

PUBLISHED APRIL 2009

DEVELOPMENT OF MEDIA, MEDIA FOR DEVELOPMENT

Touching more and more lives every day | INFORMOTRAC programme goes from strength to strength **2** **Beyond sporting**

glitz and glamour | Equipping journalists to tell the story behind the story **3** **Fairness and balance as the bullets fly** |

Organisation strengthening in Georgia, Rwanda and Colombia **4** **Goodbye classroom, hello internet cafe** | Interactive media

course for young people in Tanzania **4** **It's good to talk** | Central American debates on democracy, openness and the media **5**

What is next for media in development? | Future Search conference on media and development **8** **Plus more RNTC news**

from Nicaragua, Brazil, Colombia, India, Tibet, Sudan, Costa Rica, El Salvador, Vietnam, Honduras, Tanzania, South Africa





INFORMOTRAC: touching more and more lives every day

Expanded INFORMOTRAC programme goes from strength to strength, providing training for nearly 1,400 people from 68 community radio stations in six countries



2008 was a good year for INFORMOTRAC. In Guinea, for example, training and the supply of telephone hybrids [mobile phones with audio recording capabilities], enabled local radio stations to introduce pro-

grammes that involve the community. In Liberia, the coverage provided by the 10 beneficiary radio stations was in some cases quadrupled thanks to the installation of more powerful transmitters. And in DR Congo, community radio stations are playing a crucial role in conflict resolution and peace building.

A real-world difference

Ultimately, it is the impact on local communities that matters most, and INFORMOTRAC succeeds in enhancing freedom of expression and involvement. Radio Kasumay and Radio Queiele in Guinea-Bissau, for example, raised people's concerns about corrupt government officials; Senegal's Radio Awagna focused on the post-conflict development of civil society and peace building in the Casamance region;

and Radio Bintumani focused on issues to do with education in Sierra Leone. Thanks to modern equipment and training, recording, reporting and interviewing by phone in the studio or direct from a distant location have become a reality for the stations involved. The stations can serve their listeners better because their performance has been improved and their equipment supplemented.

Partner organisations: Libera Media Centre; Réseau des Radios et Revues Rurales de Guinée; Réseau des Médias Associatifs et Communautaires du Bas Congo; INFORMOTRAC Senegal; INFORMOTRAC Sierra Leone; INFORMOTRAC Guinée Bissau plus 62 community radio stations

Vision and mission | SOCIAL POVERTY AND MEDIA

RNTC views social poverty – the inability of hundreds of millions of people to access information, education, health care or political power – as an important factor behind dependency and social exclusion in developing countries and countries in transition. You cannot reduce poverty, resolve conflicts, build peace, foster diversity or further citizen participation unless steps are taken to involve ordinary people. While governments have a clear role in this,

media can play a significant part in supporting social progress and economic and political development. Media can inform and educate people so they can make informed decisions that help improve their lives. Media can offer a platform for dialogue and debate. Media can help foster social cohesion and bridge gaps between social groups.

And media can support the creation of an environment in which accountability is promoted and corruption counteracted. We want to see this happen – and do all we can to help. Set up in 1968, RNTC is today an internationally recognised centre of excellence in media, education and development. Our mission is simply to build media capabilities and foster the use of media for development.



Radio sales jump after Darfuri station launches

SUDAN: The price of short-wave radios jumped 50% within weeks of the launch of Radio Dabanga, the first source of independent news and information for people in the war-torn Darfur region of Sudan. Radio Dabanga is a project of the Radio Darfur Network, a coalition of Sudanese journalists and international development organisations. The station is operated and facilitated by Press Now.

