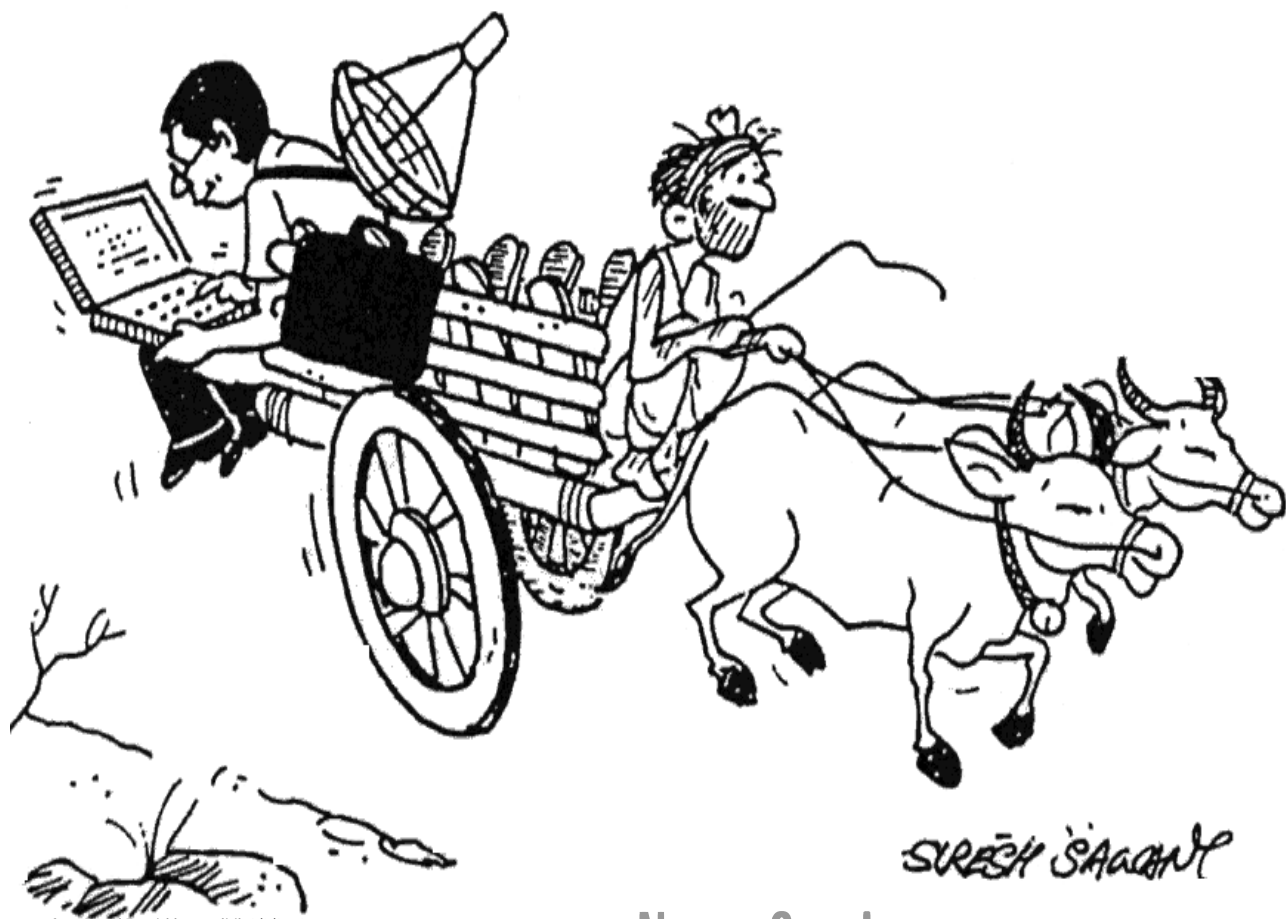


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2002



Source: epd Entwicklungspolitik 2/3/2002

SURESH SAGGAN

Africa:

News Services

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Interview on Tasks of CCIC

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CRIS for WSIS

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Portrait DAVC



As already reported in the last two editions of *Mediaforum*, CAMECO forms part of CRIS, the *Communication Rights Campaign for the Information Society*. This initiative acts as a civil society counterpart in the preparation of the *World Summit on the Information Society (WSIS)*, to be held in two phases: in Geneva from 10-12 December 2003 and in Tunis in 2005. The agenda of this first *World Summit* on media, communication and information technologies will be established in the coming months, in particular in the three so-called *PrepComs* (Preparatory Committees).

In early February the ITU Secretary General sent a letter to all the governments of UN member states, inviting them to the *PrepComs*. The ITU (*International Telecommunication Union*), requests expressively that the ministers "strongly consider including representatives from the private sector and civil society in your preparatory team".

CRIS suggests that anyone interested in influencing the *World Summit on the Information Society* should at this stage contact their Ministries for Foreign Affairs to ask about their propositions to include the civil society in the process before the *PrepCom*, and how the civil society delegates will be selected at the *PrepCom* itself. In the following the letter from ITU:

To the Ministers of Foreign Affairs of the Member States of the ITU and the Member States of the UN
FIRST PREPARATORY COMMITTEE, WORLD SUMMIT ON THE INFORMATION SOCIETY (GENEVA, 1-5 JULY 2002)

Sir,

As the initial major step in the Summit preparatory process, I am pleased to invite your country to the first Preparatory Committee of the World Summit on the Information Society (WSIS PrepCom 1) to be held at the International Conference Centre in Geneva from 1-5 July 2002. The objective of this PrepCom is to establish a framework for the Summit and the preparatory process [...]

The Summit will address the broad range of questions concerning the Information Society and move towards a common vision and understanding of this societal transformation. The Summit is expected to adopt a Declaration of Principles and an Action Plan to facilitate the effective growth of the Information Society and to help bridge the Digital Divide. It aims to bring together representatives from the highest levels of government, the private sector, civil society and NGOs. It will offer a unique opportunity for the world community to discuss and give shape to the Information Society. In order to maximise the participation of your country in the Summit process, we recommend that your Ministry/Department of Foreign Affairs designate a focal point to liaise with the appropriate ministries in your Government. This focal point can also act as the contact person for the Executive Secretariat of the Summit. As you are aware, the resolutions endorsing the Summit emphasise the need for the Summit to foster a partnership between government, the private sector and civil society in shaping the Information Society ...

