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Africa: Discussion sur la TV Catholique  
 Zimbabwe: Interview on „Life-Lines“  
 International: Preparations of *WSIS*  
 Macedonia: *Nashe Maalo* for Children  
 Balkans: Images of Different Faiths

## A Film Director's Personal Encouragement for Colleagues:

# About Miracles and Chances

By Kersti Uiho

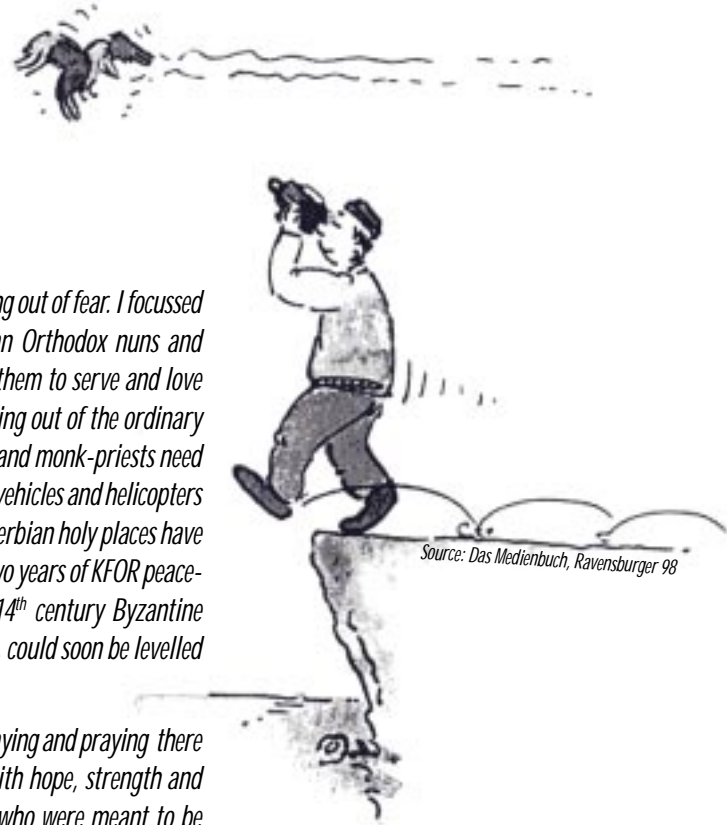
*One day I spotted a familiar "HOTDOCS" bag\* in front of me in Central London. I decided to change my route and talk to the stranger. "Are you a documentary film-maker?" "Yes, I am.... and I like being followed, that's what documentary film-making is about." I told my newly-found colleague that I had just come home from the Serbian Orthodox Convent of Gracanica in Kosovo and that it had taken me two and a half years to get that far. "Oh, that's nothing, my latest film took me five years to make!" That sounded encouraging. I realised I had met a fellow-traveller. It then turned out that we were both heading for the same production company in Soho. Life is full of little miracles or chances, whatever you call them. The main thing is to search for the unknown even if most people seem to doubt the sanity of your enterprise.*

*On my research trip to Kosovo in 2000, I was looking for a story of reconciliation to balance the emphasis on the notion of the "enemy" and "revenge". I had never been to the Balkans before and coming from the Baltic State of Estonia, where the peaceful transition to independence in 1991 was called the Singing Revolution, my belief in reconciliation was real. In Kosovo I saw the consequences of solving a conflict by force and what was left behind. Out of revenge, a small minority of extremist Kosovans wants to create an independent Kosovo with no other nationalities in it. I believe that the majority of Kosovans are against such extremism but the local media has created a situation where tolerance is not yet permitted and there is no freedom of press on the ethnic issue. Serbs, Romas, Turks, and other non-Kosovans can stay only under close protection of KFOR soldiers in specially formed enclaves and*

*Serbian people are still leaving out of fear. I focussed my attention on the Serbian Orthodox nuns and monks whose faith teaches them to serve and love their neighbour. The only thing out of the ordinary is the fact that their bishop and monk-priests need to be taken out in armoured vehicles and helicopters to hold services. (Over 100 Serbian holy places have been destroyed during the two years of KFOR peace-keeping and the beautiful 14<sup>th</sup> century Byzantine convent where I was filming, could soon be levelled to the ground.)*

*When I left the place after staying and praying there for six weeks, I was filled with hope, strength and commitment. These people who were meant to be desperate, taught me love and reconciliation. They proved to me that there are no enemies, we are all one.*

*In the end I would like to thank all the commissioning editors I approached in England, Germany, Austria, Canada and Sweden for turning down my proposal because it lacked entertainment, sensationalism and was too religious. ("Who would watch a film about bearded Kosovo monks?") You have, by closing your doors, shown me that there is a different path out there, a narrower one but nevertheless a path worth taking. It makes us free and independent and makes us realise why we need to make films in the first place. On this journey I have encountered many miracles or chances: finding a producer from Quebec, getting funding from Jewish Christians and German Catholics, finding an editor ready to work for half a salary, a free AVID will arrive tomorrow! Etc, etc. Life is worth living. My next film will be about a clown and how not to take life too seriously. Do not give up!*