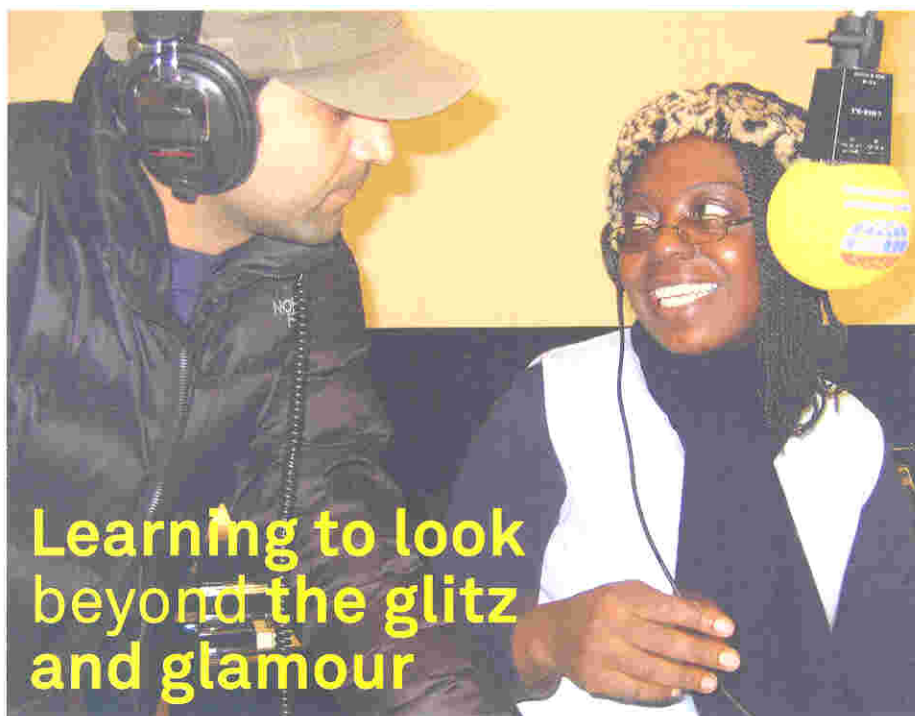
Feedback on the station's website (www.radiodabanga.org) has been overwhelmingly positive thanks to its independent stance and the fact that Radio Dabanga's broadcasts are available in the main Darfuri languages. "I hope and [feel] sure Radio Dabanga will 'return a voice to the people of Darfur,'" one person wrote. "I am extremely delighted that our people in their villages, valleys

and camps will be able to listen to the local and international news and information in their own languages." Before going live, in December last year, RNTC and Press Now organised training for the Radio Dabanga editorial board. The nine participants, all Sudanese, came from very different ethnic backgrounds and most had no previous experience with radio journalism.

The training focused on both technical and ethical issues, ranging from recording, digital editing, production and programme formats to themes like balanced journalism, impartiality, and distinguishing facts from opinions.

Partner Organisation: Press Now

Sport and Society course equips broadcast journalists to tell the story behind the story



Learning to look beyond the glitz and glamour

In a world where success on the field, in the pool, on the track or behind the wheel is often used to rouse national pride and demonstrate power and influence, sport can sometimes seem like an extension of politics.

Yet there is another side to sport – its potential for furthering development. Sport often provides a mirror for bigger issues such as drugs, corruption, social inclusion, exclusion and "them" versus "us". These are all typical development issues. But just because sport can foster development doesn't mean that it will. It first requires journalists to see sport in broader terms than is usually the case. And to be prepared to challenge the commercial interests, the political interests, the lobbyists and PR machines that control the sports industry.

Source of inspiration

Last year's "International Course Broadcast Journalism" enabled 21 radio and television journalists from 14 coun-

Sport often provides a mirror for typical developmental issues

tries to explore the issues and challenges involved. The participants, from Afghanistan, Bhutan, Ethiopia, Ghana,



India, Indonesia, Kenya, Nepal, Nigeria, Uganda, South Africa, Tanzania, Zambia and Zimbabwe, all received a Netherlands Fellowship Programme grant to attend. The objective of the twelve-week course in Hilversum was to strengthen the capacity of journalists and organisations to report on issues to do with sport and society. Just as importantly, it inspired the participants to get out there and tell the story behind the story. One participant said that it had "reawakened a desire in me to go and tell the hidden stories of the less privileged, the successful, the old, the role of sport in society – its merits and its evils".

