INTRODUCTION AND SUMMARY

Search for Common Ground-Chad (SFCG-Chad) is implementing a three year (June 2011 to June 2014) project in Chad, in collaboration with the “Association of Editors of the Private Press of Chad” (AEPT). The project, entitled, “Strengthening the Capacity of the Media to Promote Collaborative Development in Chad,” is implemented in three big cities: N'djamena, Moundou and Sahr. The specific objectives of the Project are to:

1. Improve the accessibility of information and the inclusion of people through local media outlets.
2. Strengthen the role of leaders of the private media, the public media, and representatives of regulatory bodies, in peacebuilding and the promotion of collaborative development.

The project has been working with journalists from 7 radio stations and 5 newspapers across the three cities to build the capacity of their staff. The capacity building included the following activities:

- Workshops focused on the production of new information formats
- Radio co-productions on local governance with local radio stations
- Training of leaders in the media sector in the Common Ground Approach and joint productions in N'Djamena
- Increasing the ability of 10 journalists to benefit from SFCG’s training outside of Chad
- Regular meetings to monitoring network consolidation and the transfer of resources
- Coaching on the financial and administrative management of AEPT personnel

The evaluation used a mix-method qualitative and quantitative approach whereby 300 persons were interviewed through a survey, 11 journalists were interviewed through a key informant’s interview guide, and one expert panel was organized to listen to and appreciate the professional quality of the shows produced by our local radio partners.

The evaluation adheres to OECD-DAC criteria of Relevance and Efficiency.

KEY FINDING 1: INCREASED SKILLS IN COMMON GROUND JOURNALISM

The “Common Ground” approach to journalism is a journalistic approach that aims to make the reporter more sensitive to conflict and violent extremism. The sensitivity of the journalist must be shown through how he/she treats topics such conflicts when on the air. SFCG has trained 168 journalists on this approach.

“The Common Ground Journalism training approach enables an increase in population awareness, allowing for individual and collective behaviour change”

KEY FINDING 2: TRAINED JOURNALISTS IN RADIO SHOW PRODUCTION QUALITY

SFCG successfully completed the training of 128 journalists in radio show production quality. Interviews with key informants and resource persons revealed that the training organized by Search for Common Ground really had an added value to their professional training.

“This training has allowed me to know the process of producing a show. So that today I do not produce shows in the same way”
Beyond the production of quality programming, it is clear that the support provided by SFCG to AEPT and different Medias, through the training of journalists, is seen to have significantly improved the professional capacity of Chadian journalists to produce programs, shows, or newspaper articles in line with the standards of their profession. The greatest percentage of those interviewed, 46.5%, said they had noticed a positive change in the “quality of programs,” while 28.1% of respondents have noticed a positive change in the “content”.

KEY FINDING 3: AEPT & MEDIA HOUSE CAPACITIES STRENGTHENED

Search for Common Ground conducted training in administrative and financial procedures for the four members AEPT, from October 10th to October 15th, 2011. The main aim of this training was to: “Sustainably strengthen the administrative and financial management capacities of AEPT and to ensure that the administrative and financial procedures of AEPT are in accordance with the standards established by the European Union and SFCG.”

“In 20 years of existence we have worked in a backward way with a constant renewal. The project with SFCG has allowed us to learn a lot at AEPT.”

RECOMMENDATIONS

The evaluation made some of the following recommendations:

• In collaboration with AEPT, implement a monitoring and periodic evaluation of those who have been trained by the project.

• Provide radio partners with tracking sheets for production and broadcast of program shows.

• Finalize the procedures manual.

• Respect the partnership agreement with SFCG: planning, narrative report.

• With the support of SFCG, restructure AEPT in a way that allows it to occupy the role that AEPT is supposed to play in the implementation of the project.

• For the production of shows, respect the balance of opinions and views.

Source: This document is excerpted from “Final Evaluation Report of the Project: Strengthening the Capacity of the Media to Promote Collaborative Development in Chad. The full report can be acquired at http://www.sfcg.org/programmes/ilt/dme_evaluations.html or by contacting Vanessa Corlazzoli, DM&E Manager of Institutional Learning Team (ILT) at SFCG: vcorlazzoli@sfcg.org.

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