Therefore, please strongly consider including representatives from the private sector and civil society in your preparatory team. I am pleased to inform you that I intend to send a separate letter of invitation to representatives of the private sector and other major groups to attend PrepCom hope you are able to accept this invitation to participate at this important event.

I look forward to meeting you in July. Accept, Sir, the assurances of my highest consideration.

Yoshio UTSUMI, Secretary-General



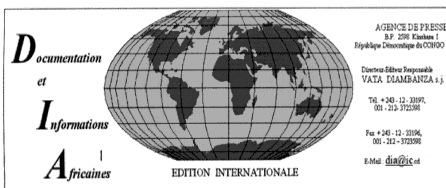


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MEDIAFORUM 2/2002

Church News Services in Africa:

Revising the Agenda



The bad times have definitely gone when it was difficult to find information and news about and in particular from Africa. Meanwhile the electronic mail service informs continuously of incoming articles from African sources like *IRIN*, *CISA*, *D.I.A.*, *AANA/APTA*, *IPS*, *NPFs*, *AFRICANEWS*, *PANOS*, *MEDIACTUS* (for descriptions of these news services see the table below) – to mention just a few. In addition, there is a variety of home pages from different organisations offering a wide range of news services and stories on African issues like *MISNA*, *AllAfrica*, *ANB/BIA*, *CIRE* or *Crisisweb*. There is no shortage of news sources, a wide range is offered and with this the need for selection of the most relevant, adequate, reliable and latest news. With the growth of the Internet, and the fast and cheap distribution via email, the existing African news services found themselves on a quite competitive news market, even in their own regions. This is also true for the Church related agencies or news offices which now have to adapt their services much closer to the needs of possible customers. In the following article the *CAMECO* staff stresses some aspects which should be taken into consideration especially by Church related news agencies or offices in the process of re-orientation and adaptation of services to meet the requisites of this newly emerged competition.



The Pioneers

Less than ten years ago only two Church news agencies existed in Africa: *Documentation et Informations Africaines - D.I.A.*, produced in Kinshasa (DR Congo) and the *All Africa Press Service* from the *All Africa Council of Churches – AACC* (Nairobi, Kenya) with its French sister bulletin, *SIEA Info*. In 1997, *AACC*'s services were transformed into *AANA/APTA* (*All Africa News Agency / Agence de Presse de Toute l'Afrique*). Their weekly services were offered as hard copies and thus usually required weeks to reach the subscribers. In the beginning of the 90s they were more or less the only sources of information expressing the voice and views of the African Christian Churches about their continent.

However, as already mentioned, the situation has changed tremendously during the last years. New Church and secular services arrived on the scene with a wide range of offers. Competition is strong not only for newcomers but also for the pioneers. Sustainability has become even more difficult than in the past and their job needs to be revised and redesigned.

Vision and mission

Thus the question arises, which news services are able to answer concrete needs, filling a gap not yet covered by other agencies. What is their special profile, what makes them "unique"? (We often receive the same information from different news agencies. They quote each other, just reproducing or using news and information received from other



sources.) What is the special vision and mission of a Church news service? What does it want to offer? For whom? The answers to these questions should flow into a so-called mission-statement, which should already be quite clear and comprehensive and will be the basis and orientation for the concrete implementation or restructuring process.

4



The customers

The target public groups must be defined together with a clear vision of its/their needs and interests. Each group expects different types of information and thus services. News services and agencies primarily target other media. Which media? Which types of news and stories would they expect? And

which service is the news service/agency able to provide with competence and on a regular basis? It can be presumed that there are very few occasions when features and stories about the Church are newsworthy to mainstream media. However, there are many journalists in and outside Africa as well as more specialised media with a broader interest in stories and background

Africanews: a feature and news service by *Koinonia Media Centre*, a non profit organisation based in Nairobi, Kenya. Managed by African Christian journalists it is published once a month. The feature service is available through the PeaceLink web site and also distributed through a mailing list. Hard copies are sent upon request. For further information see <http://www.peacelink.it/afrinews.html> or contact the office through email under koinonia@maf.org.

African News Bulletin / Bulletin d'Information Afrique (ANB-BIA): a fortnightly publication (22 issues annually) with 32 pages which aim "to help in following and understanding events as they unfold in Africa and is especially for those in media work having a particular interest in today's Africa". The bulletin can only be received by postal subscription through <http://www.peacelink.it/anb-bia/anb-bia.html>.

AllAfrica: a multi-media service provider and electronic distributor of African news and information world-wide, operating with several offices in Africa and Washington D.C. Its web site – <http://allAfrica.com> – is among the Internet's largest content sites, posting over 700 stories daily in English and French and offering a diversity of multilingual streaming programming as well as a 300,000 article searchable archive (which includes the archives of Africa News Service from 1997).

All Africa News Agency / Agence de Presse de Toute l'Afrique (AANA/APTA): was established under the umbrella of the *All Africa Conference of Churches (AACC/CETA)* in 1998, AANA/APTA publishes two weekly editions (a French and an English bulletin), containing news and features, mainly through hard copy. Electronic mailing service is currently in the construction phase. Contact: aanaapta@insightkenya.com.

Catholic Information Service for Africa (CISA): starting in February 2001, CISA is a project of seven missionary congregations based in Nairobi. CISA offers a daily selection of news of special interest for Church people. To be included in the mailing list contact: cisa@wananchi.com.

Crisisweb: The *International Crisis Group (ICG)* has a team of political analysts based in countries at risk of conflict. ICG's reports, original research on general issues related to conflict prevention and management are generally available via the organisation's Internet site: <http://www.crisisweb.org>.