Broad scope

In workshops and assignments, the participants focused on issues to do with sport and society, on the role of the media in paying attention to them, and on the knowledge and skills required for effective broadcast journalism coverage of sport and society issues. For their final assignments, the participants worked in radio or TV editorial teams to produce studio-based sports magazine programmes and internet stories. This was the first RNTC International Course Broadcast Journalism to take sport and society as its theme. It proved a rich theme to be explored in both the practical assignments and in the sessions and discussions about the way in which journalists cover sport and issues to do with sport, social cohesion and development.

Striving for fairness and balance as the bullets fly

Organisation strengthening builds training capabilities in Georgia, Rwanda and Colombia

For people in the Caucasus region, last year's war between Georgia and Russia was as shocking as it was unexpected. For the Georgian participants on an RNTC course "News and Current Affairs" in Tbilisi, it was all that and more – a chance to experience in the extreme the pressures and issues they had just been exploring. The war broke out just as the 24 Georgian media professionals finished the first part of the two-part GIEBTA course (Georgian Initiative for the Enhancement of Broadcast Training Activities). The goal of the three-year programme is to improve journalism training in Georgia. Traditionally, this has been very theoretical. In contrast, the RNTC approach focuses on practical skills and ethical issues like fairness and balance.

When, after hostilities were over, the group returned for the second part of the course, they decided to include Georgian war coverage into their training programme to illustrate the difference between objective and biased coverage. In particular, they noted how word-choice – describing a group as "rebels", for example – or the choice of images can transform "news" into propaganda.

Trickle-down effect

While Georgia was hitting the headlines, in Rwanda, RNTC was helping to train trainers from Rwanda, Burundi and the Democratic Republic of Congo. The one-year Great Lakes Media Centre project aimed to improve the quality and reliability of news and information in these countries, where journalists generally have no formal training and face pressure to accept bribes because they receive little or no pay. The course covered three

themes: training skills, professional journalism and curriculum development. The direct beneficiaries were two educational centres, the Great Lakes Media Centre and the School of Journalism, both in Rwanda, and seven radio stations in Rwanda, Burundi and the Democratic Republic of Congo. The trickle-down effect of the training materials developed by the participants should benefit several hundred student journalists a year.



New strategic plan

In Colombia, the three-year project to strengthen the Fundación Nuevo Periodismo Iberoamericano, a journalists' training and networking foundation created by writer Gabriel García Márquez, made significant progress last year. This included defining a new strategic plan and marketing strategy, defining improvement processes, and providing administrative and financial training to FNPI members.

Partner organisations: (Georgia) Media Development Centre, Bulgaria; and Internews Georgia; (Rwanda) Great Lakes Media Centre; (Colombia) Fundación Nuevo Periodismo Iberoamericano, Universidad de los Andes



Goodbye classroom, hello internet cafe

Interactive media course helps young Tanzanians develop independent media

It's not often that an RNTC course involves renting an internet cafe. But when the topic is new media, and internet access is limited, you have to go where the resources are. It proved no problem for the 11 participants from YOMnet (Young People's Media Network of Tanzania), who were taking part in the RNTC course on new media. The course – "Building capacity of young people working in media" – focused on strengthening the capabilities of young people who work in the Tanzanian media, and

and students involved in the media.

The RNTC course had two aspects; interactive new media training and "coach your colleague" training. The new media training involved teaching the participants how to create their own weblogs and post articles,



Participants learned how to create media channels independently

videos and photos online so they can create new media channels independently and at no cost, apart from the cost of internet access.

In the second part of the course, the participants developed three ready-to-use courses. The idea of these is to help the participants coach other young people in how to use the internet and interactive media. They were very excited about developing their new skills, and they really enjoyed learning what they can do.



furthering the capacity of YOMnet to reach its goals. YOMnet, whose members range in age from 15 to 25, is run by and for young people and children in Tanzania. YOMnet brings together young people working in radio, TV and newspapers so they have a stronger voice regarding media owners, and more say in what they do. It also aims to get more young people

A shop full of ideas for educational outreach

VIETNAM: How do you reach marginalised audiences like children, young people and women? And supposing you do, how do you then get them interested in development issues? Those were the questions at the heart of a vibrant and inspiring RNTC refresher course, last year.