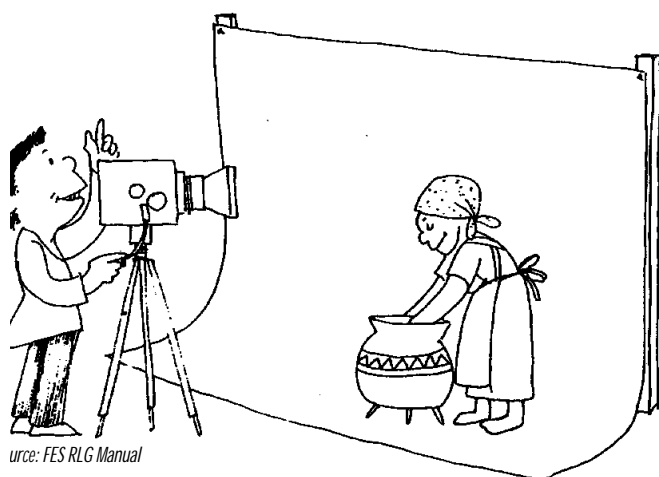
\*Hot Docs is a documentary film festival in Toronto where participants are handed out a black bag for documents with HOTDOCS written in capital letters on it.

Kersti Uiho, 46, is an Estonian film director who has been living in London for the last 13 years. Her latest documentary, which she refers to in this text, was recently finished under the title: "The Narrow Gate". The documentary portrays Sister Teodora, the 86 year old gatekeeper of the Granica convent – an isolated Serbian enclave in post-war Kosovo.

# Entre Rêve et Projet

## Un Groupe de Discussion sur la TV Catholique en Afrique

*Par Michel Philippart et Johanna Schmeller, CAMECO*



Source: FES RLG Manual

L'Eglise en Afrique veut se lancer dans la création de stations de télévision. En effet peut-elle rester hors jeu, alors que la télévision est devenue le pain quotidien des citoyens du XXI<sup>e</sup> siècle et que l'Afrique est inondée d'images étrangères venues du ciel ?

Des responsables des communications au niveau national ou diocésain s'y préparent, rédigent des dossiers. Plusieurs ont déjà été présentés pour avis ou conseil au CAMECO. Mais quelles sont les implications et les exigences de l'engagement de nos Eglises dans le champ de la télévision ? Quand on parle de « stations de télévision confessionnelle » en Afrique, de quoi parle-t-on ? Le modèle des chaînes européennes et nord-américaines est-il le seul valable ?

Bénéficiant de la présence pendant un mois d'une stagiaire au sein de notre équipe, nous lui avons proposé d'animer une discussion informelle par courrier électronique avec quelques partenaires en Afrique qui soit souhaitent lancer une station de télévision, soit sont confrontés à un tel projet. A raison de deux fois par semaine, nous avons soumis à cette quinzaine de personnes un jeu de questions, les invitant à réagir et donner leur point de vue. Chaque fois un résumé des réponses reçues était proposé, pour relancer le débat. Ceux qui le souhaitaient, recevaient également l'intégralité des contributions.

### Premiers échanges informels

Les premiers échanges ont porté sur les raisons qui poussent nos Eglises à vouloir se lancer dans la création et la gestion de stations de télévision : quel vide une station de télévision confessionnelle devrait-elle combler ? Pourquoi une station de télévision est-elle nécessaire pour appuyer le travail pastoral de nos Eglises ? En quoi la télévision serait-elle plus adaptée aux besoins locaux que la radio ? Les questions suivantes ont porté sur les publics et les programmes.

Le plus souvent derrière le désir de lancer une station de TV chrétienne se trouve l'une des deux motivations suivantes :

- D'une part la volonté de combler un vide persistant dans l'offre télévisuelle : c'est par exemple le cas à l'intérieur de la République Démocratique du Congo où des projets se multiplient ; ici les demandes se limitent le plus souvent au financement d'un émetteur pour rediffuser des programmes reçus par satellite. Mais n'est-ce pas mettre dangereusement le doigt dans un engrenage que l'on ne pourra pas maîtriser ?
- D'autre part le désir de réagir à la présence des sectes, des « églises dites de réveil » et des télévangélistes qui, eux, sont très présents. Mais doit-on se situer au même niveau et sur le même terrain ? Celui d'un discours et de programmes simplistes, réducteurs, séducteurs qui en font toute la force et l'attrait près des publics.

Cependant, écrit un des participants, « la justification en faveur de la création d'une télévision

confessionnelle ne peut se limiter à contrecarrer l'influence des Eglises indépendantes ou des opérateurs privés. Mais de participer à une nouvelle évolution dessinant la 'future société africaine' qui dépasse une communication basée sur l'oralité ».

Mais alors, comment une station de télévision peut-elle transmettre la richesse du message évangélique et rendre compte de notre engagement en faveur du développement intégral de l'homme ? Que serait la programmation d'une télévision confessionnelle ?

### Un pas plus loin : un groupe de discussion

Sur une période d'un mois, nous n'avons guère pu aller très loin. Seulement quelques intervenants ont vraiment été actifs et ont contribué au débat. Les réponses et les commentaires étaient très divers. Mais ces premiers échanges ont ouvert quelques pistes qui demandent à être reprises et approfondies. Ils ont montré aussi que l'enjeu est grand pour l'Eglise en Afrique, mais aussi pour tous ses partenaires.

- L'Eglise en Afrique doit-elle s'engager dans la création et la gestion de stations de télévision ? Pourquoi ?

