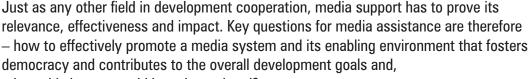


3rd Symposium Forum Media and Development:

Measuring Change

Planning — Monitoring — Evaluation in Media Development

September 27-28, 2007 Katholisch-Soziales-Institut (KSI) Bad Honnef, near Bonn



– 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 20, 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 for Journalism IIJ

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 10.45-11.15	Natalia Ortiz Free Consultant,Colombia Coffee/Tea Break	Who measures what for whom? Challenges and options in monitoring and evaluation
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	Nadia El-Awady President Arab Science Journalists Association	Mentoring and monitoring How to build a reporters' network using the Outcome Mapping framework
	Jan Lublinski Consultant World Federation of Science Journalists	Most Significant Change: A tool to document community radio impact Experiences from Eastern Africa
15.30–16.30	Birgitte Jallov Senior Communication Specialist	
16.30–17.00	Coffee/Tea Break	

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

Ondine Ullman
Project Manager PACT Mongolia

18.30 Dinner

Get-together

Grassroots-evaluations in Mongolia and Nepal

Friday, 28 September

19.00

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 Who evaluates the donors' performance? Consultant Namibia

11.30-13.00 Workshops

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

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

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

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



Coordinating Team:

Dr. Christoph Dietz, Catholic Media Council (CAMECO) Evelyn Ehrlinspiel, 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

Assistance: Irmgard Ehlert, CAMECO