The course, "Using Educational Media to Engage Young People and Women in

Development", was organised by Radio Voice of Vietnam and RNTC and had some 20 radio and television programme makers from 10 Asian countries. Seventeen of the participants were graduates of earlier RNTC courses. The mix of backgrounds (Bhutan, China, India, Indonesia, Mauritius, Nepal, Papua New Guinea, The Philippines, Seychelles and Vietnam were all represented) ensured a dynamic mix that generated a wide range of insights. As one participant described it: "It was like shopping...for ideas".

Partner organisation: Radio Voice of Vietnam.



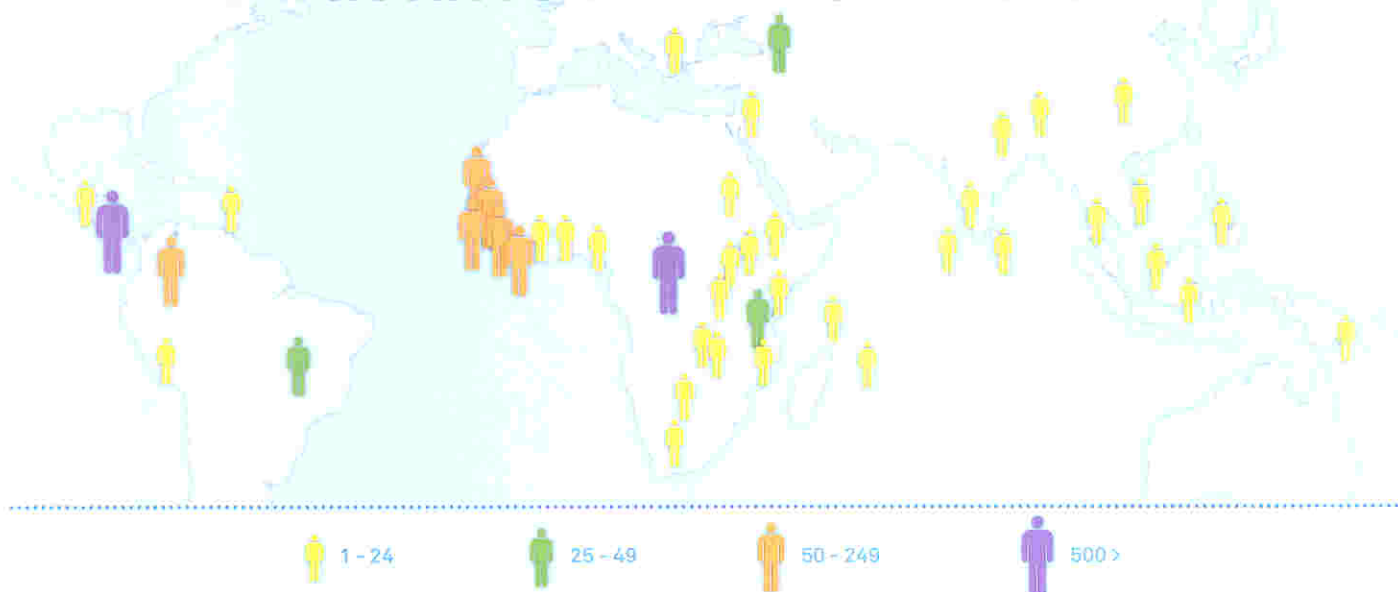
The participants received certificates from Vice-President of Radio Voice of Vietnam and former RNTC course participant Ms Hoàng Minh Nguyệt.

Learning by doing

DEVELOPMENT THROUGH INVOLVEMENT

RNTC's development activities focus on the role media play in improving the lives of the people in developing countries. RNTC believes in participatory approaches. Consultation and close cooperation with those involved is essential if the needs and priorities of local partners and target groups are to be identified correctly. We involve clients and partners in every aspect of a programme: from design through development to implementation. By working closely together, we ensure that what we do will be effective. The same philosophy underpins our approach to teaching and learning. The RNTC methodology combines theory with practice because research shows that most adults learn best when the teaching is hands-on, that is, actively participating in a given situation or scenario, rather than passively following a series of lectures. When people discover things for themselves, rather than being instructed in something, they can relate to what they learn. This makes it easier for them to apply what they have learned in real life situations and to transfer it to others.

