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**EEC ASSISTANCE  
TO THIRD WORLD MEDIA**

X/70/1986

January 1986

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**ASSISTANCE FROM THE MEMBER STATES  
AND THE COMMISSION OF THE EUROPEAN COMMUNITIES  
TO THE MEDIA IN THE THIRD WORLD**

Report produced by the  
European Institute for the Media  
for the  
Commission of the European Communities

January 1986

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## FOREWORD

by Professor George Wedell

Director of the Institute

The communication systems of many developing countries are based on those of the European countries with whom they were linked in the past. Others have since independence forged links based on aid and/or technical assistance provided for the development of their radio and television services. Much of the justification for the development of the media in the Third World derives from their value as an instrument of economic, social and cultural development. It has generally been taken for granted that the media have an important role to play in the dissemination of innovation in agriculture, health, education, political participation and a sense of civic responsibility and national cohesion. Some of the member states of the European Community have shared this view. Over the years since the second World War a movement of aid and technical assistance to the media has therefore grown up, which now represents a significant, albeit small, proportion of the total aid and assistance provided by these countries.

Until now no inventory of this aid and technical assistance provided by the Member States and the Commission of the European Community has been available. Thus it has not been possible to make any reliable assessment both of the scale and the quality of the aid, or of the suitability of its orientation. This survey is intended to begin to fill this gap. With the support of the Directorates-General for Information and Development of the EEC Commission the Institute has been able to undertake the work. The present report contains, in addition, the assessments and the orientations which stem from the discussions at a meeting of experts held jointly by the Commission and the Institute in Brussels on September 30th and October 1st, 1985.

The Institute is obliged to Mr John Roper for undertaking the assembly and the interpretation of the available material and to Miss Cornelia Goeyvaerts

who produced to final version of the report. Mr Cordes Koch-Mehrin contributed useful material about the German organisations active in this field. The Institute is also indebted to Mr Hubert Ferraton, Mr Van der Vaeren, Mrs Birindelli and Mrs Noël for their help in the development of this project.

George Wedell

## I INTRODUCTION

The European Institute for the Media carried out a preliminary survey in order to provide the factual basis for the experts' meeting on European assistance to the media of the developing countries, held in Brussels in the autumn of 1985. Besides reflecting the findings of the survey, the present report also includes the orientations which emerged from the experts' discussions. The actual report of the meeting can be found in the annex at the end of this paper.

In view of the limited time available the preliminary survey was based on a questionnaire sent to national governments, broadcasting organisations and other bodies known to have an interest or activity in the field. Replies were received from six out of the ten national governments, from most of the broadcasting organisations and from about half the other organisations approached.

To supplement the information received from the questionnaire a series of visits was made to Government departments, broadcasting organisations, international organisations and other bodies involved. It was possible to make relatively comprehensive visits to those involved in France, Germany, the Netherlands and the United Kingdom. Rather more summary visits were made to Belgium and Italy. It was unfortunately not possible to visit Denmark, Greece, Ireland and Luxembourg. In a number of cases, both in countries where visits were made and in the other countries, it was possible to follow up points on the telephone.

There are perhaps rather more problems of definition in this field of development assistance than in other areas of overseas assistance. The boundaries between what is provided on a commercial basis and what is provided as aid is not always easy to draw. In addition a significant amount of training for broadcasters and journalists from overseas is provided outside the framework of inter-governmental agreements by Christian organisations both Catholic and Protestant - in France, Ireland, Italy and the United Kingdom.

This report has tried to cover four categories of assistance: capital assistance, covering construction costs, equipment costs, and the costs of maintenance contracts and spare parts; the training of those who are going to work professionally in any of the media, whether in a production, journalistic or engineering capacity; the training of those professionally involved in economic and social development in the role of the media and mass communication in such development; and various activities in the development of alternative small-scale media which may have a particular role in rural and agricultural development. It has attempted to cover assistance provided to the written press, film, radio, television and other media. There is an undue emphasis in the report on the audiovisual media. These are normally provided in both developed and developing countries, governmental or para-governmental bodies and the assistance provided is therefore more often recorded than the case of the written media where arrangements for training and secondments are often made privately between newspapers.

Although in some member states the ministry responsible for overseas aid has a clear policy on the place of the media in development assistance and a detailed inventory of what is being done by national organisations in this

field, this is by no means the case throughout the Community. In a number of member states responsibilities for media assistance are divided between several government departments - in one case among as many as six ministries. It has therefore not always been possible to get a complete indication of what is being provided by national governments. Irrespective of the source of finance the agencies actually responsible for implementing media assistance activities are rarely government organisations themselves. In addition to the broadcasting organisations, a large number of other bodies are involved. Some of them deal exclusively with media assistance, such as the Thomson Foundation in the UK or the Berlin International Institute for Journalism, and others deal with media assistance among other areas of development assistance, such as the Institute of Social Studies in the Hague or the German political foundations. While the majority of such bodies were approached in the preparation of the survey, it is clear that there are a number of other organisations active in these fields, some of which only came to our attention at a late stage. This is probably particularly true of work that is being done in training in the use of the media for those who will work in agricultural extension, rural development, health programmes or education. Some examples of such courses are given particularly in the Netherlands and the United Kingdom but there are no doubt others.

The wide range in patterns of assistance provided in different member states, the different national styles in the provision of this aid and the different approaches appropriate for different media make it particularly difficult to prepare comparative and synoptic chapters. It has therefore been felt useful to provide in addition to the analytical chapters that follow a series of country studies summarising what is known about the provision of media assistance from each of the ten members states of the Community.



## II MEDIA AND DEVELOPMENT

A survey of this kind is not the place to provide a full analysis of the long running debate about the relationship between communications and development. There is no doubt that there is a high statistical correlation between the level of economic and social development in a country and the level of media activity. What is not clear is the direction or nature of the causal relation between the two. While in the fifties and sixties there was an automatic assumption that the development of media infrastructure, particularly for radio and subsequently for television, was a necessary condition for the process of social modernisation and economic development in developing countries, it was perceived in the seventies that top-down or vertical communication was by no means a sufficient condition for development.

The realisation that the relationship was more complex did not of itself slow the flow of assistance to media development in the Third World. This is because media development is seen in most developing countries as an end in itself, a colour television service is a symbol of a modern country, as well as being a possible means towards the process of economic and social development. Media development, particularly, is politically loaded in both donor and recipient countries. Apart from the role that broadcasting and the press can have in economic and social development they clearly play a central role in political development. Their control by the government where it is exercised, is an important political asset and it is notable that when coup d'etats are attempted the first places to be attacked and if possible seized are the

broadcasting station, the airport and the presidential palace. More generally the media have a central "nation-building" role. This is particularly true of radio, and to a much more limited extent television, in those countries where rates of literacy are low or physical communications make it difficult for newspapers to have a national circulation. In their entertainment function, as well as in their functions of information and education, the media by the diffusion of a homogenised brand of national culture may be considered to advance the process of national building.

If radio and television stations have high political value to the governments of developing countries (particularly if they arrive shortly before a national election) that value to some extent reflects advantageously on the donor country. A broadcasting station has much greater visibility than a hospital, particularly if the latter is some hundred of kilometers from the national capital. A donor country may well feel it gets a disproportionate political return from media assistance, whatever doubts it may have about the benefits for the economic and social development of the country concerned. Apart from these political benefits of capital assistance, the provision of media training and related technical assistance is thought in some cases to have an industrial and commercial spin-off in persuading those trained to prefer equipment from the country in which they have been trained. Similarly the provision of media assistance in the form of television programmes at low cost or free to television stations in developing countries is not always altruistic. It can be seen as an instrument of cultural diplomacy and, in the case of former colonies an aid to the maintenance of linguistic links.

The debate over the way in which communications should be incorporated

into national development policies has been particularly active since the mid 1970s as the initial optimistic view of the simple relationship between media and development was disappointed by experience. Despite the manifold failures however, it became clear that effective communications must remain a key component of the development process. It was however recognised that the social process of development was considerably more complex than had been assumed by earlier enthusiasts and that for communication to be effective something more than top-down broadcasting from a national capital was needed. This led to a concern for horizontal communication, to more attention to be paid to traditional media and to the shifting of assistance programmes to small media rather than mass media. This can be seen in the growing programmes of training for local newspapers, particularly in Asia and Latin America, and by the growing interest in local radio and locally-produced multi-media programmes for rural development. The technical developments of light-weight video has been seen in a number of countries as providing a particularly valuable resource for informal education, for community development and for agricultural extension. Similarly the development of distance education with its combination of the use of television and radio broadcasts with radio and audio cassettes, printed materials and group tuition, has provided a model for development support communication in the Third World.

While in the fifties and sixties the concentration was on the provision of the infrastructure and the training of the professional staff necessary to use such mass media equipment, from the mid 1970's more attention has been given to the specific ways in which the media can be used to achieve the social and economic trans-

formation that is necessary for development. The interdependence of communications and development has been widely recognised at the level of rhetoric, unfortunately only in a few countries of North or South has this recognition been translated into practice in development policies.

There is a potential conflict in the approach to media assistance between those who argue for the explicit creation of a media sector within the ministry of the donor country dealing with overseas development in order to ensure that a proper priority is given to media assistance and those who argue that the creation of such a sector is harmful in that it separates media and communications from the rest of development. The latter argue that what should be concentrated on is to ensure that proper attention is given to the media component of every part of the development process. In practice appropriate arrangements will vary from country to country, but it does not seem that the creation of a specific media sector need preclude the fullest attention being given to increased examination of all development projects with a view to ensuring that they take full advantage of both mass and 'small' media in their execution.

### III THE PRESENT PATTERN OF ASSISTANCE

It has been difficult to obtain comparable figures of the volume of media assistance from the 10 member states of the European Community. This is because the definition of media assistance varies significantly from country to country. In some countries, moreover, national records do not make it possible to break down official development assistance on a sectoral basis. In addition, as has been pointed out, some assistance is provided on a commercial or semi-commercial basis and this makes volume measurements almost impossible. Assistance provided to OPEC member states is now almost invariably charged for but the method of charging used may in many cases still include an element of subsidy which it is not possible to identify.

In four member states there are rather substantial programmes of media assistance. These are France, Germany, the Netherlands and the United Kingdom. In Belgium and Italy there are some activities, while in the other four member states the activities are very limited. All member states of the Community belong to UNESCO and through their contributions to its general budget, help its work in the fields of communications and media assistance. Certain member states have made additional funds available to UNESCO through the 'funds-in-trust' mechanism in order to assist specific projects in the field of communications. Some of these funds-in-trust are now being devoted to projects within the framework of the International Programme for the Development of Cooperation (IPDC) and Denmark, France, Germany, Luxembourg and the Netherlands have made contributions to the IPDC. Belgium, Luxembourg and France are members of the Agence de Cooperation Culturelle et Technique whose 40

members mainly, in Francophone Africa, participate in a number of activities in the field of media assistance particularly in educational television. The United Kingdom, as a member of the Commonwealth, contributes to the Commonwealth Media Development Fund while Denmark works with the four other Nordic countries in joint projects in broadcasting development in East Africa.

The detailed figures (1984) that were obtained on spending will be found in the country studies. The Federal Republic of Germany has expenditure on media assistance of some 40 million ECU a year, France some 30 million ECU while the United Kingdom probably spends something between 10 and 20 million ECU. The Netherlands, excluding spending on telecommunications, spends some 5 million ECU a year on media assistance. It has not been possible to get aggregate figures for the other member states but from what is known of their work it is unlikely to have exceeded 2 million ECU in total.

It therefore seems likely that the member states are spending something approaching 100 million ECU a year; three quarters of this coming from France and Germany. Under the fourth EDF (1976-1982) the Commission, for its part, committed some 34 million ECU and under the fifth EDF (1981 to end of March 1985), some 29 million ECU.

It is very difficult to break down media assistance into the categories of expenditure on capital equipment, on training and on the provision of programmes. The latter appears to be most significant in the case of France where it represents some 20% of assistance, and in Germany where the cost of Transtel, which is not included in the Development Aid budget, represents some 10% of all assistance. Training both in the member states or in the developing country makes of a proportion ranging from a third to a half in the four main donors and a much higher proportion in the other member states where it represents their main activity.

While almost every developing country is assisted by some European country in the area of the mass media, there are some interesting patterns in the geographical distribution of aid recipients. Tables I, II, III, and IV on pages 73-76

summarise some of the information that was obtained from the operating agencies. Inevitably France and Britain have continuing links with their former colonies and more generally with English speaking and Francophone countries respectively. Belgium has also normally assisted Francophone countries and Ireland English speaking countries. There is no clear pattern as far as the other countries are concerned although, insofar as the training courses provided by Radio Nederland Training Centre (RNTC) have normally been in English, and those of Sender Freies Berlin Television Training Centre (SFB TTC) predominantly in English, the students have come primarily from English speaking countries. The data given in the annexe do not cover the same periods and are therefore not strictly comparable. While they give some indication of the flows of aid, the numbers of trainees from particular countries are misleading as some developing countries now have their own training organisations and many students attend these or regional training centres rather than coming to courses in Europe.

For some member states it is possible to make a regional analysis of aid provided. Thus for the Federal Republic in 1982 of the aid that could be allocated 44% went to Africa, 41% went to Asia and 15% to Latin America. In the case of France about 80% went to Africa and most of the remainder to Latin America. In the case of the Netherlands 60% of aid went to Africa, 30% to Latin America and 10% to Asia. It is not possible to make a direct calculation for the United Kingdom

but if one were to make the assumption that media assistance were broadly distributed in the same proportions as the general activities of the British Council, then one might expect that some 50% was spent in Asia, 40% in Africa and 10% in Latin America . In very broad terms it would seem that rather more than half the media assistance from Europe goes to Africa and of the remainder three quarters goes to Asia and the remaining quarter to Latin America. While of the aid that goes to Africa virtually all goes to ACP countries, the aid to the Caribbean is much more dispersed and there is relatively little assistance except from the UK to the Pacific ACP countries.