- Opérer une station de télévision, est-ce la seule manière pour nos Eglises d'être présentes dans le champ télévisuel ? Quels sont les avantages et inconvénients de solutions alternatives, telle la production de programmes à diffuser sur des stations de télévision existantes, privées et publiques ? (voir ci-contre l'interview de Sr. Tendai Makonese)

- Quelle devrait être la programmation d'une station de télévision confessionnelle ?

- Quels sont les moyens – humains, financiers, techniques – requis pour opérer une station de télévision confessionnelle en Afrique ? Une station de télévision requiert des professionnels hautement qualifiés : il faut donc former du personnel, et beaucoup de personnes. Même si les prix des équipements diminuent, la création d'une station de télévision demandera des investissements très lourds, tant pour la diffusion que pour la production. Une fois créée, la gestion et le fonctionnement d'une station de télévision engagera

des budgets importants.\* Disposons-nous de ces ressources et de ces moyens ? Quelle stratégie mettre en place pour y parvenir ?

Nous voulons poursuivre la discussion et la réflexion. Cette fois avec un groupe plus large et plus ouvert. C'est pourquoi avec l'aide de notre ancienne stagiaire, Johanna Schmeller, le CAMECO se propose d'animer un groupe de discussion sur ce thème.

Ce groupe de discussion est bilingue : français et anglais. Nous proposerons régulièrement un résumé bilingue des contributions pour relancer le débat. Tout qui est intéressé par une participation active dans ce groupe de discussion, est invité à adresser un message électronique sollicitant son inscription à l'adresse suivante :

TV\_afric-subscribe@yahoogroups.com en motivant sa demande par une réponse et un commentaire sur une des questions ci-dessus.

*\*L'exemple de KTO. A titre de repères, voici quelques données chiffrées à propos de la chaîne catholique KTO du diocèse de Paris, diffusée sur le câble et le satellite. Son capital se monte aujourd'hui à 9,15 millions d'euros répartis entre divers actionnaires dont Bayard-Presse à hauteur de 15,6% ; à la même hauteur Média-Participation un autre groupe français de médias catholiques ; le diocèse de Paris pour 20,6% ; les autres actionnaires sont Havas, Axa, Hachette et la financière Lafarge.*

*Le budget annuel de KTO est de 5,34 millions d'euros ; les recettes actuelles sont de 0,76 millions d'euros environ et les perspectives économiques ne sont pas très bonnes de ce côté. Néanmoins, notamment grâce aux dons, les responsables de la chaîne comptent parvenir à un équilibre financier dans les cinq ans. (Source : La Croix, 22 octobre 2001)*

## Between Dream and Project Reality

More and more bishops and Catholic communicators want the Church to be more present in TV or even establish own TV stations. What are their reasons? Which gap could this fill in the existing media context? How could a TV station complement the pastoral work of the church? On which public should a church TV station focus? What should the programmes be like? How can a Christian TV station produce and offer programmes that are a real alternative to commercial ones and to programmes on TV operated by the so-called independent churches or televangelists?

This topic is currently a first priority for the Church in Africa: many church responsables plan projects for TV channels and stations. Some of them have already started re-broadcasting programmes from abroad. However, before

supporting and encouraging such projects, especially to church donor agencies, CAMECO's role is to question and encourage reflection. Therefore, we initiated a discussion group with African partners by electronic mail in August and September last on the questions partly mentioned above. The comments and results are heterogeneous, and limited. However, they encouraged us to continue the debate concerning the church's involvement in television.

All those interested in taking an active part in CAMECO's Internet discussion group are invited to send an email message to the following address:

TV\_afric-subscribe@yahoogroups.com. The request should be accompanied by a personal contribution to the exchange.



Sr. Tendai Makonese

**Interview with Sr. Tendai Makonese OP from Zimbabwe:**

## **„LifeLines“ for the People**

***By Petra Stammen, CAMECO***

Five years ago Sr. Tendai Makonese OP, who had up to that point been a teacher, joined the Social Communications Department of the Zimbabwe Bishops' Conference in Harare. There she was welcomed by the former head of the Department Fr. Oskar Wermter SJ with the words "create your own job"! She did as instructed and started with radio programme production but changed in 1999 to TV and video productions to present the Catholic Church on the single Zimbabwean TV station. When her first TV Series *Jubilee 2000* ended in December 2000 the *Zimbabwe Broadcasting Corporation* (ZBC) asked Sr. Tendai to continue with her successful programmes. Encouraged by this exceptional offer from the ZBC she "created" further projects. During a visit to CAMECO's office in Aachen we had the opportunity to talk to her about her work and ideas.

***CAMECO:*** After the production of "Jubilee 2000", a 15 minute weekly programme, you started a weekly series called "LifeLines" in 2001. What is special about this new programme?

Well, "Jubilee 2000" was more to celebrate happenings in the past. In 2001 we changed the name of the programme and called it *LifeLines*. At the moment the people in our country are going through a time of hardship economically and are really suffering materially. Some people are not even getting the food they need and so on, people are just struggling. AIDS and HIV causes many problems: so many people are sick, so many people die, so many children are left as orphans. In this situation it is easy to feel depressed and lose hope. *LifeLines* is a programme that tries to give hope to people. *LifeLines* tries to be a life line for the people. Not in the sense of giving them food but to call people back to the values they know from their culture and their Christian life. We try to call them

back to values like respect for people, respect of public property and even respect of the law.

