast languages are English and Kiswahili, with a number of vernacular languages also used by various stations. Out of 372 radio frequencies, the national broadcaster, *Kenya Broadcasting Corporation* (KBC), has the highest number of frequencies (83). Of these, 30 are on air. KBC is followed by a private company, *Royal Media Services*, which has 62 frequencies of which 42 are on air, making it the media company with the largest number of frequencies on air in the country. 12 faith-based stations were also operating as of last year, plus 7 radio stations operated by training institutions, the first of which being *Shine FM* of Daystar University. By the Media Council of Kenya (MCK) estimation, radio is the dominant source of news for a wide majority of the Kenyan population, throughout all classes and origins.

Journalism education. The number of media training institutions has also multiplied since the reintroduction of the multi-party system. Institutions offering journalism training now include 6 public universities, 9 private universities and at least 21 colleges and institutes. Among the most established and reputable university programmes are the *School of Journalism* at the University of Nairobi, and the *Communication Department* at Daystar University, which were respectively named as potential centres of excellence and reference by UNESCO in 2008. At the other extreme, many among the multitude of small private media training schools offer inadequate curricula and training courses of questionable quality. Thus there is a need for increased attention on quality media training.

Freedom of expression in law and practice. What has not changed in recent years is the tenor of the laws governing the operations and conduct of the media in Kenya. The media industry has pushed unsuccessfully for repeal of certain statutes such as the Official Secrets Act that limit press freedom. As recently as last year, media objections to the sweeping power given to the Minister of Information and Communications in the Kenya Communication Act of 2008 were disregarded and the bill was signed into law. Repeated attempts by the civil society to put forward a Freedom of Information bill were unsuccessful in 2006, 2007 and 2008. In practice, freedom of the press continues to be a concern, as the raid on The Standard Group in 2004 and the live coverage blackout of post-election violence in 2008 demonstrate.

Problem the project proposal will address. The media environment in Kenya is one of tremendous opportunity and challenge. In particular, the medium of radio has rapidly expanded in pluralism and reach. However, the quality of existing training institutions varies enormously, and a strong and well-trained cadre of media professionals is needed. Daystar University has long been known as the premier broadcast training institution in the nation, particularly in the area of radio. Daystar was named in 2008 as a Centre of Reference in journalism by UNESCO and was the first Kenyan university to have a licensed radio station on air. However, the equipment in the radio studio is outdated. The university needs to replace existing equipment in order to continue to provide the quality of training in journalism and media that it has become known for in the entire East African region. This proposal seeks to improve media training in the nation by upgrading the existing university radio studio at Daystar University with updated equipment so as to effectively train upcoming broadcast journalists.

### 2. DESCRIPTION OF THE TARGET GROUP

The target group consists of diploma, undergraduate, and masters level students in electronic media at Daystar University.



### 3. DEVELOPMENT OBJECTIVE

This project will contribute to promoting pluralism, diversity and freedom of expression in Kenyan media by building capacity of future journalists in the field of radio broadcasting.

### 4. IMMEDIATE OBJECTIVES

The project will provide practical training facilities in radio broadcasting to 50 diploma, undergraduate, and graduate students per year (at current enrolment rates).

### 5. PROJECT OUTPUTS

- A well equipped university radio station and a programme production unit;
- University staff trained in use of updated equipment;
- Practical broadcast classes introduced at diploma, undergraduate, and graduate levels of journalism programmes

### 6. ACTIVITIES

1. Selection of trainer;
2. Selection of equipment;
3. Purchase and installation of equipment;
4. Training of staff on new courses and production techniques.

### 7. PROJECT INPUTS

- One international trainer to assist in the design of broadcasting courses according to UNESCO's Model Curriculum and to train selected staff on new courses and production techniques;
- Supplies for a 3-day workshop, including one rented laptop and LCD projector, manuals, and photocopies;
- Studio equipment: (*see listing and details in the budget*).

### 8. WORK PLAN

ACTIVITIES / MONTHS	1	2	3	4	5	6
Selection/contract of trainer						
Selection of equipment						
Purchase and installation of equipment						
Training of selected staff, faculty members, students						
Submission of implementation reports						

### 9. INSTITUTIONAL FRAMEWORK

Daystar University was named a UNESCO potential Centre of Reference in Journalism in 2008. The institution has been offering journalism and communication training over the last 30 years. The current enrolment in all disciplines stands at over 3 500 students, 1 200 of whom are enrolled in the Department of Communication.

## 10. SUSTAINABILITY

Staff and faculty who are trained in the new equipment will train students through regular academic coursework. Selected students will train other students in the context of work at the university radio station. The university will maintain equipment.

## 11. FRAMEWORK OF MONITORING

Project implementation will be monitored by the UNESCO Nairobi Field Office. We also propose that the Kenya Television Network (KTN) collaborate in project monitoring in view of the high profile of that media house.

## 12. EVALUATIONS CARRIED OUT

Needs for equipment were determined by university faculty and technicians in the broadcast media area. Because this is an update for an existing university programme, no feasibility studies or other assessments were carried out.

## 13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING

The Communication Department at Daystar University will report to UNESCO on a three-month basis, that is, two reports for the six-month duration of the project. Dr. Levi Obonyo, Chair of the Communication Department, will prepare and submit the reports.

### C. ADDITIONAL INFORMATION

Daystar University already has a radio license and the station has been on air for 8 years. The Communication Department has carried out an internal assessment of equipment needs prior to submission of the proposal. The university will provide all staffing and maintenance of the equipment and will also cover the cost of installing air conditioning in the studio unit.

#### Previous support received by the country

PDC/4KEN/11 350-KEN-41 523-KEN-11 (FIT-USA)	15,000 196,600	Kenya Training of Trainers for the Institute of Mass Communication	1983 - 1987
PDC/5KEN/05 350-KEN-51 507-KEN-62 (FIT-Germany)	40,000 1212,206	Communication training for trainers in rural communication	1984 - 1991

PDC/7KEN/01 350-KEN-71 350-KEN-81 350-KEN-91	45,000 40,000 64,000	Reading materials for the blind	1986 - 1992
PDC/21 KEN/01 353-KEN-5011	20,000	Development of free press institutions	2003-2004
PDC/24 KEN/01 552KEN5000 (FIT-Japan)	62,514	Audio visual media training	2004-2005
PDC/48 KEN/01 354 KEN5041	22,000	Community multimedia centre, Bondo district	2005-2006
PDC/49 KEN/01 354-KEN-5052	20,000	SHINYALU COMMUNITY MULTIMEDIA CENTRES, KAKAMEGA DISTRICT KENYA: ETHICS AND STANDARDS WORKSHOPS FOR JOURNALISTS AND RADIO PRESENTERS	2006-2007
PDC/49 KEN/03 354-KEN-5053	20,000	RADIO FOR YOUTH CENTRE (KOINONIA MEDIA CENTRE )	2006-2007
PDC/51 KEN/01 354-KEN-5061	30,000	KENYA: DEVELOPMENT OF MUGAMBO JWETU COMMUNITYMULTIMEDIA CENTRE	2007-2008
PDC/52 KEN/01 354-KEN-5071	22,000	KENYA:COMMUNITY EMPOWERMENT THROUGH COMMUNITY RADIO	2008-2009
PDC/53 KEN/01 354-KEN-5081	20,000	PROFESSIONAL CAPACITY BUILDING FOR THE KENYAN MEDIA CORRESPONDENTS	2009-2010
<b>Total Kenya: US\$ 358,000+US\$ 1,471,301(Funds-in-trust)</b>			

## D. BUDGET

<b>BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)</b>	
One trainer (4 days course design/revision + 4 days training at US\$ 250 per day):	2 000
International travel for trainer:	2 000
International trainer's DSA (US\$ 100 x 4 days):	400
Training materials and rental of training aids:	600
8-channel mixing console with built-in tel. hybrid:	3 000
5 studio condenser microphones, @ US\$ 120:	600
Pair of monitor speakers w. build-in amplifier, @ US\$ 1 000:	2 000
6 headphones, @ US\$ 50:	300
4-way headphone amplifier:	200
Sound card:	100
External hard drive:	100
5 microphone stands, @ US\$ 40:	200
Shielded audio cable (100 m.) with 30 XLR and 30 RCA connectors:	300
P4 audio editing computer with 160 GB HD RAM 512 MB, Windows XP, CD-WR, with 19" monitor:	1 500
Uninterrupted power supply 350 VA:	100
300 W FM stereo transmitter:	2 000
Antennae bay 4 layers, omni directional:	1 000
Antenna feeder (50 m.):	300
Uninterrupted power supply 500 VA:	400
30 m. antenna mast:	2 500
Equipment transportation and installation costs:	1 400
<b><u>TOTAL:</u></b>	<b><u>21 000</u></b>

<b>BREAKDOWN OF THE BENEFICIARY'S CONTRIBUTION (in US dollars)</b>	
Technician salaries, 6 months × 4 @ US\$ 330:	1 320
Faculty salaries, 6 months × 1/4 @ US\$ 1 300:	1 950
Building maintenance and utilities, 6 months @ US\$ 50 per month:	300
Installation of air conditioning in studio:	13 000
Project reporting:	430
<b><u>TOTAL:</u></b>	<b><u>17 000</u></b>

# LIBERIA

<b>A. PROJECT IDENTIFICATION</b>		
<b>1.</b>	<b>PROJECT TITLE</b>	<b>COMPUTER LITERACY AND INTERNET JOURNALISM TRAINING FOR LIBERIAN JOURNALISTS</b>
<b>2.</b>	<b>NUMBER</b>	<b>IPDC/54 LIR/01</b>
<b>3.</b>	<b>CATEGORY OF MASS MEDIA</b>	All media
<b>4.</b>	<b>IPDC PRIORITY AREA</b>	Training
<b>5.</b>	<b>SCOPE (NATIONAL, REGIONAL, INTERREGIONAL)</b>	National
<b>6.</b>	<b>TYPE OF ASSISTANCE REQUESTED</b>	Training, equipment
<b>7.</b>	<b>TOTAL COST OF PROJECT</b>	US\$ 40,500
<b>8.</b>	<b>AMOUNT REQUESTED FROM IPDC</b>	US\$ 37,700
<b>9.</b>	<b>BENEFICIARY BODY</b>	Centre for Media Studies and Peace Building (CEMESP) Benson Street, Monrovia Tel: 002316514357 - <a href="http://www.cemesp-liberia.org">www.cemesp-liberia.org</a> Email: <a href="mailto:centreforpeacebuilding@yahoo.com">centreforpeacebuilding@yahoo.com</a> Contact: Malcolm Joseph, Executive Director
<b>10.</b>	<b>IMPLEMENTING OFFICE</b>	Centre for Media Studies and Peace Building (CEMESP) and UNESCO BREDA
<b>11.</b>	<b>PROJECT LOCATION</b>	Centre for Media Studies and Peace Building (CEMESP) Benson Street, Monrovia
<b>12.</b>	<b>PROJECT PREPARED BY</b>	Centre for Media Studies and Peace Building (CEMESP) and UNESCO BREDA
<b>DECISION OF THE BUREAU</b>		

## **B. PRESENTATION**

### **1. PROJECT JUSTIFICATION**

Like many other structures in Liberia, the media is faced with the challenges of post-conflict reconstruction. Now, change has come up and is evident by the increased number of relatively independent media outlets

However, despite the proliferation of radio stations and newspapers to date, media development is still in a crisis. The Liberian media now requires an extended period of revitalisation and professional development to be able to properly fill its role as the 'fourth estate,' including acting as a watchdog, directly contributing to good governance and poverty reduction, as well as functioning as a tool for conflict resolution.

In addition, most Liberian journalists have little or no exposure to new technologies and trends in the media, leading to poor quality media products. Journalism training institutions lack the technical abilities to incorporate in their curricula the technological trends in media development. While sectors of the media industry have struggled to uphold and maintain a proper level of acceptable performance, the vast majority of journalists agree that the current shape of the media, as regards embracing new media advances, is less than desirable.

The Centre for Media Studies and Peace Building (CEMESP), in line with its mandate, has decided to put into place a number of stopgap measures and medium to long-term steps aimed at addressing and ameliorating this problem. This decision is centred on providing a number of crash-courses will be carried out through the implementation of a Computer Training and Internet Journalism Programme as part of a broad media capacity building strategy on Information and Communications Technology issues.

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

The target group of the project are Liberian women journalists. Indirectly, the project also targets media houses and the general media community.

### **3. DEVELOPMENT OBJECTIVE**

The objective of this project is the creation of a pool of professional Liberian women journalists by training them in computer literacy, basic computer skills and Internet journalism.

The project goal will be achieved through the following objectives:

- Training of 30 women journalists in basic computer literacy;
- Training in digital broadcast editing techniques using modern software applications;
- Training in Internet journalism and establishment / maintenance of blogs;
- Monitor performance level and progress of all participants;
- Preparation and publication of ICT training manual for Liberian journalists.

### **4. IMMEDIATE OBJECTIVES**

- 30 women journalists have basic and practical understanding of computer usage, including for their work as journalists;
- 30 women journalists have basic skills in digital broadcast editing techniques using modern software applications;

- 30 women journalists trained in Internet journalism and go on to establish and maintain blogs;
- Manual for the training of Liberian journalists in ICTs.

## 5. **PROJECT OUTPUTS**

- Women journalists would have the requisite knowledge of basic computer software necessary to enhance their work as journalists;
- These journalists would be endowed with practical skills needed in producing radio programmes using modern digital techniques;
- The women journalists will gain skills and knowledge in establishing blogs;
- The women journalists will gain skills in Internet journalism;
- Manual for the training of Liberian journalists in ICTs.

## 6. **ACTIVITIES**

CEMESP intends to conduct a 6-month computer literacy and Internet journalism training programme for women journalists. The project will train a total of 30 women journalists from various media institutions. The project will provide the requisite work environment and the participants' stipends. The beneficiaries will largely be involved with mastering radio production editing software and the techniques needed for the practice of Internet journalism.

The final phase of the training will concentrate on Internet journalism, i.e. blogging. The project will also establish a monitoring and tracking mechanism to determine the impact of the training on the beneficiaries. The six-month training exercise will be climaxed by a certification programme by CEMESP.

## 7. **PROJECT INPUTS**

- Hiring of a consultant to develop the training manual;
- Three local specialists to train women journalists in basic computer practice and journalism skills;
- One international trainer and one local trainer to conduct training on Internet journalism;
- Four *Pentium-4* desktop computers to serve as laboratory equipment for the training;
- Subscription to Internet service for the duration of the training.

## 8. **WORK PLAN**

ACTIVITIES / MONTHS	1	2	3	4	5	6
Recruit trainers						
Develop and publish training manual						
Select workshop participants						
Secure workshop facilities and logistics						
Conduct training workshops						
Monitor and evaluate progress of trainees						
Mid-term report						
Final report						

**9. INSTITUTIONAL FRAMEWORK**

The Centre for Media Studies and Peace Building (CEMESP) is registered under Liberian laws. It is driven by a staff of seven, including Executive Director, Programme Officer, Finance Officer, among others. It has a Board of eight, which meets annually to chart its policy direction.

Since 2000, the Centre has supported the institutional development of the media (both traditional and modern) in peace-building and conflict resolution. The Centre has conducted training for more than 200 journalists, traditional communicators and local leaders across the country in the area of peace-building and development, and has been in the forefront of media development and freedom of expression advocacy in Liberia.

**10. SUSTAINABILITY**

A project Coordinator is designated to oversee the implementation of this project. His work will, among other responsibilities, deal with sustainability beyond the funding of the project. He will also review the progress of the beneficiaries and encourage media organisations to take advantage of the experiences of the first group of trainees.

**11. FRAMEWORK OF MONITORING**

CEMESP will work closely with the local UNESCO Office to review progress of the activities. Further monitoring will also involve review of the work and progress of beneficiaries, as reflected through changes at their various media institutions.

**12. EVALUATIONS CARRIED OUT**

Journalism training institutions in Liberia continue to graduate more students of mass communication, who lack the technical abilities to incorporate in their curricula the technological trends in media development. As a result, students in journalism and working journalists have little or no exposure / training to these new trends in media technologies.

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

CEMESP undertakes to provide reports to UNESCO on the implementation of the project. As this is scheduled for six months, CEMESP, through the Executive Director will provide reports at the end of three months, and again at the end of six months.

**C. ADDITIONAL INFORMATION**

**Previous support received by the country**

PDC/21 LIR/01 353-LIR-5011	20,000	Liberia	2003-2004
		Enhancing training media personnel	
Total Liberia: US\$ 20,000			



**D. BUDGET****BREAKDOWN OF IPDC CONTRIBUTION  
(in US dollars)**

	Qty	Unit price	Total
Design and production of training module:	300	15	4 500
Trainer's honoraria:	10 days	210	2 100
Computers:	4	1 000	4 000
Internet subscription:	6 months	200	1 200
Venue:	3 weeks	500	1 500
Subsistence for 30 persons:	18 days	12	6 480
Regional Internet trainer's fee (flight and accommodation):			5 000
30 participants transportation:	18 days	10	5 400
Stationery (flipcharts, folders, markers, printer ink, recharge cards etc.):			1 380
Photocopies:			250
Fuel for generator:			990
Coordinator:	6 months	400	2 400
Accountant, administration:	6 months	200	1 200
Bank service charge:			700
Postage:			600
<b><u>TOTAL:</u></b>			<b><u>37 700</u></b>

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

Project supervisor (CEMESP) 6 months:	1 500
Report preparation (CEMESP):	1 000
Contingencies:	300
<b><u>TOTAL:</u></b>	<b><u>2 800</u></b>

# MADAGASCAR

<b>A. PROJECT IDENTIFICATION</b>		
<b>1.</b>	<b>PROJECT TITLE</b>	<b>SUPPORT FOR HUMAN-RESOURCE DEVELOPMENT IN THE JOURNALISM DEPARTMENT AT THE UNIVERSITY OF ANTANANARIVO</b>
<b>2.</b>	<b>NUMBER</b>	<b>IPDC/54 MAG/01</b>
<b>3.</b>	<b>CATEGORY OF MASS MEDIA</b>	Audiovisual and print media
<b>4.</b>	<b>IPDC PRIORITY AREA</b>	Professional training
<b>5.</b>	<b>SCOPE</b> (NATIONAL, REGIONAL, INTERREGIONAL)	National
<b>6.</b>	<b>TYPE OF ASSISTANCE REQUESTED</b>	Training, equipment
<b>7.</b>	<b>TOTAL COST OF PROJECT</b>	US\$ 60,000
<b>8.</b>	<b>AMOUNT REQUESTED FROM IPDC</b>	US\$ 35,000
<b>9.</b>	<b>PROJECT BENEFICIARY</b>	Unité de Formation et Recherche (UFR) en Journalisme BP 907, Université d'Antananarivo <u>Contact person:</u> Marie-Jeanne RAZANAMANANA Senior Lecturer, Coordinator, Head of Department Tel.:+261(0) 33 11 344 33 e-mail: <a href="mailto:mrjeanne@yahoo.fr">mrjeanne@yahoo.fr</a>
<b>10.</b>	<b>IMPLEMENTING BODY</b>	UNESCO Office in Dar es-Salaam Mr Yusuph Al Amin
<b>11.</b>	<b>PROJECT LOCATION</b>	Antananarivo
<b>12.</b>	<b>PROJECT PREPARED BY</b>	Mrs Marie-Jeanne RAZANAMANANA Head of the Journalism Department Tel.: +261 33 11 344 33 e-mail: <a href="mailto:mrjeanne@yahoo.fr">mrjeanne@yahoo.fr</a>
<b>DECISION OF THE BUREAU</b>		

## **B. PRESENTATION**

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

Madagascar has a liberal policy towards the media, which has fostered the development of media pluralism and diversity. Currently, Madagascar boasts 198 public and private radio stations, 25 public and private television channels, and 28 newspapers (dailies, weeklies and monthlies). The online media, too, is a growth sector, with considerable potential for further development.

With regard to reliable archive sources, the Malagasy media suffers from a lack of specialist professionals coupled with insufficient national coverage. Currently, skills are acquired either on the job, or through more or less informal *ad hoc* courses, delivered by development partners. Insufficient knowledge of the basic principles of the profession among media professionals is therefore a major problem. Additionally, the proposed reform of the higher-education system provides for the implementation, in the near future, of the LMD (Licence, Masters, Doctorate) system. Thus, new knowledge and skills will need to be acquired in the development of training curricula, course organisation and training equipment and materials. The following issues need to be addressed:

- The lack of course-design specialists for the development of learning / teaching programmes;
- The insufficient training among trainers charged with raising the level of training;
- The lack of equipment required for practical work.

The purpose of this project is to reinforce the trainer training in the area of journalism. This will be achieved through (i) the organisation of a 12-month Masters 2 course, open to a limited number of Masters graduates with at least 3 years' experience in the profession (recruited by competition), and (ii) the acquisition of training equipment and materials permitting the students to be immediately operational. The immediate beneficiaries of the project will be the journalists recruited into the programme on the basis of merit, who will become trainers in the Journalism Department.

### **2. DEVELOPMENT OBJECTIVE**

By strengthening capacity in the Department, the project will contribute to the development of national institutions capable of providing professional training for media professionals.

### **3. IMMEDIATE OBJECTIVES:**

- 20 trainers to deliver professional training based on the UNESCO model for journalism training;
- Better quality practical courses thanks to the acquisition of appropriate equipment.

### **4. EXPECTED PROJECT OUTPUTS:**

- Twenty Masters 2 graduate trainers with theoretical and practical knowledge forming a nucleus of investigative journalists and providing training in professional practices;
- The Department is equipped with appropriate material resources.

**5. ACTIVITIES:**

- Development of a trainer training programme:
  - Research methodology (25 hours);
  - International relations and globalisation (25 hours);
  - Socio-linguistic policy (25 hours);
  - Journalism and urbanism;
  - Media law and professional ethics (30 hours);
  - Introduction to journalism techniques (writing, reporting, page layout, audiovisual);
  - Introduction to epistemology (30 hours);
  - History of the media (30 hours).
- Course requiring observation of one of the teaching modules entitled, "*Conférence de méthode suivie des applications sur deux régions appliquant effectivement la décentralisation*" (Method and application in two regions where decentralisation is effectively applied), and pertaining to two specific initiatives:
  - Local development and AIDS (*one week*);
  - Local development and youth (facilitating youth's access to economic and/or social-integration opportunities) (*one week*);
- Acquisition and installation of equipment.

**6. PROJECT INPUTS:**

- Three Masters-graduate trainers and two consultants;
- Equipment for practicals (video cameras, video-projectors, computers and servers);
- Partnership within the Indian Ocean region and with other public and private institutions and organisations, to complement *de facto* membership in the Théophraste network.