It should be pointed out that in the cases of the Netherlands and Germany a great deal of government assistance in the media field is disbursed through non-governmental organisations. These are so called 'co-financing organisations' in the Netherlands where the government contribution is matched to at least the extent of 25% of the cost of the project by voluntary contributions, and in Germany by the political foundations and Church aid organisations. In both countries the proportion of government assistance distributed through such non-governmental channels is higher in the case of media than in most other sectors. This component of aid which is outside the bilateral government to government agreements tends to be used for small scale projects often with small media rather than mass media. Another group of projects which have been easier to support in this way have been the various regional initiatives supported by the Friedrich Ebert Stiftung of the Federal Republic. These have included regional training and research centres such as AIBD in Kuala Lumpur, or CIESPAL in



Quito, Ecuador, and series of workshop-conferences to set up regional television news pools in connection with the regional broadcasting unions. This use of non-governmental organisations has given a considerable flexibility to aid provision as has also been the case in the United Kingdom in the work of the largely independent Thomson Foundation.

#### IV FORMS OF ASSISTANCE

##### Capital assistance

The major expenditure on capital infrastructure in the last decade has been to finance the development of television and radio particularly in African developing countries. This has involved the building of studios, transmitters, satellite down-stations and in some cases communal receiving centres. Although it might be thought that with most developing countries now equipped with some kind of radio and television system the level of capital aid might decline, this does not seem to be the case. The initial television installation in a number of countries did little more than provide a television service in the immediate vicinity of the capital, in some cases only in black and white. There is considerable expenditure still required to provide coverage to the majority, let alone all the population. The other large sector of capital aid has been to finance the establishment of news agencies.

The major providers of capital aid have been France and the Federal Republic of Germany with lesser contributions from the United Kingdom and the Netherlands. In 1983 there was some seven million ECU provided by France from its Fond d'Aide et de Cooperation for major media projects, while under bilateral arrangements between Germany and developing countries there were over 50 projects in progress in 1982 involving an expenditure of some 22 million ECU. Among these there were three projects in Portugal and Turkey which have not been treated as developing countries elsewhere in this report. These figures almost certainly exaggerate the volume of capital aid as within the total list of bilateral projects there were some which were almost exclusively capital projects while others had a significant training component. Without a project by project analysis it is therefore impossible to arrive at a

satisfactory assessment of the volume of capital assistance.

In 1983 Germany had underway ten projects involving capital works on radio stations - in Benin, Burma, Djibouti, Indonesia, Malawi, Mauritania, Rwanda, Somalia, Sri Lanka and Togo. There were capital projects involving television in India and the Sudan, and capital projects linked to the development of national news agencies in China, Indonesia, Ivory Coast, Liberia and Rwanda. A number of other projects are described in more general terms as "assistance to ...." and may have included a capital works or equipment component. France in recent years has carried out capital projects for television in Benin, Burundi, Cape Verde, the Central African Republic, Ivory Coast, Libya, Mali, Mauritius, Mauritania, Niger, Senegal, Seychelles and Tunisia. In radio it has been involved in projects in Cape Verde, Central African Republic, Djibouti and Tunisia. In the Middle East there have also been French capital works in Abu Dhabi and Saudi Arabia but these have been provided on a commercial basis. The Netherlands in the last five years has provided radio transmitters for Madagascar and Upper Volta, set up an educational radio and television station in Colombia and provided assistance for the television service in Surinam. The major United Kingdom projects in recent years have involved the provision of radio equipment to Belize, the building of a booster transmitter for radio in Mauritius and substantial assistance to equipping the radio services of the Islamabad Open University in Pakistan and to Zimbabwe radio.

Among projects which may indicate trends in capital aid in the future attention should perhaps be drawn to the number of projects relating to the provision of equipment for educational

radio and television particularly adult education. Current projects also include a number of capital schemes to extend the coverage of radio and television stations. Most of these involve the building of booster stations and additional transmitters but in addition there have been programmes in Niger and Senegal of building communal reception centres where television receivers have been powered by solar generators. Such a development is going to substantially increase the share of the population able to receive television in developing countries.

### Training Assistance

Assistance to training activities has been perhaps the most widespread form of assistance to Third World media development. It will be considered under four headings: training on courses in European countries, training on courses in developing countries, training attachments for professionals from developing countries with broadcasting organisations and newspapers in Europe and training consultancies by European advisors in media in developing countries.

There was in the 1970s a widespread feeling in Europe that initial training for professionals in both the audiovisual and written media from the developing countries should take place in their own country or at regional training centres. This has led to a reduction in the amount of training provided in Europe by organisations such as Radio Nederland Training Centre (RNTC) at Hilversum and the virtual cessation of activities in the UK by the Thomson Foundation leading to the closure of its Glasgow television college and the suspension of courses at its Editorial Training Centre in London. On the other hand it has led to the growth of a number of national training centres and of regional

centres. There was a feeling that similar considerations should apply to higher level training but on this there was less of consensus and there has been a continuation of a substantial volume of training in Europe.

Although most of the information collected has related to training for media professionals, attention should also be paid to courses for others involved in development work whether in agriculture, health matters or education who include a communications component in their training course. This is intended to show them how mass and small media can be used in development activities. A related group of activities are the courses run by a number of religious organisations for those with responsibilities for communications in the churches.

It is not possible to calculate figures for expenditures on training. This is partly due to the difficulty already mentioned of disentangling the training component of major projects on the one hand and on the other the problem of the correct costing of courses provided by broadcasting organisations who are also running courses for their own nationals and carrying much of the capital cost associated with the equipment used in the course and indeed the salaries of many involved on other budgets. In the broadest terms however it would appear that training in all its dimensions represented a quarter to a third of German media aid, somewhat less than a quarter of French media assistance, and rather more than half of British and Dutch media assistance is in training of one sort and another. In the case of the other member states it represents an even higher proportion of their media assistance.

### Training in Europe

Training courses in Europe can be further subdivided into those designed exclusively for media professionals from developing countries and those courses primarily designed for students or trainees of the European country concerned but which are also attended by participants from developing countries. This survey concentrates on the former but the second category should not be neglected. It is particularly important as far as engineering training is concerned and also for training in film production. It also includes a number of University degree courses in Communications and Media subjects.

The details of the various training courses provided in European countries are given, as far as it has been possible to obtain information, in the country studies that make up the second half of this report. The courses can be divided by media and within each media by function. They can also be differentiated by length of course. Table II attempts to summarise the information for the principal training centres and courses. Almost all the courses work with small groups, 10-20 being the range in the courses for which data is available. This was felt to be particularly important in the case of the shorter courses dealing with radio and television production where a large part of the course involved practical work with studio experience. It will be seen that the vast majority of courses were in either English or French with very limited offerings in other languages. The one group of courses which were significantly different from the others were the long courses at INA, as discussed in the country study for France. The INA courses which can be taken at various levels and with either an engineering or a production bias are seen as a module in the programme of professional qualification for those working in radio or television in French speaking Africa. INA also provides

one year courses and sometimes shorter courses specially designed for a group from a particular Francophone African country. This has proved particularly useful at the inception of a new broadcasting service when there is an immediate need for an unusually large number of trained persons.

Statistics are not easy to collect on a readily comparable basis. The trainee-month would seem to be the best comparative measuring rod; a trainee-month being one trainee for a month's course. On that basis it would appear that France provides about 1800 trainee months, Britain between 750 and 1000, Germany rather more than 500, and the Netherlands 200-250 trainee-months a year. Even such broad approximations require qualifications. The French figure is particularly high because of the length of the INA course. The German figure does not take full account of the course for printing trade craftsmen, and the British figure refers only to those trainees with official Government sponsorship, there were a further 500-600 trainee months if one also includes those attending courses - often the same courses - but financed by international organisations, their own government, or private sources. Another dimension of non-comparability between the figures is that the types of courses included vary. The British figures include some people attending general communications or media courses in Britain as distinct from those designed exclusively for those trainees from developing countries.

Table V does not include the courses for those other than media professionals. It was not possible to obtain full information on these but a good example was the 'communications component' in the international agricultural courses at the International Agricultural Centre at the University of Wageningen (Netherlands).

There are no doubt similar components in other agricultural extension courses but they do not seem to have direct inputs from those with direct media experience. A different group of specialised courses provided at a number of centres in France, Ireland, Italy and the United Kingdom are summarised in Table 3. These are courses given by Christian organisations for those responsible for communications in their own churches. All the courses listed have significant practical training as all the centres have well equipped radio and television centres.

One area where there has been a significant amount of training on courses primarily designed for local students has been film production, where a number of schools such as INSAS and IAD in Belgium, IDHEC (Institut des Hautes Etudes Cinematographiques) in France, and the National Film School in the United Kingdom regularly have students from overseas on their courses. A 1982 survey carried out by the Director of Den Danske Filmskole for CILECT (Centre Internationale de Liaison des Ecoles de Cinema et de Television) entitled 'Bridging the Gap' discusses the general issues involved in extending training in film and television to students from the developing countries. It includes an interesting survey of developing countries, showing which countries are the most frequent destinations for students of film and television from the developing countries. The United Kingdom was mentioned most frequently in the responses followed very closely by France with the United States just behind and the Federal Republic in fourth place. After the Soviet Union and Japan, Belgium, Netherlands and Italy came in seventh eighth and ninth place. The importance of European Community countries in training film and television personnel from the



developing world can be seen from the fact that six of the nine most frequently mentioned countries are EC member states.

#### Training outside Europe

It is more difficult to describe training activities outside Europe since they vary widely. On occasions European training organisations take one of their own courses and give it unchanged in a developing country, INA has on occasion done this. In other situations assistance has involved establishing a national or regional training centre including the provision of equipment and personnel. Many of the existing centres have benefitted in this way. They include CIESPAL (Centro de Estudios Superiores de Comunicacion para America Latina) in Quito, Ecuador, supported by the Netherlands and the German Friedrich Ebert Stiftung, the Centre interafricain d'etudes en radio-rurale de Ouagadougou in Upper Volta supported by Germany and France, the Asia-Pacific Institute for Broadcasting Development (AIBD) supported by France, the Netherlands, Germany and the United Kingdom, and a large number of national training centres. Almost all of these have benefitted from European assistance with France and the United Kingdom devoting their assistance primarily to their former colonies and with the Netherlands and Germany distributing the schemes more generally but giving significant attention to Latin and Central America.

Another method of giving training assistance is the provision of aid, both training personnel and training material, direct to broadcasting organisations and newspapers. For example in 1983 Germany was providing training in the Cameroons for television personnel in advance of the establishment of Cameroons Television, providing training material for Tanzanian Radio and training

correspondents in Islamabad.

Another form of training in developing countries is the short seminar or workshop of a week or two in length provided in a developing country by a European organisation. These have frequently been organised by the Goethe Institute, the German Political Foundations, the British Council, the Thomson Foundation, and have been supported from time to time by the Dutch co-financing organisations.

#### Training Attachments

The third form of training assistance is the provision of training attachments in European countries for media professionals from developing countries. These have tended to occur most frequently in European countries where English or French is a principal language. They are a method of assistance which have therefore involved Ireland and Belgium as well as France and Britain. In most countries broadcasting organisations are inhibited by legal provisions from using their general funds for aid to developing countries and therefore rely on special grants from their governments to finance such attachments or the sending of their staff to act as consultants to training programmes of foreign broadcasting organisations. As can be seen from the individual country studies most European Governments do use their broadcasting organisations in this way.

The final pattern of training assistance is the secondment of staff from broadcasting organisations, or in some cases newspapers, to their opposite numbers to provide missing skills and to train their replacements. This pattern of technical cooperation has long been a significant part of French and British technical assistance and examples can also be found

in assistance given by Germany, Denmark, Ireland and the Netherlands.

### Training the trainers

In looking at training overall attention should be drawn to the importance in all modes of training of programmes of "training the trainers" to enable developing countries to carry out their own training. As well as the courses in European countries indicated in Table II there have been courses organised at the AIBD in Kuala Lumpur and elsewhere in the Third World. The development of courses for media personnel in developing countries requires satisfactory training material. A number of organisations have begun to prepare this, among them the Friedrich Ebert Stiftung who have an important series of 'Mass Media Manuals' covering press, film, radio, television, film animation and how to organise a radio learning group. The British Council regularly publishes a catalogue of Radio and Television Training Materials from the United Kingdom. This is a multi-media catalogue including details of books, audio and video cassettes, films together with kits produced by the British Council, BBC and commercial publishers. INA's catalogue of its own publications contains details of some training material but this is rather more limited.

An important aspect of training which needs further attention in most developing countries is training courses for those involved in communication policy-making and planning. The Institute for Social Studies in the Hague has developed such a course which is intended for middle to senior level personnel from government ministries involved with economic and social development, and people of

equivalent level from broadcasting and other mass media organisations.

It is intended to assist the incorporation of communication processes in the overall planning of development, both in terms of communications infrastructure and the planning of development support communications. This course is being given by the ISS in 1984 in Nairobi but may be given in Kuala Lumpur in future. It will last two months. Some similar problems were also dealt with in the recent seminar for heads of government departments dealing with communications and heads of national broadcasting organisations from anglophone African countries held at the European Institute for the Media in co-operation with UNESCO and the British Government.