***CAMECO:*** Who do you intend to address with your programmes?

First of all you have to realise that we have only one TV station in our country. Except for people who can afford a satellite dish. Because of this situation one cannot say: we want to address children or we want to address adults and so on. Everyone watches this TV station. Nevertheless, I have in mind to address people who already have a connection with Christ. I want to call them according to what they know and used to accept in Church. At the same time this does not exclude other people, as I am not only talking about Christian values. I am also talking about cultural values. I am talking about moral human values, which belong to any group of people. And the interesting thing is, when I walk through town, children, young people and adults say: look, there is Sr. Tendai do

you remember her programme *LifeLines*? Sometimes it even can be embarrassing because the children in particular are very often fascinated and wish to shake hands. So people recognise me from the TV. This is one way for us to judge how much the programme is being watched by people. In rough numbers *LifeLines* is being watched by around one million people in Zimbabwe.

**CAMECO:** *The state owned Zimbabwe Broadcasting Corporation (ZBC) was very pleased with your programmes and asked you to continue with them. What has contributed to the success of the series?*

It is very important to find a good team, a team that respects your values. An interesting fact is that there is no Catholic among the technical producers of the programmes. I was the only Catholic in that group. However, they respected my religion, my point of view and honoured what I have in mind. We have a very good working relationship: when we are on production it is full of fun. This makes it something enjoyable, hard work but enjoyable.

And I have to really prepare myself to give the maximum. I often work during the weekends and rarely ask for a day off, simply because I am committed to this production. It's not just something you do from Monday to Friday, I have to do more than just that.

Furthermore it is important to form a large network of people who can contribute to the programmes. In other words: make contacts with people who know a lot of things about the topics one is dealing with. Go and talk to them personally. Take your time with that and you will see that in the end it pays and people are very co-operative. The amazing thing about this is that all the people I have contacted from October 1999 up to now are doing it as a service to the community. None of them have asked me for payment. So, if I plan to do a drama I look at how many people are involved and then I go to the Catholic Chaplains. At university there are various subgroups within the Catholic movement. For example: The group of Justice and Peace, Christian Life group, group of Charismatic

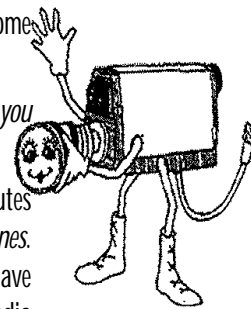
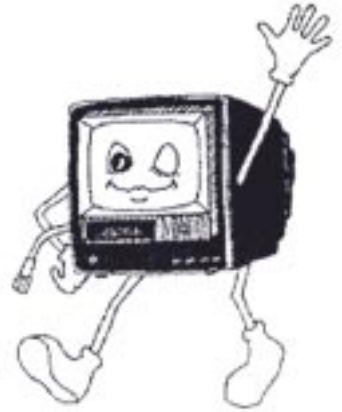
etc. If I wish to make a drama about "voter apathy"/"vote buying" I ask the Justice and Peace group to do that and so on.

**CAMECO:** *How did the work in the media field change your life?*

First and foremost it has helped me to get in touch with so much of the good that has been done in the country and in the Church. I travelled from Matabele-land to Mashonaland and Manicaland. I was amazed at how much good is done by Christians. And the 74 completed programmes of *Jubilee 2000* are only the tip of the iceberg, there is so much more to show. During my work I met many people. It has really opened my mind about the place of the media, particularly the place of TV in homes. Finally, through the work I have lost some of my own privacy.

**CAMECO:** *What future plans and projects do you have in mind?*

In 2002 we plan to continue with the 15 minutes weekly production and the transmission of *LifeLines*. This means 50 productions, which we will also have on video to sell them to people. For me as a media worker I would like to put the emphasis here on the Social Teachings of the Catholic Church. Because I think the Catholic Social Teaching is not presenting religion to the people but presents the type of things which are needed for living together in a society, peacefully, happily, and constructively. And I think the best way to do this is through drama. Drama teaches in a very gentle way. First of all you enjoy yourself and secondly you are made to see the correct thing. Perhaps you go away and think about it later as well. As we have nearly one million orphans in Zimbabwe, I want to deal for example with the plight of orphans. There are many aspects to discuss, because relatives can ill-treat them, they can be forced into marriages, drop out of schools etc. Other topics can be respect for life and respect for property. So, I wish to continue with the Social Teachings of the Catholic Church. For this purpose it would be very important to produce drama. However, all these productions are extremely expensive. We will have to see...



*For further information contact: Life-Lines, Social Communication Department ZCBC, Africa Synod House, 29-31 Selous Avenue, P.O. Box CY 2220, Causeway, Harare, Zimbabwe*



As briefly reported in the last issue, the United Nations has announced the *World Summit on the Information Society* to be held in December, 2003 in Geneva and in 2005 in Tunis. This article gives an overview on the basic aims and activities in the framework of this summit and invites church and NGO communicators to actively participate in the preparatory phase.

# The „World Summit on the Information Society“ (WSIS)

By Christoph Dietz, CAMECO

## When and where?

The first phase of the World Summit will take place in Geneva, hosted by the government of Switzerland, from December 10 – 12, 2003. It will address a broad range of themes concerning the Information Society and adopt a Declaration of Principles and an Action Plan. The second phase of the World Summit will take place in Tunis, hosted by the government of Tunisia, in 2005. Development themes will be a key focus in this second meeting and it will assess the progress made since the first phase and adopt any further Action Plan to be taken.