**7. WORK PLAN:**

ACTIVITIES / MONTH	1	2	3	4	5	6	7	8	9	10	11	12+
Selection and recruitment of candidates and trainers												
Purchase and installation of equipment												
Elaboration of the training curriculum												
Training of trainers												
Evaluation												

**8. INSTITUTIONAL FRAMEWORK:**

At the initiative of the university, the Journalism Department was established in 1995, with the support of media professionals and the Malagasy Order of Journalists. It has received support from various financial partners, including the World Bank, the Friedrich Ebert Foundation, Support Fund for the Development of Higher Education, and through the Théophraste network since 2003. It has been audited by both the World Bank (external audit) and the Théophraste Network (internal audit) against international standards, such as the U.S. *Accrediting Council on Education in Journalism and Mass Communications*, and the *Consejo Latinoamericano de Acreditación de la Educación en Periodismo*. Selected as a Centre of Reference among the 20 African schools listed by UNESCO,

the Journalism Department has also been involved in several projects, such as the "TEFYSAINA" project (see <http://www.tefysaina.org>) in partnership with ESJ-Lille and the LION'S Club of Lille-Est).

## 9. SUSTAINABILITY

Lobbying, cooperation and partnership are the three pillars on which the implementation and sustainability of the project are based. The Department has secured the collaboration of a number of organisations, including the *Observatoire de Recherche sur les Médias de Belgique* (ORM), the *Office National des Radios et Télévisions malgaches* (ORTM), the cultural centres at the Embassies in Madagascar, the United Nations Information Centre (INIC), universities, and bodies promoting good governance, the alleviation of poverty and the prevention of AIDS. These partnerships will remain in place after the end of the project activities, and will contribute to its long-term viability.

Annual refresher courses, developed together with the Théophraste network and other partners, will also contribute to the viability of the project. Follow-up and ongoing upgrading of skills will be provided by a team of lecturers and trainers representing all media specialities. National training institutions will implement and monitor the training in accordance with established standards, and will set up areas of expression, including: a Centre for Documentation and Exchange--operating as a Media Centre--in each former provincial capital; an Information and Meeting Centre in each region, a permanent information and exchange unit at the communal level, and the publication of a regional and/or local newsletter.

## 10. FRAMEWORK OF MONITORING:

The project activities will be monitored by the UNESCO Office in Dar es-Salaam.

## 11. EVALUATION:

The Department has conducted an evaluation of the media landscapes in three Malagasy provinces (Mahajanga, Toliara and Toamasina). The study focussed on the number of media outlets, their operation and their audiences, and was conducted with support from the *Friedrich Ebert Foundation* and local media outlets.

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

The Journalism Department will submit quarterly activity reports to the UNESCO Office.

### C. ADDITIONAL INFORMATION

#### Previous support received by the country

PDC/4MAG/12 350-MAG-41	20,000	Madagascar	1984 - 1985
		Assistance to National News Agency of Madagascar (ANTA)	
PDC/7MAG/01 350-MAG-71	30,000	Development of News Agency	1986 - 1988
PDC/11MAG/01 352-MAG-51	40,000	Contribution to the re-equipment of 99 information halls	1996 - 1998
PDC/18MAG/02 352-MAG-81	30,000	Preparation of texts governing audio-visual communication and publication of a collection of legal archives	1998 - 1999

PDC/19MAG/01 352-MAG-91	45,000	"ANTA" national news agency	1999 – 2001
Total Madagascar: US\$ 165,000			

## D. BUDGET

<b>BREAKDOWN OF IPDC CONTRIBUTION</b> (in US dollars)			
<i>Training (20 trainee trainers, for a period of 12 months)</i>			
Administrative registration and documentation fees:			6,740
Local training (Masters 2 / DEA):			10,000
Transport: Paris-Antananarivo return (USD 1350.00 × 2 pers.):			2,700
Consultants' living expenses (USD 100.00 / days × 15 days × 2 pers.):			3,000
<b>Teaching equipment</b>	Qty	Unit price	Total
Camcorders (Canon XL-1S):	2	980	1,960
Video-projector (Canon LV – S2):	1	1,200	1,200
Editing computers and UPSs:	2	1,200	2,400
Computers and servers:	2	1,200	2,400
Professional digital cameras:	2	1,000	2,000
Laptop computers	2	1,300	2,600
<b><u>TOTAL:</u></b>			<b><u>35,000</u></b>

<b>BREAKDOWN OF BENEFICIARY'S CONTRIBUTION</b> (in US dollars)	
Preliminary activities:	3,500
Venue:	10,600
3 camera mounts@ USD 125.00:	375
3 reporting microphones @ USD 175.00:	525
Photocopying machine:	7,500
Overhead expenses:	2,500
<b><u>TOTAL:</u></b>	
	<b><u>25,000</u></b>

# MALAWI

<b>A. PROJECT IDENTIFICATION</b>		
<b>1.</b>	<b>PROJECT TITLE</b>	<b>ESTABLISHMENT OF THE USISYA COMMUNITY RADIO STATION</b>
<b>2.</b>	<b>NUMBER</b>	<b>IPDC/54 MLW/01</b>
<b>3.</b>	<b>CATEGORY OF MASS MEDIA</b>	Radio broadcasting
<b>4.</b>	<b>IPDC PRIORITY AREA</b>	Development of community media
<b>5.</b>	<b>SCOPE (NATIONAL, REGIONAL, INTERREGIONAL)</b>	National
<b>6.</b>	<b>TYPE OF ASSISTANCE REQUESTED</b>	Financial
<b>7.</b>	<b>TOTAL COST OF PROJECT</b>	US\$ 31 700
<b>8.</b>	<b>AMOUNT REQUESTED FROM IPDC</b>	US\$ 21 300
<b>9.</b>	<b>BENEFICIARY BODY</b>	Usisya community radio station
<b>10.</b>	<b>IMPLEMENTING OFFICE</b>	Nkhata Bay District Development Committee
<b>11.</b>	<b>PROJECT LOCATION</b>	Nkhata Bay District
<b>12.</b>	<b>PROJECT PREPARED BY</b>	Emmanuel B. Z. Kondowe
<b>DECISION OF THE BUREAU</b>		

## **B. PRESENTATION**

### **1. PROJECT JUSTIFICATION**

Nkhata Bay (and Usisya, the location where the radio will be installed), are in a 'shadow area' of the communication and information services. Radio signals from the Malawi Broadcasting Corporation and other radio stations barely reach the district, and the citizens have now resorted to Tanzanian Radio stations, thus adversely affecting a sense of belonging to the Malawi nation. The lack of a relevant medium of communication has meant that the population cannot meaningfully participate in issues relating to the rule of law, human rights, development and decision-making. Rural women and youth are the most disadvantaged in Nkhata Bay District.

Many crops are grown for both food and cash crops. Communication of relevant messages through a community radio would greatly improve the quality and quantity of agricultural output in the area. Only about 6 084 out of 500 000 hectares of prime agricultural land are presently being utilised, due among other reasons, to the lack of appropriate communication means and techniques.

From the point of view of the fishing industry that has great potential to improve the health and financial status of the people, a local radio would provide invaluable information on preservation of the resource and promotion of fish farming.

Despite its remoteness, Usisya receives tourists. Tourism brings benefits, but it has some negative effects as well. Some students tend to drop out of school so that they can work as tour guides for the tourists. Some eventually become drug addicts, and may also engage in activities that predispose them to contracting HIV, whose prevalence is estimated at 17%. The proposed radio station would be a very important tool for inducing the youth away from risky behaviours as from school.

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

The proposed Usisya Community radio project will directly benefit four Chiefs, namely traditional authorities Mbwana, Boghoyo, Nyaluwanga and Mkondowe. The total population under these Chiefs is 30 000, as per the 2008 Malawi Housing and Population Census.

### **3. DEVELOPMENT OBJECTIVE**

To empower the people of Nkhata Bay–Usisya by providing them with a community radio that will help them defend and clearly express their democratic rights, and engage in dialogue about their livelihoods.

### **4. IMMEDIATE OBJECTIVES**

To establish a fully operational democratically run community radio in Nkhata Bay Usisya, promoting social and development goals, human and political rights of the rural marginalized men, women and the youth, and particularly the right to freedom of expression;

After completion of the training of production and technical staff, to broadcast developmental programmes on health, HIV/Aids, agriculture, fisheries, human rights education, advocating local cultures, national citizenship and sense of belonging.

### **5. PROJECT OUTPUTS**

- Technical feasibility study report;
- Trained supervisory Board members;
- Trained field, studio and technical staff;
- A fully operational and democratically run community radio.



## **6. ACTIVITIES**

- Submission of project to IPDC;
- Feasibility study;
- Approval of project;
- Purchase and installation of equipment;
- Training of broadcasters;
- Radio goes on air.

## **7. PROJECT INPUTS**

- Consultancy for technical feasibility study;
- Purchase of equipment for the station;
- Training of supervisory Board members;
- Training of broadcasters in programme production, presentation and marketing.

## **8. WORK PLAN (2010)**

- 1<sup>st</sup> quarter: Updating of technical study;
- 2<sup>nd</sup> quarter: Training of supervisory Board members, radio production and technical staff;
- 3<sup>rd</sup> quarter: Purchase of equipment;
- 4<sup>th</sup> quarter: Installation and commissioning of radio.

## **9. INSTITUTIONAL FRAMEWORK**

In its initial phases, the Nkhata Bay District Development Committee (DDC) will supervise the project. It will then be transferred to a democratically elected Radio Management Committee that will be responsible for overall policy supervision, whilst the day-to-day operation of the radio will be the responsibility of a radio manager and his staff.

## **10. SUSTAINABILITY**

A study undertaken by Mzuzu University of Malawi has shown that the radio has a credible advertising base, as the surrounding areas are dotted with holiday resorts and motels where the local population work. The DDC and the government of Malawi have both committed themselves to helping the radio get off its feet.

## **11. FRAMEWORK OF MONITORING**

The Malawi National Commission will monitor the project for UNESCO, under the supervision of the Regional Advisor for Communication and Information in Southern Africa at the UNESCO Harare Cluster Office.

## **12. EVALUATIONS CARRIED OUT**

The University of Mzuzu, Malawi, undertook an initial feasibility study and validated the need for the radio. In its findings, it cited poverty, illiteracy, HIV/Aids, poor fishing and farming techniques

as the major factors hampering developmental endeavours, all attributable to mostly the lack of an appropriate empowering medium of communication.

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

The local radio committee will report to the Malawi National Commission for UNESCO who, in turn, will report to the Regional Advisor for Communication and Information.

#### C. ADDITIONAL INFORMATION

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

PDC/11MLW/01 352-MLW-11	139,000	Malawi	1990 - 1992
		Technical assistance to the Department of Information	
PDC/16MLW/01 352-MLW-61 520-MLW-60 (FIT-France)	50,000 30,000	Computerization of Radio Malawi newsroom	1996 - 1998
PDC/17MLW/01 352-MLW-71	55,000	Women's Community Radio for Nankumba Peninsula and Lake Malawi National Park Area	1997 - 1998 -
PDC/18MLW/01 352-MLW-81	30,000	Equipping the Polytechnic for journalism training	1998 - 1999
PDC/20MLW/01 353-MLW-01	40,000	Strengthening the capacity of Television Malawi	2001 - 2003
PDC/21 MLW/01 353-MLW-5011	25,000	Training of Malawi's News Agency	2003 - 2004
PDC/23 MLW/01 354-MLW-5031	22,000	Capacity Building for Private and Community Radios	2004 - 2005
PDC/51 MLW/01 354-MLW-5061	24,000	ESTABLISHMENT OF A COMMUNITY RADIO STATION FOR LIKOMA AND CHIZUMULA ISLAND	2006-2007
PDC/52 MLW/01 354-MLW-5071	22,000	MALAWI: TRAINING OF TRAINERS IN PARLIAMENTARY REPORTING	2008-2009
Total Malawi: US\$ 407,000			

#### D. BUDGET

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

<i>Equipment</i>	Qty	Unit price	Total
500 W stereo FM transmitter:	1	6 000	6 000
Dipole transmitter antenna:	1	540	540
Aluminium pole for antenna:	1	480	480
Feeder cable:	50 m.	9	450
Earthing kit and connectors	2	85	170
Weather proofing kit:			50

Studio 12-channel audio console:	1	1 820	1 820
Announcer microphones with stands:	2	810	1 620
Guest microphones with stands:	3	340	1 020
Microphone processor:	1	370	370
Headphone amplifier:	1	240	240
Headphones:	4	50	200
Computer for audio processing with 17" monitor:	1	850	850
CD players:	2	560	1 120
Pairs of monitor speakers with built-in amplifiers:	2	710	1 420
" <i>On air</i> " lights:	2	280	560
Production mixing console:	1	540	540
Workstation computer Windows XP with 17" monitor:	1	850	850
Air / road freight and insurance to Mzuzu:			3 000
<b><u>TOTAL:</u></b>			<b><u>21 300</u></b>

<b>BREAKDOWN OF THE BENEFICIARY'S CONTRIBUTION (in US dollars)</b>	
Feasibility study:	4 500
Renovation and refurbishment of the building:	3 500
Training of 3 Board members, technical and studio staff:	2 400
<b><u>TOTAL:</u></b>	
	<b><u>10 400</u></b>

# MALAWI

<b>A. PROJECT IDENTIFICATION</b>		
<b>1.</b>	<b>PROJECT TITLE</b>	<b>ESTABLISHMENT OF A COMMUNITY RADIO STATION FOR THE DISTRICT OF NSANJE AND CHIKWAWA</b>
<b>2.</b>	<b>NUMBER</b>	<b>IPDC/54 MLW/02</b>
<b>3.</b>	<b>CATEGORY OF MASS MEDIA</b>	Community radio
<b>4.</b>	<b>IPDC PRIORITY AREA</b>	Development of community media
<b>5.</b>	<b>SCOPE (NATIONAL, REGIONAL, INTERREGIONAL)</b>	National
<b>6.</b>	<b>TYPE OF ASSISTANCE REQUESTED</b>	Financial
<b>7.</b>	<b>TOTAL COST OF PROJECT</b>	US\$ 41 700
<b>8.</b>	<b>AMOUNT REQUESTED FROM IPDC</b>	US\$ 25 500
<b>9.</b>	<b>BENEFICIARY BODY</b>	Nsanje District Community Development Committee – G.S. Tsondoka, District Community Development Officer
<b>10.</b>	<b>IMPLEMENTING OFFICE</b>	UNESCO Harare Cluster Office
<b>11.</b>	<b>PROJECT LOCATION</b>	Nsanje District Malawi, P/Bag 1, Nsanje.
<b>12.</b>	<b>PROJECT PREPARED BY</b>	EBZ Kondowe, Assistant Executive Secretary (Communication) Malawi National Commission for UNESCO
<b>DECISION OF THE BUREAU</b>		

## **B. PRESENTATION**

### **1. PROJECT JUSTIFICATION**

Malawi is an LDC in Southern Africa. One of the major characteristics of LDC's is poverty, that is often reflected in inadequate provision of public services, due to low public resources to meet even the most urgent needs of the local population.

In Malawi, severe floods occur regularly in six river basin systems. The highest flood frequency has been recorded in the Lower Shire Valley, covering Nsanje and Chikwawa Districts. For the communities living in these areas, a better information could lessen their suffering. Improved meteorological services giving accurate and timely information about the weather patterns can alert the population to be better prepared for the coming of rains, and hence enabling them to move to higher grounds with their livestock, carrying school and medical equipment to safer areas.

What is lacking is a communication facility dedicated to the problems of flooding in the lower Shire. Should this be available, it would form the backbone of an early warning system helping the people to avoid unnecessary suffering. Today, when these areas are hit, the population uses anything that makes sound and noise ranging from drums, metallic poles, whistles and megaphones. However, these desperate measures can obviously reach a very limited radius.

It is theorised that a local community radio with a large coverage could help in this situation by broadcasting relevant programmes to mobilise the population, therefore lessen the effects of the disaster and prevent the loss of lives and property.

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

The target group is the marginalized rural disadvantaged communities of Nsanje and Chikwawa districts. According to the 1998 Population and Housing Census, the population of the district was 193 000.

### **3. DEVELOPMENT OBJECTIVE**

To empower the marginalized, rural disadvantaged population of Nsanje and Chikwawa districts

### **4. IMMEDIATE OBJECTIVES**

To establish a self-sustaining democratically run community radio station designed to empower the population with flood-preventive measures, mitigate the impact and help the community re-establish itself when the floods are over. The radio should also cover such areas as democracy, human rights and HIV / AIDS.

### **5. PROJECT OUTPUTS**

- Technical feasibility study on the establishment of the radio, specifying details of requisite field, studio and transmission equipment;
- Purchase of equipment;
- Training of 12 radio management members, 8 production staff, 2 technical staff and 20 volunteer reporters;
- A well-equipped operational community radio station designed to reach the Chikwawa and Nsanje populations.

## **6. ACTIVITIES**

- Feasibility study ;
- Training of supervisory board members;
- Purchase of equipment;
- Organization of radio production and technical courses;
- Installation of equipment;
- Testing and commissioning of the radio station.

## **7. PROJECT INPUTS**

- A consultant to conduct the feasibility study;
- Purchase of equipment;
- Training sessions for community radio supervisory board members;
- Training courses on radio management and programme production;
- Evaluation.

## **8. WORK PLAN**

- 1<sup>st</sup> quarter: Updating of technical report;
- 2<sup>nd</sup> quarter: Training of supervisory Board members;
- 3<sup>rd</sup> quarter: Purchase of equipment;
- 4<sup>th</sup> quarter: Training of radio programmes production and technical staff;  
Installation, testing and commissioning of the station.

## **9. INSTITUTIONAL FRAMEWORK**

The project will be supervised by Nsanje and Chikwawa District Development Committees (DDC). The Communities in these districts will be helped to organise the democratic election of the Management Committee that will be responsible for policy matters concerning the station.

## **10. SUSTAINABILITY**

The Nsanje District Development Council has pledged to assist with the establishment of the community radio. It has already provided a building with electricity and water. The central government has also indicated, should funds be available, its willingness to support modestly the radio station.

The consultant who undertook the feasibility study stated that the radio would be able to generate income from advertisement to meet some of its operating costs.

## **11. FRAMEWORK OF MONITORING**

The National Media Institute of Southern Africa (NAMISA), which is the local chapter of the Media Institute of Southern Africa (MISA), the UNESCO Harare Cluster Office and the Malawi National Commission for UNESCO will monitor the implementation of the project.

## 12. EVALUATIONS CARRIED OUT

A consultant from the University of Malawi Polytechnic undertook a technical feasibility study of the project. In his conclusions, he noted among other matters, the following:

- The readiness of the community to launch the radio as evidenced by the availability of a building;
- The presence of companies, NGOs and governmental offices ready to advertise on the radio, thus ensuring a steady flow of income;
- The availability of technicians able to maintain and repair the equipment;
- The readiness of volunteer community members to work at the radio;
- The Malawi Communication Regulatory Authority has stated formally its readiness to approve a community broadcasting licence;
- The radio will really fill a communication and information vacuum in the lower Shire, as it will be broadcasting in the local rather than national languages.

## 13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING

The Malawi National Commission for UNESCO will be reporting to UNESCO Harare every four months and submit a comprehensive report in the 12<sup>th</sup> month of the activities. Mr. Emmanuel Kondowe, Assistant Executive Secretary for Communication and Information will prepare and submit the reports.

### C. ADDITIONAL INFORMATION

#### Previous IPDC support received by the country

PDC/11MLW/01 352-MLW-11	139,000	Malawi	1990 - 1992
		Technical assistance to the Department of Information	
PDC/16MLW/01 352-MLW-61 520-MLW-60 (FIT-France)	50,000 30,000	Computerization of Radio Malawi newsroom	1996 - 1998
PDC/17MLW/01 352-MLW-71	55,000	Women's Community Radio for Nankumba Peninsula and Lake Malawi National Park Area	1997 - 1998 -
PDC/18MLW/01 352-MLW-81	30,000	Equipping the Polytechnic for journalism training	1998 - 1999
PDC/20MLW/01 353-MLW-01	40,000	Strengthening the capacity of Television Malawi	2001 - 2003
PDC/21 MLW/01 353-MLW-5011	25,000	Training of Malawi's News Agency	2003 -2004
PDC/23 MLW/01 354-MLW-5031	22,000	Capacity Building for Private and Community Radios	2004 -2005
PDC/51 MLW/01 354-MLW-5061	24,000	ESTABLISHMENT OF A COMMUNITY RADIO STATION FOR LIKOMA AND CHIZUMULA ISLAND	2006-2007
PDC/52 MLW/01 354-MLW-5071	22,000	MALAWI: TRAINING OF TRAINERS IN PARLIAMENTARY REPORTING	2008-2009
<b>Total Malawi: US\$ 407,000</b>			

### **Contribution foreseen by the beneficiary agency during the project period**

The government of Malawi, through the DDC, has a strong interest to use radio as a tool for development and will support the station by providing an Internet facility in its premises.