#### Consultancy Assistance

While many of the missions of technical advisers from European countries to developing countries are primarily concerned with training and have therefore been dealt with earlier, there are a number of other short and long term appointments to advise developing countries in the development of their media. A number of these are closely related to the engineering of media infrastructure and include pre-investment surveys both of production complexes, transmitting equipment and retransmitters, modernisation of existing equipment, and the development of effective maintenance services. There have also been longer missions providing general management skills and, in the case of some of the smaller Caribbean and Pacific countries, operational services. Shorter missions have covered the development of audience research methods, and the use of mass media in support of various aspects of economic and social development.

Such consultancy missions are often carried out by professionals from national broadcasting organisations and newspapers but also by specialist organisations. In France Télédiffusion de France (TDF) provides consultancy services in the engineering aspects of audiovisual media while INA provides them in other areas. In Germany there are two specialist organisations, Media Consult International, a subsidiary of Studio Hamburg which is in turn associated with NDR (Norddeutscher Rundfunk), and Bavaria Atelier in Munich which has links with WDR (Westdeutscher Rundfunk) Cologne and SDR (Suddeutscher Rundfunk) Stuttgart.

A specialised form of consultancy is the organisation of conferences for media organisations to examine on a regional basis the implications of new developments in media matters. These activities have been undertaken by German political foundations and the Dutch cofinancing organisations. The Friedrich-Naumann Stiftung have organised meetings in Kinshasa and Rabat to discuss with those involved in African schools of journalism how to improve journalist training in Africa. The Friedrich-Ebert Stiftung have had a series of meetings with regional broadcasting unions, the Arab States Broadcasting Union (ASBU), the Asia-Pacific Broadcasting Union (ABU), and the Union des Radiodiffusions et Televisions Nationales d' Afriques (URTNA). A series of International Workshops held in Cologne, (1973) Cairo, (1977) and Jakarta (1981) provided the framework in which television news pools in various Third World regions could develop. While the decisions were those of the broadcasting organisations themselves, the FES was able to act as midwife/consultant to the birth of these news pools. The Netherlands organisations have taken a number of initiatives, including for example a regional conference on social communication in Lesotho,

and seminar programmes in Trinidad. The Netherlands Government has made funds available for a workshop organised by the UN of television producers from developing countries to discuss a television series entitled 'South' on North-South issues.

Programme Assistance.

The final component of assistance can be grouped under this heading. It includes assistance in the form of free or subsidised radio or television programmes by European to broadcasting organisations in the Third World, co-production activities, encouragement to the distribution of films, books, and radio and television broadcasts in European countries. A related activity is the organisation of festivals for films and radio and television broadcasts from the Third World which serve as a stimulus to the improvement of production standards as well as providing an opportunity for European critics and media professionals to become better acquainted with the output of developing countries.

The first category of the provision of radio and television programmes is not treated as development assistance by all countries. In some countries when funds are provided for this purpose they come under the heading of overseas information rather than development aid. France has the most extensive activities in this field with expenditure of some 10 million ECU to provide programmes both by satellite and on video and audio cassettes principally to French speaking African countries. Some of the programmes made available are the results of co-productions between African countries and France and the daily satellite news service includes material which has been

prepared by African broadcasting organisations. This material is widely used, one somewhat dated survey indicating that between 40-70% of the bulletins of French speaking African countries was material from this source. In addition a substantial amount of other material covering sporting, entertainment and general subjects is made available by video-cassette by air mail from Paris.

The Federal Republic does not have a satellite link for its transfer of material but does have very extensive Television and Radio Transcriptions services. These are provided in the case of television features by Transtel, for a weekly news service by dpa/e-te-s which is a European Television Service in name although it concentrates predominantly on Germany, and by the Deutsche Welle Transcription Service for radio programmes. The two television organisations are funded in very large part by the German Government but are able to draw on the material of the West German television networks. Their programmes are transmitted by 200 television stations in more than 70 countries of Africa, Asia and Latin America and dpa/e-te-s is sent regularly to over 50 stations. The programmes are dubbed in English, French, Spanish, Arabic and in some cases are available also in German. It is estimated that those stations which receive Transtel material transmit on average 20 minutes of it a week. The service is subsidised to the extent of 80-90% of its costs. This amounts to nearly 5million ECU a year.

The two Belgian broadcasting organisations RTB and BRT have a joint television and radio transcription service, Radio Television Tiers Monde which provides material primarily to Francophone African countries including a weekly news service.

The majority of BBC material made available to Third World countries is sold on a commercial basis but there are some cases where English Language Teaching material for television is made available at subsidised prices. The BBC does maintain a radio 'Topical Tapes' service which provides radio stations in over 40 developing countries with a regular service of weekly tapes on current issues. These are provided for a nominal subscription which covers the cost of the tape and the air mail postage. The remainder of the cost comes as part of the British Government grant to the BBC for its external services.

Both France and German television organisations are actively involved in coproduction activities with developing countries. Much of what is produced is designed for use in developing countries as part of the services described above but from time to time material is also used on the domestic networks. Coproduction can have a training element as less experienced producers from developing countries work alongside European colleagues. Both German and French television organisations receive special assistance from their governments to encourage television coproductions.

Television productions and films produced in the Third World have considerable difficulty finding satisfactory distribution channels in Western Europe. This is particularly true for commercial circuits. The French Government have for some time made a limited sum available to assist the distribution of films from developing countries in France. The Agence de la Cooperation Culturelle et Technique have produced with



OCIC, the Organisation Catholique Internationale du Cinema et de l'Audiovisuel, a useful series of books on the Cinema in individual French speaking African countries which are intended to create greater knowledge of African films in Europe. OCIC is also active in promoting the non commercial distribution of films from developing countries through church and other groups.

A number of film and television festivals in countries of the European Community have provided a framework for the showing of films and television programmes from developing countries. There have been a number of these concentrating on French-speaking African countries in France and Belgium and a limited number elsewhere. They have provided a very useful stimulus to the two-way flow of cultural productions between North and South.

V THE ROLE OF THE COMMISSION OF THE EUROPEAN COMMUNITIES,  
INTER-GOVERNMENTAL AND NON-GOVERNMENTAL ORGANISATIONS

As will have been seen in the earlier parts of this survey, the flow of development assistance to developing countries from Western Europe does not take place exclusively on a bilateral government to government basis. Non-governmental bodies are used as executing agents by governments and by the Commission and in other cases they act using their own resources. A certain part of the flow of aid also goes through international and intergovernmental agencies. There are also a number of international non-governmental organisations based in Europe which are interested in these activities.

Broadcasting organisations

The extent to which broadcasting organisations in Europe are independent of government varies from country to country. In general, while anxious to assist in development assistant projects, broadcasting organisations can do so only as agents of Government when they receive special finance for a project. The British and French broadcasting organisations have maintained close relations with their countries' former colonies, and this can be seen in the continuing flow of trainees to their countries. West German broadcasting organisations have been particularly generous in releasing staff to act as advisers to developing countries while the Netherlands broadcasting organisation (NOS) has recently published a detailed analysis of its commitment to development assistance.

There seems some uncertainty however about whether in terms of an individual's personal career development it is now wise

to accept a secondment to a project of this sort. While the cases reported may be exceptional, it would be very unfortunate if going to work for a year or two with a broadcasting organisation in a developing country were seen to be a disadvantage in terms of an individual's subsequent promotion.

As well as the national activities to which attention has been drawn the European Broadcasting Union has also taken considerable interest in development assistance. It has a committee under the chairmanship of Laurits Bindsløv of Danmarks Radio specially concerned with Assistance and Development and has created a status of Beneficiary Associate Members for broadcasting organisations in developing countries with per capita GNP of less than \$700 per annum. These organisations of which there were fifteen designated at the beginning of 1984 (of which five were only involved as far as radio was concerned) have the possibility of obtaining Eurovision material at highly advantageous terms. It is not clear what benefit this has in fact provided.

#### Universities and Educational Bodies.

While most of the training we have discussed has been undertaken at specialist media organisations there are within European Universities and other Institutions of Higher Education a large number of degree courses in communications some of which pay special attention to the problems of developing countries. It has not been possible in the course of this survey to make a complete list of these but attention should be drawn to the Leicester University Centre for Mass Communication Research, the Institute of Social Communication at the University

of Amsterdam, the Centre d'etude sur la Communication en Afrique (CESCA) at the Universite Catholique de Louvain, the Institute of Higher Education at Glasnevin outside Dublin and the City University, London among others. The European Institute for the Media at Manchester University provides tailor-made courses for senior broadcasters from the Third World.

#### Religious organisations

As has been seen a number of religious organisations in Europe have an active interest in social communications. While in most cases this derives from their concern to use the media for effective Christian communication their training institutions are attended by some with a more general interest in adult education and social development.

There are a number of international religious organisations based in Europe. These are the Ecumenical World Association for Christian Communication (WACC) based in London, UNDA- International Catholic Association for Radio and Television and OCIC-Organisation Catholique Internationale du Cinema et de l'audiovisuel both based in Brussels. The Catholic Media Council (CAMECO) based in Aachen serves as a filtering organisation, as does WACC, for requests for assistance from church bodies in developing countries. CAMECO acts as a central evaluation and advisory office for the Catholic Church Funding Agencies in Western Europe. While most of the projects they consider are internal Church communication projects, they also consider and recommend projects which are associated with social development.

There are also a number of Church organisations providing training programmes in Europe as can be seen from Table 3. Looking at reports from the Churches in the developing countries it can be

seen how important these organisations are in providing the leaders for Christian communications activities in Africa and Asia and to a lesser extent in Latin America. The Churches in Oceania on the other hand now seem to look to an increasing extent to Australia for training and assistance.

#### Assistance by the Commission of the European Communities

At the beginning, EEC aid for the media was confined to telecommunications, particularly for purposes of infrastructure reinforcement. Linking up the various parts of a country or establishing communications between two neighbouring countries was the major target. This was the case, for example, with the projects under the first European Development Fund for radio links in the Congo and Ivory Coast, and later on (second and third EDFs) in Somalia, Gabon and Sudan. Finance is still being provided for this type of project, particularly for island countries (regional telecommunications project covering Fiji, Tonga and Samoa; national telecommunications projects in the Comoros and Kiribati).

These initial efforts, however, gradually expanded, diversified and spread into the sphere of aid for the media as such. Eventually the media became a theme in its own right, though in the highly generalized form of "media as an instrument of development". This latter consideration explains why EEC aid for the media in developing countries appears to be poorly represented in the statistics. Often aid of this kind has been given not in the form of a self-contained project but as an aspect of a broader development project, especially in the rural development and training sectors.

### Types of EEC Assistance

In the past the EEC has provided assistance to various media projects in different fields.

Support was given to national as well as regional projects with a view to improving the communications infrastructure in general. Examples of the latter are a broadcasting project in Swaziland and a press project in Niger. In the first instance about 1 million ECU was spent out of funds made available by the fourth European Development Fund agreement (1976-1982). With this support particular problems were tackled, such as disturbances caused by thunderstorms, competition from South African broadcasting stations and bad reception in mountainous areas. The coverage of the national territory and the broadcasting hours were extended: the programmes were diversified.

In 1984, the EEC contributed 5 million CFA (100,000 FF) to Niger's National Development Council for its "Bulletin de liaison": this publication, which has a circulation of 6,000 copies, is a means of information exchange and an effective factor in raising awareness for rural development. Moreover it provides a considerable amount of space for articles in local languages.

An example of a regional project to which the EEC contributed, is the pre-feasibility study which was made in the context of the AFSAT project for satellite communications in Africa.

In the case of Media projects linked with rural development schemes, one can mention the EEC support to radio campaigns organised in Burkina Faso and Mali, concerning the treatment of seed and protection of crops. Further, grants and training fellowships were allocated for the production of instructional films on rural development. Examples include, the "rural

cinema" part of a training programme in Burundi, the organisation of a scenario competition and a grant for a film prize on desertification in the Sahel. Support was also given to the production of instructional slides for a rural audience, examples of which include a coffee growing project in Tanzania and a project appraisal concerning an information and visual aids centre in Uganda.

As regards training, the Commission formerly contributed to educational television in the Ivory Coast. Support was terminated because it was felt that the instruction was not geared to the actual needs of the people. Currently, the Commission is preparing a staff training project for the Nigerian Television Authority in Jos (Nigeria).

Assistance was given to a project to assist the Press and Information Sciences Institute (Institut de Presse et des Sciences de l'Information - IPSI) in Tunisia including documentation, equipment and technical assistance for the advanced training of journalists. In some cases, the support is highly specific such as, for example, the strengthening of Belize radio station to provide early warning of cyclones (under the fourth EDF).

In the field of culture and entertainment, the EEC contributed to the financing of the third congress of the Pan-African Federation of Film Producers (FEPACI) in Ouagadougou (Burkina Faso) in February 1985.

#### The Commission's Partners

" These partners are government authorities, producers' associations (e.g. film makers), the personnel to be trained (e.g. students holding grants from the Mano River Union - a regional cooperation arrangement between Sierra Leone, Liberia and Guinea), and also, to a significant extent, non-governmental organisations. It is through co-financing with the latter that the Community tackles tough problems such as family planning (e.g. the production of video material with the United Kingdom NGO Population Concern in order to give the people of Bangladesh information about birth control).

