

**ROUNDTABLE OF DONORS SUPPORTING MEDIA IN AFRICA
COPENHAGEN, MAY 5-7, 1997**

Programme

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MONDAY MAY 5 1997

Morning

10:30 - Welcome
 - Introduction and discussion of the conference agenda
 - Summary of the principal conclusions of the last two meetings

Questions / discussion

11:15 **Break**

11:30 - 12:30 - Brief introduction of the participants: presentation (10 minutes)
 concerning the main objectives of the media support programs by donors
 present

- More detailed presentation (about 30 minutes) of the objectives and
activities in favor of media support by the Danish cooperative.

Questions/discussion

12:30 - 13:30 **Lunch at Eigtveds Pakhus**

**Afternoon Fundamental Issues: The Role and Expectations of the
Radio Audience in Africa**

2:00 - 3:00 - Urban radio with regards to its different audiences, the diversity of
 expectations, and the program developments needed to improve service.
 Presentation by Peter Hilmar, independent consultant, of the results of
 the HPCI study.

Response (15 minutes) by Jacques Sultan (GRET) concerning the
expectations of the rural audience and the specific needs of rural
programs.

Discussion Topic: Helping radio outlets better respond to the
expectations associated with their audience(s).

3:00 - 3:15 **Break**

- 3:15 - 5:30 - Presentation by Rüdiger Bliss on the diversity of the African radiophonic landscape (international radio, national radio - public and private -, commercial, cultural, and community involvement formats) the functions of these different radio formats and their necessary growth.
Discussion Topic: What forms of support should be privileged with respect to this diverse radiophonic landscape? How can the specificities and complementarities of international, national and local radio be better articulated?
- 7:30 **Dinner** sponsored by the Danish Ministry for Foreign Affairs, represented by M. Soren Dyssegaard, Head of the Department of Information (Restaurant Kanalen).

TUESDAY MAY 6 1997

Morning Social Communication / Communication for Development

- 9:00 - 10:00 - Background on the history and meaning of this idea; examples of social communication projects launched by the CRDI.
Presentation by Guy Bessete
- Other social communication projects presented by the participants
Discussion/Debate
- 10:00 - 10:15 **Break**

10:15 - 12:30 **Discussion Topic:** The different tools and approaches for enhancing social communication; distinctions between communication and information; possible uses for development; techniques and results of social communication. How might the "media support" approach and the "development of social communication" approach be better distinguished? How might they complement each other better?

12:30 - 1:30 ***Lunch at Eigtveds Pakhus***

Afternoon Media Training in Africa

2:00 - 3:00 - The CIERRO : its role and function; perspectives on its immediate future and more remote future. Possible developments? Fiscal needs. Presentation by Martin Obrist (Swiss cooperative) and Mark Leysen (European Union) on the status of the CIERRO

Discussion

3:00 - 3:15 ***Break***

3:15 - 15:30 The NSJC, a regional center for media training in southern Africa: its function, activities and future stability. Presentation by the Danish and Swedish cooperative on the status of the NSJC

Discussion Topic: Advantages and limitations of short professional internships; role and structure of education in Africa; the education of educators; status of current relations (positive and negative) between donors and the African media training schools; need for/ideas for improvement and reinforcement. Possibility of a program co-financed by the cooperatives to support the relaunching of CIERRO.

Morning

Synthesis and New Activities

9:00 - 10:00

- Synthesis and conclusions from the first two days' discussions.
- The operation of the network : update on the establishment of the administrative board and the dissemination of information. Suggestions/ proposals

10:15 - 10:30

Break

10:30 - 12:30

- Presentation of some new projects undertaken by the participants
Examples of regulation (introduction concerning different actions in progress and the problems created by them). Presentation by Denis Decraene (French cooperative).
Support for audiovisual production (different activities, ex.: film and video script development program; dubbing projects), etc. Presentation by Damien Pwono (Rockefeller Foundation)

Questions/Discussion

- Discussion of topics to be treated at the September meeting in Ballagio.