#### **D. BUDGET**

<b>BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)</b>			
<b><i>Equipment</i></b>	<b>Qty</b>	<b>Unit price</b>	<b>Total</b>
Broadcast mixing console:	1	3 500	3 500
Computer:	1	1 300	1 300
Pair of monitor speakers:	1	600	600
Studio microphones:	3	500	1 500
Anglepoise microphones:	3	90	270
Headphones:	3	90	270
Twin CD players:	2	1 000	2 000
“On air ” light:	1	200	200
Tuner:	1	400	400
Studio furniture:			1 000
Wiring:			540
UPS (5 KVA):	1	700	700
500 W stereo FM transmitter:	1	6 500	6 500
Audio limiter for signal control:	1	1 700	1 700
Antennas:	2	300	600
Antenna phasing harness:	1	200	200
Feeder:	30 m.	15	450
Type “N” connectors:	2	60	120
Equipment rack:	1	600	600
Earthing kit:	1	30	30
Weather proofing kit:	1	30	30
Installation kit:	1	250	250
Freight:			1 500
Installation:			1 000



Miscellaneous:	240
<b><u>TOTAL:</u></b>	<b><u>25 500</u></b>

<b>BREAKDOWN OF THE BENEFICIARY'S CONTRIBUTION (in US dollars)</b>	
Feasibility study:	4 000
Staff (2 persons × 10 months):	4 000
Project Coordinator (7 months):	1 800
Communications:	500
Renovation of station and studio:	3 000
Local transport and vehicle maintenance:	1 500
Fee for license and frequency:	1 000
Reporting:	400
<b><u>TOTAL:</u></b>	<b><u>16 200</u></b>

# MALI

<b>A. PROJECT IDENTIFICATION</b>		
<b>1.</b>	<b>PROJECT TITLE</b>	<b>TRAINING FOR MALIAN CULTURAL AFFAIRS JOURNALISTS</b>
<b>2.</b>	<b>NUMBER</b>	<b>IPDC/54 MLI/01</b>
<b>3.</b>	<b>CATEGORY OF MASS MEDIA</b>	Print media, online media, radio and television
<b>4.</b>	<b>IPDC PRIORITY AREA</b>	Human resource development
<b>5.</b>	<b>SCOPE</b> (NATIONAL, REGIONAL, INTERREGIONAL)	National
<b>6.</b>	<b>TYPE OF ASSISTANCE REQUESTED</b>	Training
<b>7.</b>	<b>TOTAL COST OF PROJECT</b>	US\$ 46,800
<b>8.</b>	<b>AMOUNT REQUESTED FROM IPDC</b>	US\$ 25,700
<b>9.</b>	<b>PROJECT BENEFICIARY</b>	La Maison de la Presse du Mali – Bamako B.P. E 2456. Mr. Makan Koné, Chairman Tel. / Fax: +223 20 22 19 15 Mobile: +223 66 73 14 55 E-mail: <a href="mailto:makankone@yahoo.fr">makankone@yahoo.fr</a>
<b>10.</b>	<b>IMPLEMENTING BODY</b>	The UNESCO office in Bamako B.P. +223 223 34 92 / 93 Rokia Bâ <a href="mailto:r.ba@unesco.org">r.ba@unesco.org</a>
<b>11.</b>	<b>PROJECT LOCATION</b>	Quartier Darsalam, Porte 17 - rue 619 Bamako
<b>12.</b>	<b>PROJECT PREPARED BY</b>	Mr Makan Koné, President of the <i>Maison de la Presse</i> Mrs Rokia Bâ, CI Programme Officer
<b>DECISION OF THE BUREAU</b>		

## **B. PRESENTATION**

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

In Mali, despite the diversity of print- and radio-media outlets, opportunities for journalism training are practically non-existent, save for one private institution. The vast majority of journalists have had no formal preparation for the exercise of their profession. This lack of formal training is apparent in the way information on the whole is treated, and particularly information relating to the arts and culture.

Furthermore, most media outlets experience difficulty managing their operations. Consequently, journalists are often paid very little by their employers, and are financially dependent on jobs commissioned by those with sufficient resources to secure media coverage for themselves. In these conditions, journalistic objectivity can hardly be guaranteed. These same conditions account for the fact that journalists are little inclined to cover cultural news. Yet the cultural sector constitutes a major challenge for the development of the country, particularly in the context of globalisation, where the risk of seeing African culture stifled is a permanent threat.

Through its structural dimension and its duration, the training programme presented in these pages seeks to provide Malian journalists with an opportunity to receive professional training in the treatment of local cultural information. It also seeks to respond to calls, on the part of the Malian media, for greater diversification of content and the promotion of artistic works. To achieve these goals, the training programme of training is intended to be transversal in nature, i.e., aimed at all Malian media outlets.

In addition to the proposed training in cultural journalism, the programme is expected to contribute to the emergence of a distinctively Malian discourse on the media. To that end, the training will draw upon Malian resources, and will seek to encourage some of the participating journalists to become trainers in turn to ensure the long-term viability of the programme.

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

The training is aimed at a group of 20 practising journalists, with priority being given to female journalists, with the aim of enhancing their professional prospects and achieving the 3<sup>rd</sup> Millennium Development Goal, i.e., to promote gender equality empower women.

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

The project contributes to the development of more professional and diverse media content in Mali through the progressive introduction of high-quality cultural journalism. As such, the project promotes the idea of cultural wealth as a factor of economic and social development, as well as the training of women.

### **4. IMMEDIATE OBJECTIVES:**

Train 20 Malian journalists in cultural reporting over a one-year period, alternating intensive workshops and periods of supervised production in their respective media outlets.

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

20 journalists, including at least 12 women, capable of:

- Providing the print, online, radio and television media with professionally produced, culture-related content on a regular basis;

- Promoting Malian culture in their own media outlets and throughout the world;
- Passing on the experience and good practices they will have acquired.

Culture-related articles and programmes produced during the year of training:

- In 3 dailies belonging to the *Maison de la Presse* media network;
- In 5 radio stations belonging to the *Maison de la Presse* media network;
- On national television;
- On 3 internet sites, including the site, Bamako-Culture (which will also undergo a technical upgrade).

## 6. **ACTIVITIES:**

12 months of training centred around four (4), three-week residential workshops, jointly organised with cultural players. The workshops will be organised as intensive courses and will be scheduled to coincide with the Malian cultural agenda.

The 4 workshops will focus on the following themes:

- Deepening of basic journalistic skills (objectivity, diversification of sources, narrative,...), and the diversity of Malian cultural and artistic expression;
- Critical appraisal of cultural productions, and the processes enabling culture to act as a force for development;
- Journalism styles: from the factual to the editorial, and the importance of memory in understanding the culture of a country;
- The specific features of cultural journalism and the opportunities afforded by the internet for the dissemination of cultural information;
- Between workshops, the journalists will pursue their roles as cultural journalists in their respective media outlets, under the supervision of two permanent trainers.

## 7. **PROJECT INPUTS:**

- A Project Manager, responsible for (i) organising the residential workshops and partnerships with the media and cultural players, (ii) building up a cultural information network for the media, and (iii) managing the programme (finances and logistics);
- 2 permanent trainers to (i) train the journalists in the treatment of cultural information during the residential workshops, (ii) supervise the work produced by the trainees during inter-workshop periods, (iii) collaborate with the network of partner medias, and (iv) promote the journalists' work in the media;
- 6 temporary trainers to supervise the 4 local workshops;
- 4 guest lecturers specialising in cultural affairs, to speak during the local workshops.
- Expenses for travel and accommodation outside Bamako, plus telephone expenses, for the 20 participating journalists.
- Logistics: Printing of 20 manuals; hiring of a multimedia room; purchase of a HDV camera, 2 multimedia laptop computers, 5 digital cameras, 4 sets of headphones, one HF microphone, one microphone boom, one shotgun microphone, one camera stand, two minidisk recorders, 2 reporter microphones, DV cassettes and minidisks.

**14. WORK PLAN:**

The 4 residential workshops will be scheduled to coincide with the major events in the Malian cultural agenda :

ACTIVITIES/MONTH	1	2	3	4	5	6	7	8	9	10	11	12
Basic journalistic skills + diversity of cultural expression in Mali.												
Processes enabling culture to act as a force for development + critical appraisal of culture.												
Journalism styles: from the factual to the editorial, and the importance of memory in understanding the culture of a country												
The specific features of cultural journalism + the opportunities afforded by the internet for the dissemination of cultural information												

Between workshops, the journalists will be in regular contact with the two permanent trainers, who will provide the journalists with more personal supervision as they go about their daily tasks.

**9. INSTITUTIONAL FRAMEWORK:**

The project will be implemented by the *Maison de la Presse* of Mali, an umbrella organisation for all of the professional media associations in the country. The *Maison de la Presse* was founded in 1995. Its main mission is to strengthen the media and to improve the level of professionalism among Malian journalists by facilitating their access to various facilities and services. It is also a Training Centre.

In the framework of this project, the *Maison de la Presse* will partner with two Malian cultural organisations—the *Conservatoire des Arts et métiers Multimédia de Bamako* and the cultural association, *Acte Sept*—and two Belgian journalism training organisations--the association, *Yèlèma*, and the *Institut Supérieur de Formation Sociale et de Communication*. In 2004 and 2006, *Yèlèma*, *Acte Sept* and the *Maison de la Presse* jointly organised a 3-week course in cultural journalism for 20 print, online, radio and television journalists.

**10. SUSTAINABILITY:**

The proposed training programme will contribute to improving the level of professionalism among Malian journalists. In that respect, it is in keeping with Malian government's project to establish a Journalism School within the University of Bamako, which would further reinforce the role of the *Maison de la Presse* in improving the level of professionalism in the media. Additionally, the training will produce new Malian trainers in cultural journalism. Lastly, one of the partners in the project, *Acte Sept*, has developed and published the web portal, [www.bamako-culture.org](http://www.bamako-culture.org) . This online magazine, aimed at cultural players and the general public, was designed to serve the promotion of Malian culture. However, updating issues will need to be resolved to bring it into line with current online media operating standards. The training programme will lead to a revitalisation of the site, with regular updating of content, transforming it into a more attractive showcase for Malian cultural events.

**11. FRAMEWORK OF MONITORING:**

The project will be monitored by the UNESCO Office in Bamako, in collaboration with the *Maison de la Presse's* Training Officer.

## 12. EVALUATION:

During the local workshop organised by the *Maison de la Presse* in 2006, the cultural association, *Acte Sept* and *Yèlèma*, together with the participating journalists, supported by their respective media outlets, stressed the need for a long course of training permitting them to achieve a high level of proficiency in cultural journalism. Also, many media-outlet owners and managers never attended Journalism School, or were even journalists. They do however want to see their media improve, and to provide the population with high-quality products. The Malian Ministry of Communication would like to establish a Faculty of Journalism in the University of Bamako. The persons involved in this project have, on several occasions, expressed an interest in the training programme in cultural journalism, which could be incorporated in the University of Bamako's curriculum.

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

The *Maison de la Presse du Mali* will submit a project implementation report to UNESCO every four months.

### C. ADDITIONAL INFORMATION

#### Preliminary activities

Evaluation of needs and resources, drawing upon the experience gained through organising the intensive courses in cultural journalism in 2004 and 2006.

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

Infrastructure, personnel and operating expenses; provision of an office for use by the permanent trainers, and a multimedia room for the local workshops.

#### Previous IPDC support received by the country

PDC/6MLI/01 350-MLI-61	20,000	Mali	1985 - 1986
		Seminar on cinematographic techniques	
PDC/7MLI/02 350-MLI-71	35,000	Audio-visual production unit	1986 - 1988
PDC/11MLI/01 352-MLI-11	81,000	Improving the production facilities of the National Press	1990 - 1993
PDC/14MLI/01 352-MLI-51	58,000	Mobile production equipment and installation of solar-powered television receivers in rural areas	1996 - 1998
PDC/17MLI/01 352-MLI-71 548-MLI-60 FIT-Luxembourg	50,000 96,000	Reinforcement of the Independent Women's Press	1997 - 1999
PDC/18MLI/01 352-MLI-81	50,000	Communication studies at the University of Mali	1998 - 1999
PDC/19MLI/01 352-MLI-91	44,000	Institutional support for professional organizations	1999 - 2003
PDC/20MLI/01 353-MLI-01	65,000	ENG and video production equipment	2000 - 2003

PDC/21 MLI/01 353-MLI-5011	25,000	Community radio in the service of local development	2003 -2004
PDC/24 MLI/02 354-MLI-5031	24,000	Learning about Newspapers and Citizenship	2004 -2005
PDC/51 MLI/01 354-MLI-5061	16,000	MALI: COMMUNICATION PROGRAMME FOR BEHAVIOUR CHANGE	2007-2008
PDC/51 MLI/01 354-MLI-5062	25,000	MALI: TECHNICAL UPGRADE FOR URTEL MEMBER RADIOS	2007-2008
PDC/52 MLI/01 354-MLI-5071	39,600	MALI:PORTING OF ORTM'S CHANNEL 2 TO THE INTERNET	2008-2009
<b>Total Mali: US\$ 532,600</b>			

## D. BUDGET

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

<i>Training: 4 x 3-week workshops</i>	Unit price	Total
Accommodation expenses and subsistence allowance for participants from outside Bamako (USD 100.00 per workshop × 20 pers. × 4 workshops):	100	8,000
<i>2 permanent trainers</i> Transportation and communication expenses (flat per annum rate):	500	1,000
<i>6 temporary trainers</i> Participants' expenses for travel and accommodation outside Bamako + communication expenses (USD 100.00/workshop × 6 pers. × 4 workshops):	100	400
<i>Guest lecturer</i> Expenses for travel and accommodation outside Bamako (USD 250.00/workshop × 1 pers. × 4 workshops):	250	1,000
Training material and hiring of training assistants	800	800
Local travel (USD 1000.00 × 4 workshops)	1,000	4,000
Communication expenses (USD 100 × 4 workshops)	100	400
<b><i>Logistics</i></b>		
DV cassettes: USD 75.00 × 4 workshops:	75	300
MD minidisks: USD 50.00 × 4 workshops:	50	200
Sony DVCAM camera, Sony DSR-11 recorder:	1,800	1,800
Camera tripod (738 Pro Velbon):	190	190
Laptop (Dell Inspiron 5100 P4, 40GB HD, RAM 512 MB, Win XP - 2 × USD 1250.00):	1,250	2,500
5 digital cameras @ USD 335.00:	335	1,675
Headphones (HPM 1000; 3 × USD 90.00):	90	270
Reporter microphone (Audio Tech AT 804):	75	75

Microphone boom:	90	90
Minidisk player/recorder (Sony Portable):	300	300
H. F. microphone:	200	200
Printing of 20 manuals (flat rate):	500	500
<b><u>TOTAL:</u></b>		<b><u>25,700</u></b>

<b>BREAKDOWN OF BENEFICIARY'S CONTRIBUTION</b> (in US dollars)		
	Unit price	Total
Office + charges (per month):	1,000	12,000
Furniture:		680
Computer hardware:		3,400
Internet access (per month):	85	1,020
Equipped room (for 4 workshops):	1,000	4 000
<b><u>TOTAL:</u></b>		<b><u>21,100</u></b>



# MALI

<b>A. PROJECT IDENTIFICATION</b>		
<b>1.</b>	<b>PROJECT TITLE</b>	<b>RADIO BROADCASTS ON PARLIAMENTARY AFFAIRS</b>
<b>2.</b>	<b>NUMBER</b>	<b>IPDC/54 MLI/02</b>
<b>3.</b>	<b>CATEGORY OF MASS MEDIA</b>	Radio
<b>4.</b>	<b>IPDC PRIORITY AREA</b>	Promotion of freedom of expression
<b>5.</b>	<b>SCOPE (NATIONAL, REGIONAL, INTERREGIONAL)</b>	National
<b>6.</b>	<b>TYPE OF ASSISTANCE REQUESTED</b>	Training and equipment
<b>7.</b>	<b>TOTAL COST OF PROJECT</b>	US\$ 30,000
<b>8.</b>	<b>AMOUNT REQUESTED FROM IPDC</b>	US\$ 18,000
<b>9.</b>	<b>PROJECT BENEFICIARY</b>	Radio Tabalé - Mr Tiémoko Koné, Director B.P. 697 Bamako - Tel. : +223 20 22 77 87 Mobile: (+223) 76 41 71 51 Email: <a href="mailto:tiemokokone@yahoo.fr">tiemokokone@yahoo.fr</a>
<b>10.</b>	<b>IMPLEMENTING BODY</b>	UNESCO Office in Bamako – B.P. E 1763 Tel.: +223 223 34 92 / 93 Rokia Bâ: <a href="mailto:r.ba@unesco.org">r.ba@unesco.org</a>
<b>11.</b>	<b>PROJECT LOCATION</b>	Rue Dakar N° 508 - Quartier Bamako-Coura Bamako
<b>12.</b>	<b>PROJECT PREPARED BY</b>	Mr Tiémoko Koné, Director Mrs Rokia Bâ, CI Programme Officer
<b>DECISION OF THE BUREAU</b>		

## **B. PRESENTATION**

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

With the advent of the 3<sup>rd</sup> Republic, the National Assembly of Mali can now be considered as the nation's barometer of democracy, on account of the debates conducted within that forum. However, where institutional activities are concerned, and parliamentary affairs in particular, Malian citizens on the whole are under-informed, and express little interest in the acts adopted by their parliamentary representatives. Popular indifference in this respect could constitute a factor of under-development, and a potential source of social crisis. For instance, during the partial legislative elections held last year (March-April 2006) in Commune 5 of the District of Bamako, out of 156,776 registered voters, only 14,855 actually turned out. The number of votes cast was estimated at 14,031, and the participation rate at 9.48 %. The participation figures for the most recent presidential and legislative elections are hardly more flattering, suggesting a crisis both in terms of representation and legitimacy.

Information and communication are critical to a better understanding, on the part of the population, of the opportunities and challenges which accompany social, economic and technological changes; *citizens cannot hope to influence their parliamentarians unless they are fully informed of the activities of the latter, and it is only if this condition is met will they really be in a position to call their representatives to account.*

Of the dozen or so FM radios operating in the Malian capital, not one is devoted to parliamentary affairs. The state-run radio station does not air live broadcasts of all of the debates, preferring recordings of oral questions or topical items.

It is with the aim of contributing to the development of freedom of expression that this radio broadcasting project entitled "*L'Assemblée au cœur de la démocratie et des affaires publiques*" (The National Assembly: at the heart of democracy and public affairs) is being submitted to the IPDC.

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

Radio Tabalé and 4 of its journalists.

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

Contribute to the development of freedom of expression, and to the duty to report on parliamentary affairs in Mali.

### **4. IMMEDIATE OBJECTIVES:**

Provide the radio station with digital audio equipment and well-trained journalists capable of producing high-quality broadcasts, live from Parliament.

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

Four journalists—two of whom are female—trained for one month in:

- Parliamentary process and procedures, and parliamentary affairs;
- Digital audio recording and broadcasting;
- The radio station is equipped for digital audio processing;
- All ordinary and extraordinary National Assembly sessions are broadcast live;

- CD of parliamentary debates are available.

**6. ACTIVITIES:**

- Training
- Equipment
- Production

**7. PROJECT INPUTS:**

- One training in digital audio processing, for 30 days;
- 4 journalists for production work and live broadcasts during the two ordinary sessions (held in October and April) and any extraordinary sessions (held at the request of members of the National Assembly);
- Digital production and reporting equipment;
- Duplication and distribution of cassettes of parliamentary debates.

**WORK PLAN:**

ACTIVITIES / MONTH	1	2	3	4	5	6	7	8	9	10	11	12
Acquisition and installation of equipment												
Training												
Production and broadcasting												
Monitoring / evaluation:												

**9. INSTITUTIONAL FRAMEWORK:**

The project will be implemented by Radio Tabalé, an associative radio station which was officially registered by the *Association malienne pour la Défense des Libertés Audiovisuelles* (AMADELAVI, Malian Association for the Defence of Audiovisual Freedom) on November 8, 1991. It operates on the frequency, 94.3 MHz.

**10. SUSTAINABILITY:**

The various programmes produced by the station will be made available on cassettes, which MPs will be able to purchase for the benefit of their electorates, thereby generating resources for the station.

**11. FRAMEWORK OF MONITORING:**

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

**12. EVALUATION:**

The project has been the topic of several debates between media professionals and parliamentarians, who endorsed its relevance. The financial proposals have been drawn up on the basis of UNESCO data.

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

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

#### C. ADDITIONAL INFORMATION

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

PDC/6MLI/01 350-MLI-61	20,000	Mali	1985 - 1986
		Seminar on cinematographic techniques	
PDC/7MLI/02 350-MLI-71	35,000	Audio-visual production unit	1986 - 1988
PDC/11MLI/01 352-MLI-11	81,000	Improving the production facilities of the National Press	1990 - 1993
PDC/14MLI/01 352-MLI-51	58,000	Mobile production equipment and installation of solar-powered television receivers in rural areas	1996 - 1998
PDC/17MLI/01 352-MLI-71 548-MLI-60 FIT-Luxembourg	50,000 96,000	Reinforcement of the Independent Women's Press	1997 - 1999
PDC/18MLI/01 352-MLI-81	50,000	Communication studies at the University of Mali	1998 - 1999
PDC/19MLI/01 352-MLI-91	44,000	Institutional support for professional organizations	1999 - 2003
PDC/20MLI/01 353-MLI-01	65,000	ENG and video production equipment	2000 - 2003
PDC/21 MLI/01 353-MLI-5011	25,000	Community radio in the service of local development	2003 -2004
PDC/24 MLI/02 354-MLI-5031	24,000	Learning about Newspapers and Citizenship	2004 -2005
PDC/51 MLI/01 354-MLI-5061	16,000	MALI: COMMUNICATION PROGRAMME FOR BEHAVIOUR CHANGE	2007-2008
PDC/51 MLI/01 354-MLI-5062	25,000	MALI: TECHNICAL UPGRADE FOR URTEL MEMBER RADIOS	2007-2008
PDC/52 MLI/01 354-MLI-5071	39,600	MALI:PORTING OF ORTM'S CHANNEL 2 TO THE INTERNET	2008-2009
Total Mali: US\$ 532,600			

##### Preliminary activities

Contact with the UNESCO Office in Bamako for additional information on the IPDC. Formation of a project-implementation team composed of: the Director of Radio Tabalé, responsible for implementing the project; a journalist to monitor the project; a second journalist for coordination purposes.

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

Radio Tabalé will provide (i) the personnel required for the implementation of the project, and (ii) office furniture.