Development education of European public opinion is also supported in order to make the latter more aware of Third World problems (e.g. radio or television campaigns by Frères des Hommes de France under such titles as "Les français ont-ils peur du Tiers Monde?" or "Meux se nourrir ici, vaincre la faim là-bas"). Similarly, the Community helped to finance in 1983 the European Conference on the use of television, video and film for development education, which was organised by a United Kingdom NGO, the International Broadcasting Trust, and the making of the telefilm "African Showboat" , which sheds light on the hunger issue by describing rice-growing projects in Mali (this film was made by the French NGO "Comité français contre la faim)." (1)

Guidelines for the future: terms of the Lomé III Convention

The following measures for further ACP-EEC co-operation have been worked out with the general aim of enhancing the value of human resources (Lomé III Convention, article 121) with the specific aims of:

- " (a) increasing the ACP States' ability to contribute actively to the international flow of information and knowledge; for this purpose (co-operation) shall support, inter alia, the setting up and strengthening of national and regional communication media;
- (b) ensuring that the people of the ACP States are better informed for the purposes of mastering their own development, through projects or programmes focused on informing the population and enabling it to express itself and making wide use of communications systems at grassroots level." (2)

With a view to enhancing the effectiveness of future projects, the Commission will bear in mind some considerations drawn from experience. These suggest that the media should:

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- 1) "Community aid for the Media in developing countries ", Commission of the European Communities, 1985, p.3
  - 2) Lomé III Convention, article 121.



- " (i) provide "multi-directional" communication: not only from the centre (the capital) to the rest of the country (towns and villages), but also among these and from them to the centre;
- (ii) ensure that there is feedback (checking that the information sent out has reached its target public and has been used, and adjusting or altering the information sent out where necessary);
- (iii) be linked with "personal action": e.g. commentary by a village adviser, a local leading figure, a nurse, a teacher, and so on followed by discussion;
- (iv) be culturally in tune with the audience (language, type and costume of persons depicted in slides or films, regard for local traditions and structures, and so on);
- (v) be closely geared to what is possible in the way of maintenance and operation, i.e. in relation to staffing and funds);
- (vi) be of the optimum size in relation to the target audience (it might be fairly easy to reach 50% of the potential audience, but expensive to reach a further 25% and virtually impossible to reach the rest without incurring costs that would be out of all proportion to the benefit derived);
- (vii) "sugar the pill" of the messages conveyed (blending of "educational" radio broadcasts with cultural and entertainment programmes). " (1)

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1) "Community aid for the media in developing countries",  
Commission of the European Communities, 1985, p.4

International Organisations other than the European Community.

While all the member states are members of the UN bodies involved in development assistance related to media, and most participate in UNESCO's International Programme for the Development of Communication, five member states are members of other international bodies, Belgium, France and Luxembourg of the Agence de la Cooperation Culturelle et Technique, the United Kingdom of the Commonwealth, and Denmark of the Nordic Council. All three of these bodies have their own programmes of assistance to media development.

UNESCO has since its foundation had programmes in the area of mass communications and while its discussions of communications have in recent years become more controversial following the publication of the McBride Report and the discussions of the New World Information and Communication Order (NWICO), it is still seen as one of the principal channels of media assistance. A number of member states, Germany, the Netherlands, Denmark and France, have supported particular media projects through UNESCO, either through general funds-in-trust schemes or through IPDC projects. UNESCO is the leading UN agency in this area but FAO has had important projects in Development Support Communication and was responsible for developing much of the methodology in this area, and the

International Telecommunications Union ITU has important related technical projects which affect developing countries.

The ACCT brings together developed and developing French speaking countries. Its European members provide a substantial share of its finance , some of which is used for media assistance. It holds a number of training courses primarily related to educational broadcasting and has pioneered much of the initial work in educational radio and television in French speaking African countries. An increasing share of its work is now devoted to work in national languages - such as Wolof in Senegal - rather than in French.

The Commonwealth has no single body dealing with media matters, but the Commonwealth Media Development Fund, the Commonwealth Fund for Technical Cooperation and the Commonwealth Foundation, to all of which the United Kingdom contributes, all make grants from time to time to media projects. In addition non-governmental bodies like the Commonwealth Broadcasting Association and the Commonwealth Press Union organise a certain number of projects for broadcasters and journalists from developing countries of the Commonwealth many of which are held in the United Kingdom.

Denmark through its association with the other Scandinavian countries in the Nordic Council is involved in their joint aid activities; a number of these are in the area of media assistance.

## VI COUNTRY SURVEYS

### 1. BELGIUM

Belgian activities in the field of media assistance are less clearly structured than in some other Community countries. There would appear to have been very few, if any, projects in which capital aid has been provided for media projects as such.

While there have been no courses specially designed for students from developing countries, there has been a long tradition of students from overseas attending courses in Belgium in Universities and other comparable institutions. In addition Radio Télévision Belge and Belgische Radio en Televisie have frequently received staff from overseas broadcasting organisations on training assignments. It has not been possible to obtain complete information on Belgian activities but the following are given as examples. At the Institut des Arts de Diffusion (I.A.D.) at Louvain la Neuve there are at present seven students from developing countries following the normal three or four year course for Belgian students and usually two or three students from developing countries graduate in a year. At present the students come from Senegal (2), Zaire (2), Colombia, Mauritius and Morocco (2). At the Institut National Supérieur des Arts du Spectacle et Techniques de Diffusion (INSAS) in Brussels the students from developing countries, instead of taking the normal course which lasts three or four years, follow special programmes which draw on the courses taught and the work going on in the school. These programmes may last from one to three years. Their students come from Francophone Africa normally on scholarships from the Belgian Government. BRT has recently provided training attachments for trainees from Ecuador, Libya, Surinam, Syria, Tunisia and Zaire.

RTBF has a similar programme of training attachments of one to three months for qualified radio and television professionals from Francophone African countries. In the last five years the 25 who have had these attachments have come from Senegal (5), Tunisia (4), Zaire (3), Algeria (3), and one each from Rwanda, Burundi, Mali, Chad, Gabon, Cameroon, Mauritania, Mauritius, Benin and Congo.

The two Belgian broadcasting organisations jointly sponsor a transcription service, Radio Television pour le Tiers Monde (RTTM) which provides television and radio broadcasts to be used in broadcasting stations in developing countries.

## 2. DENMARK

The Danish Government and Danish Media Organisations, in particular Danmarks Radio and Den Danske Filmskole, have taken considerable interest in assistance to developing countries for the mass media. This can be seen from the fact that the former Director General of Danmarks Radio, Mr Lautits Bindsløv, now chairs the EBU Assistance and Development Group and that Mr Henning Camre of Den Danske Filmskole was asked by CILECT in 1981 to prepare a report on the development of film and television training for the developing countries which was published under the title "Bridging the Gap" and submitted to the 1982 CILECT Congress in Sydney.

Denmark has also been involved in a number of specific projects, normally in association with UNESCO, and in addition has provided some training attachments in the field of radio and television. The major project now being undertaken is the establishment of a radio service in Sri Lanka specially directed towards listeners in rural areas, particularly those being settled under the Mahaweli Project. A Danish adviser is working with three mobile production teams. These are producing 3-5 programmes a week in different villages using a mobile open-air studio and these are broadcast over the regional radio stations. The costs for this project, amounting to U.S.\$1,000,000 over four years, are paid for by the Danish Government and administered by UNESCO. These will include the costs of the necessary equipment, training Sri Lankan personnel and a staged evaluation.

Denmark has also, in partnership with the other Nordic countries and UNESCO, sponsored the Broadcasting Manpower Development Project which operated on a regional basis in seven East African countries from 1980 to 1983.

### 3. FEDERAL REPUBLIC OF GERMANY

The Federal Republic has one of the most extensive programmes of aid in the field of the media. From the foundation of the Federal Ministry for Economic Cooperation (BMZ) in 1961 to the end of 1984 approximately 560 projects were undertaken with a commitment level of DM 1,330 million. German development aid in this field is particularly rich in the diversity of mechanisms by which assistance is provided to developing countries.

In 1984, 66.4 million DM was committed to 137 projects. This represents about 30 million ECU. The average commitment for the period 1980 - 84 was 76.6 million DM, although the actual expenditure was 77,3 million DM. For non-training projects the expenditure for 1984 is to be distributed as follows: 4 1% on radio projects, 19.7% on television, 2% on films, 6% on news agencies, 14.5% on printmedia, 11,3% on audiovisual aids, and 4,9% on documentation centres and conferences. In terms of commitment the regional distribution is as follows: 28% of the total assistance went to Africa, 35% to Asia, and of the remainder 18% to Latin America and 19% to supraregional projects.

#### GOVERNMENT AID PROJECTS

German bilateral aid is channelled by the Bundesministerium für wirtschaftliche Zusammenarbeit (GTZ), the German Agency for Technical Cooperation for most of the bilateral projects. A limited



number of large scale media projects are handled through the Kreditanstalt für Wiederaufbau (KfW). In 1984 it was responsible for the provision of radio stations in Mali, Niger, Burkina Faso and Zaire and television stations for Portugal. The GTZ supervises the remainder of the bilateral governmental media projects but in fact passes on the execution of projects in many cases to other specialised bodies in particular the various regional broadcasting organisations. The GTZ will frequently provide a package which will combine the provision or rehabilitation of transmitting stations and production studios, the training of engineering personnel in Germany or on the spot and advisory services in all aspects of broadcasting. As well as providing services for particular countries they have also provided services to regional broadcasting organisations. They developed in cooperation with URTNA a training centre CIERRO (Centre Inter africain d'Etudes en Radio Rurale de Ouagadougou) and took responsibility for the first two year course. It has provided the establishment of a national news agency in Liberia and provided continuing training to that agency. Apart from the specific development of media infrastructure and the training of the appropriate personnel, the GTZ has also developed expertise in the field of development support communications. A pioneering project in this field which was carried out initially with FAO is the Development Support Communication Centre in Mariut, Egypt, where GTZ has assisted since 1976.

As has been indicated GTZ takes the lead in over 50 current projects in the media field but in most cases this is done in cooperation with one of the broadcasting organisations who are able to provide the technical advice. Thus Norddeutscher Rundfunk

cooperates with GTZ and All India Radio in training and maintenance programmes for Doordarshan on a project which has been running since 1979 with an annual budget of 400,000 DM (180,000 ECU). Saarlandischer Rundfunk has had a contract over a number of years for the extension of the radio station in Benin. Deutsche Welle has cooperated with GTZ on radio projects in Rwanda, Malawi, Sri Lanka and Somalia. It has also provided the technical expertise for KfW for projects to make substantial extensions to the transmitters and studios of the radio services of Niger and Upper Volta. The Broadcasting organisations from time to time make members of their staff available for other projects, Westdeutscher Rundfunk has since 1961 made 68 of its staff available as experts to various projects. Deutschlandfunk and Sender Freies Berlin have worked with the Freidrich Ebert Stiftung in a special training programme for television and radio personnel from the People's Republic of China. The Prix Jeunesse which is based in Munich and financed jointly by Bavaria, the City of Munich, Bayerischer Rundfunk and Zweite Deutsche Fernsehen organises a training seminar on some aspect of television and development every other year and calls on experts from German television to lead it. Similarly the Goethe Institut has a media advisory board to assess the proposals for media activities it receives and it is able to make use of broadcasting staff for its growing programme of training workshops for media personnel in the Third World.

Apart from the considerable training activities carried out by German organisations in the Third World there are four principal programmes carried out in Germany. In the field of training the

BMZ uses the Carl Duisberg Gesellschaft to carry out its scholarship programmes. These are courses for television personnel at Sender Freies Berlin (SFB) and for radio at Deutsche Welle in Cologne. Together these courses provide 300-350 man-months of training a year. Training for journalists is provided by the Internationales Institut für Journalismus (IIJ) in Berlin and in 1982 there was also training provided for 74 printing trade workers. The SFB Television courses last three months and there are normally two courses a year for television engineers and two courses for television journalists and producers. The courses are normally given in English but consideration is being given to providing courses in Spanish and French; they are restricted to 20 students a course and students must have completed three years before they can be proposed. The courses are specialised to some extent - the Autumn 1983 production course being on documentary film production while the Spring 1984 course deals with producing TV magazines. In awarding bursaries for the courses SFB likes to find 2-4 members from 6-7 countries so that there can be some element of team training. The Television Training Centre of SFB also holds two to three courses a year outside Germany. These last four weeks.

Deutsche Welle provides courses for both radio journalists and editors as well as for transmitter and studio engineers. They run in total 7-8 courses a year for 10-12 people, the courses are normally given in either English or French but can also be provided in Spanish or Arabic. The courses usually last four months but consideration is being given to a revised form of the course.

The IJJ courses in Berlin last three months for the general course and five to eight weeks for special courses on particular aspects of journalism. There are normally 15 participants on each course and as for the courses in television and radio they are expected to have had at least three years professional experience before applying. The courses are usually given in English but courses in French are given from time to time. The exact pattern of courses varies from year to year. As in the case of the other courses described above the German authorities take full financial responsibility for those accepted for this course.

#### NON GOVERNMENTAL AID

While the bulk of German development aid for media goes through official channels some of the most innovative work is done by the political foundations and the church organisations in the work they undertake which, in 1982 was financed to the extent of some 12 million ECU by the German Government. The four political foundations, the Friedrich-Ebert Stiftung (FES) linked to the SPD, the Konrad-Adenauer Stiftung (KAS) linked to the CDU, the Friedrich-Naumann Stiftung (FNS) to the FDP and the Hanns-Seidel Stiftung (HSS) to the CSU, and the Protestant and Catholic central organisations for development aid have a more than proportionate part in the communications sector.

