

5th Symposium *Forum Media and Development:*

Measuring Change II

Expanding Knowledge on Monitoring & Evaluation in Media Development

Katholisch-Soziales-Institut (KSI) Bad Honnef, near Bonn
12 – 14 October, 2009

The 5th International Symposium of the German Forum Medien und Entwicklung (FoME – Forum Media and Development) is expanding its discussions on Monitoring and Evaluation (M&E) in media development cooperation launched in its October 2007 Conference, “Measuring Change”.

The four thematic blocks will continue earlier discussions on assessing media landscapes, experiences in evaluating the quality and impact of training, and how the media’s contribution to social and political change is assessed. Different donor and media assistance organisations will present their approaches to M&E and share their experiences with existing frameworks.

During the conference, the mediaME-Wiki will be officially launched. mediaME is a participatory platform for sharing tools and approaches for media development monitoring and evaluation. The initiative rose from the strong desire of participants at the 2007 “Measuring Change” conference to collect and share knowledge and experience in media development M&E. Collaborators in this initiative include media assistance organisations, researchers, and other media and development practitioners.

The Symposium will again take place in Bad Honnef (near Bonn), Germany, on Monday, 12 October, 2:00pm — Wednesday, 14 October, 2:30pm. On behalf of FoME, CAMECO is overseeing conference organisation.

For further information about the conference or the mediaME initiative, please contact sofie.jannusch@cameco.org or consult the CAMECO website under www.cameco.org.

The 2007 conference report, “Measuring Change: Planning, Monitoring and Evaluation in Media Development Cooperation” is available at: http://www.cameco.org/files/measuring_change_1.pdf

Looking forward to welcoming you in Bad Honnef,

A. Sofie Jannusch
CAMECO / Coordinator mediaME-Wiki

In collaboration with: Catholic Media Council CAMECO – DEUTSCHE WELLE AKADEMIE – Friedrich-Ebert-Stiftung FES – International Federation of Science Journalists – International Institute for Journalism IIJ – Konrad-Adenauer-Stiftung KAS – media in cooperation and transition mict – Press Now – Protestant Academy of the Rhineland – Zurich University of Applied Sciences Winterthur ZHW

Programme (Draft)

Monday, 12 October

12–13:30	Lunch Reception	
<u>14:00–14:15</u>	<u>Daniela Frank</u> Executive Director Catholic Media Council (CAMECO)	Opening of the Symposium
<u>14:15–15:00</u>	<u>A. Sofie Jannusch</u> CAMECO	Official launch of the mediaME-Wiki

Part I: Assessing Media Landscapes

<u>15:00–15:45</u>	<u>Andrew Puddephatt/Rebecca Horsewell</u> Global Partners	Follow-up of IPDC framework
15:45–16:15	Coffee/Tea Break	
<u>16:15–17.00</u>	<u>Helge Ronning</u> University of Oslo	Experiences from a pilot study
<u>17:00–17:45</u>	<u>Rolf Paasch/Sophie Mukenge-Kabongo</u> Friedrich-Ebert-Stiftung FES	FES African/Asian Media Barometer
17:45–18:00	Break	
<u>18:00–18:45</u>	<u>Fackson Banda</u> Rhodes University	Critical Review of present approaches

19:30 mediaME-Party (with dinner buffet)

Tuesday, 13 October

Part II: Assessing Training

<u>09:00–09:45</u>	<u>Marie-Soleil Frère</u> University of Brussels	Assessing quality of journalism training
<u>09:45–10:30</u>	<u>Helmut Osang</u> Deutsche Welle Akademie	Between the request to know and budget constraints
10:30–11:00	Coffee/Tea Break	

Part III: Approaches to M&E in Media Development

11:00–11:10 Donors' perspectives and experiences:

11:10–11:40 DFID
Megan Lloyd-Laney/Abigail Mulhall

11:40–12:10 USAID
N.N. (requested: Mark Koenig)

12:10–13:45 Lunch Break

13:45–14:15 SIDA
N.N. (requested: Christina Dahlman)

14:15–14:45 A.S. Panneerselvan Spheres of Influence
Panos South Asia

14:45–15:15 Coffee/Tea Break

Part IV: Measuring the Role of Media in Societies

15:15–15:30 Good Governance & Democratisation and the Media:

15:30–16:15 Sina Odugbemi (requested)
CommGAP

16:15–17:00 Birgitte Jallof
Senior Communication Specialist

17:00–17:30 Break

Media and Social Change:

17:30–18:15 Gordon Adam (requested)
Media Support Solutions

Dinner Break

M&E of media in conflict and crises:

19:30–20:15 Sheldon Himmelfarb (requested)
U.S. Institute for Peace

20:15–21:00 Nick Oatley
Search for Common Ground

Wednesday, 14 October

Part V: Workshops

09:00–12:00 The workshops will be used to further develop the different sections/thematic areas of the mediaME-Wiki.

- 1** Assessing Training Facilitated by Deutsche Welle Akademie
- 2** Assessing Media Landscapes Facilitated by Global Partners (requested)
- 3** mediaME theme: Conflict Facilitated by Press Now
- 4** Assessing Media Facilitated by CAMECO
- 5** mediaME theme: Development
- 6** assessME: Funding Policy and Approaches

12:30-13:30 Reports from the Workshop and Outlook