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Mozambique Media Strengthening Program Agreement No. AID-656-A-12-00001

FY2013

2nd Quarter Report: 1 Jan – 31 Mar 2013



Third year students in the journalism program at the School of Communication and Arts (ECA) learning to use online tools and programs in the preparation of news articles in the course on Specialized Journalism.

Submitted 29 April 2013

1. **Project Duration:** 5 years
2. **Starting Date:** 11 June 2012
3. **Life of project funding:** \$9,978,124
4. **Geographic Focus:** Mozambique (all provinces) with a focus on Maputo
5. **Program/Project Objectives** (over the life of the project)

Overall program objective:

A free, open, diverse and self-sustaining Mozambican media sector providing high quality information to citizens that promote debate, accountability and development.

Objectives by result areas:

Professional Capacity of Journalists

Result 1: Increased Professional Capacity of Mozambican Media Sector

IR 1.1 *Media professionals have expanded skills*

IR 1.2 *Media professionals produce more and better quality content*

Business Operations and Sustainability of Media Outlets

Result 2: Strengthened Business Management / Organizational Capacity of Media Organizations to Improve Long-Term Financial Viability.

IR 2.1 *Media organizations improve organizational capacity*

IR 2.2 *Media organizations strengthen financial viability*

Journalism Education

Result 3: Improved Journalism Education at UEM's School of Communications and Arts

IR 3.1 *ECA offers students strengthened journalism education curriculum*

IR 3.2 *ECA expands role in advancing Mozambican media*

Community Radio

Result 4: Increased Ability of Community Radio Stations to Provide More and Better Information to Listeners

IR 4.1 *Community radios offer more and better information to listeners*

IR 4.2 *Community radios improve sustainability*

Advocacy

Result 5: Increased Ability of Mozambican Organizations to Advocate for Press Freedom and an Improved Legal Enabling Environment for Media

IR 5.1 *Advocacy is effective*

IR 5.2 *Media freedom and access to information gain broad citizen support*

1. Summary of the reporting period

Selected highlights from the reporting period include:

- Mentorship of 12 senior reporters on individual development plans started.
- Election training manual (for journalist) reviewed and completed.
- Successful workshops for TV and radio production held at ECA.
- Course in Specialized Journalism at ECA (a core curriculum course) through the quarter.
- Community radio target stations and CR consultant selected.
- Members of Rapid Response Committee to protect journalist safety and rights elected.
- First groups of journalism fellows (6) and interns (6) selected and started work.

Professional Capacity Building: Over the quarter, a group of 12 senior reporters received group and individualized **mentorship** from MSP Specialist Ricardo Fontes Mendes in accordance with individual development plans and projects. Each reporter produced at least one in-depth originally researched feature story during the quarter, using methods and technology learned in the course of the mentorship. The focus of the mentorship is on enhancing reporting and story development skills. In addition, the mentees learn how to lay out and format their own stories, thus building their skills in this area as well. The process is being analyzed and recorded to ensure proper documentation of lessons learned. Six **journalism fellows**, a group of recent journalism graduates, and eight interns received continued training through the program. The focus of the fellowships is on the rapid acquisition of practical skills, such as the development of infographics, that the participants can apply in their workplace right away. In addition, MSP launched a **funded internship program** in which MSP sponsors interns placed in partner organizations such as RECAC and WLSA. An **elections manual** co-sponsored by MSP was revised and made ready for publishing. During the quarter, several media debates (e.g., on the press law), media briefings (e.g., on gender violence), specialized lectures (e.g., on parliamentary reporting) and short courses (e.g., photography) were implemented as part of the program. The MSP **web site** was launched during the quarter, providing an outlet and a repository of information that is easily accessible to journalists and the general public.

Business Operations and Journalism Education: In the last two weeks of March, MSP partner Rhodes University worked with IREX on a **targeted assistance** program focused on *Canal de Moçambique* (a newspaper) and *TIM* (a TV station). The focus of this work is on operational effectiveness and strategic planning respectively. In both cases, management and other staff participated in a diagnostic process to identify high-impact intervention points with the goal of enhancing long-term viability and sustainability. At TIM, MSP will assist the station in becoming a more focused news and information outlet rather than a mass market TV station. In February, Prof. Ngomane and Prof. Miguel from ECA visited Rhodes University on a first **academic exchange** between the two institutions. The three-day visit included discussions with Rhodes faculty on program and curriculum issues and various field visits. The half-year long MSP-sponsored **course in Specialized Journalism** at ECA, taught by Ricardo Mendes and Milton Machel, continued with a high level of attendance and student engagement. The course, which is a core curriculum course for 3rd year students covering several journalism areas, such as culture, sports and investigative journalism, is heavy on the use of online tools, and IREX paid for the provision of six months of internet to facilitate the course. Regular evaluations and analysis help keep the course sharp and integrate lessons learnt in subsequent lectures.