Among these the Friedrich Ebert Stiftung has had the largest programme, spending over 5million ECU on media matters, the Konrad Adenauer Stiftung spending about 4.5million ECU, the Friedrich Naumann Stiftung 2.5million ECU and the Hanns Seidel Stiftung somewhat less in 1983. Although the foundations operate in some other fields of development aid their share of the communications

sector is considerably greater than their share of development aid in general. While in principle the aid given by the foundations is intended to go to non-governmental organisations, this principle is particularly difficult to follow in the mass media. FES has therefore had particularly fruitful collaboration with the regional broadcasting unions in developing regional television news exchanges. They have also provided initial finance for a number of other regional training centres including AIBD in Kuala Lumpur and CIESPAL in Quito, as well as assisting research and information centres, such as AMIC in Singapore, to develop. They have supported the development of a trade union radio station in the Philippines, DYLA in Cebu City which has gained an international reputation for its work in adult education and development broadcasting. FES has also tried to promote the development of Third World regional news agencies and has provided an important forum for the debate on NWICO and its implications for development policy. Although its political origin is in no way hidden, FES like the other German political foundations have deservedly earned a very high reputation for their contributions in the field of media assistance. They have a great advantage of flexibility in comparison with Government bodies.

The Konrad-Adenauer Stiftung has had a long running programme in Latin America where it has been working with a number of organisations in Lima, Peru in the development of adult education by television. This has involved the development of a production centre at the Catholic University of Lima. In Brazil KAS is working with Catholic adult education organisations to develop linked radio programmes and linked cassettes for use in rural areas. In the Philippines

they have provided substantial support for the Communications Foundation for Asia in its work and training courses on communications for rural development, and similar programmes were supported in Indonesia where they were produced by the organisation Sanggar Prathivi whose productions are relayed by nearly a quarter of Indonesia's 517 radio stations. In addition to these and other ongoing projects KAS has run seminars for journalists from developing countries both in Germany and in Jamaica, Sri Lanka and Central America.

The Friedrich-Naumann Stiftung is in the process of reexamining its work in the media field and has prepared guidelines for its future work in this area. It sees a special role for itself in the development of 'small media' in development support communication and stresses the particular role of the media in rural development. The foundation has in the past in its conferences and seminars paid particular attention to the key role of the journalist in the development process and the responsibility of journalists to maintain a free press. In Costa Rica and the Congo it has organised training programmes for radio and rural development. Both in Morocco and Tunisia FNS has had long programmes of cooperation with training institutes for journalists and it has more recently developed similar links with both the Zambia and Zimbabwe Institutes of Mass Communication. The Friedrich Naumann Stiftung feel strongly that training should wherever possible be carried out on the spot rather than in Europe.

The Hanns Seidel Stiftung's programme was unfortunately not available at the time this report was prepared but it is known that they have extensive media activities in Togo among other places.

Church aid organisations play an important role in the promotion of the media as well. They develop and implement their own projects, upon submission to the Federal Ministry for Economic Cooperation for financing or cofinancing, as the case may be. In 1984, 32 million DM was committed for a total of 43 projects and 66 projects were provided with additional financing to the tune of 27.5 million DM. The focus of these projects is on media projects of adult education.

In view of the large number of organisations involved in media assistance in Germany it is very helpful that an informal network or information clearing house exists organised by Dr Druck of Westdeutscher Rundfunk in Cologne. It circulates on a regular basis press cuttings and other information among the directors of the various organisations mentioned in the German section of this report. This is very much appreciated and ensures that they are all kept informed on developments both in Germany and in the wider world in the area of media and development.

#### 4. FRANCE

France has longstanding and substantial programmes in the provision of media and communications assistance to the Third World. This work has been concentrated on the Francophone countries of Africa and the Indian Ocean but there are important activities in other Francophone countries and developing interest in Asia and Latin America, East Africa and the Arab states.

French activities in this field fall under the responsibility of the Direction Générale des Relations Culturelles, Scientifiques et Techniques of the Ministère des Relations Extérieures (MRE). There is also considerable interest in other ministries - particularly those of Communications, Cooperation and Culture. For technical cooperation and assistance the activities are undertaken by Télédiffusion de France (TDF) while the whole of technical and vocational training is undertaken primarily by the Institut Nationale de la Communication Audiovisuelle (INA). They are managing their activities as services funded by the MRE. A number of fellowships are organised by TDF or AUDECAM (Association Universitaire pour le Développement de l'Enseignement et de la Culture en Afrique et à Madagascar). Training for journalists is provided by the Centre Internationale de Journalisme (CIJ).

It is not easy to define precisely the total of French expenditure in this field but in broad terms some 40-50 million French francs was made available in 1983 for capital projects from the Fond d'Aide et de Cooperation (FAC), (some 6-7 million ECU).

In addition some 100 million FF was available in budgetary credits for work in the media sector in Africa and some 50 million FF for



work elsewhere, (7 million ECU). Other expenditure would probably bring French expenditure on media aid to Third World Countries to something in the region of 30 million ECU.

There are thirty countries on which French overseas aid is concentrated, and this pattern can be seen in the expenditure from the FAC and the countries sending trainees to INA and CIJ courses. Projects are agreed within the framework of bilateral agreements between the French Government and the developing country concerned. They are then financed out of the FAC. Although the bulk of the expenditure on these projects is for capital equipment, there is also a significant training component. Of the 42 million FF (6.1 million ECU) spent in Africa from the FAC in 1983 some 30 million FF went on capital equipment and 12 million FF to pay for training both in France and on the spot. TDF itself provides the engineering training and in 1983 had some 200 trainees from some 27 countries attending courses of various lengths but lasting on average for 7 weeks. A majority of these trainees have come from Maghreb countries but in 1982 some 30 came from Francophone countries in Africa South of the Sahara.

#### CAPITAL PROJECTS

In recent years the major projects financed from the FAC and executed by TDF have included the establishment of FM radio transmitters and the building and equipment of radio studios in Cape Verde and more recently a television network has been built there which began broadcasting in January 1984, as well as in Burundi which was operating by the end of the same year. In both cases, AUDECAM was involved in those projects by providing training

for the professionals. An FM and AM radio network has been installed in the Central African Republic and two small television studios have been built. One of the most important recent projects has been the extension of the television network in Niger. This will ensure that 80% of the population are able to see television. This is a formidable task as Niger has a land area larger than the UK, West Germany, France and Benelux combined. It will involve building five transmitter centres, three solar powered retransmission stations, converting a studio for colour television and the development of a network of 300 communal receivers powered by solar generators. This is the first stage of a programme which will be extended to 1000 communal reception centres.

Another important project is the modernisation of the Ivory Coast's television centre and its transmission network. This project includes a long term maintenance contract under which TDF will provide seven experts to work in the Ivory Coast and the establishment of a training programme for both engineering and production personnel. TDF is also carrying out within the framework of the French overseas aid programme substantial modernisation programmes for television in Mauritius and the Seychelles. The overwhelming majority of projects for which details are available are in the field of television but there were also radio projects in Burkina Faso, Mauritania (rural radio), Guinea Conakry, Zaire, the Comores and Chad.

The other element of French overseas aid finances training projects in France as well as in regional and national centres and provides for 80 (their number tends to decrease) French experts working

in media matters in developing countries, primarily in Africa. It also provides financing for the activities of Radio France Outre Mer to supply by satellite news and other material for francophone radio and television stations. These are produced in association with the African television stations and the budget included 8 million FF in 1983 to finance coproductions.

### TRAINING

The principal organisation for professional training of radio and television staff in France is INA which was established in 1975 at the time of the reorganisation of French broadcasting. The scale of its operation can be seen from the fact that in 1972 it provided 39,000 days of training for French broadcasting staff. It has taken responsibility for providing the training within France previously provided by the Office de Cooperation Radiophonique (OCORA) and received in 1983 21 million FF (3 million ECU) from the French overseas aid budget to finance such training in France as well as support for its staff working in training projects outside France.

INA's training is carried out within a framework which envisages two streams of training, a production-programme stream and an engineering stream, and at four levels. These are an operative level which INA believes should be done in national broadcasting schools and three higher levels each of which will require one or two years of training. The second level - supervision presupposes an educational background equivalent to University entrance, while the third level leading to middle management assumes a first degree. The fourth level is training for senior management. The long

courses of two years in which INA has trained 1000 African broadcasters since 1975 have been at the second or third level. They lead to a diploma which has an important standing in the public administration and promotion regulations of many Francophone African countries. In 1984, the INA had over 100 students. In addition to the long term course INA is able to provide as required shorter courses for individuals or groups of trainees in France. In addition they have provided much advice for training organisations in developing countries as well as providing trainers for programmes organised by AIBD in Kuala Lumpur and ASBU in the Middle East. They have also cooperated with UNESCO in educational television projects in developing countries and with FAO in development support communication projects in agricultural extension. An increasing stress is now being placed on the development of training programmes designed to prepare people with audiovisual expertise who are to work directly in development projects. INA is convinced that there is a strong demand for such training.

INA is one of the largest professional training organisations for radio and television in Europe and the scale of its commitment to overseas training can be seen both from the scale of the French Government subsidy of 3 million ECU and the fact that it has some 50 staff involved in training activities in France and overseas for radio and television personnel of developing countries.

The second central organisation for training in France is the Centre International de Journalisme (CIJ) of the Centre de Formation et de Perfectionnement des Journalistes (CFPJ) which runs courses in Paris for trainees from developing countries

for which bursaries are provided by the French Government, the ACCT and other international organisations. These courses range in length from two to eleven months and cover a wide range of topics for journalists from radio and television as well as the written press. In the latest year for which statistics are available, 1981/2, there were 205 trainees from 47 countries, but not all of these were in the Third World. Some 2.5 million FF (360,000 ECU) of the cost of this training comes from the French overseas aid budget and another 2.5 million FF from other sources. In addition to those courses which are designed for overseas students, scholarships are awarded for overseas students from developing countries to attend degree courses in journalism at the Universities of Lille and Strasbourg.

In addition to the activities described above which are financed directly from the overseas aid budget, three other bodies provide some media training: AUDECAM as already mentioned, FRI, (Radio France international), the Agence de coopération culturelle et technique (ACCT) and the Centre de recherche et de communication of the Catholic University of Lyon (CREC-Avex). FRI is involved in various projects financed by other bodies such as the Sous-direction de la coopération audiovisuelle of the Ministère des relations extérieures. Therefore it has not been possible to produce exact figures about the funds involved.

The Agence de coopération culturelle et technique which is an international organisation of Francophone countries has a limited range of activities in the field of communications assistance. Although these do not originate strictly speaking, from European countries they are referred to in passing as nearly 60% of the Agency's budget comes from the French and Belgian governments. They have been organising an important pilot project in Senegal since the use of the national language, Wolof, for television education

at primary level. This has involved a very substantial training effort both in Senegal and in France in order to develop the personnel necessary to produce the programmes. As a part of this the Agency has developed a particularly interesting training approach. Over a five year period they have run a programme whereby those involved in preparing the graphic material for the educational television in Senegal have come to Bordeaux each year to the Agency's international training centre for a two month course. This phased course designed for those already working in educational television has also been open to trainees from other ACCT member states and has proved a great success. The Bordeaux centre runs other courses for Communications personnel from ACCT member states and during 1984 organised a four week refresher course for the directors or senior administrators of educational radio services and a two week seminar for those responsible for continuing professional education in radio and television. The majority of participants in both these courses will come from developing countries.

#### CREC-AVEX

CREC-AVEX receives support from the French Government but derives the bulk of its finance from church sources, both Catholic and Protestant. Its courses are designed for those primarily from developing countries who will have responsibility within church organisations for communications. The course which can lead to a University Diploma in Social and Religious Communication is made up of four modules covering journalism as well as radio, television, sociology and theology. All four modules if taken would occupy an academic year. The Centre is fully equipped for

practical work and cooperates in research with the neighbouring Institut de recherche en pédagogie de l'économie et en audiovisuel pour la communication dans les sciences sociales (IRPEACS) of the CNRS.

5. GREECE

As no reaction has come from the Greek Government or the Greek Broadcasting Organisation following the Institute's inquiries and the EEC Commission's invitation to the experts' meeting, we are unfortunately unable to report on the assistance provided by Greece.



## 6. IRELAND

Assistance from Ireland in the field of media assistance reported to the Institute in the course of this enquiry fell into two categories - training and consultancy missions. In the past the principal training course was the 13-week broadcasting course provided by the Communications Centre of the Catholic Communications Institute of Ireland in Booterstown Avenue, Dublin. This course was conducted each year from 1967 to 1984. It had a maximum enrolment of 12 students and was primarily, but not exclusively, designed for overseas students. It provided a sound basic knowledge of the workings of different media. It was particularly appropriate for those involved in religious broadcasting and adult education, and included modules devoted to audio visual aids, documentary filming, radio production, basic journalism, and television production. Students on the course came mainly from Africa and were sponsored by organisations such as Unda, Trocaire (The Irish Catholic Overseas Aid Organisation), the Irish government, and the Conrad Adenauer Stiftung. In 1984 the Communications Centre suspended the running of the 13-week broadcasting course while it conducted an intensive review of its activities. The Centre intends to focus more of its attention on providing training at locations in the developing countries and will organise a team of media trainers and consultants to visit developing countries.

In addition to this course Radio Telefis Eirean (RTE) provided from time to time training attachments for overseas broadcasters. These were funded as part of the Irish Government's bilateral aid programme. In 1983 RTE provided such a training attachment in its studios for the head of news and current affairs of Zimbabwe

## Broadcasting.

In recent years as part of Irish Governmental aid programmes RTE has provided consultants for broadcasting projects in Bangladesh, Egypt, Jordan, Kenya, and the Seychelles. In one case this was an in-country training project but the others were principally advisory missions on the development of broadcasting facilities.