## D. BUDGET

<b>1. BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)</b>			
Description	Quantity	Unit price	Total
Digital mixing console ( <i>Yamaha 01V96</i> ):	1	2 199	2 199
Studio condenser microphones:	2	180	360
CD player ( <i>Denon DNC-630F</i> ):	1	200	200
Twin cassette player ( <i>Denon DN-770R</i> ):	1	200	200
Telephone interface ( <i>Telos One</i> ):	1	650	650
Microphone stands:	2	15	30
Headphones ( <i>Behringer HPM 1000</i> ):	2	17	34
Pair of studio and control loudspeakers ( <i>Truth B 2031</i> ):	1	400	400
Pair of audio monitors ( <i>Denon B2031</i> ):	1	400	400
Record player ( <i>Denon DP-DJ151</i> ):	1	600	600
Revox cassette recorder:	1	700	700
CDR ( <i>Verbatim 80 min.</i> ) :	250	1	250
Double-ended cord patch field:	2	100	200
Double-ended cords:	24	3	72
19" rack:	1	125	125
Studio furniture:			800
Cabling and connectors:			500
350 VA UPS	1	100	100
PC (Dell MB, P4 Xeon, 2.4 GHz with 3 × 120GB HDD, 12MB RAM, CD-WR, 15" TFT monitor, 10/100/1000 MB LAN). Server (Win NT 2000; <i>Power Edge 1600SC</i> ):	1	2,000	2,000
Computer for audio editing (P4 with 80 GB HDD, 512MB RAM, CD-WR, low-noise PSU, 17" TFT monitor). Win 2000/XP/ME <i>Dell Dimension 4600</i>	1	1,070	1,070
Software:			800
Cabling:			150
Laser printer:	1	400	400
Loudspeakers and headphones for workstations:	4	40	160
Flatbed scanner:	1	400	400
350 VA UPS	2	100	200
Digital receiver ( <i>WorldSpace</i> ):	1	370	370
Antenna ( <i>WorldSpace</i> ):	1	90	90
Reporting kits with MP3 recorders:	2	500	1,000
Professional headphones (HPM 1000 <i>Behringer</i> ):	2	20	40
Omnidirectional interviewing microphones ( <i>Audio</i>	2	80	160

<i>Tech):</i>			
Trainer's expenses (30 days):	30	50	1,500
Coffee breaks: USD 1.00 /day × 4 pers.× 30 days × 2 breaks:	30×4×2	1	240
Production and duplication of 100 programmes for the 8 regions in Mali: USD 2.00 × 100 programmes × 8 regions:	100×8	2	1,600
<b><u>TOTAL:</u></b>			<b>18,000</b>

<b>2. BREAKDOWN OF BENEFICIARY'S CONTRIBUTION (in US dollars)</b>			
Description	Quantity	Unit price	Total
Salaries for 4 journalists (part-time):	4	500	2,000
Miscellaneous equipment:			8,000
Operating expenses:			2,000
<b><u>TOTAL:</u></b>			<b><u>12,000</u></b>

## NAMIBIA

<b>A. PROJECT IDENTIFICATION</b>		
<b>1.</b>	<b>PROJECT TITLE</b>	<b>UPGRADING SKILLS TO EXPAND THE COMMUNITY NEWSPAPER “CAPRIVI VISION”</b>
<b>2.</b>	<b>NUMBER</b>	<b>IPDC/54 NAM/01</b>
<b>3.</b>	<b>CATEGORY OF MASS MEDIA</b>	Printed press
<b>4.</b>	<b>IPDC PRIORITY AREA</b>	Community media
<b>5.</b>	<b>SCOPE (NATIONAL, REGIONAL, INTERREGIONAL)</b>	National
<b>6.</b>	<b>TYPE OF ASSISTANCE REQUESTED</b>	Training, equipment
<b>7.</b>	<b>TOTAL COST OF PROJECT</b>	US\$ 32 000
<b>8.</b>	<b>AMOUNT REQUESTED FROM IPDC</b>	US\$ 28 500
<b>9.</b>	<b>BENEFICIARY BODY</b>	The Caprivi Vision Newspaper
<b>10.</b>	<b>IMPLEMENTING OFFICE</b>	The Caprivi Vision Newspaper, The UNESCO Windhoek Cluster Office
<b>11.</b>	<b>PROJECT LOCATION</b>	Katima Mulilo, Caprivi Region NDC Building, Room 6 - Tel: +26466-253162 Cell: +264812588781- Fax2mai: 26488614723 E-mail: caprivinews@yahoo.com Mr.Risco M Lumamezi, Editor,
<b>12.</b>	<b>PROJECT PREPARED BY</b>	Mr. Risco Lumamezi, Editor The Caprivi Vision
<b>DECISION OF THE BUREAU</b>		

## **B. PRESENTATION**

### **1. PROJECT JUSTIFICATION**

In Namibia rural dwellers in the remote areas do not have a platform to present their voices of concerns in a language they understand to those delegated with the responsibility to govern them. However, only few indigenous language newspapers currently exist in Namibia, such as the Caprivi Vision newspaper, which is published in English and Silozi and mainly distributed in the Caprivi region.

The Caprivi Vision newspaper is the first only black independent community print media managed by a group of young people, former students of the Polytechnic of Namibia; it was officially launched in 2002 in Katima Mulilo. Currently, the newspaper is only distributed in the town of Katima Mulilo, and the aim is to extend the distribution to the entire Caprivi Region, parts of the Kavango Region and Windhoek. Circulation is currently at 5000 copies per month.

Since its inception, the paper has been very vocal in publishing articles of public interest dedicated to nation building and investigative journalism on politics, HIV / AIDS, democracy and human rights. The newspaper is currently published in English and Silozi, and it will soon include Rukwangali to cater for the Kavango region.

The lack of training skills in news reporting, graphic design, marketing management and the lack of equipment such as printing facilities and computers still hinder the publication from improving its objectives in creating the reading culture and debates in addressing social evils.

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

- Ten trained volunteer reporters from the six constituencies of the Caprivi region will receive training in journalism to cover community issues;
- Two marketing personnel will be equipped with skills in expanding distribution channels for selling and advertising;
- Two media designers will be trained to design the newspaper in typesetting and page layout;
- The communities of the six constituencies of Caprivi region will benefit from a publication that they can call their own.

### **3. DEVELOPMENT OBJECTIVE**

The Caprivi Vision Newspaper will increase diversity in Namibian media, enlarging possibilities for the Caprivi population to participate in stimulating debates through reporting and writing of editorials in promoting freedom of expression, by strengthening the role of the media in the progress of democracy, peace and tolerance. The project would thus bring the newspaper closer to the people in the remote areas in order to help them make their informed decisions.

It will also create employment opportunities for the innovators and other young Namibians who are without work in order to move towards an improved Information Technology Sector, as indicated in the development strategies such as the MDG and *Namibia's Vision 2030*.

### **4. IMMEDIATE OBJECTIVES**

- Ten trainee reporters will receive a 2-week training in writing and professional skills in news gathering, interviewing and reporting techniques;
- Two marketing personnel and two media designers will attend a 2-week training session at the Polytechnic of Namibia in order to gain knowledge on how to seek for advertisements, fund-raising projects and producing materials ready for the printing press.



## 5. PROJECT OUTPUTS

- Ten reporters and stringers will be able to gather information and write stories for the newspaper after their 14-day training;
- Two marketing personnel will bring life to the paper once they get training and skills in advertising and selling for two weeks;
- Two media designers will cut costs, as currently the paper is still outsourcing the services of the layout to professional designers in the capital Windhoek, away from the Caprivi region. Here, the final newspaper will be produced under one roof and will then be ready on time for printing.

## 6. ACTIVITIES

- 5-day training for 10 reporters and stringers from various parts of the Caprivi Region on writing skills, news gathering and news reporting techniques;
- 14-day full course training in marketing to be held at the Polytechnic of Namibia, in the Faculty of Business and Management to be attended by two marketing officers from the regions of Caprivi and Kavango;
- 2-week training skills in graphic design will bring a result to artwork to two media designers after training at the Polytechnic of Namibia. In addition, this will help bringing the colour and good image of the paper to life in attracting its readers and advertisers so as to win the race in the publishing landscape of Namibia;
- The newspaper will be produced in the Office of Caprivi Vision.

## 7. PROJECT INPUTS

The requested equipment is listed in the budget.

## 8. WORK PLAN

ACTIVITIES / MONTHS	1	2	3	4
Purchase of equipment				
Training of 10 news reporters				
Full - course training in marketing				
Full - course training in graphic design				

## 9. INSTITUTIONAL FRAMEWORK

The project will be implemented by the management of The Caprivi Vision with support from UNESCO Windhoek Cluster Office and assisted by the Media Institute of Southern Africa (MISA) Namibia. The community involvement in the management and running of the newspaper is through means of sharing views and advice to the type of news items that should be covered. Two delegates from the community are members of the Board.

## 10. SUSTAINABILITY

- The newspaper will capitalise from the advertisements and sales of the newspaper which will enable the newspaper to cover the printing costs;
- Training skills in marketing will guarantee additional funds and fundraising projects with the knowledge and equipment obtained;
- The additional distribution outlets will boost the project in the near future;

- The new skills in graphic design will benefit the community by drafting items and services for other people in our community;
- Currently, a website has been launched and the team will capitalise on this new media by applying the new skills in additional online subscriptions, online newsletter and web banners advertisements from our business community.

## 11. FRAMEWORK OF MONITORING

The Caprivi Vision newspaper will manage the project, reporting on a monthly basis to UNESCO whilst MISA NAMIBIA will be engaged in monitoring and activity reports.

## 12. EVALUATIONS CARRIED OUT

No evaluations have been carried out. For a copy of the Caprivi Vision Newspaper, one may refer to [www.thecaprivi.com](http://www.thecaprivi.com) or [www.caprivivision.com](http://www.caprivivision.com).

## 13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING

The beneficiary agency will report every three months on the project progress.

### C. ADDITIONAL INFORMATION

#### Previous IPDC support received by the country

<b>PDC/13NAM/01</b> 352-NAM-31 510-NAM-60 (FIT-Denmark)	100,000 559,292	Namibia Broadcasting training programme	1994 - 2002
<b>PDC/18NAM/01</b> 352-NAM-81	45,000	Multi-media Centre in rural Namibia	1998 - 1999
<b>PDC/18NAM/02</b> 352-NAM-82	60,000	Development of media studies at the University of Namibia	1998 - 2002
<b>PDC/20NAM/01</b> 353-NAM-01	10,000	Support for computer and web page development	2000 - 2002
<b>PDC/20NAM/02</b> 353-NAM-82	15,000	Support for computer training	2000 - 2003
<b>PDC/52NAM/01</b> 354-NAM-5071	31,350	NAMIBIA:STRENGTHENING THE CAPACITY OF THE KATUTURA COMMUNITY RADIO STATION	2008 - 2009
Total Namibia: US\$ 261,350 +509,000 (Funds-in-trust)			

## D. BUDGET

<b>BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)</b>			
<i>Equipment</i>	Qty	Unit price	Total
Macintosh desktop computer:	1	2 600	2 600
A3 printer (for the dummy):	1	4 600	4 600
Software CS4 designing package:	3	933	2 799
Digital cameras:	4	300	1 200
<b><i>Training for 10 reporters</i></b>			
Venue:	5 days	271	1 355
Refreshments (tea breaks and lunches):	5 days	271	1 355
Trainer:	7 days	140	980
Travel allowance to the training venue (in Katima Mulilo):	10 pers.	90	900
Travel allowance for the trainer:	5 days	20	100
Subsistence allowance for 10 trainees:	5 days	40.50	2 025
Training materials:	10	80	800
Training equipment:			1 000
<b><i>Training for 2 marketing officers</i></b>			
Refreshments (tea breaks and lunches):	10 days	56.30	563
Trainer:	12 days	140	1 680
Travel allowance:	2	90	180
Travel allowance for the trainer:	10 days	20	200
Subsistence allowance for the 2 trainees:	10 days	40.50	810
Training materials:	2	80	160
Training equipment:			600
<b><i>Training for 2 designers</i></b>			
Refreshments (tea breaks and lunches):	10 days	56.30	563
Trainer:	12 days	140	1 680
Travel allowance:	2	90	180
Travel allowance for the trainer:	10 days	20	200
Subsistence allowance for the 2 trainees:	10 days	40.50	810

Training materials:	2	80	160
Training equipment:			600
Final report	5 days	80	400
<b><u>TOTAL:</u></b>			<b><u>28 500</u></b>

<b>BREAKDOWN OF THE BENEFICIARY'S CONTRIBUTION</b> (in US dollars)		
Office rental:		1 000
Staff salaries:		2 500
<b><u>TOTAL:</u></b>		<b><u>3 500</u></b>

# NIGER

<b>A. PROJECT IDENTIFICATION</b>		
<b>1.</b>	<b>PROJECT TITLE</b>	<b>DEVELOPMENT OF "RADIO FAHAM"</b>
<b>2.</b>	<b>NUMBER</b>	<b>IPDC/54 NER/01</b>
<b>3.</b>	<b>CATEGORY OF MASS MEDIA</b>	Radio
<b>4.</b>	<b>IPDC PRIORITY AREA</b>	Promotion of freedom of expression and development of community media
<b>5.</b>	<b>SCOPE (NATIONAL, REGIONAL, INTERREGIONAL)</b>	National
<b>6.</b>	<b>TYPE OF ASSISTANCE REQUESTED</b>	Equipment and training of personnel
<b>7.</b>	<b>TOTAL COST OF PROJECT</b>	US\$ 32,800
<b>8.</b>	<b>AMOUNT REQUESTED FROM IPDC</b>	US\$ 20,800
<b>9.</b>	<b>PROJECT BENEFICIARY</b>	Association Radio FAHAM (ARF) Contact: Mrs Kadi Souley Boncano Gabdakoye - Tel.: +227 97 06 03 40 E-mail: <a href="mailto:sbkadi@gmail.com">sbkadi@gmail.com</a>
<b>10.</b>	<b>IMPLEMENTING BODY</b>	UNESCO Office in Bamako – BP E1763 Tel.: (223) 223 34 92 / 93 Rokia Bâ: <a href="mailto:r.ba@unesco.org">r.ba@unesco.org</a>
<b>11.</b>	<b>PROJECT LOCATION</b>	Commune IV in Niamey
<b>12.</b>	<b>PROJECT PREPARED BY</b>	Mrs Kadi Souley Boncano Gabdakoye, Founder; Mrs Rokia Bâ, NPO
<b>DECISION OF THE BUREAU</b>		

## **B. PRESENTATION**

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

The right to information is guaranteed by the presidential decree of December 1999 on press freedom in Niger. However, in reality, the exercise of press freedom has yet to manifest itself. The inhabitants of Niger's rights to the state-run media are neither constitutionally guaranteed nor equitable. Presenters—for the most part trained at the *Institut de Formation aux Techniques de l'Information et de la Communication* (IFTIC, Institute for Training in Information and Communication Techniques)—generally enter the professional system with no career or ongoing-training plan; they exercise their professions in conditions which fall short of professional standards in the audiovisual-media sector.

Today, the media landscape in Niger comprises 50 press-media outlets (newspapers and magazines), 20 privately operated radio stations, 3 privately run television channels, 108 community radios and one Training Institute (IFTIC).

The major obstacle to the development of community media in Niger is their inadequate ability to provide high-quality, participatory content, and to keep such content regularly updated. Other barriers include their inability to mobilize human and financial resource, and the absence of editorial independence, with clear and neutral editorial lines. As for the state-run radios, they generally serve as the mouthpiece for the powers in place.

The goal of this project is to understand the dynamics of certain localities, to contribute to their human, economic and social development, to give media coverage to local radios and the work of volunteers, and in so doing promote intellectual diversity. Radio Faham (FAHAM means *understand* in the Zarma language), broadcasting on 106 MHz, is a pilot project and will serve as a "bridge" for the populations of Communes IV and V of Niamey by establishing a forum for the exchange of practical information and practices. Both the populations and the authorities have regularly expressed the need for a media outlet that is more "user friendly" and educational, encouraging free expression and better participation in the management of their locality.

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

The radio and its staff.

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

Contribute to developing the voice of women in the media by strengthening their technical, journalistic and communicational skills; bring down the barriers which prevent women gaining access to the media and to public forums in communes IV and V of Niamey; increase dialogue and opportunities in vital sectors; establish a framework for concertation (*promote a positive image of women*).

### **4. IMMEDIATE OBJECTIVES:**

Equip Radio Faham and train its personnel.

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

- The radio is equipped and has begun broadcasting;

- 70% of the women (15) will receive training. Of these, 5 will be selected to produce 5 hours of programming each week. The programmes will be broadcast in the 5 national languages (Hausa, Zarma, Fulfulde, Tamajeq and French). The 5 producers will be supported by 5 technicians and 5 community reporters drawn from the group of 15 female trainees.

**6. ACTIVITIES:**

- Purchase and installation of production and reporting equipment;
- Training of personnel;
- Production of radio programmes;
- Monitoring and evaluation.

**7. PROJECT INPUTS:**

- Digital production and broadcasting equipment;
- Reporting equipment;
- Computer software;
- Trainer for 21 days.

**WORK PLAN:**

<b>ACTIVITIES / MONTH</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>7</b>	<b>8</b>	<b>9</b>	<b>10</b>	<b>11</b>	<b>12</b>
Request for proposals and equipment orders												
Acquisition and installation of hardware												
Production of radio programmes												
Training of personnel												
Report												

**9. INSTITUTIONAL FRAMEWORK:**

The project was put together by the Association Radio Faham, which was established in January 2005. Its founder is an experienced female radio producer who worked as a journalist at Radio Anfani (Niger) from 1995 to 2003, and at Radio Cité in Geneva from 2003 to 2006. Radio Faham is the fruit of an in-depth study conducted by an 80-member strong team, which included 5 members of the Executive Committee, 7 members of the Management Committee and 5 members of the Supervisory Committee. Its mission is to transform the community radio into an instrument for participative communication. Its partners: *Association Mondiale des Radiodiffuseurs Communautaires* (AMARC, World Association of Community Radiobroadcasters); Women for Peace/Radio Cité, Switzerland; The Canadian Embassy in Niger (Gender Equality Support Fund).

**10. SUSTAINABILITY:**

The radio has several sources of income :

- Membership fees;
- Shows and benefits;
- Grants from development aid agencies;
- Sponsorship and commissioning of social programmes by NGOs and other associations;

Through various projects and programmes, the station expects to achieve self-sufficiency within 3 to 5 years.

## 11. FRAMEWORK OF MONITORING:

The *Association Radio Faham* and its partners will regularly evaluate the results of project-related activities, and their impact on the accomplishment of the station's mission and objectives.

Its accounts will be audited (internal and external audits) periodically, and at least once a year. The evaluation techniques include: Rapid Rural Appraisal and Participatory Rural Appraisal (RRA, PRA); qualitative and quantitative audience polling; public broadcasts and feedback from listeners.

Furthermore, the project will also be monitored by the UNESCO Office in Bamako, in collaboration with the Niger National Commission for UNESCO.

## 12. EVALUATION:

Volunteers have established informal contacts with the populations, customary leaders and administrative officials to gather information on their needs.

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

Radio Faham will submit a progress report to the UNESCO Office in Bamako every 4 months.

### C. ADDITIONAL INFORMATION

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

PDC/13NER/01 352-NER-31	100,000	Niger	1993 - 1995
		Development of the National Publishing and Press Office : Le Sahel (daily) and Le Sahel-Dimanche (weekly)	
PDC/14NER/01 352-NER-41	40,000	Assistance to radio clubs (rural radio)	1994 - 1996
PDC/16NER/01 352-NER-61	40,000	Equipment and training for DTP and computerized management	1996 - 1999
PDC/49 NER/01 354-NER-5051	19,000	NAFOUTA COMMUNITY RADIO	2006 - 2007
PDC/51 NER/01 354-NER-5061	28,000	CREATION OF COMMUNITY MULTIMEDIA CENTRE BY EXTENDING RADIO FARA'A	2007 - 2008
PDC/52 NER/01 354-NER-5071	14,300	NIGER: COMPUTER SKILLS TRAINING FOR "LA GRIFFE" JOURNALISTS AND ACQUISITION OF APPROPRIATE EQUIPMENT	2008 - 2009
Total Niger: US\$ 253,300			

#### Preliminary activities

Documentary research and contact with the UNESCO Office in Bamako. The Association has a licence authorising it to operate throughout Niger. Radio Faham broadcasts on 106 MHz .

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

The Association can contribute its two computers and miscellaneous tools to the project.



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

Financial aid will be requested from various institutions, such as the Canadian Embassy and UNICEF. The collected funds will complete the budget and contribute to the viability of the project in the first two to three years.

**D. BUDGET**

<b>BREAKDOWN OF IPDC CONTRIBUTION</b> (in US dollars)			
<b>Description</b>	<b>Quantity</b>	<b>Unit price</b>	<b>Total</b>
<b><i>Production</i></b>			
Digital studio console ( <i>Yamaha 01V96</i> ):	1	2 199	2 199
Studio condenser microphones:	2	180	360
CD player ( <i>Denon DNC-630F</i> ):	1	200	200
Twin cassette player ( <i>Denon DN-770R</i> ):	1	200	200
Digital telephone interface ( <i>Telos One</i> ):	1	650	650
Microphone stands:	2	15	30
Headphones ( <i>Behringer HPM 1000</i> ):	2	17	34
Studio and control-room monitor: <i>Truth B 2031 (PAIR)</i> :	1	400	400
Monitors, <i>Truth B 2031 (PAIR) (Denon B2031)</i> :	1	400	400
Record player ( <i>Denon DP-DJ151</i> ):	1	600	600
Cassette player/recorder ( <i>Revox</i> ):	1	700	700
CDR ( <i>Verbatim 80 minutes</i> ):	250	1	250
Double-ended cord patch field:	2	100	200
Double-ended cords:	24	3	72
19" rack ( <i>Proel</i> ):	1	125	125
Studio furniture:	800	800	800
Assortment of cables and connectors:	1	500	500
<b><i>Broadcasting</i></b>			
Computer (Dell MB, P4 Xeon, 2.4 Ghz with 3×120GB HDD, 12MB RAM, CD-WR, 15" TFT monitor, LAN.10/100/1000 MB; Win NT 2000; Power Edge 1600SC server):	1	2,000	2,000
Computer for audio editing purposes (P4 with 80GB HDD, 512MB RAM, CD-WR, low-noise PSU, 17" TFT monitor; Win 2000/XP/ME Dell Dimension 4600):	2	1,070	2,140
Sony Vegas + DVD software:	1	850	850
Network cabling:	1	150	150
Laser printer:	1	420	420
Headphones ( <i>Behringer</i> ):	4	40	160
350 VA UPS	5	100	500

<b>Reporting equipment</b>			
MP3 reporting kit with portable recorders:	2	460	920
Professional headphones (HPM 1000 <i>Behringer</i> ):	2	15	30
Omnidirectional interviewing microphones ( <i>Audio Tech</i> ):	2	75	150
Guyed mast (30 m.):			3,000
<b>Training of personnel</b>			
Trainer (5 days of training + 2 days of preparation @ USD 60.00/day):			420
Local travel (USD 10.00 × 10 participants x 5 days):			500
<b>Production techniques</b>			
Trainer (10 days of training + 4 days of preparation @ USD 60.00/day):			840
Local travel (USD 10.00 × 10 participants x 10 days):			1,000
<b><u>TOTAL:</u></b>			<b><u>20,800</u></b>

<b>BREAKDOWN OF BENEFICIARY'S CONTRIBUTION (in US dollars)</b>	
Computers:	4 000
Office automation software:	2,000
Expertise:	3,500
Misc. production equipment:	2,500
<b><u>TOTAL:</u></b>	<b><u>12,000</u></b>

## RWANDA

<b>A. PROJECT IDENTIFICATION</b>		
<b>1.</b>	<b>PROJECT TITLE</b>	<b>TRAINING AND PRODUCTION RADIO STUDIO OF THE GREAT LAKES MEDIA CENTRE</b>
<b>2.</b>	<b>NUMBER</b>	<b>IPDC/54 RWA/01</b>
<b>3.</b>	<b>CATEGORY OF MASS MEDIA</b>	Radio
<b>4.</b>	<b>IPDC PRIORITY AREA</b>	Development of human resources
<b>5.</b>	<b>SCOPE (NATIONAL, REGIONAL, INTERREGIONAL)</b>	National
<b>6.</b>	<b>TYPE OF ASSISTANCE REQUESTED</b>	Equipment and training
<b>7.</b>	<b>TOTAL COST OF PROJECT</b>	US\$ 29 700
<b>8.</b>	<b>AMOUNT REQUESTED FROM IPDC</b>	US\$ 24 400
<b>9.</b>	<b>BENEFICIARY BODY</b>	Great Lakes Media Centre (GLMC) of the National University of Rwanda P.O. Box 117, BUTARE Tel: +250 530 160 – Fax: +250 530210 Contact : Mr. Rushingabigwi Jean Bosco E-mail: jrushingabigwi@nur.ac.rw
<b>10.</b>	<b>IMPLEMENTING OFFICE</b>	UNESCO Office, Nairobi
<b>11.</b>	<b>PROJECT LOCATION</b>	KIGALI
<b>12.</b>	<b>PROJECT PREPARED BY</b>	Mr. Rushinjabigwi Jean Bosco GLMC Coordinator
<b>DECISION OF THE BUREAU</b>		

## **B. PRESENTATION**

### **1. PROJECT JUSTIFICATION**

Radio is by far the most popular and most accessible medium in Rwanda. However, the role played by the 16 radio stations operating in the country is still limited. Most of the private radio stations lack human and material resources, both in quantity and in quality. The latest report on the educational level of media practitioners in Rwanda by the High Council of the Media shows that only 13 % of them have studied journalism at the university level.