NUMBER OF PEOPLE INVOLVED IN RNTC TRAINING IN 2008



It's good to talk

"Media for Development" debates support capacity-building and greater openness in Central America

Two programmes that brought together politicians, NGOs, civil servants and the media are helping to strengthen democracy and build greater understanding and trust in Central America. The programmes, one in Nicaragua and the other involving a number of Central American countries and the Dominican Republic, were run last year and initiated by NIMD. Though separate, they shared a common aim of fostering dialogue between a range of partners. They enabled a valuable exchange between politicians, journalists and experts from Central America.

Building trust

The Nicaraguan "Debates on Democracy, Social Cohesion and Regional Integration" brought together some 600 representatives from political parties, civil associations, academic centres, commercial enterprises and other organisations. The idea behind the 10-meeting programme was to stimulate social and political dialogue in a country where public debate is scarce, relations between politicians and media are tense, and there is a general lack of information about public affairs and limited civil participation in politics.



RNTC-Latin America's support ranged from identifying themes and speakers for the meetings to producing a radio series on democracy, social cohesion and regional integration, and creating a network

The idea was to stimulate social and political dialogue in a country where public debate is scarce

of print and broadcast media in Central America. RNTC-LA also supported the creation of audio and video reports derived from the debates. These will serve as both a training manual and contribute to fostering the perception that there is a shared history regarding democracy and political parties in Nicaragua.

Reform agenda

The other programme, "Media, Politics and Democracy in Central America and

the Dominican Republic", brought together politicians, media professionals and researchers from Costa Rica, El Salvador, Guatemala, Honduras, Nicaragua, Panama and the Dominican Republic with the aim of improving relations between the media and politicians in the region. During the seminars, the participants discussed democracy and freedom of information in their countries and exchanged views and experiences. The seminars concluded with a joint agenda for reform that was discussed during the final seminar in Guatemala.

RNTC-LA's involvement included conceiving and implementing an international seminar and five national meetings, researching the state of democracy, the media and the role of political parties in each participating country, organising and promoting five public debates and producing a related radio series.

Partner organisation: Netherlands Institute for Multiparty Democracy

2008 in brief

First digital congress

COSTA RICA: The first Central American and Caribbean Congress on Digital Communication and Transmission proved a big hit, with some 760 people taking part. The congress, which sought to explore the future of digital media in the region, consisted of four conferences and 10 workshops.

Partner organisation: Instituto Nacional de Aprendizaje

Journalist training for leading site

EL SALVADOR: Digital news and current affairs site El Faro asked RNTC-Latin America to help them strengthen the skills

of their journalists. Special RNTC-LA workshops focused on technical skills, including podcasting, and journalistic principles such as the free flow of information and freedom of expression. El Faro has some 50,000 subscribers in El Salvador. Partner organisation: Fides Foundation/Unidoc

Youth TV training

SOUTH AFRICA: Suppose you could make any kind of youth TV show you wanted, what would it be? That was the challenge thrown at 17 young, programme makers in the RNTC's "Community Television Basics – Pilot Youth Training & Assessment" course in Cape Town. The course included training plus planning and evaluation meetings with staff from Cape

Town Community Television Collective. The participants aim to broadcast their first show in April, this year.

Partner organisation: Cape Town Television (CTV)

Refreshing broadcast training

INDIA: Nineteen trainers and training organisers gained invaluable first-hand experience of the latest educational techniques in a training the trainers refresher course. The programme included group work, plenary sessions, spider-mapping, role playing, open space sessions and speed-dating sessions. The participants were from Bulgaria, China, India, Indonesia, Malaysia, The Philippines, Sri Lanka and Thailand.