Documentations et Informations Africaines (D.I.A.): a Catholic Press Agency, founded in 1957 and owned by the Episcopal Conference of the Congo (see also Mediaforum 2/1999). Since 1983 D.I.A. is run by the *Jesuits*. D.I.A. focuses on cultural, ecclesiastical, political and socio-economic topics of Africa in general and of the Congo in particular. It is published three times a week in a national (hard copies) and an international (hard copies and electronic mail) edition. Contact via: dia@ic.cd.

Integrated Regional Information Networks (IRIN): is part of the *UN Office for the Coordination of Humanitarian Affairs (OCHA)* and was established out of the 1994 crisis in the Great Lakes region of Central Africa. The regular reports are on a wide array of political, economic and social issues affecting humanitarian efforts. Local communities are a key component in the information exchange process, enriching IRIN's reports with grassroots material which is available through: <http://www.irinnews.org>.

Inter Press Service News Agency (IPS): is the world's leading provider of information on global issues and is backed by a network of journalists in more than 100 countries. Its clients include more than

3,000 media organisations and tens of thousands of civil society groups, academics, and other users. IPS focuses its news coverage on the events and global processes affecting the economic, social and political development of peoples and nations. For more information see: www.ips.org.

MediActu: an electronic news bulletin of the *Institut Panos Afrique de l'Ouest* with news features, interviews etc. from journalists in the West African region. The Panos Institute intends to stimulate debates on global environment and development issues. For further information see: <http://panos.sn/actus/index.html>.

Missionary Service News Agency (MISNA): a press agency specialised in news, features on political, economic, social, religious and cultural aspects of the South, founded in December 1997. MISNA, based in Rome, releases around thirty news updates per day and over forty special services each month in three languages (English, French and Italian). Apart from nine professional journalists, thousands of missionaries contribute to this service. It is available on the site <http://www.misna.org>.

New People Feature Services (NPFs): a subsidiary of *New People Magazine*, an international Catholic magazine published by the *Comboni Missionaries*. NPFs is published monthly and focuses on articles on Africa by Africans, with a specific interest in the missionary dimension of the African Catholic Church. Additionally, the specialised bulletins "Africa Economics" and "African Women Journal" are published. Hard copies are available for libraries, cultural centres etc., the e-mail services for African newspapers, magazines, organisations, churches, individuals etc. Contact through: Npeople@form-net.com.



information written and prepared with African eyes and

additionally offering a more positive perception of the continent and its people. This also includes the Church media of course, comprising bulletins and newsletters, denominational radio stations, communication offices and departments in Africa but also in the rest of the world (not only in Europe or North America, but also in Asia and Latin America).

Additionally, there is the growing number of alternative and private media in Africa herself: newspapers and radio stations, such as community and local FM stations (not only those belonging to the Church), especially in Western and Francophone Africa, but also in other parts of the continent, which would be interested in and depend on reliable and affordable news services.

The products

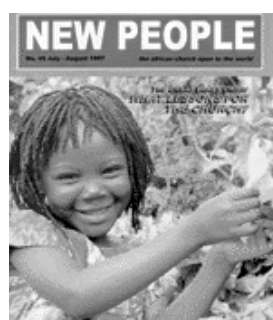
Different kind of media require different types of services – according to their profiles, their target groups, their periodicity etc. News agencies and feature services have to know their public, their “clients”. They have to identify their expectations and demands. The news programme of a community radio has a different focus than a monthly Church magazine. Media with a “slower” periodicity (monthly, quarterly), Church institutions and NGOs as well as individual people looking for background information prefer a weekly (or even monthly) feature service with background information and commentaries. Radio stations and dailies call for up-to-date news to be published immediately. Topics of interest also vary, ranging from social and political issues, culture and arts, and economics, up to information about the Churches and their activities. So far the news bulletins are mostly prepared for the print media. However, a service providing material in a “broadcasting style” could be an interesting offer for smaller radio stations with few staff, especially if audio files and O-tones are part of the service package.

News Sources

Committed, well-trained and reliable correspondents are the vital fundament of any news service. Therefore priority must be given to the setting up of an efficient network of competent correspondents in the different countries of concern. However, all Church news agencies and features services for Africa face a lack of qualified correspondents and of funds to pay them adequately.

To discuss possible solutions would require an article of its own. However, a few ideas should be outlined briefly:

- The news agencies could recruit qualified staff of local media in the different countries as freelancers. As an international or inter-regional news service a national newspaper or radio station would not be really serious competition. An excellent honorary, depending on the size of the article, could be a most welcome additional source of income for the local journalist/correspondent. This might even be cheaper for the news agency than paying a monthly salary. However, in this case, it would have to be part of a contract that the correspondent is not also serving competitors.
- Different Church agencies could, for example, have a geographical specialisation and in this way “share” the burden of covering the whole continent. The single news agency would need a reduced number of correspondents and fixed staff and could so reduce the costs. The bulletins from all regions could be made available to all of them or be published under a common label. In this way they could all provide the full service to their customers and would be able to pay “their” correspondents better salaries.
- Church news agencies with a different specialisation (in content or periodicity) could “use” a common network of correspondents which provide them with articles according to their special needs and interest. The costs of salaries and office supplies could be shared among all “customers”.



Finances

A news agency is not a profit-making business. Those dreaming of establishing an agency to make a significant income might not be sufficiently aware of the needs and dynamics of such a service. Most Church related news agencies cannot cover their running costs from the income generated from the sale of their products. Here again, the new distribution method via email may be of

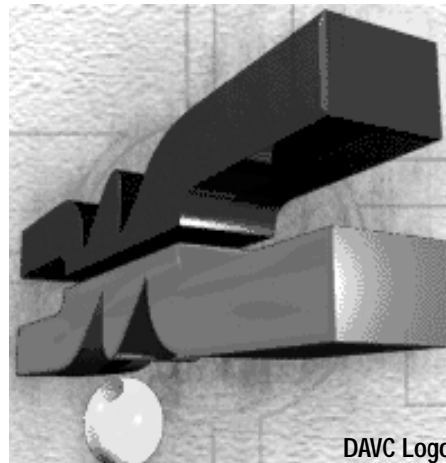
tremendous help. As the costs don't increase if the service is distributed to 100 or to 1,000 addressees, a considerable income could be raised even with a small price for the services for every single customer. Some agencies, like IRIN or CISA even distribute their bulletins free of charge to the majority of their subscribers, while the operational expenses are secured by other sources. In this way they can at least ensure that their stories are also part of the international flow of information.