## What are the objectives?

The Summit plans to adopt:

1 a Declaration embodying a set of principles and rules of conduct aimed at establishing a more inclusive and equitable Information Society; and

2 a Plan of Action formulating operational proposals and concrete measures to be taken so that people all over the world will benefit more equitably from the opportunities presented by the Information Society.

## Which themes are proposed for handling?

Building the infrastructure

- The role of telecommunications, investment and technology in creating the “Information Society” infrastructure and bridging the “Digital Divide”

Opening the gates

- Achieving universal and equitable access to the “Information Society”
- Meeting the needs of the developing world

Services and applications

- The implications of the “Information Society”

for economic, social and cultural development.

- The implication of the “Information Society” for sciences

The needs of users

- Consumer protection, privacy and security
- Relevant content, reflecting cultural diversity and the right to communicate
- Ethics of the information society
- Worker protection and workplace privacy

Developing a framework

- The role of governments, the private sector and civil society in shaping the “Information Society”
- Information as a common good (public domain information)
- Intellectual property rights and legal exceptions
- Freedom of expression
- Telecommunication and Internet access tariff policies

ICT and Education

- ICT as a lever for educational change
- The learning environment : ICT, teachers, learners and content
- The needs of current workers

The Summit’s High-Level Organising Committee will propose a draft agenda at the preparation meeting (PrepCom1) to be held on July 1-5, 2002. The PrepCom 2 (Spring 2003) will examine the draft documents to be presented at the Summit, and the PrepCom 3 (Autumn 2003) is planned to develop a Declaration of Principles and a Plan of Action.

## Who will participate?

For the first time this Summit will bring together heads of states, representatives of government, parliament, international organisations, local

authorities, public service broadcasters, the private sector and civil society. In former World Summits - on Gender, Environment, Population etc. - governments were mainly involved in the official events. Currently the *United Nations* is seeking for mechanisms on how to establish the direct participation of civil society as well as the private sector. In this way, the Summit wishes to act as a testing ground for future negotiations on a global level as well as to pave new ways of governance in the Information Society. However, at the moment there seems to be some difficulties regarding a full participation of civil society organisations, due to the interventions of some governments.

### Who organises the WSIS?

The *World Summit on the Information Society (WSIS)* is being organised by the *United Nations* system under the high patronage of Kofi Annan, *UN* Secretary-General, with the International Telecommunication Union taking the leading role, in co-operation with other interested UN agencies. The idea of the Summit took root at a Conference of the *International Telecommunication Union (ITU)* in 1998. A *High Level Summit Organising Committee (HLSOC)* composed of Executive Heads of *UN* agencies interested in the *WSIS* and led by the *ITU* Secretary-General was set up, with a mandate to launch the activities related to the preparation of the Summit and in particular to define its themes and outcome. A series of regional preparatory meetings are being planned for the year 2002. It is also expected that other meetings and initiatives on the Information Society, including actions by governments, the *UN* system, private sector and civil society, will provide an input to the preparation of the Summit.

### Why to participate?

The *WSIS* is the first world-wide summit on media and information technologies. It offers NGOs and churches the opportunity to be actively involved and to share experiences. It is of vital importance that the Summit puts special emphasis on the social, cultural and educational aspects of communication

and not so much on technical questions — however, without the active participation of civil society actors this aspect will probably not be handled accordingly. Also there should be more emphasis on “information society citizenship” than on only “the needs of users”. Of special relevance for community media and public service broadcasting are the questions of governance, public domain, and legalisation. Finally the Summit offers a good opportunity to sensitise the general public for the importance of transparency, diversity, participation, and justice, in the media.

### What is the purpose of the CCR Rights?

One way to participate in the preparation of the summit is to join the *Campaign Communication Rights in the Information Society (CRIS)*. The objectives are as follows:



Source: JESCOMEA Network News 3/98

## Campaign “Communication Rights in the Information Society” (CRIS)

Our vision of the ‘Information Society’ is grounded in the Right to Communicate, as a means to enhance human rights and to strengthen the social, economic and cultural lives of people and communities.

Crucial to this is that civil society organisations come together to help build an information society based on principles of transparency, diversity, participation and social and economic

justice, and inspired by equitable gender, cultural and regional perspectives.

The *World Summit on the Information Society* offers an important forum to promote this objective. We aim to broaden the *WSIS* agenda and goals especially in relation to media and communication issues, and to encourage the participation of a wide spectrum of civil society groups in this process.

*CRIS* plans to

- focus on “information society citizenship” and communication rights in public campaigns;
- organise preparatory seminars and discussion groups to influence the agenda of *WSIS* and to elaborate common positions of civil society organisations;
- present proposals to be presented at the *WSIS* with the purpose of fostering civil society and public service media;

You are welcome to join and to share your ideas and proposals with us! As we depend mainly on voluntary work, any contribution - active participation in our mailing list and preparatory meetings, translation in other languages, financial aid, distribution of leaflets etc. - is welcome. You may subscribe to the public mailing list of *CRIS*, called *CrisInfo*, from the web at <http://www.comunica.org/mailman/listinfo/crisinfo> [comunica.org](mailto:comunica.org). (or via email by sending a blank message to: [crisinfo-request@comunica.org](mailto:crisinfo-request@comunica.org) with the word "subscribe" in the subject line). Or contact the co-ordinator of the campaign directly, Seán Ó Siochrá (sean@nexus.ie) or the Secretariat of the Platform for Communication Rights (Pradip Thomas, [pt@wacc.org.uk](mailto:pt@wacc.org.uk)).

