

5th Symposium *Forum Media and Development:*

Measuring Change II

Expanding Knowledge on Monitoring & Evaluation in Media Development

Katholisch-Soziales-Institut (KSI) Bad Honnef, near Bonn
12 – 14 October, 2009

The 5th International Symposium of the German Forum Medien und Entwicklung (FoME – Forum Media and Development) is expanding its discussions on Monitoring and Evaluation (M&E) in media development cooperation launched in its October 2007 Conference, “Measuring Change”.

The four thematic blocks will continue earlier discussions on assessing media landscapes, experiences in evaluating the quality and impact of training, and how the media’s contribution to social and political change is assessed. Different donor and media assistance organisations will present their approaches to M&E and share their experiences with existing frameworks.

During the conference, the mediaME-Wiki will be officially launched. mediaME is a participatory platform for sharing tools and approaches for media development monitoring and evaluation. The initiative rose from the strong desire of participants at the 2007 “Measuring Change” conference to collect and share knowledge and experience in media development M&E. Collaborators in this initiative include media assistance organisations, researchers, and other media and development practitioners.

The Symposium will again take place in Bad Honnef (near Bonn), Germany, on Monday, 12 October, 2:30pm — Wednesday, 14 October, 2:30pm. On behalf of FoME, CAMECO is overseeing conference organisation.

For further information about the conference or the mediaME initiative, please contact sofie.jannusch@cameco.org or consult the CAMECO website under www.cameco.org.

The 2007 conference report, “Measuring Change: Planning, Monitoring and Evaluation in Media Development Cooperation” is available at: http://www.cameco.org/files/measuring_change_1.pdf

Looking forward to welcoming you in Bad Honnef,

A. Sofie Jannusch
CAMECO / Coordinator: mediaME-Wiki

In collaboration with: Catholic Media Council CAMECO – DEUTSCHE WELLE AKADEMIE – Friedrich-Ebert-Stiftung FES – International Federation of Science Journalists – International Institute for Journalism IJ – Konrad-Adenauer-Stiftung KAS – Protestant Academy of the Rhineland – media in cooperation and transition mict – Zurich University of Applied Sciences Winterthur ZHW

Programme

Part I: Assessing Media Landscapes

Follow-up of IPDC framework	Andrew Puddephat/Rebecca Horsewell, Global Partners
Experiences from a pilot study	Helge Ronning, University of Oslo
FES African/Asian Media Barometer	Rolf Paasch/Sophie Mukenge-Kabongo, FES Namibia
Critical review of present approaches	Fackson Banda, Rhodes University

Part II: Assessing Training

Between the request to know and budget constraints	Helmut Osang, DW Akademie
Assessing quality of journalism training	requested: Marie-Soleil Frère, University of Brussels

Part III: Approaches to M&E in Media Development

Donors' perspectives and experiences	DFID (Megan Lloyd-Laney/Abigail Mulhall) USAID (requested: Mark Koenig)
Experiences of francophone countries	requested: Florence Minery-Lemoine, GRET
Spheres of influence	requested: A.S. Panneerselvan, Panos South Asia

Part IV: Measuring the Role of Media in Societies

Good governance & democratisation and the media	requested: Sina Odugbemi, CommGAP
Communication for empowerment	Birgitte Jallo, M&E expert
Media and social change	requested: Gordon Adams, Media Support Solutions
M&E of media in crises areas	requested: Sheldon Himmelfarb, U.S. Institute of Peace

Part V: Workshops