Partner organisation: Anna University

Advanced e-learning programme

BRAZIL: Rádio Pioneira asked RNTC-Latin America to help it develop an e-learning programme for its "Communication and Radio for Local Development" project, which targets 250 community radio stations in the state of Piauí. RNTC-LA will be in charge of building capacity, training e-trainers and training Internet content creators. Rádio Pioneira is highly regarded for the quality of its programming and its focus on citizenship and culture. The programme will start in 2008. Partner organisation: Rádio Pioneira

Human rights radio series

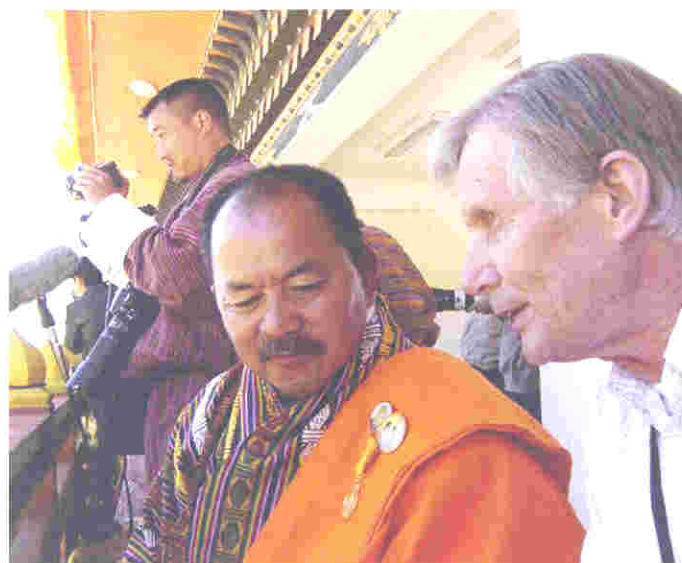
HONDURAS/EL SALVADOR: A request by UNESCO for RNTC-

'Educational memory' for double anniversary

COSTA RICA: Last year marked the 30th anniversary of RNTC's Latin American office. A good reason for RNTC-LA to celebrate. But how? As a centre of excellence, RNTC also aims to learn from both its own experiences and those of the people around it. "So what better way to mark the anniversary than by taking stock of our work and what we have learned in Latin America?" said Carlos Cortés, of RNTC-LA. With that in mind, RNTC-LA asked Daniel Prieto Castillo, a leading expert in communication and education, to write a book about what the organisation has learned over the years.

The result, "RNTC in Latin America: Pedagogic Memories of Three Decades", is what Carlos describes as "a memory with an educational purpose".

The book explores the challenges involved in using media for development-related education. "It was not written to praise us," said Carlos, "but to share our learning and our experiences with those working in educational communication for development."



Radio soaps bring domestic violence issues out into the open

COSTA RICA/THE NETHERLANDS: RNTC-Latin America and Radio Netherlands Worldwide have a strong track record in tackling sensitive issues in creative ways, and in 2008 they did it again with a radio soap opera about the abuse of women: "La Incomprendida" (The Misunderstood).

Antonia Dominguez is sexually harassed at work, an incident that kicks off a series of revelations about the sexual abuse she experienced as a child. Her calm exterior masks turbulent waters: silence, shame, emotional damage, ignorance, fear, sexism and discrimination against women.

The 12-part series was recorded and pre-produced by RNTC-LA in September to October 2007 and post-produced at Radio Netherlands Worldwide, in 2008. It was broadcast at the end of last year. Radio Netherlands Worldwide also organised a number of public discussions around the issues raised.

By royal appointment

BHUTAN: RNTC's work in supporting the process of building democracy in Bhutan, and in particular the holding of the first general election, in March 2008, took a further step forward when national broadcaster Bhutan Broadcasting Services (BBS) asked for help preparing for the coronation of King Jigme Khesar Namgyel Wangchuk. The coronation was held in November last year, but preparations began in May. Rudolf Spoor, formerly a TV director at the Dutch NOS broadcasting organisation, where he organised the coverage of major royal events in the Netherlands, including the wedding of Crown-Prince Willem-Alexander and Máxima, ran a workshop for senior BBS staff to help them prepare for the coronation broadcast. This proved so successful that the Bhutanese asked him to run two more, with the result that BBS was able to meet both the national and international demand for images showing the coronation of the world's youngest king. Pictured are Rudolf Spoor (right) and a Bhutanese guest at the coronation.