From 1975 to 1981 the Department of Foreign Affairs contributed a substantial amount of money (in excess of one million pounds) for the establishment of the Distance Teaching Centre in Maseru in Lesotho. The Centre runs a national educational radio and press service.

7. ITALY

It was not possible to obtain as much information for Italy as the Institute would have liked. Italian official development aid for all sectors was relatively modest until 1979. While it has been significantly extended and will amount to 400 billion lira (260 million ECU) in 1984, there is very little evidence of activities in this field to date. There was however a Round Table discussion on the provision of aid to media systems in Third World countries held in Florence in December 1983 in which Signor Paolo Sannella of the Dipartimento Cooperazione allo Sviluppo of the Italian Ministry for Foreign Affairs who had a responsibility for the communications sector within the department indicated that the Italian Government was considering taking new initiatives in this area. They have already held training courses for journalists in Somalia and Angola.

RAI has also from time to time provided training attachments to individual radio and television producers from developing countries. Apart from assistance from public bodies there is a great deal of interest among Catholic organisations in Italy about training for Third World countries. A network called Multimedia International brings together representatives of some fifty Catholic orders in Rome to exchange information on media matters. At least one of the orders the Societa' San Paolo run courses in Rome for students from developing countries. These take place at the Studio Paolino Internazionale della Comunicazione Sociale (SPICS) outside Rome. The course has so far been for one year but consideration is now being given to extending it to a three year course. Of the 20 students on the current course most of the 13 coming from outside

are from South America. The language of instruction is Italian. The well equipped studios ensure that training can be practical to supplement the theoretical content of lectures on the theory of communications and sociology. The course is primarily designed for those who will have responsibility for Christian communications both in Catholic media and in diocesan administration.

## 8. LUXEMBOURG

Luxembourg has reported to the Institute that it has a very limited programme of assistance in the field of media development. It consists of a single mission carried out by a consultant from Radio Television Luxembourg in connection with the development of a television network by the Swaziland Television Broadcasting Corporation. Radio Television Luxembourg also provides in-house training on an ad hoc basis for radio and television personnel from francophone countries.

## 9. THE NETHERLANDS

The Netherlands has for a considerable time paid special attention to communications in its development aid programmes and policies. A recent analysis by the Ministry of Foreign Affairs shows that in the five years from 1978-1983 some 253 million guilders was spent in the field of telecommunications and information. This represents something like 20million ECU a year, but a closer analysis of the projects suggests that more than two-thirds of this aid is in the area of telecommunications capital projects and urban aid for media development as it has been considered in this report. A rigorous definition of media development would probably show about 5 million ECU a year being spent.

More than half of the aid has been for training projects with most of this being spent on training projects in developing countries. The remaining 10million ECU over the five year period has been spent on four substantial bilateral projects providing radio-transmitters in Upper Volta, a radio and television station for educational broadcasts in Colombia, new building and equipment for television in Surinam, and a graphic arts training centre in Mozambique, and on over 100 smaller projects cofinanced with the four Netherlands institutions. These non-governmental organisations CEBEMO (Catholic), HIVOS (Humanist), ICCO (Protestant), and NOVIB (General) are responsible for some 20% of Netherlands official aid in the field of media development. In general the government provides up to 75% of the cost of projects carried out by these organisations, the remainder being found from their own resources. In the field of media development they have undertaken over 100 projects in the last five years in thirty-four countries, fifteen in

Africa, fourteen in Latin America and five in Asia. About one million ECU a year has been spent on these projects, many of them necessarily on a relatively small scale. More than half of them involved expenditure of less than 30,000 ECU, per project. They provided assistance to the print media usually closely related to social and economic development. They can be seen as an attempt to strengthen small scale media as an essential component of development. On the other hand a number of the larger projects in Latin American countries were for radio. These were all carried out by CEBEMO, the Catholic co-financing organisation.

In the field of training where some 3 million ECU a year has been provided, the most active organisation both as far as training in the Netherlands and overseas are concerned has been the Radio Nederland Training Centre at Hilversum. RNTC which has been in existence for fifteen years is now virtually totally funded by the Netherlands Government to the extent of some 3million guilders (1.2 million ECU) a year. The courses in Hilversum are now given exclusively in English while the courses outside Europe are generally taught in the vernacular language or a regional lingua franca. Since 1977 RNTC has increasingly involved itself in courses outside the Netherlands. It has however maintained one general course a year together with another course covering a particular theme. The courses normally last either 15 or 17 weeks. In the next few years the courses at Hilversum will become increasingly thematic and the general course will be combined with one designed for training trainers. Each course has a limit of 24 students - 12 specialising on radio and another 12 on television.

The RNTC stress the fact that their courses are specifically related to the application of the media to the development process. Those involved in teaching the courses are themselves for much of the year employed on organising other courses in developing countries and there is a good deal of feedback from these to the courses in Hilversum.

As well as the RNTC courses, one course a year for some 12 students has been organised at the Graphic Media Development Centre which is organised by the Government Printing Office in collaboration with RNTC and other organisations working in the field of economic development. A particularly interesting Dutch innovation is the inclusion of a Communications component in courses for agricultural teacher training and on the dissemination of knowledge in rural areas at the International Agricultural Centre at Wageningen. Members of the RNTC staff assist in the provision of this course.

Since 1977 increased attention has been paid to training courses outside the Netherlands. Statistics from RNTC show that in 1983 they were involved in courses in 11 countries, two in Africa, five in Asia and four in the Caribbean and Latin America. Some of these, for example the development of CIESPAL in Quito Ecuador, are designed to provide training facilities for Latin America in the field of communications. It is intended to cooperate with Universities, Broadcasting Organisations and Organisations involved in participatory communication in Ecuador, Peru, Venezuela Colombia and Bolivia. In 1983 nearly 100 people took part in courses organised at CIESPAL by RNTC. The Netherlands has also provided a million guilders (400,000 ECU) through Unesco for the expansion of the School of Journalism in Ghana.



A further important training initiative has been the development by the Institute of Social Studies at the Hague of a Diploma programme on the key issues of communications policy and the communications component of development planning. The development of the course has already involved an expenditure of nearly 1½ million guilders (600,000 ECU) and there will be a two month diploma course held in Nairobi primarily designed for senior participants from African countries but open to other developing countries, in the summer of 1984.

The Netherlands Broadcasting Corporation (NOS) has for some time taken a particular interest in the relationship between Broadcasting and Development although its statutes require that the development and execution of particular programmes receive outside financial support. In its substantial policy paper and decision of December 1983 entitled "Omroep en Ontwikkelings Samenwerking" (Broadcasting and Development Cooperation) it has provided the basis for further developments in this field. It recommends that the Dutch Government machinery dealing with Development Cooperation should be strengthened by the creation of a 'media sector'. It is also anxious to see an increase of the programme exchanges with radio and television organisations in the Third World.

## 10. THE UNITED KINGDOM

The United Kingdom has a long tradition of activities in the field of assistance particularly but not exclusively to the countries of the Commonwealth and Middle East. It is however difficult to give an accurate assessment of the overall volume of British media assistance as the British Government's Overseas Development Administration does not have very full central records of its aid activities on a sectoral basis. A recent estimate by the British Council suggested that in the last twelve months they had had some form of media assistance activity in about 60 countries while the BBC have assisted 72 countries during the last five years in a variety of ways. It is particularly difficult to provide accurate estimates for while much training in Britain can be seen as aid in that the students' fees are paid for by British Governmental awards, many other students attend the same courses paid for by their own governments or broadcasting organisations.

British assistance has concentrated on technical assistance rather than capital aid. Compared with France or Germany there has been rather limited expenditure on the building of studios, transmitter networks, and film processing laboratories. The ODA has provided details of four current or recently completed projects involving an expenditure of £3½ million (5.8 million ECU) to assist radio stations with new equipment in Belize and Mauritius, to provide broadcasting equipment, experts and training for the Open University in Islamabad, Pakistan and to provide radio broadcasting equipment for Zimbabwe.

Technical assistance has been made up of three components, study awards for courses in the UK, assistance with training programmes

in developing countries, and the provision of experts from the United Kingdom on long or short term assignments. In the provision of such assistance the emphasis has been given to national broadcasting systems, both radio and television, with lower priority being given to film and press. Considerable attention has been given to low cost communication techniques particularly those relating to rural and agricultural development. The main criterion for providing assistance has been the educational and developmental contribution that media systems could make. In view of the problem of defining media assistance in British Government aid statistics it should be noted that there is often a development support communication component in aid activities classified under 'education', 'rural development', 'family planning' etc.

There is a very wide range of media training available. The most recent 'media pack' prepared at the end of 1983 by the British Council gives details of UK media training courses and sent overseas each year to provide information for those who wish to train in Britain gives details of over 160 courses. Some of these are specifically designed for overseas participants while the majority, including almost all the long courses of a year or longer are courses for British students which can be attended by those from overseas. The majority of those sponsored by the British Government attend courses which focus on skill training in production techniques, journalism and engineering. The bulk of this training has consisted of courses of about three months duration and has been provided in specialist training institutions, sometimes closely linked to operating organisations. Longer term courses leading to degrees or post-graduate diplomas and provided by Universities

and other institutions of higher education have been attended by only a small number of overseas students.

While for the reasons given it is not possible to give a precise number for the number of trainees coming to the UK each year, the British Council have recently estimated that the total coming for media training of all kinds on courses of three months or more sponsored by the British Government is currently around 250 per year. There are in addition about 80 students attending such courses financed by UN, EEC, other international lending agencies or by their own governments. It is more difficult to estimate the number of students from developing countries who are privately financed ; the British Council estimate it at about 100 per year.

The British Council has the central role in British work in the field of media development. It acts as the ODA's adviser and executive agent for much of British activity in this field, and its representatives overseas provide an initial point of contact. The Council also acts for a number of overseas governments, particularly oil-producing countries, in recruiting staff and establishing training programmes on the basis of payment by the recipient country. The Media Group of the British Council do this by the provision of advice and information on all aspects of British media activities, including equipment, training courses and consultants. It publishes a quarterly journal 'Media in Education and Development' which has a circulation in 120 countries mostly in the developing world. They work in close association with a number of institutions to develop training programmes with particular reference to the needs of those coming from developing countries. The Council also administers a service for the placement of overseas trainees covering both those in receipt of British Council scholarships or Technical Training Department

awards as well as those financed by themselves or their employer. Both using its own staff and drawing upon external expertise the Council is able to provide short term consultancies for project identification and evaluation, to participate, and if required, organise workshops and seminars in developing countries, and to advise on most media activities.

The BBC has a long connection with assistance to overseas broadcasting organisations. Under the terms of its Charter the BBC cannot spend licence revenue on the training of foreign broadcasters but must charge either the broadcasting organisation from which the trainee comes or the British Government for its services. At present the pattern of training provided each year is made up of two eight week courses a year for radio production, two four week courses for radio trainers, a twelve week advanced drama and features course with particular relevance to development support broadcasting and 8 to 12 week courses on radio management for senior managers. In television there are two twelve week courses in television production and at the Open University a twelve week course on television production for education and development. In addition there is each year a journalist training course designed for senior journalists in broadcasting organisations and covering both radio and television. As all of these courses are of a workshop type they are normally limited to twelve participants. Engineering training is not provided separately for those from overseas but the BBC does take engineering students from overseas on its three basic courses for technical operators and technician engineers.

The BBC is also able to provide on-site training courses designed to suit local circumstances or to provide consultants on long-or short-term assignments for overseas broadcasting organisations.

The second most important training organisation in Britain has been the Thomson Foundation. It was founded by the late Lord Thomson of Fleet in 1962 and for the last twenty years has been providing training courses both for press and television in the UK and overseas. Although very substantial numbers of students were trained both for production and engineering at the Foundation's own television college outside Glasgow, it was decided in 1977 that further production training should be carried out in developing countries rather than in Britain, and in 1983 that the same should apply to engineering training. Since the mid 1970s a large amount of consultancy and in-country training has been undertaken. The Foundation also organised 50 courses for journalists in the twenty years between 1963 and 1983, but these are being discontinued for the time being in order to concentrate the Foundation's resources on overseas projects. In 1983 journalism training teams were sent to China, India and twice to Tanzania. The Foundation plans to expand its activities in journalism training outside Britain.

Visnews, the international television news service, provides a number of courses for training television professionals. In the course of a year the five 12-week courses train some 50 broadcasters from developing countries in television journalism, production, programme creation and advanced documentary production. Visnews have also provided on-site training in Africa, particularly for

news and outside broadcast work.

The National Broadcasting School which was established by the IBA to provide radio training for local radio stations in the UK had developed courses for overseas broadcasters. Between 1982 and 1984 it ran five courses a year each, of thirteen weeks and trained fifty to fifty-five students a year. Three of the courses were for radio journalists, one course was on radio in development support communication and one on technical operations and maintenance. The school has also provided advisers and plans on-site training in Oman, Jamaica and the Solomon Islands, but it was forced to close down in 1984

There are one year courses for journalists from overseas at the City University, London , at University College, Cardiff, and at the Darlington College of Technology. The Brighton Polytechnic runs a three month course for television and radio journalists linked to one for journalists involved in training, specifically for those for developing countries. There are in addition a considerable number of other courses on media subjects primarily designed for British students which are attended by overseas students.

A number of religious organisations provide practical as well as academic courses in media matters which are primarily designed for students from developing countries. These include the Catholic Radio and Television and Radio Centre, at Hatch End, Middlesex, Trinity and All Saints Colleges Leeds, Radio Worldwide Training Unit, Bexhill, and the Christian Broadcast Centre in Newmarket.