Audio-Visual Center Hongkong:

Towards Electronic Evangelisation

One of the most dynamic Catholic communication centres known to us at CAMECO is the Diocesan Audio-visual Centre (DAVC) of the Catholic Diocese of Hong Kong. At the recent SIGNIS Congress, it received the first SIGNIS Web Site Award, in recognition of the strong efforts to use modern technologies as "the new areopagus of today's world" (Pope John Paul II in his message for the 32nd World Communications Day in 1998) in a global village. However, television continues to be of special importance in DAVC's daily work. We asked the head of the centre and president of SIGNIS Hong



Kong, Dr. Dominic Y. Yung, to introduce the activities currently run by this centre:

How can the new technologies be used for evangelisation? Since its founding in 1977, the Hong Kong Diocesan Audio-visual Centre has tried to make the best use of current communication technologies, by searching for its place in the "global village", starting with "small media" like sound-slide programmes or Catholic telephone hotline stories for children.

Since the 1990s, video and TV production has gained enormous importance in the diocese,



focusing on the basics of Christian faith and human values. With its 12 full-time staff members, DAVC has – successfully – produced original and creative Catholic programmes and has installed them in the commercial media, including Cable TV. The most important series is “The Beginning and the End”, a Catholic weekly TV programme, telecast on Cable TV Hong Kong since July 2000. It meanwhile ran into its fifth series at the turn of 2002. It occupies a 30-minute primetime spot on Sunday evenings, and was allocated four re-runs on weekdays on two channels.

The “Audience Appreciation Index Survey” pursued by RTHK, the government station, and the University of Hong Kong, revealed favourable results for the “B & E” in her first season (The Survey covers 100 locally produced TV programmes, selected from all four stations (one government, three commercial) and 35+ channels. The programme ranks 16th among the 100, the 8th among the 36 documentary and informative ones and 2nd among the 27 Cable programmes).

Already in 1998, DAVC started to use the Internet as a new platform for evangelisation. Their web site (www.hkdavc.com) integrates the different multi-media services on a platform for youthful dynamism, including web radio (KAT Radio) and web TV (KATV). A 13-episode series, entitled “Meet the Bishop”, attracted many secondary students to meet the Hong Kong Coadjutor Bishop, live or on-line, to discuss Catholic issues. The web site continued to supplement the TV series, in particular the excellent series from Germany, “2000 Jahre Christentum” (“2000 years of Christianity”; the programme was so well received that renowned brand products, including “Adidas” and “China Travel Agents” bought commercial time during the series) with on-line teaching material. Also for other TV productions, it provides teaching and supportive materials so that Cable viewers can gain enhanced experiences and, at the same time, respond to the programmes.

Then, Catholic artists from TV, radio, and stage

performances read 3-minute biblical readings daily plus appropriate reflections. The English sub-pages on “Jesus films” and on “award-winning films from Greater China”, are under construction and will be ready next May. Young surfers continue to request encoded religious music for installation on their mobile phones as distinctive calling-tunes.

In 2002, the Church launched video clips in the multi-media broadcast system that covers public buses, mini-buses, malls, and chain restaurants. Biblical messages together with religious news appeared alongside the centre’s religious promos that entertained millions of commuters every weekend.

Printed promos with timely religious advertisements in a few credible newspapers complement the TV broadcast and road shows. One of these is believed to be among the daily reading material of the Premier of China. In fact, the limited exposure did entice other local papers to call for Catholic advertisements.

Last but not the least, DAVC’s TV programmes manage to reach far beyond Hong Kong through the making and distribution of VCDs (video compact disks) free of charge. Every month they mobilise hundreds of volunteers to distribute VCDs in the 56 parishes. And in turn, the faithful distribute these disks to other recipients, local and overseas. In 2001, more than 100,000 sets of VCD were distributed. And they learnt that a certain diocese near Beijing had duplicated another 9,000 sets from the series which were then sold all over Mainland China.



Dr. Dominic Y. Yung (right) on air with studio guests

Annual Report:

CAMECO in 2001

By A. Sofie Jannusch and Wasil M. Mueller

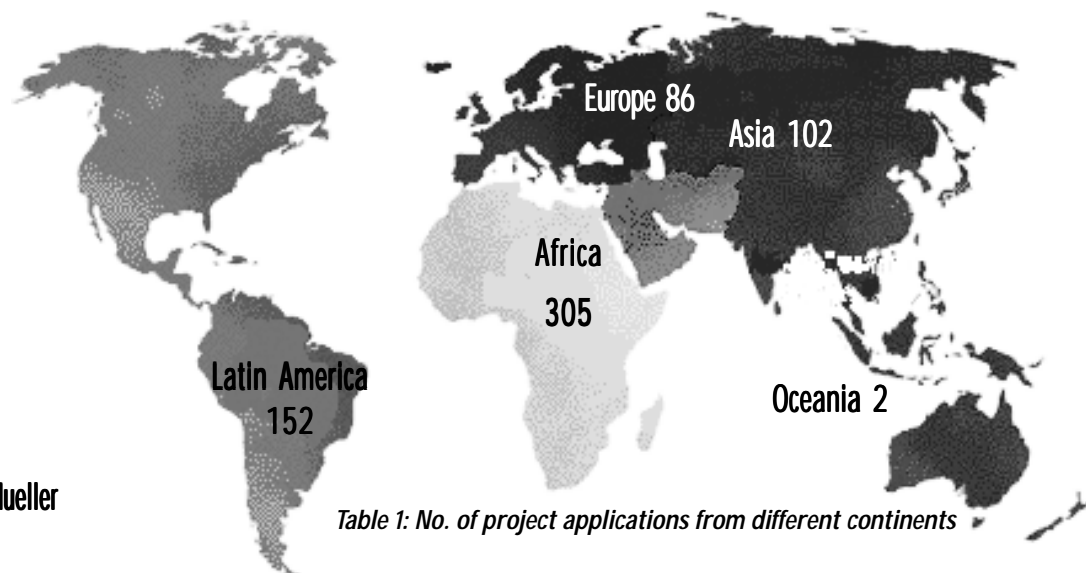


Table 1: No. of project applications from different continents

2001 was another busy year for CAMECO's staff with a further increase in the number of projects sent to our office for assessment, evaluation and/or advice (2001: 647 projects, 2000: 625, 1999: 567). The highest number of church media initiatives came again from Africa followed by Latin America, Asia and Europe.

Around one third of the projects came directly from partners in the different continents, a number which has been growing steadily over the last years and is a clear signal that CAMECO is becoming more and more a direct partner for discussion, reflection and advice.

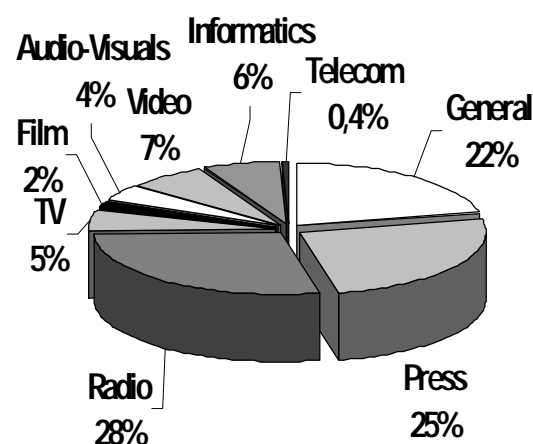
The average project had a financial volume of Euro 42.234,00 (approx. US\$ 36,700). However,

concrete figures are given in only about one third of the total number of applications. It is therefore not possible to give a completely accurate amount for investments in the media sector.

Press activities – for many years the main area of concern of church communicators – are meanwhile clearly outnumbered by initiatives in the field of radio whereas the number of projects from other media categories show a stable picture on a relatively lower level (see table 2).

However, two continents in particular influence this general statistic: Latin America - traditionally THE radio continent – with a steady high number of

Table 2: Percentage of applications from different media fields



Number of Projects received for Assessment from different Media Categories

	General	Press	Radio	TV	Film	AV	Video	Informatics	Telecoms	TOTAL
Africa	60	77	89	10	3	17	18	29	2	305
Asia	30	35	9	4	7	10				102
Latin America	25	11	78	13	7	2	12	2	2	152
Europe	26	37	4	7	4	4	4			86
Oceania		1		1						2
TOTAL	141	161	180	35	14	26	44	42	4	647

Table 3: Number of radio projects from Latin America and Africa in the last 5 years:

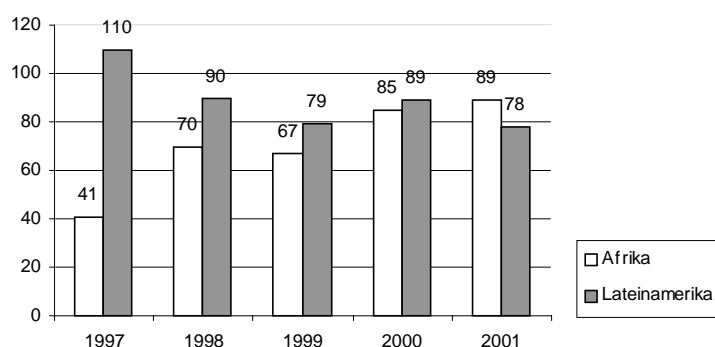


Table 4: Total number of „General“ projects in the last five years:

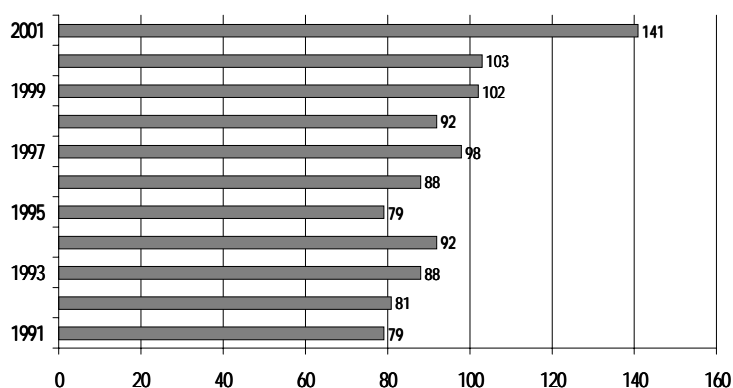
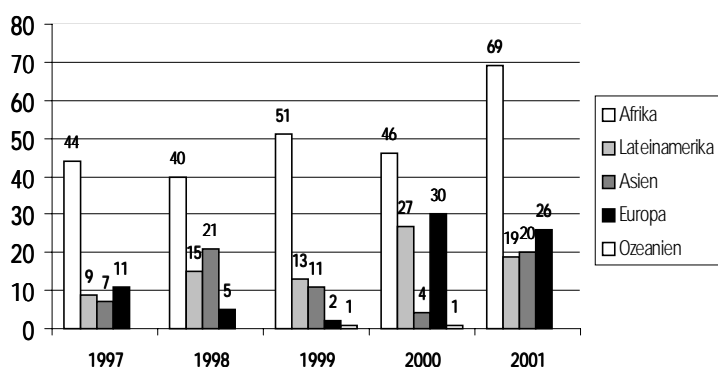


Table 5: Training projects in different continents in the last five years:



applications from radio people, and Africa, where the liberalisation of the airwaves has led to a growing number of new initiatives during the last years. In 2001, the number of radio projects from Africa even surpassed those from Latin America (see table 3).