Most of the graduates from the journalists' training institutions have not been joining the career due to a non conducive working environment. Very few media outlets could afford recruiting a university level employee. For the few who managed to join the media industry, the complex of superiority from the graduates and the complex of inferiority from unqualified practitioners – editors inclusive- limited the contribution by the former. On top of that, the poverty of the media outlets and the lack of sufficiently qualified human resources do not allow in house and on the job training for practicing journalists.

The situation described above shows that radio stations in Rwanda are not yet equipped to fulfil their mission in the society, despite the fact that they are the most followed medium. They cannot provide enough quality programmes. Presently, most of the radio stations programming is dedicated to entertainment. There are not enough professionally designed educational programmes addressing the society developmental issues.

This project seeks support to upgrade the skills of full-time radio journalism students and practicing journalists. The aim is to allow them to produce interesting and professionally designed programmes. The proposed approach is to conduct practical short courses for various categories of current and aspiring radio professionals. The requested support will mainly be used to purchase equipment for a radio production studio. The studio will serve as a training facility as well as a production unit. The resulting programmes will be aired on several radio stations in the country, including *Radio Salus* which is now a university radio dedicated to journalists' training.

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

The primary target group for this project are the 60 full-time and part-time journalism students at the Great Lakes Media Centre, starting with those registered for the 2009 / 2010 academic year.

### **3. DEVELOPMENT OBJECTIVE**

This project will contribute to advanced practical training in the field of broadcasting (with focus on radio) in accordance with UNESCO's Model Curriculum with the aim to increase the number of well- trained broadcast journalists in Rwanda.

### **4. IMMEDIATE OBJECTIVES**

60 full-time and part-time students of GLMC will acquire practical mastery of radio production, including computer-based editing and editorial practice.

### **5. PROJECT OUTPUTS**

- Teaching material acquired and GLMC training capacity strengthened;
- 30 GLMC full-time students will reinforce practical skills in basic radio reporting and production skills;

- 30 in-service journalists from various radio stations acquire skills in gathering, analysing and writing news and features for radio audiences (including community broadcasting), the use of audio recorders and editing systems in the production of news stories, interviewing techniques for tape and how to write for the ear as well as elements of on-air performance (including the management of live interviews and debates);
- Production of high-quality radio programmes.

## 6. **ACTIVITIES**

### EQUIPMENT

- Selection and notification of suppliers;
- Purchase of equipment;
- Installation of equipment;
- Testing and commissioning.

### CURRICULUM REVIEW

#### Development stage

- Identification and selection of consultant/curriculum developer;
- Curriculum development/review;
- As prescribed in the UNESCO Model Curricula for Journalism Education, this activity will endeavour to introduce techniques of gathering, analysing and writing news and features for radio audiences (including community broadcasting); the use of audio recorders and editing systems in the production of news stories; interviewing techniques for tape and how to write for the ear, as well as elements of on-air performance (including the management of live interviews and debates);
- Curriculum approval.

#### Implementation stage

- Announcement for the courses;
- selection of candidates;
- Delivery of courses.

## 7. **PROJECT INPUTS**

### Equipment

- Radio studio equipment;
- Reporting kits for secondary schools media clubs;
- Software (*Adobe audition*) for studio PC;
- Curriculum development

## 8. WORK PLAN

ACTIVITÉS / MOIS	1	2	3	4	5	6	7
Tender							
Selection and notification							
Purchase							
Installation							
Testing							
Curriculum review							
Drafting of the report							

## 9. INSTITUTIONAL FRAMEWORK

The Great Lakes Media Centre (GLMC) is an integral part of the School of Journalism and Communication of the National University of Rwanda. The Kigali-based centre opened in December 2007 to provide upgrading skills to practicing journalists. It provides a 3-year diploma course in journalism, initially through evening classes, but will introduce daytime classes in 2010. The government of Rwanda, through the Ministry of Information, funds 50% of its annual budget and the rest is paid from training fees.

## 10. SUSTAINABILITY

The requested assistance corresponds exactly to the needs of GLMC. As mentioned above, GLMC will train Journalists in the Kigali-based radio stations (16), school media clubs as well as GLMC students. The National University of Rwanda, in conjunction with the Ministry of Information, will ensure the sustainability of the project.

## 11. FRAMEWORK OF MONITORING

The evaluation of the project will be carried out by the UNESCO Regional Office based in Nairobi, in collaboration with NATCOM CI Department (Rwanda).

## 12. EVALUATIONS CARRIED OUT

As well as carrying out mid-term reports, GLMC will also regularly produce reports on each activity.

## 13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING

GLMC commits itself to produce activity reports every four months.

### C. ADDITIONAL INFORMATION

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

PDC/2RWA/01 520-RWA-61 (FIT-France)	159,000	Rwanda	1982 - 1984
		Development of Rural Communication	

PDC/17RWA/01 352-PDC-71	45,000	Strengthening the Capacity of the 'Ecole supérieure des sciences et techniques de l'Information'	1997 - 1998
PDC/17RWA/01 352-PDC-72	50,000	Strengthening the Production Capacity of the Independent Press	1997 - 1998
PDC/51RWA/01 354-PDC-5061	29,000	CAPACITY BUILDING FOR RWANDAN HIGH COUNCIL OF THE PRESS	2007-2008
PDC/52RWA/01 354-PDC-5071	14,300	RWANDA: IMPROVEMENT OF DISTRIBUTION OF PRIVATE NEWSPAPERS	2008-2009
PDC/53RWA/01 354-PDC-5081	21,000	LE RENFORCEMENT D'UN LABORATOIRE DE PHOTOGRAPHIE DE L'ECOLE JOURNALISME ET DE COMMUNICATION DE HUYE AU RWANDA	2009-2010
<b>Total Rwanda: US\$ 159,300+US\$ 159,000 (Funds-in-trust)</b>			

<b>D. BUDGET</b>	
<b>BREAKDOWN OF IPDC CONTRIBUTION</b>	
<b>(in US dollars)</b>	
Studio mixing console:	3 000
Double CD and double cassette players with USB input:	2 000
Editing PC with software:	1 500
3 studio microphones (US \$ 200 @):	600
3 microphone stands (US\$ 100 @):	300
3 headphones(US \$ 100 @):	300
XLR connectors and studio monitor amplifier:	1 000
PRO 88-108 MHz FM tuner:	1 000
Stereo limiter – compressor:	1 000
Pair of studio loudspeakers:	500
15 reporters kits (US \$ 200 @):	3 000
Studio cabling kit:	1 000
Training of trainers on new equipment (6 participants × US\$ 50 per day × 2 days):	600
Workshop stationery and consumables:	600
Equipment transport and installation:	1 000
<b>Curriculum review</b>	
Regional consultant course design/adaptation: US \$ 200 × 10 days DSA (\$2 000) + \$2 000 travel (regional and in-country) + \$300 × 10 days professional fees (\$3 000)	7 000
<b><u>TOTAL:</u></b>	<b><u>24 400</u></b>

<b>BREAKDOWN OF THE BENEFICIARY'S CONTRIBUTION</b>	
<b>(in US dollars)</b>	
Staff costs (10 months × 2 staff members):	4 000
Communications:	500
Project reporting:	400
Miscellaneous:	400
<b><u>TOTAL:</u></b>	<b><u>5 300</u></b>

## SAO TOME AND PRINCIPE

<b>A. PROJECT IDENTIFICATION</b>		
<b>1.</b>	<b>PROJECT TITLE</b>	STRENGTHENING THE EDITORIAL DEPARTMENTS OF NATIONAL RADIO (RNSTP)
<b>2.</b>	<b>NUMBER</b>	IPDC/54 STP/01
<b>3.</b>	<b>CATEGORY OF MASS MEDIA</b>	Radio
<b>4.</b>	<b>IPDC PRIORITY AREA</b>	Strengthening of human resources
<b>5.</b>	<b>SCOPE</b> (NATIONAL, REGIONAL, INTERREGIONAL)	National
<b>6.</b>	<b>TYPE OF ASSISTANCE REQUESTED</b>	Financial
<b>7.</b>	<b>TOTAL COST OF PROJECT</b>	US\$ 39,025
<b>8.</b>	<b>AMOUNT REQUESTED FROM IPDC</b>	US\$ 27,525
<b>9.</b>	<b>PROJECT BENEFICIARY</b>	Sao Tome and Principe National Radio (RNSTP – Sao Tome) Mr. Maximino Carlos (Managing Director). CP. 44 Sao Tome. Tel/fax: (239)223293. carlostomba91@hotmail.com
<b>10.</b>	<b>IMPLEMENTING BODY</b>	UNESCO Office in Libreville Michel E. Kenmoe, NPO/CI
<b>11.</b>	<b>PROJECT LOCATION</b>	Sao Tome and Principe National Radio (RNSTP – Sao Tome) CP. 44 Sao Tome. Tel/fax: (239)223293. <a href="mailto:carlostomba91@hotmail.com">carlostomba91@hotmail.com</a>
<b>12.</b>	<b>PROJECT PREPARED BY</b>	Mr. Maximino Carlos (RNSTP), with support from Michel E. Kenmoe (UNESCO)
<b>DECISION OF THE BUREAU:</b>		



## **B. PRESENTATION**

### **PROJECT JUSTIFICATION:**

Sao Tome and Principe boasts a relatively free and diversified media space. In the print-media sector there are 8 publications, including x weeklies and y monthlies. The online sector is also experiencing rapid growth, with x newspapers now available online. In the area of radio broadcasting, there are currently 5 stations, one of which is publicly owned (RNSTP), and 4 privately owned (Radio Tropicana, Viva FM and Jubilar). As regards television broadcasting, the main provider is the publicly operated service, TVS. In addition to these national media, broadcasting services are also provided to the two islands by RFI, RTP and VOA.

São Tome and Principe National Radio (RNSTP) was established in 1975 as the nation's main, state-run radio broadcasting service with the aim of providing the local population with news and information, and developing and promoting national identity and values. To date, it is the only radio station covering 85% of the national territory. The station employs 41 full-time staff, including 16 journalists (5 women), 7 reporters (3 women), 7 editors and 11 technicians. Of the 41 staff, only 16 have received training lasting more than three months.

On the technical front, up until 2006—the year in which the Government decided to commence a digital migration process—the RNSTP was operated entirely with analogue equipment dating back, for the most part, to 1975. As part of the digital migration process, the RNSTP was provided (2007) with new hardware and software for its 3 production (broadcasting and editing) studios. Unfortunately, for economic reasons, the Government was unable to continue its support.

Although the switch to digital is an inevitable outcome, the coexistence of analogue and digital systems, the staff's poor level of training (in digital audio editing), the lack of a digital archiving system, and the non-existence of a computer network linking the studios are the main obstacles to effective digital migration at the RNSTP.

These deficiencies could be overcome through (i) the provision of training (in digital editing, digital programming, digital data management, etc.) for the radio's staff (16 journalists, 5 reporters and 5 technicians), (ii) the acquisition and networking of new hardware (4 computers), and (ii) the acquisition of software for the purpose of editing and archiving radio programmes.

As digital archiving technology is new to the sub-region, and in light of the language barrier, the project team intends to engage the services of international consultants (from Portugal) to conduct the training workshops.

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

The target group is the RNTSP staff, composed of journalists, reporters and technicians.

### **DEVELOPMENT OBJECTIVE:**

To upgrade the RNSTP's technical capabilities and to support its digital migration process.

### **IMMEDIATE OBJECTIVES:**

- 16 journalists, 5 reporters and 5 technicians (8 of which are women) trained in digital-audio-editing and digital-data archiving and management techniques.
- IT equipment (hardware and software) purchased and installed, enabling the RNTSP to pursue its migration towards digital broadcasting technologies.

### **PROJECT OUTPUTS:**

- 16 journalists (including 5 women) proficient in digital audio programming and editing techniques;
- 5 reporters (including 3 women) trained and proficient in the use of digital reporting kits.
- 5 technicians trained in digital data management and capable of performing digital archiving tasks at the radio station.
- The RNSTP's editorial department is equipped with computer hardware and networked with its production studios;
- The digital archiving system is installed and operational.

### **ACTIVITIES:**

Organisation of a 2-week (10-day) training workshop for 16 journalists, 5 reporters and 5 technicians, in the areas of: digital audio editing, the use of digital reporting kits, digital radio programming, management of digital files.

### **PROJECT INPUTS:**

- a. Two trainers to deliver the courses in digital editing, digital radio programming and the management and archiving of digital files.
- b. Hardware and software: 2 file servers for archiving purposes; 2 x 1500VA UPSs; 4 desktop PCs with professional sound cards for the editorial room; networking connectors; 3 digital reporting kits; 1 archive management software package.

### **WORK PLAN:**

<b>ACTIVITIES/MONTH</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>7</b>
Selection and acquisition of equipment	■						
Installation of equipment		■	■				
Selection of consultants/trainers			■				
Organisation of training workshop (10 days)					■	■	
Write up and submission of report				■			■

### **INSTITUTIONAL FRAMEWORK:**

The RNSTP is a state-run radio station (set up in 1975) attached to the Ministry of Social Communication. It has an Executive Board and is organised into four departments, namely the

Planning Department, the News Department, the Administration and Finance Department, and the Technical Department.

The RNSTP's main provider of funding is the Government, through the Ministry of Social Communication's budget. The funds are managed by the RNSTP's Administration and Finance Department, which will manage any funds received within the framework of this project.

As regards the monitoring and evaluation of the project, the RNSTP will seek the support of the UNESCO Office in Libreville for its expertise in the matter.

**SUSTAINABILITY:**

The support requested from the IPDC will complement the effort already provided by the Government, which has committed itself to supporting the digital migration process in public media organisations in particular. As such, the accomplishments of the project will be preserved thanks to government support for the maintenance of the equipment.

**FRAMEWORK OF MONITORING:**

The project will be monitored by the UNESCO Office in Libreville and the Sao Tome and Principe National Commission for UNESCO.

**EVALUATIONS:**

Following an evaluation of the RNSTP in 2006, a document entitled "*Avaliação de necessidades técnicas da RNSTP*" (Evaluation of the RNSTP's technical needs) was produced. This document highlighted, among other things, the obsolescence of the RNSTP's analogue equipment and the staff's poor level of training as the radio's main deficiencies, and recommended (i) the implementation of a training and refresher-training plan, and (ii) a move towards digital migration (less onerous in the long term).

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

During the implementation phase of the project, the RNSTP will submit two technical reports to the UNESCO Office in Libreville: the first after the installation of the equipment, and the second at the end of the project.

**C. ADDITIONAL INFORMATION**

**Assistance provided by the IPDC in the past**

PDC/6STP/01 350-STP-61	11,400	Sao Tome and Principe	1985 - 1986
		Assistance with the maintenance of radio equipment	
PDC/7STP/01 350-STP-71	30,000	Development of radio	1986 - 1988
PDC/15STP/01 352-STP-51	50,000	Construction of a radio transmitter and setting up of a mobile radio station	1995 - 1998

PDC/52STP/01 352-STP-5071	29,370	SÃO TOME & PRINCIPE: SKILLS REINFORCEMENT AND UPGRADE FOR TVS PERSONNEL	2008-2009
Total Sao Tome and Principe: US\$ 120,770			

## D. BUDGET

<b>BREAKDOWN OF IPDC CONTRIBUTION</b> (in US dollars)				
<b>I. Training: 1 x 10-day workshop with 2 trainers</b>				
Trainers' fees (USD 2,500.00 * 2)				5,000
Transportation for trainers (USD 1,500 * 2 tickets: Lisbon – Sao Tome return)				3,000
<i>Board and lodging will be covered by the RNSTP</i>				
<b>Total Training</b>				<b>8,000</b>
<b>II. Studio equipment</b>				
	Unit price	Qty	Sub-total	
Desktop PC (Pentium IV + CD burner + professional sound card)	2,000	4	8,000	
NAS servers (4 TB)	1,500	2	3,000	
UPSs (1500VA)	500	2	1,000	
Networking connectors (conduits, sockets, etc)	350	1	350	
Assembly rack	225	1	225	
12-port switch	150	2	300	
Cable (250m roll)	200	2	400	
Safety cabinet for switch and router	500	1	500	
24-port Ethernet switch	200	1	200	
Digital reporting kits (digital player-recorder + SD card + carry bag + microphone)	850	3	2,550	
<b>Studio equipment</b>				<b>16,525</b>
<b>Transportation of equipment</b>				<b>3,000</b>
Total Equipment			<b>19,525</b>	
<b>TOTAL CONTRIBUTION REQUESTED FROM IPDC</b>				<b>27,525</b>

<b>BREAKDOWN OF BENEFICIARY'S CONTRIBUTION</b> (in US dollars)	
Accommodation for trainers (2 weeks)	3,500
Labour for installation and networking of hardware	2,000
Catering for participants (26 pers * 10 days * \$7)	1,820
Organisation of training workshop (logistics)	4,180
<b>TOTAL RNSTP</b>	<b>115,00</b>

# SENEGAL

<b>A. PROJECT IDENTIFICATION</b>		
<b>1.</b>	<b>PROJECT TITLE</b>	<b>“ BAOBABS FM ” YOUTH COMMUNITY RADIO</b>
<b>2.</b>	<b>NUMBER</b>	<b>IPDC/54 SEN/01</b>
<b>3.</b>	<b>CATEGORY OF MASS MEDIA</b>	Community radio
<b>4.</b>	<b>IPDC PRIORITY AREA</b>	Community media and youth media training
<b>5.</b>	<b>SCOPE (NATIONAL, REGIONAL, INTERREGIONAL)</b>	National
<b>6.</b>	<b>TYPE OF ASSISTANCE REQUESTED</b>	Equipment and training
<b>7.</b>	<b>TOTAL COST OF PROJECT</b>	US\$ 68,700
<b>8.</b>	<b>AMOUNT REQUESTED FROM IPDC</b>	US\$ 21,000
<b>9.</b>	<b>BENEFICIARY BODY</b>	Baobabs FM - La Voix de la Cité Mairie d’arrondissement Mermoz Sacré-Cœur Sicap Baobabs - Tel : 77 684 07 00 Paul Yakane Sarr (Project Coordinator) baobabsfm@mermozsacrecoeur.org www.mermozsacrecoeur.org
<b>10.</b>	<b>IMPLEMENTING OFFICE</b>	UNESCO Dakar (Jeanne Seck)
<b>11.</b>	<b>PROJECT LOCATION</b>	Sicap Baobabs, Dakar
<b>12.</b>	<b>PROJECT PREPARED BY</b>	Assane Diallo, Social Entrepreneur
<b>DECISION OF THE BUREAU</b>		

## **B. PRESENTATION**

### **1. PROJECT JUSTIFICATION**

The first community radio in Senegal was licensed in 1996, and the number of stations has grown since then. Senegalese community radios play a very important role and are strongly rooted in the local communities. They have a strong commitment to provision of information, to raising local awareness of social and economic affairs and to encouraging participation in local life. Some of them have thematic programme campaigns on issues such as HIV/AIDS awareness, prevention of malaria, adult literacy, women's rights, peace in Casamance and care of the environment. The community radios broadcast in the main languages of the country Wolof, French and other local languages such as Pulaar, Serere, Diola and Mandinka.

In addition to all that was done by local community radios to make a difference, Baobabs FM intends to strengthen these achievements with a programme including the youth (in training and debate activities), civil society and local business, as well as local artists.

The youth media programme will host students from local high school (from the district only) for 3-month programmes in partnership with their high school and their teachers. The programme will provide an opportunity to strengthen the cultural, vocational and civic intellectual character of the youth of our community, consolidating the potential of the region in a concrete way.

Radio production requires that students learn public speaking and presentation, interviewing skills and techniques, writing for radio, research skills including use of library and the Web and audio editing on state-of-the-art equipment and software. In order to establish a dialogue and transparency between local authorities (Municipal Council) and the population, Baobabs FM will periodically organise a town hall meeting, in conjunction with several local organisations. These meetings will allow the population to directly discuss important issues with local officials, and thereby potentially improve community life.

With the assistance of the IPDC and in partnership with local businessmen and artists, we will offer awareness-raising programmes on the available resources in the community through airing meetings, broadcasting production training programmes, festivals and other events in the area.

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

The direct beneficiaries of this project are more than 40 000 people living in the district.

### **3. DEVELOPMENT OBJECTIVE**

Through different programmes, Baobabs FM will help the community to define and explore its collective human, social, and political interests through the participation of local people. It will also provide a forum for discussion on local issues between the community and local official through the town hall meeting programme. Baobabs FM will empower the community youth by providing training and a platform to voice their perspectives through the high school and college debate programme and the Youth Media programme. It will be open to high school and college students from the district. As a voice of the community, Baobabs FM also wishes to create a network of people and resources able to care for the community needs.

### **4. IMMEDIATE OBJECTIVES**

To set up an independent community radio station and create an open, legitimate space in which different stakeholders can express themselves, exercise their constitutional right to freedom of expression, and strengthen the local organisations in their communities.

## 5. PROJECT OUTPUTS

A cross-section of community members, activists and employers would be incorporated in an intensive training programme including:

- Multimedia operations;
- Radio broadcasting;
- Newspaper and radio journalism;
- Desktop publishing;
- Small business management;
- Community radio law and regulations in Senegal;
- Broadcasts of town hall meetings.