- at the moment more concrete steps are being developed.

*CRIS* was established in October 2001 by the Platform for Communication Rights. The *Platform for Communication Rights* is a world-wide network of NGOs working in the field of communication. It is constituted by about twenty non-governmental organisations active in the field of communication like e.g. the *World Association for Christian Communication (WACC)*, the *World Association of Community Broadcasters (AMARC)*, the *Latin American Association for Educational Broadcasting (ALER)*, the *Association for Progressive Communication (APC)*, the *Panos Institute*, the *Catholic Media Council (CAMECO)* and the *Evangelischer Entwicklungsdienst (EED)*.

Where to find General Information on the Summit may be found?

- At the *Civil Society Division of the WSIS Executive Secretariat*: This division was created to facilitate the participation of civil society in the preparatory process leading up to the Summit. It is an administrative and support team. Its mandate is to provide civil society participants with the information and working materials necessary for their full inclusion in the preparatory process; to facilitate workshops and seminars on key issues affecting civil society; to guide on-line discussion groups of civil society participants; and to work closely with the media to ensure that the issues of civil society will be heard. Further Information: [www.geneva2003.org](http://www.geneva2003.org)

- At the "official" web site of the World Summit on [www.wsis.int](http://www.wsis.int)

- If you want to know more about the *International Telecommunication Union (ITU)* go to [www.itu.ch](http://www.itu.ch).

## S U M M A R Y      R É S U M É      R E S U M E N

Les Nations Unies ont annoncé l'organisation d'un « Sommet Mondial sur la Société de l'Information » à Genève en décembre 2003 et en 2005 à Tunis. Quels peuvent être les enjeux et l'importance d'un tel Sommet Mondial pour les communicateurs des Eglises et des ONG ?

Cet article présente une vue générale des objectifs et des activités qui se planifient en relation

avec cet événement et invite les communicateurs des Eglises et des ONG à participer activement à sa préparation, dès à présent. Ceux qui veulent en savoir plus sur ce Sommet Mondial peuvent visiter les deux sites suivants : [www.geneva2003.org](http://www.geneva2003.org) (site du secrétariat de la société civile) et [www.wsis.int](http://www.wsis.int) (site officiel).

Las Naciones Unidas han anunciado la "Cumbre Mundial para la Sociedad de Información", la cual se realizará en diciembre 2003 en Ginebra y en 2005 en Túnez. ¿Qué finalidades tiene esta Cumbre Mundial y por qué es importante para comunicadores de las iglesias y de ONGs? Este artículo resume los hechos básicos e invita a participar activamente ya en la fase preparatoria. En los próximos dos años "Media Forum" informará continuamente sobre el desarrollo respecto a la participación activa de la Sociedad Civil en la Cumbre. Hasta ahora todavía no hay mucha información disponible en Español: en [www.geneva2003.org](http://www.geneva2003.org) (del Secretariado de la Sociedad Civil de la Cumbre) y en [www.wsis.int](http://www.wsis.int) (la página oficial) ya se encuentran algunos materiales. Además, la Campaña "Derechos Comunicativos en la Sociedad de Información" ([sean@nexus.ie](mailto:sean@nexus.ie)) iniciada en octubre 2001 por un conjunto de ONGs de comunicación invita a participar activamente en la preparación de la Cumbre.



Conference in Sofia:

# Images of Different Faiths in the Balkans

It was one of the rare occasions where producers and film-directors met with film critics, researchers and those involved in the (political) decision making processes of the media as well as with representatives of different religions. Their common topic of interest: *Images of Different Faiths in Cinema and TV in the Countries in Transition at the Balkan Peninsula*.

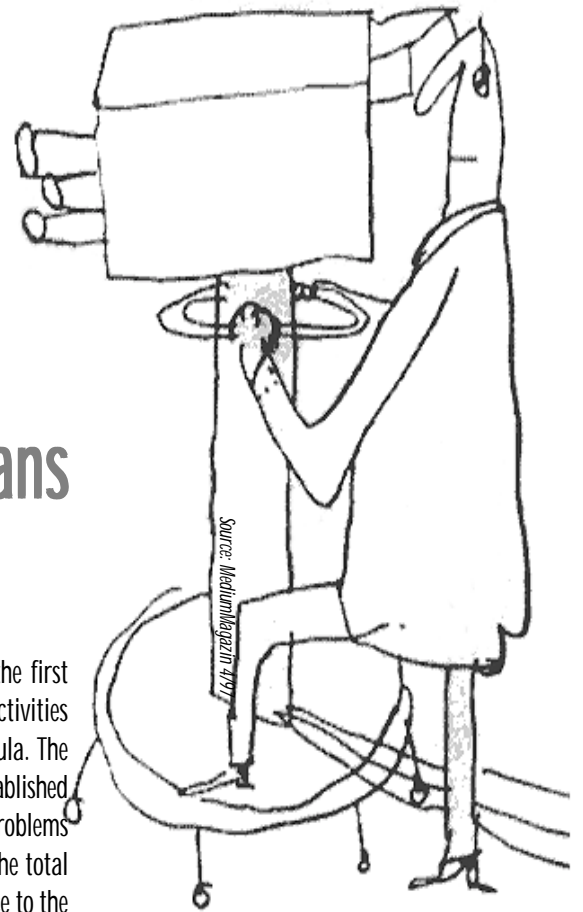
In the Balkans cultural and ethnical stereotypes are closely linked with religion thus also having political impact. To give some examples: Croat is used as a synonym for a Catholic in the Balkans, a Serb for an Orthodox. A national Bosnian who is neither a Croat nor a Serbian will be added under the term "Moslem" it doesn't matter if he or she is an atheist, a Baptist or a Buddhist. If Bulgarians speak of different religions in their country they will identify Christians (Orthodox, Roman- and Greek-Catholics) in contrast to Turks (not Moslems).