CAMECO can also show a considerable increase in the number of projects submitted under the heading GENERAL, which comprises continental, regional, national or diocesan media activities and Church commissions. The increase of 36 per cent in comparison to previous years reflects the growing awareness of the importance of co-ordinating and bundling efforts to employ human and financial resources on a broader basis rather than for single initiatives (see table 4).

Another clear trend is seen in the demand for training of personnel, an outflow due to a rising awareness of the training needs of the staff which may be seen in Africa as well as in Latin America and in Eastern Europe (see table 5).

Of course, this kind of statistical data shows only the skeleton where the muscles and nerves are missing and thus the aspects reflecting the lively side of *CAMECO*'s work in 2001. Moreover, the term "project" does not say anything about the nature of the application, the amount of research undertaken for the assessment, or the degree of involvement required from *CAMECO*'s staff. To give an example from just one field:

Behind the term "training" one may find applications from single persons for a scholarship abroad as well as the planning and organisation of a whole training seminar – with visits to the respective media institution to assess the concrete training needs, the planning of the course schedule, the recruitment of trainers and lecturers, the facilitation and direction of the seminar itself and the final evaluation. "Training" also refers to workshops with the aim of self-evaluating the partners performance and the development of new structures, strategies and perspectives for the future.

This service of facilitating such meetings has so far been mainly offered by the Eastern European department and has been undertaken with partners in Croatia, Hungary, Slovakia and Serbia.

Behind the summarisation of single project applications, it should also be remembered that one of the important tasks of the *CAMECO* office, described as "networking" and "co-ordination", is not even registered as an activity statistically. For example: in 2001 all the international Christian media organisations – *WACC*, *Signis (Unda/OCIC)* and *UCIP* – held their world-congresses in which *CAMECO* took part.

Besides this there were also quite a number of meetings and congresses on continental, regional or national levels of media people, NGOs and funding organisations where *CAMECO* was an invited partner. Main emphasis on these occasions was put on the co-ordination and bundling of efforts as well as the planning aspects of future strategies.

Le CCIC — interface entre le monde catholique et l'UNESCO

Un entretien avec M. Lacan, président du CCIC,
et Gilles Deliance, secrétaire général du CCIC
Propos recueillis par Michel Philippart (CAMECO)

Que signifie ce sigle « CCIC » ? Qu'est-ce qui se cache derrière cette abréviation ?

Cela veut dire « Centre Catholique International de Coordination ». Le mot « Coordination » est tombé en désuétude, mais le sigle est resté. Ce sigle est considéré comme référence. Le CCIC a été créé en 1947, à la demande du Saint Siège qui voulait être informé de cette institution nouvellement créée, l'UNESCO, qui s'occupait de l'éducation, de la science, de la culture et de l'information.

L'Eglise qui promeut les mêmes valeurs de dialogue interculturel et de paix, a souhaité avoir un interface, une organisation qui en permanence suit les travaux de l' UNESCO et peut y contribuer.

Cela veut-il dire que le CCIC est le représentant officiel du Saint Siège près de l'UNESCO ?

Non. Le Saint Siège a élu un observateur à partir de juin 1952. Ce premier observateur a été Mgr. Roncalli, qui est devenu ensuite le Pape Jean XXIII. Le Saint Siège a un représentant officiel près de l'UNESCO qui a un statut d'observateur. Le Centre lui n'est pas la voix du Saint Siège. C'est plutôt la

voix de l'Eglise, la voix des catholiques sur le terrain...

Quelle fonction remplit le CCIC entre les catholiques et l'UNESCO ?

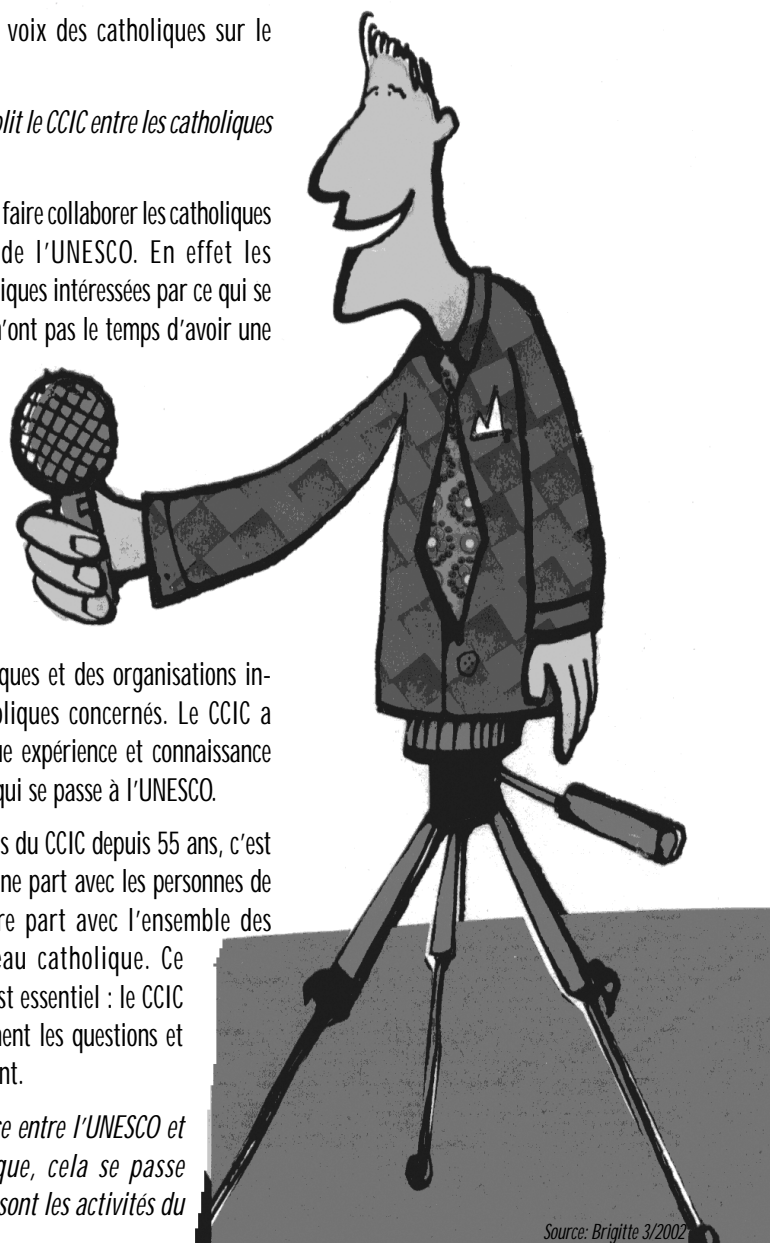
Le rôle du CCIC est de faire collaborer les catholiques aux programmes de l'UNESCO. En effet les organisations catholiques intéressées par ce qui se passe à l' UNESCO n'ont pas le temps d'avoir une connaissance détaillée de son fonctionnement ni de ses programmes. C'est le rôle d'un organisme comme le CCIC de mettre cette information à la disposition des catholiques et des organisations internationales catholiques concernés. Le CCIC a accumulé une longue expérience et connaissance de l'intérieur de ce qui se passe à l'UNESCO.