Broadcast programmes on topics such as health and reproduction, AIDS, civic education and community services, including elements produced by participants in the youth journalism training module.

## 6. ACTIVITIES

- Training on the management of the community radio (3 months);
- Organization of a workshop on health and education;
- Organization of a training workshop on youth media and debate on the high school programme.

## 7. PROJECT INPUTS

- Radio production and transmission equipment;
- Logistic support for the training workshops.

## 8. WORK PLAN

ACTIVITIES / MONTHS	1	2	3	4	5
Construction and installation					
Purchase of additional equipment					
Recruiting and training crew					
Identifying programmes					
Inauguration and regular transmissions					

## 9. INSTITUTIONAL FRAMEWORK

Radio Baobabs FM (<http://mermozsacrecoeur.org/>) is a community-based communication structure based in the Mermoz / Sacré Coeur district. It is managed by its members and aims to help the inhabitants of the Mermoz / Sacré Coeur district and nearby neighbourhoods to take control of their social, economic and cultural development thanks to broadcast programmes designed to give community bodies a voice, to inform, instruct, sensitize, unite and entertain.

## 10. SUSTAINABILITY

Once we are set up and ready to run the station, Baobabs FM will seek to achieve the sustainability of its operations with the support of the local community (residents, businessmen) as well as from

the Municipal Council and from the residents now living abroad. Additional income will result from radio services, such as people and business events.

## 11. FRAMEWORK OF MONITORING

The project will be monitored by the UNESCO Office in Dakar with the support of INFORMORAC and Professor Lamine Toure of the Dakar University (Broadcasting Department).

## 12. EVALUATIONS CARRIED OUT

Needs assessment sessions designed to gather input from community members and project stakeholders, representative project affiliates, such as leaders of youth Associations (ASC), were lead to determine feasibility and best practice. We presented the project to the Municipal Council and obtained several supportive commitments: in addition to hosting the station in their building, the Council will cover the station's electricity costs and award an annual grant to support the station and pay two staff members. The Municipal Council's support validates our ability to carry out this project.

We have created a database of schools, business companies, churches, mosques and people from the District to continue the dialogue about how, all together, we can be beneficial to our community.

## 13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING

An activity report will be submitted every 3 months to UNESCO BRED A.

### C. ADDITIONAL INFORMATION

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

<b>PDC/3SEN/28</b> 350-SEN-31 350-SEN-51	25,000 40,000	Senegal	1982 - 1987
		Development of News Agency	
<b>PDC/6SEN/01</b> 350-SEN-61	45,000	Development of regional information (Sen. News Agency)	1986 - 1988
<b>PDC/7SEN/01</b> 350-SEN-71 350-SEN-81	35,000 35,000	News gathering and news service	1986 - 1990
<b>PDC/18SEN/01</b> 352-SEN-81	33,000	Use and archiving of audio material	1998 - 1999
<b>PDC/19SEN/01</b> 352-SEN-91	60,000	Coverage of the national territory by the Senegalese news agency	1999 - 2002
<b>PDC/20SEN/01</b> 353-SEN-01	40,000	Establishment of an advanced media training centre	2000 - 2002
<b>PDC/21 SEN/02</b> 353SEN5011	15,000	"Le Temoin", ECOWAS new area of citizenship	2003 -2004
<b>PDC/21 SEN/01</b> 548-SEN-5000 (Luxembourg)	30,000	FM SANS VOIX	2004-2005
PDC/49 SEN/01 354-SEN-5051	18,000	STRENGTHENING THE RESOURCES OF RADIO PENC MI	2006-2007
PDC/51 SEN/01 354-SEN-5061	20,000	UPGRADE OF RESOURCES AT THE WOMEN'S RADIO STATION, MANOORE FM	2006_2007
PDC/52 SEN/01 354-SEN-5071	40,095	SENEGAL: REINFORCEMENT OF THE COMMUNITY RADIO, "NDENG LENG FM"	2008_2009
<b>Total Senegal: US\$ 386,095+ US\$ 30,000 (FIT)</b>			



## D. BUDGET

<b>BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)</b>	
Air conditioning:	2 000
SWR meter:	150
Studio VMX 1000 mixing console:	200
4 digital portable digital recorders:	2 000
3 Shure PG58 microphones with stands:	150
CD / MP3 Denon dual player:	500
Tascam MiniDisk / CD combo deck:	800
Pair of monitor speakers:	400
Installation equipment:	3 300
4 AKG headphones:	350
2 computers:	4 000
Korg studio package:	1 800
Cabling, connectors and miscellaneous:	800
PC for audio editing with <i>Sonar 8 Producer</i> software:	400
Telephone hybrid:	650
Freight and customs:	3 500
<b><u>TOTAL:</u></b>	<b><u>21 000</u></b>

<b>BREAKDOWN OF THE BENEFICIARY'S CONTRIBUTION (in US dollars)</b>	
Training on media management, programme production and technical skills:	3 000
100 W FM transmitter:	3 500
Transmission mast:	3 850
Construction of the station and offices:	5 800
Antenna:	300
One computer:	950
Equalizer:	800
Noise reduction box:	400
2 microphones:	100
3 microphone arms:	350
Yamaha audio mixer:	300
19 iMac computers:	20 900
Studio furniture:	900
Fax machine:	150
2 printers:	600
Photocopy machine:	350
2 DVD players:	80

VCR:	70
Digital camera + extra card:	300
Office supplies:	500
Freight and customs:	4 500
<b><u>TOTAL:</u></b>	<b><u>47 700</u></b>

# SOMALIA

<b>A. PROJECT IDENTIFICATION</b>		
<b>1.</b>	<b>PROJECT TITLE</b>	<b>PUNTLAND COMMUNITY BROADCASTER'S TRAINING</b>
<b>2.</b>	<b>NUMBER</b>	<b>IPDC/54 SOM/01</b>
<b>3.</b>	<b>CATEGORY OF MASS MEDIA</b>	Community media
<b>4.</b>	<b>IPDC PRIORITY AREA</b>	Training
<b>5.</b>	<b>SCOPE (NATIONAL, REGIONAL, INTERREGIONAL)</b>	National
<b>6.</b>	<b>TYPE OF ASSISTANCE REQUESTED</b>	Capacity building
<b>7.</b>	<b>TOTAL COST OF PROJECT</b>	US\$ 22,500
<b>8.</b>	<b>AMOUNT REQUESTED FROM IPDC</b>	US\$ 13,700
<b>9.</b>	<b>BENEFICIARY BODY</b>	Radio Galkayo
<b>10.</b>	<b>IMPLEMENTING OFFICE</b>	Nairobi
<b>11.</b>	<b>PROJECT LOCATION</b>	Galkayo, Puntland
<b>12.</b>	<b>PROJECT PREPARED BY</b>	A. G. Abdulle and Hassan Mohamed Jama Board of Directors, Radio Galkayo
<b>DECISION OF THE BUREAU</b>		

## B. PRESENTATION

### 1. PROJECT JUSTIFICATION

Somalia's plight is reflected in its media: undeveloped, fragmented and often partisan, poorly resourced, professionally and technically inadequate and operating in an atmosphere hostile to free expression and often dangerous. In spite of this, diverse and more professional media outlets have emerged in recent years, in particular FM radio stations with no explicit factional links. The TV and press sectors are weak and radio is the dominant medium.

Radio Galkayo is the oldest community radio based in Puntland State of Somalia. It started as a national short-wave broadcaster in 1993. In 2009, Radio Galkayo established an FM community radio in Garowe and would like to establish a similar community radio station in Bosasso. From 1993 to 2009, the skills of the staff have increased, as various international NGOs supplied assistance by providing radio equipment and staff training. Radio Galkayo was the first broadcast media in northeast Somalia (known today as Puntland), and its example was a key in helping to create the current Radio / TV industry that had been previously non-existent.

Over the years, Radio Galkayo has developed a network of stringer journalists. The Radio depends on their voluntary staffs who work as dedicated volunteers with very limited financial and capacity-building support. The lack of staff training on basic journalism, report writing, human rights, conflict analysis skills and institutional management capacity hindered the radio to develop a professional and proper ethical broadcasting. The two FM and short-wave transmitters with very low transmission power donated by the Somali Diaspora and the scarce financial contributions from Puntland administration and Somali communities mean that many of its awareness-raising programmes on peace-building, reconciliation, human rights and protection of marginalised and vulnerable groups fail to reach a number of communities, especially those living in nearby villages and rural areas.

(Excerpt of an e-mail from Mr. Niels ten Oever [tenoever@pressnow.nl](mailto:tenoever@pressnow.nl) of "Press Now" ([www.pressnow.org](http://www.pressnow.org)) to UNESCO Nairobi Office regarding this proposal):

*"Press Now" has been planning a radio project in Somalia, in collaboration with Radio Nederland Training Centre (RNTC) and the Union of Somali journalists. These partners have recently submitted the project plans to the UNDP and are awaiting a reaction. The radio station will probably be based outside Somalia and will cater (through shortwave, FM broadcasting, SMS service and the Internet) the whole of Somalia and Somaliland, as well as the Diaspora. It is an extensive project in which "Press Now" will be involved for at least three years. Part of the project consists of training, both for the staff of this new independent radio station, as well as for grassroots journalists in Somalia and beyond (to start up a freelance stringer network). We would like to request funding specifically for this training component" [...].*

This project aims at providing professional training, with the support of the Radio Netherlands Training Centre (RNTC), to Somali community radio journalists to improve their capacity to report in a conflict environment.

### 2. DESCRIPTION OF THE TARGET GROUP

The direct beneficiaries are Somali journalists, more specifically those of the Puntland State.

### 3. DEVELOPMENT OBJECTIVE

- To encourage the establishment of a long and lasting peace in Somalia and develop education programmes free of any political or religious implication;
- To encourage democracy and the establishment of good governance;
- To improve and empower human rights and the freedom of speech.

#### 4. **IMMEDIATE OBJECTIVES**

Provide high-quality radio training through the Training Centre at Radio Galkayo supported by the Radio Netherlands Training Centre (RNTC).

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

20 Somali journalist will receive advance reporting and broadcast skills training provided by RNTC.

#### 6. **ACTIVITIES**

- Preparation of training materials in collaboration with RNTC;
- 10-day advanced training workshop on journalism and reporting for 20 Somali community broadcast journalists;
- 3-day field work and production of good governance programmes like features, debates, talk shows and peace-building programmes;
- In-country training workshops by Radio Galkayo.

The course programme and the training will be conducted by a trainer from RNTC, our implementing partner. It includes:

- Conflict sensitive reporting;
- Journalism ethics;
- Journalist safety training;
- Radio production techniques;
- Audio editing software;
- News writing and reading rules;
- Advanced interviewing techniques;
- Script writing for radio programmes;
- Management of live interviews and debates.

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

- RNTC trainer;
- Training centre at Radio Galkayo (supported by RNTC);
- Translation of materials in Somali.

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

<b>ACTIVITIES / MONTHS</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>7</b>	<b>8</b>	<b>9</b>	<b>10</b>	<b>11</b>	<b>12</b>
Preparing training materials in collaboration with RNTC												
Conduct training workshop for 20 Somali journalists												
Field work for trained journalists												
Post-training programme production												
In-country training by Radio Galkayo												
Project reporting												

## 9. INSTITUTIONAL FRAMEWORK

Radio Galkayo is implementing a training centre with the support of RNTC. It was established in 1993 as a non-profit organisation; it is free from any religious and political affiliation and disregards any discrimination on race, gender, political views, cultural or social beliefs.

## 10. SUSTAINABILITY

Radio Galkayo's track record and extensive experience with community radio is the proof of its sustainability. It ensures the involvement of all sectors of civil society. It has strong support from Somalis in the Diaspora, and makes at least US \$2 400 per year from its own operations. Hence, the planned in-country trainings will continue without external support after the end of the project.

## 11. FRAMEWORK OF MONITORING

The RNTC and the UNESCO Nairobi Office will monitor the project. RNTC will provide the monitoring tools and timelines during the project period.

## 12. EVALUATIONS CARRIED OUT

A 2005 assessment conducted by *Health Unlimited* on the radios operating in Somalia showed that over 5 million listeners are dependent on Radio Galkayo, ranking it number One. *Health Unlimited* is a British NGO concerned with reproductive health issues such as HIV prevention, with offices in Nairobi, Kenya and Hargeisa, Somaliland.

A reception report from Baardheere (Bardera), located between Baidoa and the South Somalia Kenya border showed that Radio Galkayo can cover all of Somalia on short-wave. This test was part of a technical evaluation of the "*Civil Society and Media in Transition*" programme sponsored by Care International.

## 13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING

Radio Galkayo will elaborate and submit progress reports on a four-month basis and present a comprehensive report at the end of the project.

### C. ADDITIONAL INFORMATION

Since 1995, 26 public health and social projects were implemented by Radio Galkayo, after evaluations, at the request of the following organizations:

WHO; UNICESCO; UNICEF; UNIFEM; MSF-Holland; UNFPA / UNOPS; War torn Society Project (WSP); APS (Italian NGO / UNHCR; GECPD-Galkayo; SWC-Galkayo; SDO-Galkayo; IRIN; Diakonia; Health Unlimited; Care International; SDRO (local NGO).

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

PDC/4SOM/16 350-SOM-41	40,000	Somalia	1983 - 1985
		Training programme to prepare for the inauguration of TV	
PDC/5SOM/07 350-SOM-51	40,000	National Communication Training Institute	1985 - 1988

523-SOM-61 (FIT-USA)	100,000		
PDC/49 SOM/02 354-SOM-5052	20,000	SAFEGUARDING AND PROMOTING FREEDOM OF EXPRESSION IN SOMALIA	2006-2007
PDC/51 SOM/01 354-SOM-5061	25,000	SOMALIA: STRENGTHENING AND PROMOTING COLLECTIVE DEFENSE FOR FREEDOM OF EXPRESSION IN SOMALIA	2007-2008
PDC/52 SOM/01 354-SOM-5071	38,500	SOMALIA: STRENGTHENING EAST AFRICAN UNIVERSITY JOURNALISM TRAINING THROUGH COMMUNITY RADIO AND ICTs	2008-2009
PDC/52 SOM/01 354-SOM-5072	38,500	SOMALIA: ESTABLISHMENT OF HARGEISA CAMPUS CMC	2008-2009
PDC/53 SOM/01 354-SOM-5081	25,000	JOWHAR COMMUNITY RADIO	2009-2010
<b>Total Somalia: US\$ 227,000+US\$ 100,000 (Funds-in-trust)</b>			

#### D. BUDGET

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

RNTC trainer air travel:	3 000
RNTC DSA (15 days × US\$ 200):	3 000
Preparation of training materials and translation into Somali:	1 000
<b><i>Training workshop for 20 journalists</i></b>	
20 participants' accommodation (10 days × US \$ 15):	3 000
Meals and refreshments (20 persons × 10 days × US \$ 10):	2 000
Participants' field work and programme production (20 persons × 3 days × US \$ 20):	1 200
Stationery:	500
<b><u>TOTAL:</u></b>	<b><u>13 700</u></b>

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

In-country 10 participants' accommodation (5 days × 5 workshops × US \$ 15):	3 750
In-country training materials:	2 550
In-country workshop refreshments (10 pers. × 5 days × 5 workshops × US \$ 10):	2 500
<b><u>TOTAL:</u></b>	<b><u>8 800</u></b>

# SOMALIA

<b>A. PROJECT IDENTIFICATION</b>		
<b>1.</b>	<b>PROJECT TITLE</b>	<b>ESTABLISHMENT OF THE PUNTLAND STATE UNIVERSITY CAMPUS RADIO</b>
<b>2.</b>	<b>NUMBER</b>	<b>IPDC/54 SOM/02</b>
<b>3.</b>	<b>CATEGORY OF MASS MEDIA</b>	Community media
<b>4.</b>	<b>IPDC PRIORITY AREA</b>	Community media
<b>5.</b>	<b>SCOPE (NATIONAL, REGIONAL, INTERREGIONAL)</b>	National
<b>6.</b>	<b>TYPE OF ASSISTANCE REQUESTED</b>	Equipment and training
<b>7.</b>	<b>TOTAL COST OF PROJECT</b>	US\$ 38 700
<b>8.</b>	<b>AMOUNT REQUESTED FROM IPDC</b>	US\$ 22 200
<b>9.</b>	<b>BENEFICIARY BODY</b>	Puntland State University (PSU) Hospital Road, Garowe – <a href="http://puntlandstateuniversity.com">http://puntlandstateuniversity.com</a>
<b>10.</b>	<b>IMPLEMENTING OFFICE</b>	Nairobi
<b>11.</b>	<b>PROJECT LOCATION</b>	Puntland State University (PSU) Hospital Road, Garowe
<b>12.</b>	<b>PROJECT PREPARED BY</b>	Mr. Norman Litigu Shitote Director, Online Studies Puntland State University, Garowe Tel: +252-90-745403 - Office: +252-5-846442 E-mail: <news4norman@yahoo.com>
<b>DECISION OF THE BUREAU</b>		



## **B. PRESENTATION**

### **1. PROJECT JUSTIFICATION**

Puntland State University (PSU) has its roots in the patriotic and humanitarian efforts of KAALO Relief and Development Agency (a local NGO). KAALO was established in 1991 with the aim of improving the livelihood of the Somali people through the provision of basic needs in sustainable and environmentally sound development approaches. One way to achieve this mandate was through the promotion of higher education in Puntland. Towards this end, the idea of Puntland State University was born in 1999.

Puntland State University is located within Garowe City of Puntland State. It has been providing tertiary education in various disciplines including media-related studies. It is important to note that mass media in Puntland is not well supported due to lack of facilities and expertise. It is therefore absolutely necessary that a well-equipped university campus radio station be established to not only serve as a community broadcaster, but more importantly provide the much needed training in professional journalism and broadcasting.

In 2003, a Journalism course was introduced with many women registering for the course. However, due to the high fees charged for such online course, it could not be sustainable and slowly, they all dropped out stalling the course continuation. Over 30 women registered for the course and even though we had dropouts, it is remarkable to note that 24 of them have managed to complete the certificate level. Some of them are now practising at various media houses in Garowe and the second city – Galkayco. Women journalists appear to be closer to some population groups than the male journalists, for example to deal with youth groups, children affairs, war or internally displaced victims, just to mention a few.

A training radio station in Garowe would also offer good opportunities for trainees to access most NGOs, government offices and business people as sources of information. Garowe is centrally placed in Puntland and offers an opportunity of convergence by people from both the South and North of the country. Given its stability, it could act as the regional centre for other trainees in Hargeisa and Mogadishu to enhance their broadcasting skills.

This Campus Radio will also benefit from the distance-learning students in the Online Distance Learning Initiative (ODeL) programmes which use Very Small Aperture Terminals (VSATs) through the African Virtual University (AVU) network to access online live classes supported by offline materials (CDs, DVDs, books). In Somalia, there were initially 6 universities (2 from each region of Somalia) connected to the AVU network. One more university has recently joined. The online courses include Journalism, IT and Business English started in 2006 at the PSU, in conjunction with the partner institutions of *Indiana University of Pennsylvania*, the *New Jersey Institute of Technology* and *Maestro USA*.

As a young institution, the University at the moment requires additional support to establish the campus radio broadcasting station.

Through its programming, this radio will also address issues that affect the surrounding communities, such as internally displaced peoples, educate the population about the negative effects and dangers of piracy, female genital mutilation and HIV/AIDS.

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

The target group for this project will be some 50 students on average, enrolled per year in the PSU School of Journalism and Communication, which include those subscribed for the Online Distance Learning Initiative. It also concerns the Somali communities surrounding the University.

### 3. DEVELOPMENT OBJECTIVE

To strengthen journalism teaching in Somalia and allow democratic participation of the communities in Puntland by enabling them to make informed decisions through access to information and knowledge.

### 4. IMMEDIATE OBJECTIVES

- Improve the curriculum of the PSU School of Journalism and Communication through the integration of the radio station into appropriate courses, and provide a hands-on radio broadcasting experience for students at the university;
- Provide an independent broadcasting service to the communities surrounding the PSU.

### 5. PROJECT OUTPUTS

The key project outputs will include the following:

- A fully operational Campus Radio Station at PSU manned by staff members and students;
- Practical broadcasting integrated in courses of the PSU School of Journalism and Communication.

### 6. ACTIVITIES

- Renovation of building for housing the radio station;
- Procurement, installation and commissioning of the equipment;
- Training of full-time radio presenters and volunteers;
- Introduction of practical broadcasting classes.

### 7. PROJECT INPUTS

- Radio station equipment;
- Training of presenters;
- Course review / introduction of concrete broadcasting classes.

### 8. WORK PLAN

ACTIVITIES / MONTHS	1	2	3	4	5	6	7	8	9	10	11	12
Refurbish the building for the radio station and provide furniture												
Recruit core project workers / volunteers												
Acquisition and installation of radio equipment												
Training of staff / student volunteers and content production												
Radio commissioning / introduction of broadcasting classes												
Reporting												

## 9. INSTITUTIONAL FRAMEWORK

The Puntland State University has its roots entrenched from the patriotic and humanitarian joint efforts of KAALO (local NGO) and Diakonia of Sweden, that have been instrumental in providing the much-needed financial support, physical structures and equipment. Kaalo was started with the aim of improving the livelihood of the Somali people through the provision of basic needs in a sustainable and environmentally sound approach.

The University was first established in 1998 as the Garowe School of Management, and then was upgraded to Puntland Community College in 2000. Following a comprehensive curriculum review by the United States International University (USIU) in Nairobi, Kenya, and funded by the UNDP Somalia, the University status was granted to the institution in 2004.

## 10. SUSTAINABILITY

This is considered to be a catalytic project where the University will continue contributing into after its completion. Moreover, the university enjoys various supports from other partners such as UNDP, Diakonia Sweden and the World Bank, that have continued to provide educational material and other support to the Puntland State University.

## 11. FRAMEWORK OF MONITORING

The project will be directly supervised by the University Management Committee, with technical support from the UNESCO Regional Communication Office in Nairobi. The university is a community initiative, hence a society trustee.

This project has an executive officer, Mr. Norman Shitote, responsible and answerable to all project questions, and the radio station manager, Mr. Noor Shire Osman, who will control all operations at the PSU radio station.

## 12. EVALUATIONS CARRIED OUT

The last "Joint Needs Assessment on e-Learning for 6 Somali Universities" in 2006 stated that Somali journalism training was very poor, and hence recommended that the universities (including the Puntland State University) strengthen their mass media training programmes in order to address this need. The University has also taken note of the UNESCO Model Curriculum for Journalism Education, and intends to introduce some of the undergraduate course contained therein.

## 13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING

The Puntland State University undertakes to report on project progress on a four-month basis.