Among a number of University institutions working in this area reference must be made to the Centre for Mass Communication Research at the University of Leicester and to the Agricultural Extension and Rural Development Centre of the University of Reading. The Leicester institute since its foundation in 1966 has developed a wide ranging research programme which attempts to cover all aspects of the communication process, including the operation of media institutions within the appropriate historic and sociological frameworks. Its staff have carried out considerable research on the relationship between communications and development. The Reading Institute has a particular interest in the relationship between agricultural extension, rural development and mass media. The institute produces a regular "Rural Development Communication Bulletin"

The boundary between the provision of assistance in media matters and the commercial or semi-commercial marketing of training and consultancy services is more difficult to discern in the UK than in many other European countries. The intermingling however makes it particularly difficult to assess how much of the assistance provided should strictly be regarded as aid.



## VII CONCLUSIONS

The conclusions of this report are based on the findings of the preliminary survey as well as the orientations which emerged from the discussions held on September 30th and October 1st, 1985.

1. The countries of the European Community together provide a very substantial share of all media assistance to the developing countries. It is likely that these programmes will remain national programmes for a number of reasons. As has been seen, countries' programmes of media assistance display very distinct national styles and, at least as far as France and the United Kingdom are concerned, a geographical distribution reflecting historical and linguistic associations. There is therefore already something of a historical division of labour but it would probably be a mistake to make a more rigid allocation of recipient countries to donor countries. Developing countries should not be automatically restricted to links with one European country.
2. It does not appear that there would be any value in attempting to impose an over-elaborate co-ordination on media assistance from European countries. On the other hand, in the course of preparing the preliminary assessment, a fairly general desire was expressed to have more information on what was happening elsewhere in Europe in the provision of media assistance. In the Federal Republic of Germany an effective information network with minimum bureaucracy is provided by Dr. Helmut Druck of WDR. An extension of this to a European scale would present some problems but would be widely welcomed. It might be preferable to develop separate networks for the printed and audio-visual media. The German model concentrates primarily on radio and television. In this context, reference should be made to both recommendations which were made by the expert as regards project information exchange. (See report of experts' meeting, Annex A,

points 3.2 and 3.6)

3. Most of this survey has concentrated on the provision of media infrastructure and the training of media professionals. It seems that relatively little attention has been given to the methodological and organisational aspects of development support communications and the inclusion of a communications component in development projects in the fields of health, agriculture, and education. More attention should probably be given to this and to the better coordination of media development with development programmes in general. Development projects at the Community level as well as at national levels should be examined to see whether proper attention has been given to the communications aspects. The experts also urged the Commission to support the media as part of co-operative projects. (See report of the experts' meeting in Annex A, point 2.2)

4. There are certain aspects of media assistance in which the possibility of cooperation between European countries could be considered. The first of these would be the provision of assistance to the growing regional centres for the training of media professionals which now exist in Africa, Asia and Latin America. It might be worth exploring the development of European teams to take part in training programmes at these centres and the Commission could consider direct assistance from its own funds to these centres particularly to encourage more attention to courses for media professionals and others on development support communications for rural development. The experts' discussions dwelt for some time on this crucial topic. (See report of experts' meeting, in Annex A, point 3.3)

5. A number of European training centres have developed their own training material both in written form and using various audiovisual techniques. These would be invaluable for training centres in developing countries;

exchanges could be initiated between those centres that have developed training material with a view of polling the strong points of the various different sets of materials and possibly developing new material which could be made available as aid from Europe to national training centres in developing countries. In the light of the latter, the experts recognised that in general the mutual exchange of expertise between North and South could yield positive results.

6. According to the findings of the preliminary survey, it seems worthwhile developing some form of common European capacity for making news services available to developing countries. In this area of co-operation, problems concerning the distinction between commercial activities and assistance will immediately appear. At the moment France provides a service on the basis of aid to French speaking countries while a number of English speaking countries make use of the commercial Visnews services from London either by satellite or airmail. Germany and Belgium both provide news magazine service pooling the facilities of all Europe's television news services and made available to developing countries possibly with a view to eventual North-South exchanges. But the considerations arising from the UNESCO resolutions on NWICO should be borne in mind. In this context, the experts pointed out that the Commissions' assistance to the development of regional information networks could be a considerable boost to development in general. (See point 3.1 of Annex A regarding information from South to North).

7. One of the main conclusions which emerged from the discussions was that the Commission could develop a specific role in this field on the grounds of the unique position it occupies. This position offers the Commission the possibility to look across barriers, free from political constraints. The Commission can also instigate and increase dialogue within and between the regions concerned.

8. During the experts' meeting, the representatives of the Commission expressed their desire to give the NGOs a privileged status as co-operators and executors of projects.





SOURCES OF MEDIA ASSISTANCE TO CENTRAL AMERICAN AND CARIBBEAN COUNTRIES TABLE III (1984)

	Antigua *	Bahamas *	Barbados *	Belize *	Bermuda	Costa Rica	Cuba	Dominica *	Dominican Republic	El Salvador	Grenada *	Guatemala	Haiti	Honduras	Jamaica *	Mexico	Netherlands Antilles	Nicaragua	Panama	St Lucia *	St Vincent *	Trinidad and Tobago *	
Belgium																							
Denmark																							
Greece																							
<u>Federal Republic of Germany</u>																							
Gov. Projects A						1						2	1		1			3					
Non Gov. Projects								x				x			x	x							x
SFB TTC		x							x			x			x	x							x
DWAZ		x	x			x		x	x	x	x	x			x	x			x				x
<u>France</u>																							
French Bilateral																							
Accord								x					x								x		
INA						x	x											x					
TDF																							
CIJ													x										
CREC-AVEX						1		1		1	2	2	1				12						
Ireland																							
Italy																							
Luxembourg																							
<u>The Netherlands</u>																							
Aid 1979-83								0.97		0.09						0.77		0.8		0.1			0.02
RHHC		1	6			2	1			5		4		14	20	5		3			2	10	
<u>UK</u>																							
British Council																							
PBC ①	x	2	②												x	x							x
TV College	1		4											②	②								②
Editorial Study Centre	1	3	1			1	2				1			7			1						4
In Country Projects ②							J							T									
Visnews ③			V											V									

SOURCES OF MEDIA ASSISTANCE TO COUNTRIES IN SOUTH AMERICA AND OCEANIA TABLE IV (1984)

	South America	Argentina	Bolivia	Brazil	Chile	Colombia	Ecuador	Guyana *	Paraguay	Peru	Surinam *	Uruguay	Venezuela	Oceania	Fiji *	Kiribati *	Papua New Guinea *	Samoa, Western *	Solomon Islands *	Tonga *	Tuvalu *	Vanuatu *	
Belgium																							
Denmark																							
Greece																							
<u>Federal Republic of Germany</u>																							
Gov. Projects				3						2													
Non Gov. Projects			2	5		2	1		1	4			2				1						
SFB TTC	x	x	x	x	x		x	x	x	x		x	x										
DWAZ		x	x	x													x				x		
<u>France</u>																							
<u>French Bilateral Accord</u>																							x
INA						x				x			x										
TDF																							
CIJ	x		x										x				x						
CREC-AVEX	6		13	2	14	2		1	8								2						
Ireland																							
Italy																							
Luxembourg																							
<u>The Netherlands</u>																							
Aid 1979-83	0.07	0.8	1.3	0.38	3.3	0.1	0.03	0.32	1.4														
RWTC	1	3	6	1	14	5	3	8	2	1	1												
<u>UK</u>																							
British Council			x		x	x		x				x	x		x								
BBC ①	x		x	x	x	x						②			x		x	x			x	x	
TV College		1	13	18	1	1			1						1		1						
In Country Projects ①				T											T								
Visnews NBS ②				N				NV															



Table V

## Courses for Trainees from Developing Countries

Name of Institution	Language of Instruction	Medium	Skill	Length of course
Sender Freies Berlin TV Training Centre	E	TV	E, J, P	3 months
Deutsche Welle Ausbildung Zentrum	E/F	R	E, J, P, TT	6 months (E 14m)
Internationalen Institut für Journalismus	E	P	J	3 months
Radio Nederland Training Centre	E	R, TV	J, P, TT	4 months
Institut National de la Communication Audivoisuelle	F	R, TV	E, P	1 - 2 years
Centre International de Journalisme	F	P, R, TV	J	3 - 9 months
British Broadcasting Corporation	E	R, TV	P, J, E, M, TT	8-12 weeks
British Broadcasting Corporation-Open University	E	TV	P	12 weeks
Centre for Journalism Studies, University College Cardiff	E	P, R, TV	J	9 months
The City University	E	P	J	9 months
Visnews International	E	TV	J, P	9-12 weeks
Brighton Polytechnic	E	R, TV	J, P, TT	3 months
Darlington College	E	P	J	9 months

Language E = English, F = French  
Medium P = Press, R = Radio, TV = Television  
Skill E = Engineering, J = Journalism, M = Management, P = Production, TT = Training trainers

Table VI

Courses Organised by Religious Organisations for Media Training			
Name of Organisation	Language of Instruction	Medium	Length of Course
CREC-AVEX, France	E/F	P,R,TV	9 months
Catholic Radion and TV Centre, England	E	R,TV	3 months
SPICS, Rome	I	P,R,TV	9 months

Language E = English, F = French, I = Italian  
 Medium P = Press, R = Radion, TV = Television

All these courses provide a more general introduction to a wide range of media and give students practical experience in their use.

ANNEX A

European Media Aid to the Third World

Report of the experts' meeting held at the EEC in Brussels  
on 30th September and 1st October 1985

1. Purpose of the meeting and reference documents

Lomé III Convention: one of the purposes of the meeting was to enable the EEC representatives to take stock of the ideas and views of the experts convened at this meeting and consider how they can be applied within certain guidelines for further action. These guidelines are to be formulated according to the New Lomé convention's recommendations, particularly in conjunction with those formulated to enhance the value of human resources and raise the awareness of the rural communities.

The Roper Report: this report was generally warmly welcomed due to its unique character - it was the first time that a report had assembled all data relating to European media aid to the Third World. It was acknowledged that the overview was almost complete, but since it came out (18 months ago) important changes had already taken place. In the light of this fact the report will be revised and it is due for publication early in 1986.

Report by Professor Wedell: this provided the experts with an outline of the difficulties and problems which the Third World countries face in the field of media. It also included material on how and why they have progressed over the last decade. It provided a useful basis for discussion as well as for action on the part of the EEC.

## 2. Issues which dominated the discussions

### 2.1. - Factors making for success or failure of media projects

The people and the politics were identified as the two crucial factors which must be right if a Third World media project is to succeed. Wrongly chosen or badly trained staff can damage a project, while the political suspicion of many Third World governments of localised media working away from direct central government control must also be overcome if the project is to have a realistic chance of survival. Also important is the need for constant monitoring of the progress of the project, and the need for audience research procedures to be integrated into the project from its inception.

### 2.2. - Development Support Communication

With reference to Mr Roper's third conclusion, the importance of media as development support was widely recognised and this could be worked out according to different formulae. The inclusion of a communication component in development projects in other fields has led, for instance in Zimbabwe (growth point stations) to satisfactory results even though they are on a small scale.

### 2.3. - Training

After a wide range of discussions on this crucial topic, the following conclusions were drawn;

2.3.1 - Measures are needed to reduce the loss of trained personnel into employment in sectors different from those for which they were trained and to ensure that recruitment takes place on the basis of the proper training.

Therefore, training is to be closely linked to the production process.

2.3.2 The identification of the concrete needs and possibilities of real progress will determine the effectiveness of training schemes.

2.3.3 - Training provided in Europe for people from the developing countries could be enhanced by the exchange of training experts whose experience is outside the European context.

2.3.4. - On the job training would tend to be more successful because it does not carry the implication of future promotion and career development to the same extent as training received overseas.

## 2.4 - Community Participation in Media

2.4.1 Social relevance of a media project is, in developing countries, largely determined by the participation of local communities. In devising projects, the degree of social relevance could be a relevant criterion for providing financial support.

2.4.2 Special training programmes should be devised to ensure an optimal association of local communities in media projects.

2.4.3 Channels for this kind of training might be the classical ones, such as governmental radio and TV, but media as means of project support can also be used to that end.

## 2.5 - Alternative Media

These are the result of demand within the community, which provides itself with its own means of communication. They are never the result of governmental initiative. Some good examples are (a) the Bolivian miners' stations, and (b) the loudspeakers in a Brazilian slum. The assistance of NGO's in the development of this field is likely to be more effective and consequently to be fostered, rather than the support of bodies with governmental links.

## 2.6. - Rural Radio

As already mentioned above, the existence of rural radio depends mainly on its social relevance and on political attitudes of the government.

It was suggested that for local radio production a certain mutual interaction should be pursued between the local stations, both in the urban and the rural contexts, and the mass media.

## 2.7. - Use of Local Talent

2.7.1 It was suggested that measures should be devised to encourage local talent and by doing so to enhance cultural outlets.

2.7.2 In this context it was mentioned that in Africa, indigenous films are rarely screened on TV.

This point should be pursued as a guideline for development action.

### 3. Summary of Proposals and Recommendations

3.1 Just as the Lome III meetings were based on dialogue, it was felt that the EEC should maintain the dialogue between North and South and instigate new talks in various areas in order to eliminate the barriers between and within the respective regions. This applies particularly to the boosting of co-productions and the development or reinforcement of regional news and programme exchange networks. The special position of the EEC - as distinct from a bilateral and multilateral context - is to be exploited more effectively to this end, as is the role of the NGO's.