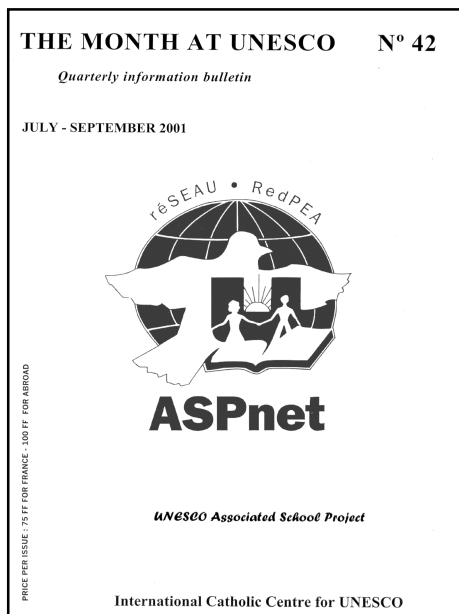
Un des grands atouts du CCIC depuis 55 ans, c'est le contact établi d'une part avec les personnes de l'UNESCO et d'autre part avec l'ensemble des personnes du réseau catholique. Ce contact personnel est essentiel : le CCIC est un lieu où viennent les questions et où les contacts se font.

Ce travail d'interface entre l'UNESCO et le monde catholique, cela se passe comment ? Quelles sont les activités du CCIC ?

Nous fournissons en particulier de l'information sur ce qui se passe à l'UNESCO. Nous favorisons les relations entre nos membres et les structures de l'UNESCO.

L'UNESCO offre beaucoup de possibilités intéressantes dont les catholiques ne tirent pas parti. Dans le domaine de la formation des éducateurs par exemple, de nombreuses initiatives sont prises par l'UNESCO dans toutes les régions du monde ; les catholiques ne saisissent pas ces occasions, parce que l'information ne leur parvient pas en temps utile. Le CCIC essaie très tôt de repérer





dans les programmes de l'UNESCO tout ce qui peut bénéficier à nos correspondants, aux universités, aux écoles, aux collèges, à toutes les communautés, aux missions dans les pays en voie de développement. Quand on connaît ces actions, on peut les porter à leur connaissance et voir s'ils peuvent en bénéficier.

L'UNESCO publie des documents qui sont remarquables, des brochures pédagogiques, des CD-ROM... Un des exemples très intéressants est le CD-ROM de l'UNESCO sur l'éducation à la citoyenneté. Le CCIC a fait une annonce près de ses correspondants et à l'heure actuelle nous avons pu distribuer gratuitement 459 CD-ROM, et en particulier dans les deux Congo, au Soudan... Faire parvenir aujourd'hui un CD-ROM sur l'éducation à la citoyenneté au Soudan et de plus dans des écoles catholiques, c'est pas une chose facile ; mais parce que c'est un produit de l'UNESCO nous avons pu le réussir.

Le CCIC facilite aussi aux experts du monde catholique l'accès aux groupes de travail de l'UNESCO : il faut avoir repéré les travaux qui vont être conduits et être informé sur l'organisation de comités d'experts qui vont se réunir. Il faut prendre contact avec l'UNESCO pour voir s'il y a des places disponibles et rechercher des candidats à proposer,

les aider à organiser leur travail...

Une autre activité est l'organisation de réunions, de colloques au sein même dans les bâtiments de l'Unesco afin d'y faire entendre la voix des catholiques. En 1998, nous avons aidé à l'organisation du congrès mondial des journalistes catholiques (UCIP) à Paris qui s'est tenu à l'Unesco.

Toutes ces activités permettent de nourrir la réflexion de l'UNESCO en même temps que nous amenons nos membres et nos partenaires à s'informer de la richesse des travaux de l'UNESCO. Il y a donc là un travail à double sens. Trop souvent les catholiques restent sur la touche en pensant que l'élaboration politique est une affaire de spécialistes qui ne les concerne pas directement.

Pour beaucoup de communicateurs et de journalistes, l'UNESCO c'est le PIDC (Programme International pour le Développement de la Communication), c'est un lieu où l'on s'adresse pour essayer d'avoir quelques milliers de dollars pour tenir une conférence, un colloque, etc. Est-ce vraiment cela l'UNESCO ?

La vocation de bailleur de fonds n'est pas la vocation première de l'UNESCO. Sa vocation première est véritablement la réflexion sur les problèmes de culture, des sciences, de l'information, de l'éducation et par cette réflexion de contribuer à la participation du plus grand nombre à la construction d'une culture de la paix et d'un monde meilleur pour tous. A la limite, c'est plus important que de donner de l'argent. Plus on est en contact avec l'UNESCO, plus on voit que la vraie condition du développement, c'est d'abord l'éducation. De temps en temps on doit faire face à l'objection que, comme les catholiques n'ont pas beaucoup d'argent, il faut consacrer l'essentiel de l'argent aux actions caritatives directes. Or, les actions caritatives ne peuvent se développer dans un pays que si en même temps on développe l'ensemble de l'éducation.

