

STRENGTHENING THE INFORMATION PRODUCTION AND
DISSEMINATION CAPACITY OF THE UNITED NATIONS
ECONOMIC COMMISSION FOR AFRICA (ECA)

AIDE MEMOIRE

ADDIS ABABA

26 January 1988

STRENGTHENING THE INFORMATION PRODUCTION AND
DISSEMINATION CAPACITY OF THE UNITED NATIONS
ECONOMIC COMMISSION FOR AFRICA (ECA)

AIDE MEMOIRE

1. A Canadian International Development Agency (CIDA) consultant visited Ethiopia from 18-28 January 1988 in order to conduct a needs assessment of the information services of the ECA and to draft a basic document for the preparation of a Plan of Operations (POP) and a Project Approval Memorandum (PAM) for Canadian assistance.
2. The consultant met the Canadian Ambassador in Ethiopia, the Hon. David Macdonald and the Executive Secretary of ECA, Adebayo Adedeji, as well as meeting other Canadian and ECA officials. During his mission, the consultant also met officials of the Organization of African Unity (OAU) and the United Nations Development Programme (UNDP), taking into account the information mandates of both organizations in connection with Africa's Priority Programme for Economic Recovery, 1986-1990 (APPER) and the United Nations Programme of Action for African Economic Recovery and Development 1986-1990 (UN-PAAERD).
3. The consultant took account of :
 - (a) the high importance attached by African governments, the international community, the United Nations in general and the ECA in particular to the implementation and monitoring of UN-PAAERD especially in regard to the pivotal role assigned to information in securing national and international commitment to the objectives of UN-PAAERD;
 - (b) the efforts being made by African governments in using UN-PAAERD as an important tool for the establishment and/or strengthening of national, sub-regional and regional structures which would ensure self-reliant, sustainable economic development;

- (c) the steps being taken by the United Nations to improve the efficiency of the administrative and financial functioning of the Organization and, in particular, the reforms and re-organization process of the Department of Public Information (DPI) as it relates to the operations of regional and country-based information services or centres;
 - (d) the weak nature of communications systems in Africa and the need to strengthen information infrastructure and develop human resources in the information field.
4. An in-depth analysis of the present functioning and programme of work of the ECA Information Services Unit was conducted. Existing communication and other media facilities were reviewed. It was established that the Information Unit is severely hampered in its work by (a) multiplicity of functions, (b) lack of sufficient trained manpower, (c) poor or inadequate equipment, (d) insufficient resources to ensure proper dissemination of media elements produced.
5. The project being proposed is based on the need to embark on a forceful campaign in support of UN-PAAERD, to assist African governments in the establishment or strengthening of regional structures; improve the functioning of United Nations regional information services and to contribute to the development of human resources in the communication field in Africa.
6. The proposed project would have the following objectives:
- a) improve the quality and quantity of information materials production and dissemination by the ECA;
 - b) strengthen Pan-African economic and social information dissemination;
 - c) facilitate international coverage of the UN-PAAERD;
7. The proposed project would include the following component/activities:
- a) Improving the quality and quantity of information materials, production and dissemination by ECA:

1. Africa Review: A quarterly high quality substantive journal on economic and development issues would be produced and distributed. ECA staff and outside contributors would participate and an editorial board would be established. It is expected that this publication would be produced both in English and French and distributed free of charge in a very limited number of copies. Efforts should be made to make this publication self-sustainable. An estimated 5,000 copies would be produced on a quarterly basis in English and 2,500 in French.

Advisory services would be provided in order to explore the book publishing and distribution potential of ECA organized substantive material.

2. Fact Sheets: A total of 18 background fact sheets would be produced (six a year for a period of three years). These Fact Sheets would compliment the DPI Africa Recovery publication. The Fact Sheets would analyse relevant data and provide a human dimension of the UN-PAAERD. Desk top publishing equipment would be provided. Training in this methodology would be provided.