3.2 The need was expressed for the creation of more exchange of information: data banks of available means and experiments in this field should be set up more systematically. This is not only for the purposes of the EEC experts, but also for the direct benefit of the Third World experts/professionals. Support could also be given to networks for regional exchange of information on experiments.

3.3 In the light of the above, it was also suggested that a series of seminars on specific problems would be organised and funded by the EEC.

3.4 Training: this is generally recognised as being a major factor in the success or failure of media project.

It was also suggested that:

- since cultural policies can effectively be used to support communication projects, specific training should be provided for cultural agents or communicators, to make them aware of cultural realities. It is necessary to train the trainers as well as the audience. In this context, audience research, as part of programme quality control has to be developed systematically.

- Regional and national training centres: minimal support is needed here. It will have an indirect far-reaching effect not only in terms of training, but also in terms of regional exchange of experience.

3.5 The exchange of programmes between North and South is to be encouraged. The EBU was mentioned as a possible channel for this purpose.

3.6 The experts expressed their desire to be informed regularly about the actions the EEC intends to carry out.

3.7 The experts called upon the Commission to use its best endeavours to establish a consistent policy of media aid to the Third World.

ANNEX B

ORGANISATIONS TO WHOM THE QUESTIONNAIRE WAS SENT

Those organisations marked with an asterisk provided information which has been used in the preparation of the report.

Belgium

Centre Internationale de Liaison  
des Ecoles de Cinema et de Television,  
c/o INSAS 8 rue Theresienne,  
1000 Brussels,  
Belgium.

- \* Association Catholique Internationale  
pour la Radio et Television,  
12 rue de l'Orme,  
1040 Brussels,  
Belgium.

Office of the Secretary of State  
for Cooperation with Developing  
Countries,  
Ministry of Foreign Relations,  
Rue des Quatre-Bras 2,  
1000 Brussels,  
Belgium.

Permanant Representative of  
Belgium to the EEC,  
Belliardstraat 62,  
1040 Brussels,  
Belgium.

Belgische Radio en Televisie,  
Omroepcentrum,  
A. Reyerslaan 52,  
B-1040 Brussels,  
Belgium.

- \* Radio Television Belge,  
Cite de la Radio Television,  
Boulevard Auguste Reyers 52,  
B-1040 Brussels,  
Belgium.

Denmark

National Film School of Denmark,  
St Sondervoldstraede,  
1419 Copenhagen,  
Denmark.

- \* Under Secretary of State for  
Danish Development Aid,  
Ministry of Foreign Affairs,  
Asiatisk Plads 2,  
1448 Copenhagen,  
Denmark.

- \* Danmarks Radio,  
TV Centre,  
DK-2860 Soborg,  
Denmark.

Permanent Representative of  
Denmark to the EEC,  
rue l'Arlon 73,  
1040 Brussels,  
Belgium.

Federal Republic of Germany,

- \* Bischofliche Aktion,  
PB 117,  
4300 Essen,  
FRG.

Zentralstelle fur Entwicklungshilfe,  
e.V und Misereor,  
Mozartstrasse 9,  
5100 Aachen,  
FRG.

Hans Seide Stiftung e.V.,  
Lazarettstrasse 19,  
8000 Munich 19,  
FRG.

\* Westdeutscher Rundfunk,  
Appelhofplatz 1,  
5000 Koln 1,  
FRG.

\* Gemeinschaftswerk der Evangelisten  
Publizistik e.V.,  
Friedrichstrasse 2-6,  
6000 Frankfurt am Main,  
FRG.

Suddeutscher Rundfunk,  
Neckarstrasse 230,  
7000 Stuttgart 1,  
FRG.

\* Evangelische Zentralstelle für  
Entwicklungshilfe e.V.,  
Mittelstrasse 37,  
5300 Bonn-Bad Godesberg,  
FRG.

Radio Bremen,  
Heinrich-Hertzstrasse 13,  
2800 Bremen 33,  
FRG.

Catholic Media Council (Cameco),  
Bendelstrasse 7,  
5100 Aachen,  
FRG.

\* Norddeutscher Rundfunk,  
Rothenbaumschaussee 132-134,  
2000 Hamburg 13,  
FRG.

Deutsche Presse Agentur,  
Mittelweg 38,  
2 Hamburg 13,  
FRG.

\* Ausbildungsstätte für Ausländische  
Fernsehfachkräfte beim Sender  
Freies Berlin,  
Masurenallee 8-14,  
1000 Berlin,  
FRG.

\* Südwestfunk,  
Hans Bredowstrasse,  
7560 Baden-Baden,  
FRG.

Hessischer Rundfunk,  
Bertramstrasse 8,  
6000 Frankfurt am Main,  
FRG.

Saarlandischer Rundfunk,  
Funkhaus Halberg,  
6600 Saarbrücken,  
FRG.

\* Sender Freies Berlin,  
Masurenallee 8-14,  
1000 Berlin,  
FRG.



- \* Deutschlandfunk,  
Raderbergurtel 40,  
5000 Koln,  
FRG.
- \* Studio Hamburg,  
Atelierbetriebgesellschaft mbH,  
Tonndorfer Hauptstrasse 90,  
2000 Hamburg 70,  
FRG.
- Bayerischer Rundfunk,  
Rundfunkplatz 1,  
8000 Munich,  
FRG.
- \* Bavaria Atelier GmbH,  
Bavariafilmplatz 7,  
8022 Geiseltasteig,  
FRG.
- \* Friedrich Ebert Stiftung,  
Kolnerstrasse 149,  
5300 Bonn-Bad Godesberg,  
FRG.
- \* Deutsche Stiftung fur  
Internationale Entwicklung,  
Rauchstrasse 25,  
1 Berlin 30,  
FRG.
- \* Goethe Institut,  
Wannenstrasse 25,  
8000 Munich,  
FRG.
- \* Programmdirektion ARD,  
Bayerischer Rundfunk,  
Rundfunkplatz 1,  
8000 Munich 2,  
FRG.
- \* Deutscher Entwicklungsdienst,  
Kladower Damm 299-327,  
1000 Berlin,  
FRG.
- \* Konradadenauer Stiftung,  
Rathausallee 12,  
5202 St Augustin 1,  
FRG.
- \* Deutsche Gessellschaft fur  
Technische Zusammenarbeit,  
Dag-Hamarskjold Weg 1,  
6236. Eschborn 1
- \* Trans-Tel GmbH,  
Bonnerstrasse 211,  
5000 Koln 1,  
FRG.
- \* Carl Duisberg Gesellschaft,  
Hohenstaufeuering 30-32,  
5000 Koln,  
FRG.
- \* Friedrich Naumann Stiftung,  
Baumschiedstrasse 15,  
5300 Bonn-Bad Godesberg,  
FRG.

\* Federal Ministry of Economic  
Cooperation,  
Karl Marxstrasse 4-6,  
5300 Bonn,  
FRG.

\* Permanent Representative of the  
Federal Republic of Germany to  
the EEC,  
rue Royale 64,  
1000 Brussels,  
Belgium.

\* ARO.  
Arnifstrasse 42,  
Postfach 200622,  
8000 Munich,  
FRG.

\* ZOF,  
Deutschhausplatz 1,  
Mainz,  
FRG.

France

\* Agence de Cooperation  
Culturelle et Technique,  
19 Avenue de Messine,  
75008 Paris,  
France.

\* Centre de Formation et de  
Perfectionnement des Journalistes,  
33 rue du Louvre,  
75002 Paris,  
France.

\* Institut National de l'Audiovisuel,  
4 Avenue de l'Europe,  
Bry sur Marne,  
France.

\* CREX-AVEX,  
BP 70,  
40 Route de Oardilly,  
69132 Ecully,  
Lyon,  
France.

Permanent Representative of France  
to the EEC,  
Boulevard du Regent 37-40,  
1000 Brussels,  
Belgium.

\* Office of the Minister Delegate for  
Cooperation and Development,  
20 rue Monsieur,  
75007 Paris,  
France.

TF1,  
3 rue de l'Arrivee,  
75015 Paris,  
France.

FR3,  
5 Avenue du Recteur Poincare,  
75001 Paris,  
France.

Antenne 2,  
5-7 rue de Montessius,  
Paris,  
France.

Greece

Under Secretary of State for  
Foreign Affairs,  
Ministry of Foreign Affairs,  
4 Vas Sophias Avenue,  
Athens,  
Greece.

Permanent Representative of  
Greece to the EEC,  
Avenue de Cortenberg 71,  
1040 Brussels,  
Belgium.

CISOP,  
via Paisiello 6,  
Rome,  
Italy.

Ireland

- \* The Catholic Communications  
Institute of Ireland,  
Veritas House,  
7-8 Lower Abbey Street,  
Dublin.

Permanent Representative of  
Italy to the EEC,  
rue de la Loi 74,  
1040 Brussels,  
Belgium.

Permanent Representative of  
Ireland to the EEC,  
Avenue Galilee 5,  
Boite 22,  
1030 Brussels,  
Belgium.

- \* Dipartimento per la Cooperazione e  
lo Sviluppo,  
Ministry of Foreign Affairs,  
Palazzo Farnesina,  
Foro Italico,  
00100 Rome,  
Italy.

- \* Radio Telefis Eirann,  
Dublin 4,  
Ireland.

- \* Radiotelevisione Italiana,  
Viale Mazzini 14,  
00155 Rome,  
Italy.

Italy

International Documentation  
and Communication Centre,  
Via Santa Maria dell'Anima 3I,  
00186 Rome,  
Italy.

Luxembourg

- \* Ministry of Foreign Affairs and  
Foreign Trade,  
5 Rue Notre Dame,  
Luxembourg Ville,  
Luxembourg.

- \* Comitato per la Cinematografia dei  
Ragazzi,  
Via Tribune Tor de'Specchi 18A,  
00186 Rome,  
Italy.

Permanent Representative of  
Luxembourg to the EEC,  
Avenue de Cortenberg 73,  
1040 Brussels,  
Belgium.

- \* SPICS,  
Via Alessandro Severo 58,  
Rome,  
Italy.

- \* Radio Tele Luxembourg,  
22 Rue Boyard,  
75000 Paris,  
France.

Netherlands

\* Radio Nederland Training Centre,  
PO Box 222,  
1200 Hilversum,  
The Netherlands.

\* Interfilm,  
International Inter-Church  
Film Centre,  
Po Box 515,  
Hilversum,  
The Netherlands.

Stichting Inter Kerkelikje -IKON,  
Borneolaan 27,  
127 GX Hilversum,  
The Netherlands.

\* Nederlandse Christelijke,  
Radio Vereniging,  
Schuttersweg 8-10,  
Postbus 121,  
Hilversum,  
The Netherlands.

Stichting Technisch,  
Ontwikkeling Ontwikkelingslanden,  
Mauritskade 61A,  
1092 Amsterdam,  
The Netherlands.

Permanent Representative of  
the Netherlands to the EEC,  
Avenue des Arts 46,  
1040 Brussels,  
Belgium.

\* Ministry of Foreign Affairs,  
Postbus 20061,  
2500 EB The Hague,  
The Netherlands.

\* Nederlandse Omroep Stichting,  
Postbus 10,  
1200 JB Hilversum,  
The Netherlands.

United Kingdom

\* The British Council,  
Media Group,  
10 Spring Gardens,  
London SW1A 2BN.

\* The Thompson Foundation,  
4 Bloomsbury Square,  
London WC1A 2RL.

\* Agricultural Extension and Rural  
Development Centre,  
Reading University,  
16 London Road,  
Reading,  
Berkshire,  
RG1 5AQ.

AMPEX (GB Ltd),  
Acre Road,  
Reading,  
Berkshire.

Bath Technical College,  
Avon Street,  
Bath,  
BA1 1UP.

Brighton Polytechnic,  
Moulscroomb,  
Brighton,  
BN2 4GJ.

Leeds Polytechnic,  
Education Technology Unit,  
Calvery Street,  
Leeds LS1 3HE.

The National Film and Television,  
School,  
Beaconsfield Studios,  
Station Road,  
Beaconsfield,  
Bucks,  
HP9 1LG.

National Audio Visual Aids Centre,  
Paxton Place,  
Gipsy Road,  
London SE27 9SR.

\* World Association for Christian  
Communication,  
122 Kings Road,  
London SW3 4TR.

\* National Broadcasting School,  
14 Greek Street,  
London W1.

\* British Film Institute,  
81 Dean Street,  
London W1V 6AA.

Pye (TVT) Ltd.,  
PO Box 41,  
Coldhams Lane,  
Cambridge,  
CB1 4JU.

Centre for Mass Communication  
Research,  
University of Leicester,  
104 Regent Road,  
Leicester LE1 7LT.

Sony Broadcast,  
Pyrene House,  
Sunbury Cross,  
Sunbury on Thames,  
Middlesex,  
TW16 7AT.

\* Trinity and All Saints College,  
Brownberrie Lane,  
Horsforth,  
Leeds LS18 5HD.

South Thames College,  
Wandsworth High Street,  
London SW18 2PP.

\* Churches Television and  
Radio Centre,  
Hillside,  
Merry Hill Road,  
Bushey,  
Watford,  
WD2 1DR.

\* Visnews International,  
Cumberland Avenue,  
London NW10 7EH.

Mill Hill Missionaries,  
Communications Department,  
St Joseph's College,  
Mill Hill,  
London NW7 4JX.

Permanent Representative of the  
UK to the EEC,  
Rond Point Robert Schumann 6,  
1040 Brussels,  
Belgium.

\* Overseas Development  
Administration,  
Eland House,  
Stag Place,  
London SW1.

\* BBC Broadcasting House,  
London W1A 1AA.

\* IBA,  
70 Brompton Road,  
London SW3 1EY.