The interests of the participants from Bulgaria, Serbia, Macedonia, Bosnia and Albania was hardly academic nor was it merely professional. Ethnical harassment and violent social conflict has, unfortunately, become a common part of their everyday work and life. They came to Sofia, where the conference took place, with their own productions and with films from colleagues giving witness to realities and dreams of children and adults, of Roma, of Turks, of Serbians and Macedonians, of faithful people in times of Communism, of Jews in Sarajewo, of conflicts, of violent and peaceful solutions, thus giving all participants a lively and complex picture of the large diversities hidden behind the generalising term "the Balkans".

The organisation of this conference was the first step of *Svetlina (Light)* to expand their activities from Bulgaria to the whole Balkan peninsula. The "ecumenical cultural organisation" was established in 1992 in Sofia. "One of the most severe problems left behind by the Communist regimes is the total lack of knowledge, confidence and tolerance to the person next to you if they are different in a social, cultural, and religious sense." says Adela Peeva, one of the founders and herself a well recognised film director and producer. *Svetlina* has tried to fill this cultural vacuum. "With the measures of mass media, and particularly cinema and TV, it shows and proves to people that the human values are commonly valid for all cultures and faiths."

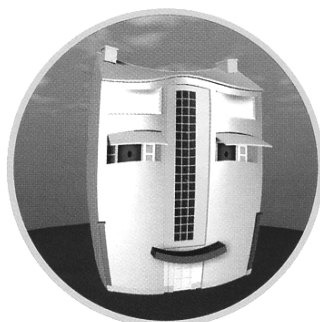
The international conference, organised jointly with the *World Association of Christian Communication (WACC)* and supported by the *Swiss Agency for Development and Co-operation* as well as *Interfilm Zurich*, was also a first step in creating a network of professionals concerned with film and TV all over Europe to enhance their efforts to create a social climate of tolerance and mutual understanding in their respective countries and to the outside world. A first concrete outcome was the formation of a planning group, which will organise training sessions for journalists and producers from different ethnic minorities in Bulgaria who were so far excluded from jobs in public media. The next meeting of the "Balkan" group will take place in Serbia in 2002, hosted by the *Inter-Religious Centre* in Belgrad. Those interested in joining these activities could contact: ECO Svetlina, 1126 Sofia, Bulgaria, Tel. \*359-2-962-4859, Fax: \*359-2-962-4789, e-mail: [eco\\_svetlina@mbox.cit.bg](mailto:eco_svetlina@mbox.cit.bg)

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## Project Profile:

# Children's Programme: *Nashe Maalo*



Karmen has special powers. She can transport children magically

into the reality of someone else. In this way she gives an understanding of, and an insight into, the life of others. Karmen is the personification of a house in Skopje, Macedonia, where families of different nationalities live together.

Of course, there are plenty of conflicts and misunderstandings among the Albanian, Macedonian, Turkish and Roma tenants.\* But Karmen reveals herself only to the children in the belief that their minds are (still) open enough to learn her lessons of mutual respect and understanding. Of course, Karmen's magic only works directly in a fiction TV programme. However, there are indications which lead to the assumption that her lessons were also learned by a wide range of viewing children.

The TV-series *Nashe Maalo* (Our Neighbourhood), was initiated by the local non governmental organisation (NGO) *Search for Common Grounds*. (For additional information see the web page [www.cgponline.org](http://www.cgponline.org)) The story was developed by a local team of producers and script-writers, which co-operated with teachers, social workers and researchers, and was supported by the *Sesame Workshop* (formerly known as the *Children's Television Workshop*).

Right from the start in October 1999 the series could be called a success. Not only, because of the various prizes awarded at international festivals (among them the *Prix Jeunesse* and the *Unda U.S.A.* prize), and the fact that 75 per cent of children between

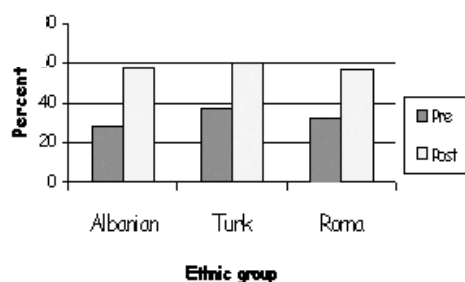
the age of 8 and 12 had watched it and rated it as "good" or "excellent". But moreover because Karmen's assumption that children are still open to a change in their prejudices, and their conceptions of others and their own group, seems to have proved right: 250 children were interviewed before the broadcast started and again after viewing the first eight episodes. The results showed how widespread the negative stereotyped perceptions of members of other ethnic groups were even among children. After viewing many children made more positive descriptions when presented with images of people from other ethnic groups and also from their own group. Prior to viewing, the majority (67 %) of children would hesitate to invite children from other ethnic groups into their homes. After viewing, the majority of ethnic Macedonian children expressed a willingness to invite others (Albanians, Roma, and Turks).