### C. ADDITIONAL INFORMATION

The Puntland Ministry of ICT has issued a broadcasting license and frequency to the PSU Campus Radio. It has also issued a written guarantee that the government will not interfere with the radio's independent operations.

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

PDC/4SOM/16 350-SOM-41	40,000	Somalia	1983 - 1985
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		<b>Training programme to prepare for the inauguration of TV</b>	
PDC/5SOM/07 350-SOM-51 523-SOM-61 (FIT-USA)	40,000 100,000	<b>National Communication Training Institute</b>	1985 - 1988
PDC/49 SOM/02 354-SOM-5052	20,000	<b>SAFEGUARDING AND PROMOTING FREEDOM OF EXPRESSION IN SOMALIA</b>	2006-2007
PDC/51 SOM/01 354-SOM-5061	25,000	<b>SOMALIA: STRENGTHENING AND PROMOTING COLLECTIVE DEFENSE FOR FREEDOM OF EXPRESSION IN SOMALIA</b>	2007-2008
PDC/52 SOM/01 354-SOM-5071	38,500	<b>SOMALIA: STRENGTHENING EAST AFRICAN UNIVERSITY JOURNALISM TRAINING THROUGH COMMUNITY RADIO AND ICTs</b>	2008-2009
PDC/52 SOM/01 354-SOM-5072	38,500	<b>SOMALIA:ESTABLISHMENT OF HARGEISA CAMPUS CMC</b>	2008-2009
PDC/53 SOM/01 354-SOM-5081	25,000	<b>JOWHAR COMMUNITY RADIO</b>	2009-2010
<b>Total Somalia: US\$ 227,000+US\$ 100,000 (Funds-in-trust)</b>			

#### D. BUDGET

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

##### *Broadcasting studio and transmission equipment*

Mixing console with built-in tel. hybrid:	3 000
4 studio condenser microphones:	500
2 pairs of monitor speakers with built-in amplifier:	1 000
4 headphones:	200
4-way headphone amplifier:	100
Sound card:	100
Line driver:	250
4 microphone stands:	200
Shielded audio cable (100 m.) with 30 XLR and 30 RCA connectors:	300
P4 audio editing computer:	1 200
350 VA UPS:	100
300 W FM transmitter:	2 000
4-layer omni directional antenna bay:	1 000
Feeder (50 m.):	300
Antenna mast (30 m.):	2 500
Equipment transportation and installation:	1 000
<b><i>Field recording equipment:</i></b>	
4 portable recorders:	800
4 headsets:	200
4 microphones:	300

<b><i>Training</i></b>	
Training of 3 radio presenters (21-day attachment at existing independent radio station) 3 × 50 × 21:	3 150
Course review for introducing broadcasting classes:	3 000
<b><i>Production</i></b>	
Initial content / music procurement and production:	1 000
<b><u>TOTAL:</u></b>	<b><u>22 200</u></b>

<b>BREAKDOWN OF THE BENEFICIARY'S CONTRIBUTION (in US dollars)</b>	
Staff costs (3 staff members × 12 months):	10 000
Communications (12 months):	1 000
Renovation of studio and station building:	3 000
Local transport:	2 000
Project reporting:	500
<b><u>TOTAL:</u></b>	<b><u>16 500</u></b>

## TANZANIA

<b>A. PROJECT IDENTIFICATION</b>		
<b>1.</b>	<b>PROJECT TITLE</b>	<b>CAPACITY BUILDING FOR THE NEW COMMUNITY MEDIA NETWORK</b>
<b>2.</b>	<b>NUMBER</b>	<b>IPDC/54 URT/01</b>
<b>3.</b>	<b>CATEGORY OF MASS MEDIA</b>	Community media
<b>4.</b>	<b>IPDC PRIORITY AREA</b>	Community media
<b>5.</b>	<b>SCOPE (NATIONAL, REGIONAL, INTERREGIONAL)</b>	National
<b>6.</b>	<b>TYPE OF ASSISTANCE REQUESTED</b>	Capacity building
<b>7.</b>	<b>TOTAL COST OF PROJECT</b>	US\$ 44 300
<b>8.</b>	<b>AMOUNT REQUESTED FROM IPDC</b>	US\$ 34 800
<b>9.</b>	<b>BENEFICIARY BODY</b>	Media Institute of Southern Africa (MISA) P.O.Box 78172, Dar es-Salaam. Tel: + 255 22 2137547 Tel / Fax +255 22 2137548 e-mail: <a href="mailto:misatan@africaonline.co.tz">misatan@africaonline.co.tz</a> Contact person: Ms. Rose Haji National Director
<b>10.</b>	<b>IMPLEMENTING OFFICE</b>	UNESCO Dar es-Salaam Cluster Office. Contact person : Mr. Al Amin Yusuph
<b>11.</b>	<b>PROJECT LOCATION</b>	Tanzania
<b>12.</b>	<b>PROJECT PREPARED BY</b>	Ms. Geline Fuko, MISA Tanzania (MISA-TAN) Broadcasting Officer <i>With advice from Mr. Al Amin Yusuph, UNESCO, Dar es-Salaam</i>
<b>DECISION OF THE BUREAU</b>		

## **B. PRESENTATION**

### **1. PROJECT JUSTIFICATION**

Since the introduction of multiparty system in the 1990s, Tanzania has experienced a mushrooming of media outlets both in print and electronic. From only five state-owned newspapers and one radio station in 1992, the industry has now broadened to include 18 daily newspapers, 53 weeklies and 42 other regular titles. There are also 26 radio stations, 15 television stations and 20 cable operators scattered throughout the country.

This development, however, has not been tricked down to the community broadcasting media. There is still a lot of misunderstanding among media practitioners, government officials, journalists, policy-makers and the general public on what constitute community radios. While government feel that the development of media industry also include community radios, the data shows that there are only five truly licensed community radios in Tanzania. Others are district council stations established to act as conveyor belts of government information. There are also privately-owned radios, which are wrongly categorised as community radios because they have small coverage areas and are rural-oriented.

Community media stakeholders in Tanzania find it necessary for community media to have its own network as discussion platforms. They came up with COMNETA. It is a very young virtual network, which is still undergoing registration and lack organizational capacity.

Organizing a capacity-building project for the Community Media Network of Tanzania (COMNETA) is essential since it is the only place where community media will come together, identify themselves, create dialogue with the government and other stakeholders. It is the place where support will be guaranteed to all members who may not be able to take action alone; accessing existing resources in the network will be possible. The pooling of financial and programme resource will help develop leadership and broaden the scope of community media performances. Furthermore, COMNETA will provide a platform for experience and knowledge sharing. Most of all, it will help in decision-making on matters that concern their well-being.

The project will empower COMNETA so that it can later empower community media in Tanzania. This will start by providing organization capacity, equipment and training, hiring a legal expert to assist in preparing the constitution, registering the network and setting up office and secretariat.

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

Targeted group is the Community Media Network in Tanzania, located in the following regions: Kagera, Iringa Mwanza, Lindi, Mbeya, Pemba, Arusha, Tanga and Mtwara.

### **3. DEVELOPMENT OBJECTIVE**

- This project is in line with Category 2 of the Media Development Indicators (MDIs) (The network will help in enforcing self-regulation of community media through the Agreed Sengerema Principles of Community Broadcasting in Tanzania), as with Categories 3 and 4 of the MDIs (Availing a platform for community media to build capacity of its practitioners);
- This project will set a network of community media that provides for the platform to share knowledge, experiences and discuss the challenges they face;
- It will allow COMNETA members make joint decisions on the matters of their concern (law reform etc.);

- It will contribute to the training of members in community participation programmes that concern the communities, such as HIV/AIDS awareness, election reporting, community health, ethical reporting and overall objectives;
- It will assist a movement to ensure more transparency in registration and licensing of other community media, since these are challenging procedures. No wonder the development of community media in Tanzania still lags behind other categories of the media, although guaranteed in the African Broadcasting Charter.

#### **4. IMMEDIATE OBJECTIVES**

- Institutionalisation of the Community Media Network of Tanzania (COMNETA) as a movement to up-scale community media in Tanzania in a sustainable manner;
- Capacity-building of COMNETA leaders and members through 2 training opportunities will be focused on organizational management, election reporting and HIV/AIDS reporting, awareness raising and news treatment through community radio. The *Commonwealth of Learning* has already expressed readiness to work with COMNETA in developing resources for the training on HIV/AIDS through its *Learn Share* programme;
- Develop a comprehensive data base of community media in Tanzania;
- Organise two meetings to create a dialogue with the authorities and other media stakeholders on the challenges of community media and their role in national development.

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

- Establishment of a Community Media Network in Tanzania (COMNETA), a network which will be recognised by the authorities as a legal entity;
- Capacity of COMNETA leaders and members in organization management, HIV/AIDS reporting and election coverage built through two 5-day workshops;
- COMNETA strategic plan for 2010 – 2011 drafted and validated by its members;
- Official and recognised channels for a dialogue between COMNETA and the authorities.

#### **6. ACTIVITIES**

- Preparing COMNETA constitution;
- Registration and licence;
- Capacity-building of its members through 2 training sessions;
- COMNETA leadership capacity developed;
- Development of strategic and implementation plans.

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

- A legal and media expert consultant to be hired to draft the constitution;
- Communication facilities for discussions on the draft constitution;
- 2 facilitators for 2 training activities (experts from other old networks in East Africa and SADC region will be considered for experience-sharing purposes);
- Financial, human resources and time by MISA-TAN to coordinate and follow-up registration processes and COMNETA capacity-building programme ;
- A multimedia projector and pull down screen which will be kept for future COMNETA use. During the first meeting in Sengerema in May 2009, COMNETA members agreed to mobilise



funding for equipment (including a spare transmitter) which will be jointly used or hired by the community radio members. The multimedia projector and the portable screen will form part of the COMNETA equipment proposed.

- 10 voice recorders, one for each participant community radio to facilitate hands-on training. The voice recorders will be retained by the 10 community radios attending the training.

## 8. WORK PLAN

ACTIVITIES / MONTHS	1	2	3	4	5	6	7
Drafting of the constitution							
On-line discussions and validation of the draft constitution							
Registration and licensing of the network							
Setting up elected leadership							
2 organization capacity-building training events, and audience with the communication Regulator and other authorities for the promotion of community media							
Setting-up strategic and implementation plan							

## 9. INSTITUTIONAL FRAMEWORK

The Media Institute of Southern Africa, Tanzania Chapter (MISA-TAN) will coordinate all activities with the interim leadership of COMNETA and regular consultations with the UNESCO Dar es-Salaam Office.

## 10. SUSTAINABILITY

This project will build the capacity of COMNETA leadership to manage the network so as to sustain most of the new community media in Tanzania.

A legally institutionalised COMNETA will be able to mobilise funding to sustain its activities through membership fees and the Development Community in Tanzania.

A legally institutionalised COMNETA will provide a platform for the dialogue with the communication Regulator and other authorities towards the sustainability of community media in Tanzania.

A legally institutionalised COMNETA will lead to the inclusion of community media in Tanzania into various national policy review dialogues that impact on community media sustainability and development-related activities, such as the national plan on “*Agriculture first*”, HIV/AIDS, environmental matters etc.

## 11. FRAMEWORK OF MONITORING

The project will be monitored through quarterly meetings of MISA-TAN’s National Governing Council. The Board members will oversee its implementation from the beginning to the end. They will receive financial and narrative reports from each project activity.

## 12. EVALUATIONS CARRIED OUT

The need to set up COMNETA was reached after a meeting called by the Dar es-Salaam UNESCO Office during the Capacity-building Programme for the Media funded by the United Nations Communications Group in Tanzania in December 2008, where 6 community media unanimously voted to start the network, and elected their interim leadership on the same day.

COMNETA already exists as a network, with a vibrant discussion group connected with UNESCO Dar es-Salaam Office, the Kenya Network, the “Commonwealth of Learning”, the Tanzania Media Fund and MISA-TAN. The latter has taken the responsibility of being the custodian of COMNETA as it builds its capacity to stand alone.

COMNETA has already proved its capacity to function and work together. This was evidenced during the first training for COMNETA members coordinated and co-funded by the UNESCO, the Commonwealth of learning and MISA-TAN in May 2009.

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

The reports will be presented every six months, and final report after 12 months.

## C. ADDITIONAL INFORMATION

### Assistance provided by the IPDC in the past

PDC/3URT/29 350-URT-31	40,000	United Republic of Tanzania Development of News Agency	1982 - 1984
PDC/5URT/10 350-URT-51	50,000	Equipping of Regional Information Centres in Zanzibar	1985 - 1987
PDC/10URT/01 352-URT-01	75,000	Rehabilitation of Television Zanzibar (TVZ)	1990 - 1992
PDC/14URT/01 352-URT-41	50,000	Information and communication for development	1994 - 1996
PDC/15URT/01 352-URT-51	54,500	Training for the national television broadcasting	1995 - 1997
PDC/18URT/01 352-URT-81	45,000	Rehabilitation and extension of the Rural Press project	1998 - 1999
PDC/19URT/01 352-URT-91	40,000	Television Zanzibar information network	1999 - 2001
PDC/24URT/01 552URT5000 (FIT-Japan)	75,710	Capacity Building for Television TAIFA TVT	2004-2005
PDC/49 URT/01 354 URT 5053 (Co-financed by France)	30,000	JOURNALISM TRAINING CENTRE	2006-2007
PDC/51 URT/01 354 URT 5061	14,000	COMMUNITY RADIO FOR THE KARAGWE DISTRICT	2007-2008
PDC/52 URT/01 354 URT 5071	27,500	TANZANIA:“SPEAK WITH FREEDOM” TV TALK SHOWS	2008-2009
PDC/52 URT/02 354 URT 5072	24,200	TANZANIA:KYELA COMMUNITY INFORMATION ACCESS CENTRE (CMC)	2008-2009
PDC/53 URT/01 354 URT 5081	35,000	CAPACITY BUILDING FOR TV PRODUCTION TRAINING FOR SAUT UNIVERSITY TV	2009-2010
PDC/53 URT/02 354 URT 5082	30,000	PEMBA PRESS CLUB CAPACITY BUILDING PROJECT	2009-2010
<b>Total United Republic of Tanzania: US\$ 512,200+ US\$75,710 (FIT)</b>			

**D. BUDGET**

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

	Qty	Unit price	Total
Hiring consultant:			5 000
COMNETA registration process:			1 000
Facilitator air tickets (2 events):	2	900	1 800
Facilitator DSA (2 events):	10d.×2	100	2 000
Honoraria for 2 facilitators (2 events):	10 days	100	4 000
Round trip participants travel (2 events):	10 pers.	100	2 000
10 participants subsistence (2 events):	10 days	60	12 000
Participation of 2 community media in the training (2 events):	2	200	800
Lunches for 20 participants:	10 days	6	1 200
MISA programme officer air and road travel:	2	350	700
DSA for MISA programme officer:	12 days	125	1 500
Miscellaneous (2 events):			400
Voice recorders:	10	80	800
Multimedia projector:	1	1 200	1 200
Portable screen:	1	400	400
<b>TOTAL:</b>			<b><u>34 800</u></b>

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

2 national Governing Council meetings:	2 000
Production and distribution of reports:	1 000
Communications:	500
Staff costs:	6 000
<b>TOTAL:</b>	<b><u>9 500</u></b>

# TANZANIA

<b>A. PROJECT IDENTIFICATION</b>		
<b>1.</b>	<b>PROJECT TITLE</b>	<b>ESTABLISHMENT OF A CMC FOR THE PASTORAL POPULATION IN THE NGORONGORO DISTRICT</b>
<b>2.</b>	<b>NUMBER</b>	<b>IPDC/54 URT/02</b>
<b>3.</b>	<b>CATEGORY OF MASS MEDIA</b>	Community media
<b>4.</b>	<b>IPDC PRIORITY AREA</b>	Community media
<b>5.</b>	<b>SCOPE (NATIONAL, REGIONAL, INTERREGIONAL)</b>	National
<b>6.</b>	<b>TYPE OF ASSISTANCE REQUESTED</b>	Equipment, training
<b>7.</b>	<b>TOTAL COST OF PROJECT</b>	US\$ 39 900
<b>8.</b>	<b>AMOUNT REQUESTED FROM IPDC</b>	US\$ 27 800
<b>9.</b>	<b>BENEFICIARY BODY</b>	IrkiRamat Foundation (RAMAT) P.O.Box 16, Loliondo, Arusha Tel: +255786744663 e-mail: <a href="mailto:ramatfound@yahoo.co.uk">ramatfound@yahoo.co.uk</a> Contact: Mr. Yannick Ndoinyo, Executive Director
<b>10.</b>	<b>IMPLEMENTING OFFICE</b>	UNESCO Cluster Office, Mr. Al Amin Yusuph, Programme Officer P.O.Box 31473, Dar es-Salaam
<b>11.</b>	<b>PROJECT LOCATION</b>	Ololosokwan village, Loliondo Division P.O.Box 16, Loliondo, Arusha
<b>12.</b>	<b>PROJECT PREPARED BY</b>	Mr. Yannick Ndoinyo, RAMAT Executive Director <i>Advised by:</i> Mr. Al Amin Yusuph, UNESCO Cluster Office, Dar es-Salaam
<b>DECISION OF THE BUREAU</b>		

## **B. PRESENTATION**

### **1. PROJECT JUSTIFICATION**

Media of various types have developed in Tanzania but they concentrated in the main towns. There are several kinds of newspapers, TV and radio stations, but only a few community media. Only 4 are officially registered.

The project aims at establishing and operate a sustainable and comprehensive Community Multimedia Centre (CMC) serving the pastoral community in 14 villages in Ngorongoro district, where 70 000 people live, forming a media platform meeting local development needs. The aim is to increase the diversity of media in the country, and ensure access to information to the community and from the community to the Tanzanian leaders. This proposal seeks support to acquire equipment and provide initial training to the personnel who will operate the station.

The Ngorongoro district is highly remote and only accessible by road to a small town of Loliondo; therefore, the Masai pastoral population is extremely marginalized. The Masai do not have access to information that they can use to manage their daily lives. And being pastoralists, they are prone to changes in the livestock market, are not aware of the coming changes in climate or how to protect themselves from infectious and deadly diseases. In many cases, they do not participate in policy formulation or implementation, only learning about these when they have been passed. Also, the government has no way of ensuring that campaigns for eradication of diseases, economic policies and laws are being implemented and what is the response of the people. RAMAT is proposing to establish a Community Multimedia Centre to work as a channel providing information, creating awareness on livelihood and alerting the people on outbreaks and about government policies and laws. Above all, the radio will be used to promote good governance and enhance accountability of the community in environmental management, education and community resources.

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

The target group is the pastoral population in 14 villages in Ngorongoro district that has been excluded from the information flow and avenues for self-expression. The target group is in dire need of information, so that it can be aware of increasing changes in social, economic, political and cultural environment in the country and the means by which they can interact.

### **3. DEVELOPMENT OBJECTIVE**

This project seeks to establish a Community Multimedia Centre which will contribute to increasing diversity and plurality of media in Tanzania and enhance the capacities of pastoral communities to use media as a platform for building their livelihoods, government-community partnerships/dialogue and for democratic discourse. In this way, the community will have the opportunity to express their democratic values and freedom of speech. The Masai have co-existed with wildlife for a long time and their lands have highly contributed to the present day national parks like Serengeti and Ngorongoro world heritage sites (and biosphere reserve). As another development objective, the CMC will enhance the participation of the Masai in the conservation and preservation of these sites.

The project will support Category 2 of Media Development Indicators (MDI), which seeks to ensure the plurality and diversity of media, provision of level economic playing field and transparency of ownership.

#### **4. IMMEDIATE OBJECTIVES**

- A self-sustaining community multimedia centre capable of engaging community members in 15 villages in the Ngorongoro district in facilitating self-expression, sharing and accessing knowledge will be established within a 12-month period from the project inception;
- 10 volunteer centre operators, radio producers and multimedia centre operators working in Loliondo, will acquire skills and knowledge for digital editing techniques after having participated in a 2-week training course.

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

- 3 well-trained personnel with skills to operate the CMC;
- 7 well-trained volunteers who will work at the CMC;
- A complete Multimedia Centre with:
  - One 100W FM radio transmitter
  - Three computers
  - Power generator
  - VSAT Internet

#### **6. ACTIVITIES**

- 3-week training for the volunteers who will be operating the CMC;
- Acquisition of equipment to furnish the CMC (radio equipment, computers, power installation) so that it can operate at full capacity;
- Installation of the Centre (facilities and equipment);
- Establishing broadcasting partnership with TBC1, BBC, KBC, Radio Tumaini and Adventista. Partnerships on programme exchanges will also be established with other community radios and national partners such as HIV/AIDS, Malaria Social Marketing Companies, and the National Environmental Management Committee;
- Awareness-raising campaign to the community on the access, use, and participation in the management of the equipment and facilities of the Centre;
- Establishing working relationships with the Community Media Network of Tanzania and the Media Council of Tanzania.

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

- One trainer capable of training radio producers in digital production techniques and centre operators;
- 3 computers, 1 GB RAM, 250 GB Hard Disk drive, 3.5" Floppy Disk Drive, DVD-RW drive. We request the computers to be retained by the radio station to maintain the programme beyond the project period;
- Set of studio and transmission equipment for the 100 W FM station;
- Computer-based audio and news processing equipment;
- Power generator capable of running 6-8 hours daily;
- Printer, photocopy machine, telephone, fax machine;
- VSAT Internet access.

## 8. WORK PLAN

ACTIVITIES / MONTHS	1	2	3	4	5	6	7	8	9	10	11	12
Selection and purchase of equipment	■											
Selection of trainers and appointment of volunteers		■										
Installation of the equipment and facilities		■	■									
Preparation of programmes and schedules of the Centre			■	■								
Launching the operations					■	■						
Establishment of partnerships with other radio stations and stakeholders in the region								■	■	■	■	■
Start community training on the use of the Centre facilities								■	■			
Start of the operations and maintenance										■	■	■

## 9. INSTITUTIONAL FRAMEWORK

IrkiRamat Foundation (RAMAT) is a community-based organization established in 2004 and legally registered in 2005 with the government of Tanzania. RAMAT exists to empower and improve the livelihoods of the local communities in rural areas of Ngorongoro District, and to reduce poverty by providing skills through community education and rural enterprise development. RAMAT operates in Soit-Sambu Ward in three villages serving approximately 16 000 residents. However, this project will benefit some 70 000 people of 14 villages in Ngorongoro district; other RAMAT's projects serve about 16 000 people.

RAMAT has two categories of staff consisting of core and support staff: full-time, part-time and international development workers who collaborate with RAMAT as volunteers to advise, manage projects and raise funds.