3. Radio programmes: The proposed project would allow ECA to produce a number of radio programmes. It is envisaged that there would be two types of programmes:
 - a) a weekly situational dramatized development oriented programme and
 - b) a monthly one hour programme on the activities in the economic and development field carried out by ECA and other organizations in Africa, in relation to economic development matters. The project would assist in the establishment and equipping of a radio programmes production facility.

b) Strengthen Pan-African economic and social information production and dissemination:

1. Analysis of the United Nations system capabilities:

An in-depth analysis to ascertain the effectiveness

of the United Nations system to produce and distribute

material on a continent-wide basis would be conducted. Two-person/months consultants would be provided for this purpose.

2. High-level consultation on economic and development information dissemination on a continent-wide basis:

A consultation would be convened at ECA headquarters in Addis Ababa between the Executive Secretary of ECA with other United Nations officials in the information field and Pan-African media production and dissemination agencies, such as the Pan-African News Agency (PANA) and the Union of Radio and Television Organizations in Africa (URTINA). The project would cover the required travel costs.

3. Meeting of newspaper editors:

A round-table of African newspaper editors would be convened at ECA headquarters to create awareness among newspaper editors of the importance and ramifications of the UN-PAAERD. The Executive Secretary and other senior ECA officials would participate. Travel costs would be provided.

4. Training of journalists in economic affairs reporting:

Two eight-week courses would be conducted (one in English and one in French) at a suitable African communications training institution to improve the training of African journalists in economic affairs news reporting. A total of ten fellowships would be granted. Courses would be given during the first and second years of project implementation.

5. Wire service distribution of features:

A weekly feature service on issues related to the UN-PAAERD would be distributed throughout Africa using existing cable news distribution systems. Provision is being made for the transmission costs.

c) To facilitate international coverage of the UN-PAAERD:

1. Situational analysis and background information briefings:

For this purpose, the Information Services Unit would, in collaboration with the substantive sections of ECA, prepare briefing notes for senior officials. It would make available to DPI a list of speakers who could address the issues of the UN-PAAERD at ECA headquarters or while travelling abroad. A briefing room, equipped with audio visual projection would be established at ECA headquarters in Addis Ababa. Exhibition stands would also be provided.

2. Media liaison services:

The Information Services Unit would assist media representatives working with DPI or other United Nations organizations in facilitating their access to information sources and developing stories. This activity would initially be restricted to Ethiopia. For this purpose, an officer of the Information Services Unit would be assigned to this task. A vehicle and operating costs would be provided by the projects.

10. The estimated costs of the proposed project would amount to 1,493,800 Canadian dollars, over a period of three years, not including price and physical contingencies. The following constitutes a preliminary breakdown by activities.

a) Improving the quality and quantity of information materials, production and dissemination by ECA:

	Year 1	Year 2	Year 3	Total
1. <u>Africa Review</u>				
English edition 3 issues a year, 5,000 copies each x \$5 a copy	75,000	75,000	75,000	225,000
French edition 3 issues a year, 2,500 copies x \$5 a copy	37,500	37,500	37,500	112,500
Translation costs \$2000 an issue	6,000	6,000	6,000	18,000
Advisory services	15,000			15,000
	<u>133,500</u>	<u>118,500</u>	<u>118,500</u>	<u>370,500</u>
2. <u>Fact Sheets</u>				
IBM PC printer, plotter and software	15,000			15,000
Other photographic equipment, including photo-copying machine	15,000			15,000
Paper	5,000	5,000	5,000	15,000
Training	10,000			10,000
	<u>45,000</u>	<u>5,000</u>	<u>5,000</u>	<u>55,000</u>
3. <u>Radio programmes:</u>				
Building modifications and construction	10,000			10,000
Equipment	20,000			20,000
	<u>30,000</u>			<u>30,000</u>
Subscription to international news wires services	20,000	20,000	20,000	60,000

	Year 1	Year 2	Year 3	Total
Feature programmes Material/production and distribution	2,000	2,000	2,000	6,000
Story development and scripting \$500 a programme x 10 programmes	5,000	5,000	5,000	15,000
Actors and voices \$500 a programme x 10 programmes	<u>5,000</u>	<u>5,000</u>	<u>5,000</u>	<u>15,000</u>
	12,000	12,000	12,000	36,000
<u>Monthly radio programmes</u>				
Material	2,000	2,000	2,000	6,000
Narration \$50 a programme x 12	6,000	6,000	6,000	18,000
Versioning five languages \$ 1,000 per programme x 12	<u>12,000</u>	<u>12,000</u>	<u>12,000</u>	<u>36,000</u>
Travel for interviews	<u>10,000</u>	<u>10,000</u>	<u>10,000</u>	<u>30,000</u>
	30,000	30,000	30,000	90,000

b) Strengthen Pan-African economic and social
production and dissemination:

1. Analysis of the United Nations system capacity				
2 m/m consultants	10,000			10,000
Travel and per diem	<u>10,000</u>			<u>10,000</u>
	20,000			20,000
2. <u>High-level consultancy:</u>				
Travel and per diem	20,000			20,000
Servicing costs and documentation	<u>5,000</u>			<u>5,000</u>
	25,000			25,000

	Year 1	Year 2	Year 3	Total
3. <u>Meetings of newspaper editors</u>				
20 participants x 1,500 Subsistence allowance		30,000		30,000
20 participants x \$100 x 4 days Interpretation		8,000		8,000
		<u>5,000</u>		<u>5,000</u>
		43,000		43,000
4. <u>Training of Journalists in economic affairs reporting:</u>				
Fellowship (10 English 10 French) per year				
Air fares 20 participants x \$1,500	30,000	30,000		60,000
Subsistence allowance \$1000 x 20 participants x 2 months	40,000	40,000		80,000
2 instructors x 1 month each @ \$5,000 a month	10,000	10,000		20,000
Airfares \$3,000 x 2	6,000	6,000		12,000
Subsistence allowance 1 person @ \$100 per day for 60 days				
	<u>6,000</u>	<u>6,000</u>		<u>12,000</u>
	92,000	92,000		184,000
5. <u>Wire service distribution of features</u>				
Equipment:				
1 fascimile machine	8,000			8,000
Communication costs				
500 a month	<u>18,000</u>	<u>18,000</u>	<u>18,000</u>	<u>54,000</u>
	26,000	18,000	18,000	62,000

c) Facilitate international coverage of UN-PAAERD:

1. Situational analysis and background briefings:

	Year 1	Year 2	Year 3	Total
Building modifications	10,000			10,000
Equipment:				
Video projector	5,000			5,000
PAL/NTSC/SECAM Umatic video reproducer	1,000			1,000
PAL/NTSC/SECAM VHS video reproducer	1,000			1,000
Public address system	500			500
16mm film projector	500			500
Overhead projector	500			500
Slide projector	500			500
Screen	500			500
Exhibition stands	3,000			3,000
	22,500			22,500

2. Media Liaison Services:

Four-wheel drive vehicle	15,000			15,000
Operating and maintenance	5,000	5,000	5,000	15,000
	20,000	5,000	5,000	30,000

d) Programme direction and
management:

International adviser	100,000	100,000	100,000	300,000
Travel	10,000	10,000	10,000	30,000
Total				330,000
Administrative costs 10 per cent of total budget				135,800
<u>Grand Total</u> (in Canadian Dollars)				<u>1,493,800.00</u>

11. While Canadian assistance would cover the above-mentioned costs, implementation of the proposed project would require the ECA to:
 - a) provide programme guidance at a senior level
 - b) provide the physical space needed for proper operation and management of the project (120m² for office spaces and radio studio and 85m² for briefing room)
 - c) assume the costs of extra staff required through other extra-budgetary sources from redeployment of ECA staff or staff from United Nations Department of Public Information (DPI), as follows :
 - 1 professional radio producer
 - 1 general service radio technician
 - 1 bilingual secretary
 - 1 driver
12. International experts and consultants paid by Canada should enjoy the same immunities and privileges accorded to United Nations officials in Ethiopia. Equipment to be provided should be exempt from any import duties or other taxes.
13. A detailed project proposal is being prepared based on the ideas contained in this Aide Memoire to be submitted for the required CIDA review and approval mechanism. Once approved, the proposed project should be the object of a Memorandum of Understanding to be signed between the Government of Canada and the ECA. Project execution would be the responsibility of a Canadian executing agency and administered by Canada.