



3rd Symposium *Forum Media and Development:*

# Measuring Change

## Planning – Monitoring – Evaluation in Media Development

September 27-28, 2007

Katholisch-Soziales-Institut (KSI)

Bad Honnef, near Bonn

FORUM  
medien und  
entwicklung

Just as any other field in development cooperation, media support has to prove its relevance, effectiveness and impact. Key questions for media assistance are therefore – how to effectively promote a media system and its enabling environment that fosters democracy and contributes to the overall development goals and, – how this impact could be substantiated?

The third symposium of the *Forum Medien und Entwicklung* entitled *Measuring Change. Planning, Monitoring, Evaluation in Media Development* will not only follow up these general questions but also focus on the current practice of monitoring and evaluation in the field. The symposium aims at sharing the knowledge of methods for steering existing projects and at providing lessons learned for future initiatives.

The symposium is organised by the *Catholic Media Council (CAMECO)*, a consultancy for media and communication, in cooperation with the *Forum Medien und Entwicklung (Media and Development)*.

Completed registration forms should be sent to the CAMECO by August 15, 2007 (see attachments).

We look forward to welcoming you at the event!

Kind regards,

Dr. Daniela Frank  
Executive Director  
CAMECO

*In collaboration with:*

Catholic Media Council  
CAMECO

DEUTSCHE WELLE-  
AKADEMIE

Friedrich-Ebert-  
Stiftung FES

International Institute of  
Journalism IJ

Konrad-Adenauer-  
Stiftung KAS

Protestant Academy  
of the Rhineland

Center for Development  
Research ZEF

Zurich University of  
Applied Sciences in  
Winterthur ZHW

# Programme

**Thursday, 27 September**

09.00–09.45 Reception

09.45–10.00 Dr. Daniela Frank  
Executive Director Catholic Media Council

Opening of the Symposium

## **Part I: Setting the framework**

10.00–10.45 Natalia Ortiz  
Free Consultant, Colombia

Who measures what for whom?  
Challenges and options in monitoring and evaluation

10.45–11.15 Coffee/Tea Break

11.15–13.00 Andrew Puddephatt  
Director Global Partners

Defining Indicators of Media Development  
A methodological proposal for the International Programme for the Development of Communication (IPDC)

Alan Davis  
Global Forum for Media Development /  
Institute for War and Peace Reporting (IWPR)

Delivering impact in media development  
Practitioner's handbook and methodology for a  
Media Impact on the Governance Index

13.00–14.30 Lunch Break

## **Part II: Concepts and Tools**

14.30–15.30 Jan Lublinski  
Consultant World Federation of Science  
Journalists, Germany

Mentoring and monitoring  
How to build a reporters' network using the  
Outcome Mapping framework

15.30–16.30 Birgitte Jallof  
Communication for Social Change Consortium

Most Significant Change: A tool to document  
community radio impact  
Experiences from Eastern Africa

16.30–17.00 Coffee/Tea Break

17.00–18.30 Serena Rix Tripathee  
Country Director Nepal  
Search for Common Ground

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Ondine Ullman  
Project Manager PACT Mongolia

*Grassroots-evaluations in Mongolia and Nepal*

18.15 Dinner  
19.00 Get-together

## Friday, 28 September

09.00–10.00 Christoph Spurk  
Zurich University of Applied Sciences,  
Winterthur (ZHW)

Planning and evaluation of journalism training  
A baseline study on radio news in Zambia

10.00–10.30 Coffee Break

## Part III: Changing the Perspective

10.30–11.30 Luckson Chipare  
Consultant Namibia

Who evaluates the donors' performance?

11.30–13.00 Workshops

**1** Summarising lessons learned:  
Recommendations to donors and implementing  
organisations  
Facilitated by Christoph Dietz and Hartmut Ihne

**3** How to measure the impact of journalism  
training  
Facilitated by Christoph Spurk and  
Helmut Osang

**2** M&E Consultancy: Setting up your own  
framework  
Facilitated by Natalia Ortiz and Jan Lublinski

**4** Critical assessment and development of  
ideas for the practitioner's handbook for media  
impact  
Facilitated by Alan Davis and  
Andrew Puddephatt

13.00–14.30 Lunch Break

14.30–15.30 Plenary

15.30 Coffee and drinks

# FORUM medien und entwicklung

*Coordinating Team:*

*Dr. Christoph Dietz, Catholic Media Council (CAMECO)*

*Evelyn Ehrlenspiel, Friedrich-Ebert-Stiftung (FES)*

*A. Sofie Jannusch, CAMECO*

*Dr. Jan Lublinski, Consultant World Federation of Science Journalists*

*Dr. Helmut Osang, Deutsche Welle Akademie*

*Christoph Spurk, Zurich University of Applied Sciences in Winterthur ZHW*

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