



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 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 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 Nadia El-Awady
President Arab Science Journalists
Association
Jan Lublinski
Consultant World Federation of Science
Journalists

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

15.30–16.30 Birgitte Jallof
Senior Communication Specialist

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

Ondine Ullman
Project Manager PACT Mongolia

Grassroots-evaluations in Mongolia and Nepal

18.30 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:

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