## 10. SUSTAINABILITY

The Community Multimedia Centre will charge for the services it will provide, like commercial advertising, sponsorship, donations, fees for private announcements (made over the radio as '*the people's telephone*'). The Centre will link radio service and Multimedia Centre service as a way of generating revenue for the Centre. Also, sustainability is strengthened through institutional and social aspects of the CMC. It will establish, motivate and nurture the participation of the target community in its operations. The Centre will ensure that it has sufficient community support and positive political climate to its existence and growth. The Centre will build community support by contributing to social change and developing tools that the community can easily use. Revenue generated will be used to maintain the operations of the Centre.

## 11. FRAMEWORK OF MONITORING

RAMAT has designated the Media Council of Tanzania to carry out monitoring activities of this project.

## 12. EVALUATIONS CARRIED OUT

RAMAT has in 2008 undertaken *An Assessment of the Socio-Economic Status of Ololosokwan, Kirtalo and Soit-Sambu Villages in Ngorongoro District* to determine the status of socio-economic situation and figure out the community needs in the areas of education, gender, health, income

generation, decision-making and natural resources management. The specific aims of the survey were:

- To assess livelihoods and literacy status in three villages;
- To analyse community priorities, opportunities and actions for community activities in each livelihood and literacy activity;

The assessment has shown overall that the community and its diverse institutions have been engaging in an array of efforts to improve their livelihoods. There exists a gap in way and speed of information access and sharing. Then, its members remained poor and lived below poverty line. This project will implant and link communication facilities to enhancing rural development.

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

RAMAT has recruited Ms. Paine Makko to manage this project. She will be reporting on the progress and performance of the project. The Executive Director will have overall supervision of the project.

### **C. ADDITIONAL INFORMATION**

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

RAMAT has started the process of acquiring the broadcast license and permit for the CMC.

#### **Assistance sought other than IPDC**

RAMAT is writing additional grant proposals to other organizations through the District Commissioner’s office.

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

PDC/3URT/29 350-URT-31	40,000	United Republic of Tanzania Development of News Agency	1982 - 1984
PDC/5URT/10 350-URT-51	50,000	Equipping of Regional Information Centres in Zanzibar	1985 - 1987
PDC/10URT/01 352-URT-01	75,000	Rehabilitation of Television Zanzibar (TVZ)	1990 - 1992
PDC/14URT/01 352-URT-41	50,000	Information and communication for development	1994 - 1996
PDC/15URT/01 352-URT-51	54,500	Training for the national television broadcasting	1995 - 1997
PDC/18URT/01 352-URT-81	45,000	Rehabilitation and extension of the Rural Press project	1998 - 1999
PDC/19URT/01 352-URT-91	40,000	Television Zanzibar information network	1999 - 2001
PDC/24URT/01 552URT5000 (FIT-Japan)	75,710	Capacity Building for Television TAIFA TVT	2004-2005
PDC/49 URT/01 354 URT 5053 (Co-financed by France)	30,000	JOURNALISM TRAINING CENTRE	2006-2007
PDC/51 URT/01 354 URT 5061	14,000	COMMUNITY RADIO FOR THE KARAGWE DISTRICT	2007-2008



PDC/52 URT/01 354 URT 5071	27,500	TANZANIA:“SPEAK WITH FREEDOM” TV TALK SHOWS	2008-2009
PDC/52 URT/02 354 URT 5072	24,200	TANZANIA:KYELA COMMUNITY INFORMATION ACCESS CENTRE (CMC)	2008-2009
PDC/53 URT/01 354 URT 5081	35,000	CAPACITY BUILDING FOR TV PRODUCTION TRAINING FOR SAUT UNIVERSITY TV	2009-2010
PDC/53 URT/02 354 URT 5082	30,000	PEMBA PRESS CLUB CAPACITY BUILDING PROJECT	2009-2010
<b>Total United Republic of Tanzania: US\$ 512,200+ US\$75,710 (FIT)</b>			

#### D. BUDGET

<b>BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)</b>			
<i>Equipment</i>	Qty	Unit price	Total
Complete fixed radio station: Production control desk, CD/MP3 player, patch panel with XLR connectors, monitor speakers, TF(S)-100 100 W stereo transmitter, 100 m coaxial cable, RFS SL1 dipole antenna, 2 Shure microphones, with stands and cables, portable digital audio recorder, accessories:	1	12 000	12 000
Dell <i>Optiplex</i> 760 computers, with Pentium Dual Core, 250 GB HD, 1GB RAM, floppy disk drive, DVD-RW drive, 17” TFT screen, 10/100/1000 GB Network interface, pre-installed Windows XP Pro licensed SP2:	3	900	2 700
Hewlett Packard M1319F multifunction printer:	1	400	400
Dell 1209S DLP projector:	1	950	950
Installation of iWay Satellite Internet system:	1	4 800	4 800
Training for centre operators:	1	4 000	4 000
Telephone connection:	1	150	150
Fax machine:	1	500	500
Power generator:	1	2 300	2 300
<b><u>TOTAL:</u></b>			<b><u>27 800</u></b>

<b>BREAKDOWN OF THE BENEFICIARY'S CONTRIBUTION</b>			
<b>(in US dollars)</b>			
	Qty	Unit price	Total
Staff costs (3 persons):	4 months	150	1 800
Project coordinator:	4 months	150	600
Communications:	4 months	150	600
Renovation of the studio and station building:	1	2 000	2 000
Vehicle maintenance and local transport:	4 months	300	1 200
Locally manufactured antenna anchored mast :			3 200
Transport for materials:			1 500
Project reporting:	12 months	100	1 200
<b><u>TOTAL :</u></b>			<b><u>12 100</u></b>

# TOGO

<b>A. PROJECT IDENTIFICATION</b>		
<b>1.</b>	<b>PROJECT TITLE</b>	<b>STRENGTHENING THE RESOURCES OF THE CULTURAL AND SPORTS MAGAZINE “ KYRIELLE ”</b>
<b>2.</b>	<b>NUMBER</b>	<b>IPDC/54 TOG/01</b>
<b>3.</b>	<b>CATEGORY OF MASS MEDIA</b>	Print media
<b>4.</b>	<b>IPDC PRIORITY AREA</b>	Development of human resources ; Promotion of freedom of expression and pluralism
<b>5.</b>	<b>SCOPE</b> (NATIONAL, REGIONAL, INTERREGIONAL)	National
<b>6.</b>	<b>TYPE OF ASSISTANCE REQUESTED</b>	Reinforcement of production resources
<b>7.</b>	<b>TOTAL COST OF PROJECT</b>	US\$ 47,600
<b>8.</b>	<b>AMOUNT REQUESTED FROM IPDC</b>	US\$ 37,500
<b>9.</b>	<b>PROJECT BENEFICIARY</b>	Magazine KYRIELLE
<b>10.</b>	<b>IMPLEMENTING BODY</b>	Magazine KYRIELLE 893, rue 19 Saint Joseph, Lomé Quartier Super Taco 01 BP : 450 Lomé Tél : 00228 235 77 71/853 80 81 E-mail : credote@yahoo.fr
<b>11.</b>	<b>PROJECT LOCATION</b>	Lomé
<b>12.</b>	<b>PROJECT PREPARED BY</b>	Mr Adje K. Crédo TETTEH, Publication Director of the magazine KYRIELLE
<b>DECISION OF THE BUREAU</b>		

## **B. PRESENTATION**

### **1. PROJECT JUSTIFICATION**

The independent press of Togo has come a long way since the process of democratization since 1990. Despite obstacles to press freedom and intimidation, it plays a very important role in the strengthening the democratic process in the country. Togo, thanks to the European Union and its external partners, has paved the way for the development of a state based on the rule of law. Currently, the country boasts a hundred or so newspapers, a dozen television stations and around 70 commercial and community radio stations.

Unfortunately, contrary to the development of the country's political situation, that of journalists is mainly characterized by a lack of training and extremely difficult working conditions, due to inadequate means. The major problem is to increase the capacity of press organisations and companies, and to improve the training of journalists.

Although one of its prime functions is to inform, to educate and to entertain, while delivering confirmed and useful information, KYRIELLE, being short of adequate resources, is unable to satisfy the need to reinforce the capacity of its journalists.

Faced with this situation, KYRIELLE firmly believes that it is important to reinforce its capacity and to create a workplace that encourages its journalists to play their role in the consolidation of democracy in our country.

After having prioritized its needs (lack of production resources, financial commitments to honor for printing and distribution, etc.), KYRIELLE proposes to strengthen its organizational capacity in order to respond to these new situations and to be able to offer to its journalists and editors better working conditions.

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

The groups which will benefit from this project are, above all, the magazine and its editorial staff, and consequently, its readership, which will enjoy more information of quality on subjects of interest to them.

### **3. DEVELOPMENT OBJECTIVE**

To reinforce the organizational capacity of the magazine, and to provide it with adequate resources worthy of a true media outlet.

### **4. IMMEDIATE OBJECTIVES**

By strengthening the resources of the magazine KYRIELLE, the project will contribute to the emergence of a strong and independent press. It will be a cultural and sports magazine produced by young people for young people, addressing issues affecting their daily experience.

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

A management team which is better trained in the running of a press enterprise and the development of good interpersonal relations. KYRIELLE, as a cultural and sports magazine, will have more resources at its disposal to produce future issues and to create better working conditions for its editorial staff.

**6. ACTIVITIES**

Acquire the following equipment: 5 recorders for field reports; 5 computers for editing articles, archiving and magazine graphics; 3 printers, and 5 uninterruptible power supply units.

**7. PROJECT INPUTS**

A management team which is better trained in the running of a press enterprise and the development of good interpersonal relations.

**8. WORK PLAN**

ACTIVITIES / MONTH	1	2	3	4	5	6	7	8	9	10	11	12
Purchase of equipment												
Installation of equipment												
Commitments to the printing works												
Distribution costs												
Consultations on the transformation into a real press enterprise (hiring of larger offices, fitting out of offices, security etc.)												
Office supplies												

**9. INSTITUTIONAL FRAMEWORK**

The cultural and sports magazine, KYRIELLE, was founded in 1999 by the cultural journalist A. K. Crédo TETTEH. It is the product of a team of young journalism graduates who, very soon after completing their studies, felt the need to take their future into their own hands. The person with everyday responsibility for KYRIELLE is its Publications Director, who is also the owner of the magazine. Income is generated through advertising and sales. The accounts of the magazine are established according to international standards by an accountant under the supervision of the Publications Director.

The committee will hold weekly meetings to discuss project-related matters, and to plan and implement the project activities. To ensure the success of the project, we plan to seek the advice of communications and management experts. For the implementation of the project activities, the Publications Director will establish a collaborative relationship with the UNESCO Regional Office in Dakar.

**10. SUSTAINABILITY**

By strengthening its capacity, the magazine KYRIELLE will be able to fully assume its role in society. This project will contribute to the professionalization of its editorial staff and to better working conditions.

**11. FRAMEWORK OF MONITORING**

The project will be monitored by the two partners involved, i.e., UNESCO Regional Office in Dakar and the KYRIELLE management team in Lomé. Activity reports will be regularly submitted to BREDA.

## 12. EVALUATION

KYRIELLE enjoys very good partner relationships with established structures such as PSI/Togo and CAFRAM.

## 13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING

Activity reports will be drawn up in accordance with a work plan submitted to the UNESCO Regional Office. A final report at the end of the project will show the extent to which the immediate objective has been attained.

The various reports will be produced by KYRIELLE and submitted to BREDA by the Publications Director.

### C. ADDITIONAL INFORMATION

#### Preliminary activities

Preliminary activities consisted of several debates among the magazine's editorial staff to determine priorities for the strengthening of resources.

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

PDC/6TOG/01 350-TOG-61	60,000	Togo	1985 - 1988
		Development of the National Press Agency	
PDC/8TOG/01 350-TOG-81	30,000	Revival of Radio Kara	1988 - 1991
PDC/17TOG/01 350-TOG-71	40,000	Multimedia Training Project for Journalists and Technicians	1997 - 1998
PDC/21 TOG/02 353TOG5011	10,000	Project in support of training courses for Togolese journalists at the Journalism Centre of Lomé	2003 -2004
PDC/53 TOG/01 354 URT 5081	25,000	RENFORCEMENT DES CAPACITES DES PROFESSIONNELS DES MEDIAS SUR LES BONNES PRATIQUES DU JOURNALISME	2009-2010
		Total Togo: US\$ 165,000	

**BUDGET**

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

<i>Equipment</i>	Qty	Unit price	Total
Laptop/Mini computers:	2	1 800	3 600
Desktop computers with flat screen:	3	1 500	4 500
Recorders:	5	260	1 300
Laser printers:	2	600	1 200
Ink jet printers:	1	300	300
Photocopier:	1	3 500	3 500
Scanners:	2	300	600
<b><i>Training</i></b>			
Mastering Desktop publishing (DTP):	3 pers.	1 000	3 000
Creation and running of a Website:	3 pers.	1 500	4 500
2 training seminars on editorial techniques (venue, trainers, living expenses, pedagogical material) for 15 journalists:			10 000
2 training seminars on company management techniques (venue, trainers, living expenses, pedagogical material) for 15 journalists:			5 000
<b><u>TOTAL :</u></b>			<b><u>37 500</u></b>

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

Personnel (6 employees × 12 months):	7 200
Distribution costs:	300
Ink and toner for printers:	600
Miscellaneous:	2 000
<b><u>TOTAL :</u></b>	
	<b><u>10 100</u></b>

## ZAMBIA

<b>A. PROJECT IDENTIFICATION</b>		
<b>1.</b>	<b>PROJECT TITLE</b>	<b>ESTABLISHMENT OF THE KWENJE COMMUNITY RADIO</b>
<b>2.</b>	<b>NUMBER</b>	<b>IPDC/54 ZAM/01</b>
<b>3.</b>	<b>CATEGORY OF MASS MEDIA</b>	Radio
<b>4.</b>	<b>IPDC PRIORITY AREA</b>	Community media
<b>5.</b>	<b>SCOPE (NATIONAL, REGIONAL, INTERREGIONAL)</b>	National
<b>6.</b>	<b>TYPE OF ASSISTANCE REQUESTED</b>	Equipment
<b>7.</b>	<b>TOTAL COST OF PROJECT</b>	US\$ 30,900
<b>8.</b>	<b>AMOUNT REQUESTED FROM IPDC</b>	US\$ 21,400
<b>9.</b>	<b>BENEFICIARY BODY</b>	Kwenje Community Radio C/o Chama District Community P.O. Box 540003, Chama
<b>10.</b>	<b>IMPLEMENTING OFFICE</b>	UNESCO Harare Office
<b>11.</b>	<b>PROJECT LOCATION</b>	Chama District
<b>12.</b>	<b>PROJECT PREPARED BY</b>	
<b>DECISION OF THE BUREAU</b>		



## **B. PRESENTATION**

### **1. PROJECT JUSTIFICATION**

The Chama district is far away (*more than 330 km*) from Lusaka, Zambia's capital city where the media industries and institutions are located. The national radio signal barely reaches this province and newspapers: monthlies, weeklies and dailies are a rarity. Most of the citizens of this area end up listening to Malawian radio, even reading newspapers from the same country, which is not ideal for the building of a national identity.

The illiteracy rate is very high because of the long distances to schools and the natural barriers like hills and rivers, which lead pupils to drop out of school. Besides, the very few schools are also too crowded, which appears dissuasive even for the most enthusiastic learners. The overall population is also vulnerable to malnutrition and other diseases. Coupled with HIV/AIDS, it all results in a rise in orphan population, especially orphaned-child headed households. Issues of public health such as environmental degradation and sanitation and a high prevalence of HIV and malaria are some of the areas in which the people have insufficient information.

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

The beneficiary of the project is the rural Chama District, which is considered as the least developed in the Province. The majority of the people subsist on less than \$ 1 a day. Most of the population lives in villages and hamlets dotting the district and receive little government support. It is obvious that the people of Chama lack of access to information due to their remote and rural location, and this situation impacts everything in the district.

### **3. DEVELOPMENT OBJECTIVE**

The project seeks to empower the people of Chama by providing them with a means of communication that would enable them to speak out and be heard, to engage in a dialogue about their living conditions and defend their cultural and linguistic diversity. It aims at contributing to human rights education by promoting freedom of expression through the development of media-centred interactive programmes, with a programme schedule compiled around rights and responsibilities of both men and women of the Chama district.

### **4. IMMEDIATE OBJECTIVES**

- To establish a fully operational democratically run community radio in Eastern Zambia's Chama District promoting social and development goals, human and political rights of rural marginalised men, women and the youth, and particularly the right to freedom of expression;
- To broadcast programmes on health, HIV/Aids, agriculture and education, elaborated by community production units after the training of production and technical staff;
- To contribute to human rights education and to the promotion of the culture of citizenship and sense of belonging;
- To create a platform for a dialogue accessible to women, mainly the illiterate, and to the unemployed youth peasant farmers living in the most remote parts of the Chama district.

### **5. PROJECT OUTPUTS**

- 8 trained programme producers and presenters, 2 technicians and 5 clerks;

- A democratically run well equipped operational community radio station capable of reaching the whole Chama District.

## **6. ACTIVITIES**

- Technical feasibility study;
- Renovation and refurbishment of the building;
- Power and water connection;
- Soundproofing of the studio;
- Training of programme producers and technical staff;
- Training of supervisor Board members.

## **7. PROJECT INPUTS**

- Local training in programme production for reporters, producers and technicians;
- Purchase of field, studio and transmitting equipment.

## **8. WORK PLAN (2010)**

- 1<sup>st</sup> quarter: Updating the technical feasibility study;
- 2<sup>nd</sup> quarter: Renovation and refurbishment of the building, provision of electricity and water;
- 3<sup>rd</sup> quarter: Training of programme production volunteers and technical staff;
- 4<sup>th</sup> quarter: Ordering field, studio and transmission equipment; application for the broadcasting licence. *Quarter Radio* goes on air.

## **9. INSTITUTIONAL FRAMEWORK**

- The Chama District Council has committed itself to assist with the establishment of the station by providing a building to that end;
- Through one of its Committees, it has facilitated the election of a radio Management Committee that will run the radio as well as supervise the management and staff.

## **10. SUSTAINABILITY**

Given the scarcity of information in the province, by providing high quality programmes with a flexible programming, the station should be able to win over the whole population of the province. It will then be possible to attract advertisers that, in turn, should enable the radio to generate income. *Quarter Radio* should also be able to broadcast programmes of NGOs that have started moving in the area, and thus be able to increase its revenue base income. A University of Zambia consultant who undertook an initial technical evaluation of the project stated that the radio has an enormous potential to generate advertising revenue, not only from Zambia but also from the neighbouring Malawi.

## **11. FRAMEWORK OF MONITORING**

The National Media Institute of Southern Africa (ZAMISA), which is the local chapter of the Media Institute of Southern Africa (MISA), the UNESCO Harare Cluster Office and the Zambia National Commission for UNESCO will monitor the implementation of the project.

## 12. EVALUATIONS CARRIED OUT

A consultant from the University of Zambia Department of Journalism and Mass Communication undertook a technical feasibility study of the project. In his conclusions, he noted among other matters the following:

- The readiness of the community to establish the radio as evidenced by the availability of a building;
- The Communications Authority of Zambia has formally stated its readiness to approve a community broadcasting license for the station;
- The radio will really satisfy the communication and information needs of this rural, a poor district of Eastern Zambia, since it will be broadcasting in the local rather than national languages.

## 13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING

The Zambia National Commission for UNESCO will report to UNESCO Harare every four months, and submit a comprehensive report in the 12<sup>th</sup> month of the project. Mrs. Nondo Chilonga, Senior Programme Officer, will prepare and submit the reports.

### C. ADDITIONAL INFORMATION

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

PDC/6ZAM/01 350-ZAM-61	60,000	Zambia School of Mass Communication	1985 - 1988
PDC/14ZAM/01 352-ZAM-41	50,000	Computer equipment for type-setting local vernacular newsletters	1994 - 1997
PDC/15ZAM/01 352-ZAM-51	65,000	Mobile video projection units	1995 - 1997
PDC/18ZAM/01 352-ZAM-81	55,000	Rural Media Centre/ Community radio	1998 - 1999
PDC/20ZAM/01 353-ZAM-01	55,000	Computerization of Zambia National Broadcasting Corporation Newsroom	2000 - 2003
PDC/23 ZAM/02 354 ZAM 5031	22,000	Mkushi Community Radio Station	2004 - 2005
PDC/49 ZAM/01 354 ZAM 5051	20,000	CAPACITY BUILDING OF A CHILDREN'S NEWS ROOM	2006 - 2007
PDC51 ZAM/01 354 ZAM 5061	20,000	CAPACITY BUILDING OF A CHILDREN'S NEWS ROOM	2007-2008
PDC52 ZAM/01 354 ZAM 5071	24,200	ZAMBIA: TRAINING IN NEW COMMUNICATION TECHNOLOGIES FOR THE COMMUNITY RADIO STATIONS	2008-2009
PDC53 ZAM/01 354 ZAM 5081	16,000	ESTABLISHMENT OF SAMFYA COMMUNITY RADIO STATION	2009-2010
<b>Total Zambia: US\$ 366,200</b>			

## D. BUDGET

<b>BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)</b>			
<i><b>Transmitter</b></i>	Qty	Unit price	Total
500 W stereo FM transmitter;	1	5 970	5 970
Dipole transmitter antenna:	1	550	550
Feeder cable:	50 m	9	450
Connectors:	2	40	80
Earthing kits:	2	45	90
Weatherproofing kit:			50
Miscellaneous hardware items:			500
<i><b>Studio and field production equipment</b></i>			
Studio 12-channel audio console:	1	1 850	1 850
Announcer microphones with stands:	2	800	1 600
Guest microphones with stands:	3	340	1020
Microphone processor:	1	370	370
Headphone amplifier:	1	240	240
Headphones:	4	50	200
Computer for audio processing with 17" monitor:	1	850	850
CD players:	2	560	1 120
Pairs of monitor speakers with built-in amplifiers:	2	750	1 500
"On air" lights:	2	280	560
Production mixing console:	1	550	550
Workstation computer Windows XP with 17" monitor:	1	850	850
Air / road freight and insurance to Lusaka:			3 000
<b><u>TOTAL:</u></b>			<b><u>21 400</u></b>

<b>BREAKDOWN OF THE BENEFICIARY'S CONTRIBUTION (in US dollars)</b>	
Technical report:	4 000
Renovation of existing structure:	1 500
Installation of transmission equipment:	1 000
Installation of production equipment:	1 000
Operational charges (one year):	2 000
<b><u>TOTAL:</u></b>	
	<b><u>9 500</u></b>