Community Radio (CR): Terms of reference were drafted and a consultant hired to carry out a CR assessment in target provinces Zambezia and Nampula, where a total of six radio stations had been selected as partner stations. This consultancy commenced on 1 April and will run for the month of April. MOUs were signed with strategic partners CAICC and FORCOM and a first draft of an integrated CR strategy was developed.

Advocacy and Alliances: In February, Mozambican journalists elected the first five members of the **Response Committee**, which is responsible for the coordination of responses to specific cases of violation of press freedoms. The committee started work by establishing priorities and procedures in preparation for handling cases. An **advocacy strategy** outlining five priority policy objectives was completed. Most objectives relate to legislative issues and the passing of pending media-related legislation. The strategy has been designed to provide prioritization and focus to the program's advocacy efforts. During the quarter, **parliamentarians** from the three largest political parties visited the program. The **public debates**, which occur on a monthly cycle, continued through the quarter, but increasingly includes more interaction between the panelists and audience than straight lectures.

2. Project Performance Indicators

Because of the relatively high number of indicators and the extent of the monitoring tracing table, this section has been covered as an annex (see Annex 1: Project Performance Indicators). A key focus of Q2 was to complete the second iteration of a baseline survey and complete a community radio survey.

3. Major Implementation Issues

No major implementation issues were identified in the reporting period, but delays in the community radio area continued, despite a strong effort to catch up.

4. Collaboration with Other Donor Projects

The program has established a key strategic partnership with DAI through the **Dialogo project**, a DFID-funded project focused on civil society and strengthening of municipalities. IREX is a sub-recipient of this project and meets regularly with the project management to coordinate and collaborate on joint efforts. Several meetings took place in Q2, where IREX continued to support the development of Dialogo's media strategy and the TOR for a media support fund, thus helping to align IREX/MSP strategies with those of DAI/Dialogo. As part of the collaboration with Dialogo, IREX also participated in the elections consortium, a group of organizations providing training for journalists and others in preparation for upcoming elections in 2013 and 2014. A series of meetings were held with other partners, including JHUCCP, CAICC and FORCOM, as well as media associations and other NGOs.

5. Key Activities Planned for Next Quarter

Professional Capacity Building: The third quarter (Q3) of FY 2013 will be characterized by the continuation of existing activities, e.g., the media laboratory, internship and mentorship programs, as well as the conclusion of the first iteration of these activities, providing an opportunity for graduation and celebration of successful course completions. During Q3, the fellows will build a separate web site to feature stories produced and use a multimedia platform to report on the annual pilgrimage to Namaacha. Both fellows and interns will be trained to write newsflashes, brief news updates that focus on succinctness and clarity, which will be used for the program's web site and other visibility efforts. The work in the quarter will also include the editing and finalization of an annual health in the media report, as well as the translation and adaptation of the Mozambique chapter of the Media Sustainability Index 2012. Three more interns will be recruited in the quarter, replacing two that were passed on to CEC and Sol (a newspaper). The first cohort of mentees will complete their mentorship program in June. In Q3, training of journalists in elections reporting will take place, and the training manual (revised by the author Joe Hanlon) will be printed. The program web site will continue to be developed and extended with additional content and links. The 'media observatory' effort to map ethical issues in the media will continue. The 2012 annual report and analysis of investigative journalism will be completed, and the material prepared for printing.

Business Operations and Journalism Education: Key in Q3 will be the follow up and continuation of workshops at Canal de Moçambique and TIM, with the goal of deciding on and implementing specific interventions in each outlet. These interventions will build on the needs assessment prepared in the previous quarter. A specific line of action is the start of a process to develop a digital app for Canal de Moçambique. In parallel, through the IREX partnership with the Sol Plaatje Institute at Rhodes University, participants in the certificate course for Emerging Media Leaders will be selected. A one-week intensive workshop on methodology and curriculum development will take place at ECA in the first week of April. Also, IREX will sponsor a cultural journalism workshop in partnership with ECA and TIM, which will allow ECA journalism students to work at TIM during the Kogoma cultural festival in Maputo and provide daily news reports.

Community Radio: This area is expected to pick up significant momentum in Q3, as the community radio strategy is completed and starts to be implemented. During April, an experienced consultant, Birgit Jallo, will visit all the target CR stations in Zambezia and Nampula, carry out an assessment and complete the development of the strategy, detailed implementation plans and a sustainability plan. Subgrant agreements based on agreed scopes of work will be signed with both CAICC and FORCOM, the two national implementing partners for the CR program. During the quarter, technical advisor Mercedes Sayagues will also hold a workshop for community radios in the northern provinces as a joint effort between IREX and WLSA. Members from the target CR stations (possibly one member from each station) will be invited to participate in the elections training seminar in Maputo, which is estimated to take place in June.

