

FROM THE MEDIA PROJECT

The monthly newsletter from the UNESCO/UNDP project:

"Strengthening Democracy and Governance through Development of the Media in Mozambique"

Community Radios attract strong partners

As a culmination of a strategy to develop strategic partnerships between the UNESCO partner Community Radios and different institutions at national and international level, that the Media Project has developed, the radio stations have started cooperation of mutual interest with a number of partners this year.

The organizations that have agreed to partner with UNESCO supported community radio stations, in support of their effort to ensure long-term sustainability include, among other the following : sister UN agencies such as UNICEF and the WHO, as well as international and national organizations such as the Action Aid Internacional, the Natinal Council Against AIDS, the Programme for the Development of Niassa Province (PROANI), the Foundation for Civic Education (FECIV), and ACORD.

The Action Aid Internacional has just signed partnership agreements with the Community radios of Macequece, in Vila Manica, GESOM in Chimoio and Milange in the Zambezia Province.

According to the signed agreements, the three radio stations are to produce and broadcast a series of programmes on **girls education**, focusing on the need to keep the girls at school and stop violence against them. The programmes will therefore be direct to educators, parents and the society in general, on the need to eliminate gender disparities, especially at the primary school level, one of the **Milenium Development Goals** targets.

In this regard, the programmes will tackle on the need to not only increase the enrolment of girls at school, specially at primary school level, but also to increase primary completion rates and thus contributing to ensure universal primary education.

In a project with a total budget of \$30.000,00, each one of the three radio stations are to receive \$10.000.00, which corresponds to 64% of their present annual expenses, fixed at \$15.500.00.

Parallel to this, a tripartite agreement is soon to be signed involving UNICEF, the Media Project and the Community Radio Forum (FORCOM) with the view to launch a series of "**Child to child programmes**" through UNESCO partner community radio stations.

The WHO has, on her side, agreed to sponsor a series of programmes on primary health care through the Community Radio in Cuamba, with a support in strengthening its digital component and training of volunteers.

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ON-THE-JOB TRAINING FOR RM

The final subcomponent on support of the public service radio –Radio Mozambique- in its process for decentralization has just been launched, consisting on strengthening the professional level of junior journalists, especially women, through on-the-job training courses in the Provinces.

The subcomponent started with a refreshment training of trainers short course, aimed at patronizing their training methodologies and defining the training program for the Provinces. Then Radio Mozambique's senior journalists, with long professional experience, have been recycled as trainers to conduct the activity in the ten provincial delegations.

It is expected that more 50 junior and mid career journalists will benefit from the activity. This follows a comprehensive component on the strengthening of the editorial and financial management of the provincial stations carried out during Phase II, which main result was the production of strategic plans for each of the provincial delegations.

TRAINING ON MARKETING & PUBLICITY

Within the context to provide the community radios with capacity to attract resources, especially financial, either through partnerships, sponsorships or advertisement, 24 participants took part in a training activity on marketing and publicity for Community Radio recently in Chimoio.

The course tackled on subjects such as market research, costumer satisfaction,

ensuring profit with socially committed objectives, and attracting partners.

PRODUCING MODEL PROGRAMMES

Radio producers from all the eight UNESCO partner Community Radio stations are taking part in a one-week training course to produce special programs that are expected to serve as model – or “sound manuals” – for the stations. The decision for this activity was taken to overcome persisting weaknesses in content development, especially when tackling on subjects such as the HIV/AIDS pandemic, whereby accuracy and ethical issues are put at a particularly high level. The course is to culminate with the production of model programmes to be used for the training of volunteers in the stations, for the continued improvement of content quality of the radios outputs.

NEWSPAPERS LAYOUT IMPROVED

A workshop took place in Nampula involving newspaper producers from the provinces of Nampula and Niassa, who were trained on newspaper modern layout and titling, as well as the adequate use of digital facilities to improve the publications appearance and make them more attractive.

Lurio, Whamphula-Fax, Faisca and Amanhecer, based in Nampula and Niassa Provinces, were the newspapers benefiting from the workshop that took place at the Communication Centre in Nampula.

The association of independent media in Nampula (ASSONAMI) is the owner of the centre, with support from the UNESCO Media Project.