Further and deeper research on the effects of the series is planned, after the country had again undergone a difficult phase of conflicts during the last year, in particular between the Macedonian and the Albanian parts of the society. However, the financial side of the production of the next eight episodes is not yet guaranteed...

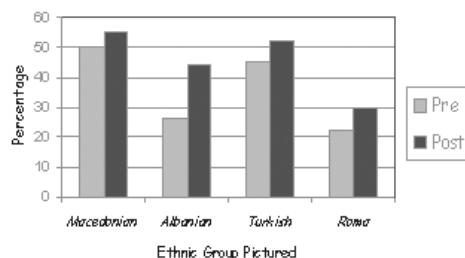
Nevertheless, the results of the studies seem to encourage the efforts to go ahead with the project whose aim was formulated as "conflict prevention". The ratings also showed that a serious and dryly formulated aim such as: "a Macedonian television series designed to encourage mutual respect and understanding among Macedonian, ethnic Albanian, Roma and Turkish youth, ages 7 to 12" can be realised in a surprisingly entertaining way.

A. Sofie Jannusch, CAMECO

Change in Percentage of Ethnic Macedonian Children Willing to Invite a Child from Another Ethnic Group to their Home



Increase in Positive Descriptions of Individuals from Each Ethnic Group by All Children Interviewed



\*Macedonia has roughly 2 million inhabitants. The majority are Macedonians (around 65%), followed by ethnic Albanians (roughly 25%) and small percentages of Turks, Roma, Serbs, and Vlachs all living in a highly segregated society.

## BOOK - REVIEWS

### Manuals for Media Professionals in Emerging Democracies

The training of professionals was and still is one of the priorities of state and non-governmental organisations to support the promotion of a democratic media scene in Central and Eastern Europe. However, the number of handbooks and manuals which target the special needs of this region is still rather limited. In the following some examples will be briefly described, dealing with topics concerning the organisational and managerial aspect of running a media enterprise:

**Tatjana Repkova: New Times: Making a Professional Newspaper in an Emerging Democracy. Ed. World Association of Newspapers. Paris 2001. 468 p.**

Tatjana Repkova is a newspaper management consultant in Central and Eastern Europe (CEE) with broad experience as the co-founder and co-owner of the business weekly *Trend* and editor in chief of the national daily *Narodna Obroda* in her native Slovakia. Her book deals with how to establish, manage and run a newspaper in societies in transition (from an authoritarian past to a democratic present and future). It is an outstanding practical tool with various examples from CEE countries and describes in detail what she calls the three factors behind success or failure: Concept (including chapters on strategic planning, business plan, editorial content), Management (organisation structure, labour organisation, human resources) and Communication. As a supplement she provides the „users“ with detailed job descriptions of all positions which may be held in newspapers. As she

herself claims in the introduction, the book is not meant only for managers, but for anyone who works on a newspaper, whether as a journalist or as an administrative employee.“

(For orders see <http://www.wan-press.org> or write a mail to [contact\\_us@wan.asso.fr](mailto:contact_us@wan.asso.fr))

A special Media Manual Series has been published by the Media Development Loan Fund, a private foundation assisting independent news organisations in developing democracies worldwide. The small books are of different structure and quality consisting mainly of case studies of successful media initiatives in CEE. The publications can be ordered free of charge through: <http://www.mdlf.cz/medman.html>.

**Peter Herford: So You Want to Run a TV Station. 78 p.**

This small book claims to be a “road map” for people who are or will be responsible for the running of a TV station in young and emerging economies. However, the authors stress mainly the business aspect of the work, with the philosophies of private, commercially oriented stations in mind. The book includes chapters on the adequate structure and the responsibilities of different leading positions (The Boss, General Sales Manager, Program Director, Promotion Manager, Operations Manager, News Director).

**Vello Laan: Radio Tartu. A Case Study in Starting a Radio Station. 43 p.**

The author is the founder of the first private station in Estonia, *Radio Tartu*, which started broadcasting in 1991. It is a personal book, concentrating on the history of *Radio Tartu*. However, readers may find plenty of similarities to their own situation in this special example and also tips and hints on how to improvise for survival.

**Ljubica Markovic: A Case Study of Yugoslavia's First Independent News Agency. 59 p.**

Markovic has written the “biography” of the News Agency *Beta*, and provides a lot of information on the political background during the different stages

of its existence. However interesting this special case study is to read there are hardly any general points given which may provide the user with structural information for the foundation or running of an agency in any other country.

**Saso Ordanoski: Are You Sure You Want To Start a Magazine? 48 p.**

Ordanoski names “100 Things You Need To Know” if you are responsible for a magazine. It is indeed a collection of tips, however, well structured in the different areas of concern, emerging from own practical (and often painful) experiences. It could be used as a check list in the planning and running process of a magazine.

**Alexej Fulmek: A Manual for Survival: A Case Study of the Slovak Opposition Newspaper SME. 108 p.**

The struggle for survival of *SME* has many facets, ranging from the political circumstances to the economic and organisational problems the paper had to deal with. It is again a kind of “biography” mainly following the historical development of the newspaper. However, the different stages are clear to identify and may remind the readers of the situation in their own countries and show ways to solve emerging difficulties.

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