Latin America to evaluate the quality of human rights education in Honduras and El Salvador resulted in a series of radio programmes on the subject. Produced by RNTC-LA, the seven programmes covered women's rights, children's rights, the environment, equality, indigenous peoples, freedom of expression and the state of education.

Partner organisation: UNESCO-San José Education Sector

New insight

TANZANIA: An RNTC radio production course led staff at ORS FM to a new conclusion – the need for more community participation in their radio station and programmes. ORS FM aims to help the Maasai find a balance between the modern

world and their traditional culture. The ORS FM remit ranges from development issues to broadcasting traditional Maasai songs, stories and ceremonies.

Partner organisation: Orkney Radio Service (ORS FM)

Expanding the space for democracy

COLOMBIA: People in Colombia can look forward to having more opportunities to express their opinions and hear a wider range of views under a project supported by RNTC-Latin America.

"Citizen's Radio: spaces for democracy" is an e-learning initiative from the Colombian Ministry of Culture that aims to strengthen community and citizens' media and encourages

a wider range of people to create media content. The ultimate goal is to support democratic development and citizen participation by increasing the visibility of different cultural groups and supporting greater self-expression by Colombian citizens.

Partner organisation: Communications Directorate of the Colombian Ministry of Culture

Capturing the moment

INDIA: A Voice of Tibet (VOT) journalist records protesters' shouts during a Tibetan demonstration in Dharamsala, India. In 2008, RNTC trained VOT journalists in the analysis, discussion and treatment of news stories and general radio journalism and production skills.



The course included group and individual assignments related to the actual output of VOT. VOT's mission include providing unbiased news and information to Tibetans living in Tibet and preserving Tibetan culture. *Partner organisations: Voice of Tibet and Press Now*



Future Search conference identifies new opportunities to support media for development

An estimated 40% of the world's population lives on less than \$2 a day. But they don't just lack basic amenities, they also lack something less obvious but just as important: media that provides access to information, education and influence – in other words, media for development. As development needs change and media opportunities multiply, what's the future for media in development? What are the trends? The opportunities? Where should or could the priorities lie?

For two days in June 2008, more than 60 professionals from NGOs, develop-

ment partners, media organisations and other parties met in Hilversum, The



Netherlands, to discuss current issues and future scenarios for using media to support development. The aim of the Future Search conference, held to mark the 40th anniversary of RNTC, was to enable the participants to think creatively about the future and identify the steps required to realise the opportunities regarding children and ado-

The conference called for less reporting about young people, more working with young people

lescents, twinning, storytelling, mobile phones, educating donors and independent journalism.

Strategic priorities

For RNTC, the analyses, ideas and plans proved to be valuable for the organisation's strategy. Priorities to come out of the conference include supporting responsible and responsive media by focusing on participation, diversity, development, social cohesion and education. RNTC also plans to develop the use of storytelling and to promote and support projects by, with and for children and young people.



PROGRAMS FOR CHILDREN, BY CHILDREN

NICARAGUA: Some 200 children and adolescents have been trained in advanced expression techniques to help them spread the word on children's and adolescents' health and welfare.

The project, run by RNTC-Latin America for UNICEF Nicaragua, was set up to strengthen the work of "Red de Niñas, Niños y Adolescentes Comunicadores" (Network of Child and Adolescent Communicators). The network operates child and adolescent-based communication networks in 16 coastal municipalities in the northern and southern Caribbean. The theme of the project – expression techniques – was chosen to help the young communicators develop new ways to get across their vital rights and health messages. The overall goal was to support the child and adolescent communicators in creating messages about young

people's rights, health – in particular the prevention of HIV/AIDS – and welfare: that focus on educating young people so they develop the required life skills. Other topics covered in the workshops included gender equality, tolerance, environmental protection and the creation of a culture of peace.

Consisting of six three-day workshops, the project covered a wide range of expression techniques and media: talk radio, music, drama, photography, writing, and facilitation and promotion. Other activities included making a magazine and recording two music CDs.

All the project elements were produced, directed and performed by the child and adolescent participants, under the guidance of RNTC-LA trainers.

Partner organisation: UNICEF Nicaragua