L'UNESCO n'a pas bien soigné sa communication. L'image de l'UNESCO est fortement liée dans l'opinion publique à la défense des monuments en péril. Or, la sauvegarde du patrimoine mondial ne

représente que 2% du budget de l'UNESCO, alors que l'éducation doit représenter 43%.

Un autre point à souligner, c'est que l'UNESCO est un lieu unique où 200 nations peuvent se parler. Les grands débats de l'éthique des sciences d'aujourd'hui, sur les sciences de la vie se passent à l'UNESCO ; c'est là que se construit une sorte de référence mondiale dont vont s'inspirer ultérieurement les différentes législations nationales. C'est là qu'il est important que les catholiques soient présents pour contribuer à tout ce qui est porteur de la dignité de l'homme.

Qui peut venir vous trouver et dans quelles conditions ? Des organisations plutôt que des individus ?

Le CCIC est un centre catholique : donc tout le monde peut venir ! Personne ne trouve porte close. Naturellement nous recevons plutôt des organisations. Notamment en raison de l'effet démultiplicateur de ce genre de contacts. Si un individu vient se renseigner par exemple pour bénéficier d'un stage, il devra de toute manière passer par son pays, par la commission nationale de l'UNESCO. S'il n'est pas membre d'une structure, c'est plus compliqué.

Comme nous sommes une association, si on doit continuer une collaboration, si des gens veulent participer ou bénéficier du travail du CCIC, ils sont invités à devenir membre. A l'heure actuelle, chaque année une soixantaine de personnes adhèrent au centre. Actuellement il y a 527 membres individuels et collectifs. Mais le CCIC a un réseau de quelques 5.000 correspondants dans le monde : Conférences Episcopales, Universités catholiques, Diocèses, Etablissements d'enseignement,...

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BOOK - REVIEWS

Jean-Michel Brosseau & Jacques Soncin, *The Art of Radio* (English adaptation by Giuseppe Caramazza) 136p.

Daniel Fra & Eyoum Ngangué, *The Art of Publishing a Newspaper* (English adaptation by Bartholomew A. Kodi) 159p.

both: Nairobi: Paulines Publications Africa, 2001, US\$ 8.00

The series Media Training in Africa by *Paulines Publications* contributes to filling the gap in media training manuals, adapted to the African context. *The Art of Radio* (Créer, gérer et animer une radio) and *The Art of Publishing a Newspaper* (Créer, gérer et animer une publication) are the first two books, translated from French – originally published by GRET / Paris, 1998 - into English.

The Art of Radio gives an overview of limits and constraints to be considered when starting a new or when running an existing radio station. Although the book's introduction by Fr. Renato Kizito Sesana MCC focuses particularly on the value of radio and communication for the Catholic Church, it addresses not only Catholic media workers but all radio promoters, directors of radio stations as well as students of media training schools. In eight chapters the authors refer to aspects like audience, programme, staff, technical equipment and finances. Written in a clear style the content is often related to case studies (predominantly to Catholic radio stations) and enriched with practical advice. The book can be recommended to anyone looking for a first introduction to radio broadcasting. Additionally, reference books and useful addresses of media associations are mentioned at the end of the book.

In contrast to this *The Art of Publishing a Newspaper* provides, in its eight chapters, a survey of the most relevant features of newspaper publishing. Among the topics discussed and analysed in this book are equipment, distribution and advertising a

newspaper. In general, the book is intended for entrepreneurs, promoters, directors and heads of newspaper publishing. Starting with a chapter on "editorial content" the book primarily addresses persons intending to launch a new publication or who are searching for improvements for an existing one. Written in an accessible style, the chapters are illustrated by examples from the African Church as well as the secular press. As a practical and referential adviser, this book with its introductory character, is of use for every person engaged in publishing or like journalists, working with the print media. The books are available through:

Paulines Publications Africa – Agency,
P. O. Box 49026, Nairobi, Kenya,
e-mail: distribution@paulinesafrica.org

Volker Hoffmann: *Picture supported communication in Africa: Fundamentals, examples and recommendations for appropriate communication processes in rural development programmes in sub-Saharan Africa*, Weikersheim: Margraf Verlag, 2000. 352p., 102 figures and overviews. ISBN 3-8236-1342-1

Based on his own research and practical experiences with development projects and organisations in sub-Saharan Africa, the book emphasises on interdisciplinary theories of pictorial communication in an applied context. By "picture supported communication" the author refers to the fact that pictures often have a considerable additional communicational potential in contrast to the spoken or written word.

The approach of this work is problem-oriented and posed in a situative-functional context in order to result in practical recommendations or so called "guidelines for action".

Starting with an introductory chapter on the methodology and the basics of the chosen topic, the book can be divided into two main parts. The first part deals with background information on picture communication like a historical overview of communication methods and media in Europe, the possibilities and limits of pictorial communication and the communicative challenge

of illiteracy in the context of development projects.

The description and evaluation of two case studies from Burkina Faso and Rwanda comprise the second part of the book. Here the author shows the effectiveness of pictorial communication, as both self help projects selected the "flannel-graph" method (i.e. the flexible adherence of pictures to varying surfaces) as a key tool to represent economic relations in rural communities.

In conclusion, the author appraises pictorial media like drawings, and especially "flannel-graphs" as stimuli and support for the spoken word. In the context discussed, the "flannel-graph" method is of great importance as the pictures can be produced simply, cheaply and locally. They are used and explained in personal conversations and fit into the African tradition of storytelling. Therefore it becomes obvious, that the proper combination of language and imagery is superior to purely verbal or purely pictorial methods of communication in the teaching process.

Besides the sound theoretical and practical information given in this book the academic reader as well as the development practitioner is provided with an extremely comprehensive list of references as well as many helpful text based figures and charts on the complex phenomenon under discussion.

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