Advocacy: The program will host a high-level visit by Prime Minister Alberto Vaquina on April 5, which includes other members of GABINFO and the government structure. During the visit, IREX and USAID will present the MSP program and offer an opportunity to the Prime Minister and his entourage to see the facilities. The policy objectives in the advocacy strategy will be pursued, primarily by working through like-minded organizations and key opinion leaders within the sector. In the beginning of May, one team member will participate in the World Press Freedom Day conference in Costa Rica (funded by UNESCO and other non-program sources), which is focused on journalist safety and security, and will share this information with the sector upon his return to Mozambique. During the quarter, MSP will also host a USAID security expert who will be invited to talk to journalists on security related issues. Furthermore, MSP will strengthen its collaboration with CEC, a media-oriented think tank, to assess how an academic journal on media issues may be published. The purpose of the journal is to provide an outlet for academic papers and research on media related topics pertaining to the local market.

M&E and outreach efforts will continue to receive attention during the quarter.

6. Evaluation/ Assessment Update

Evaluations, Assessments, Studies and Audits	
Include any and all types of evaluations, financial or programmatic, internal or external.	
<u>Completed:</u> List evaluations, assessments, studies and/or audits held last year	Major Findings/Recommendations
N/A for this quarter	
<u>Planned:</u> List evaluations, assessments, studies and/or audits planned for next year	
Unknown at this time	

7. Administrative Update

The program continues to struggle to identify an adequate administrative assistant, as the second person hired for this position since the inception of the program did not have her contract extended beyond the probation period. The subgrants manual and related procedures were approved by USAID, and subgrants may soon be finalized for CAICC and FORCOM. Some minor procurement of laptops and recording equipment took place in the quarter, but administrative and financial operations are stable and characterized by routine transactions. As processes and procedures have fallen into place, the focus of administration and finance has increasingly been on simplifying and streamlining processes, in order to both ensure full compliance with policies, rules and regulations and an efficient follow up of administration and finance tasks. The IREX administration and HR manual for Mozambique was completed and approved during the quarter.

8. Success Stories and Photos

When it comes to violation of press freedoms, a systematic response is required: Response Committee for the protection of Mozambican journalists elected



The elected members of the Rapid Response Committee are (from left to right) Célia Claudina from the Child Friendly Media Network (RECAC), Fernando Gonçalves from the weekly SAVANA, Tatiana Pinto from the Mechanism for Support to Civil Society (MASC), Ernesto Nhanale from the Centre for Interdisciplinary Studies and Communication (CEC), and Fátima Mimbire from the news agency AIM.

Mozambican journalists elected the first members of the Response Committee on February 22, 2013. The newly established Response Committee will, among other activities, establish clear procedures for responding to cases of press freedom violations; review and assess reported cases to determine appropriate courses of action, which may include legal support; publicity generation; fact finding missions; follow up of pending cases; and the involvement of international organizations dedicated to press freedom, such as the International Senior Lawyers Project and others, and the documentation of cases. The Response Committee is an initiative by IREX, under the auspices of the Media Strengthening Program, and is envisioned to give coherence and coordination in response to cases that affect the security, protection and rights of media outlets and journalists.

One of the elected members is Célia Claudina from the Child Friendly Media Network (RECAC). She had the following comments to the objectives of the newly formed committee and to its role. “The Response Committee has a narrow scope and a limited objective,” explained Ms. Claudina. “It has been created to provide a systematic and coordinated response to cases where the violation of press freedoms may be at play,” she continued. “The role of the committee is not to be an advocacy group for new legislation or to promote press freedom as a separate activity, but rather to assist and help protect any journalist or media professional that is unjustly targeted by others, be they from the authorities, the courts or the private sector.” She explained that the committee will only respond to individual cases rather than lobby for changes in legislation or in the operating environment. While those tasks are also important in a living democracy, there are other organizations and bodies that will take on those tasks.

“The committee will follow basic procedures for how to respond to a case of violation of press freedom. This includes coordinating the response among the members of the media sector in Mozambique, but also to determine if and when a case needs additional support,” explained Ms. Claudina. Such additional support would most commonly involve legal support from a lawyer specialized in media cases. “It is important that we are systematic and coordinated in our response and that is our role,” she explained. “We are not a tribunal, but rather a support to fellow journalists who for whatever reason is either targeted or punished for carrying out their job. By playing this role, we also help to protect the freedom of the press, which is a pillar of any democratic system,” concluded Célia Claudina.

A Wall for the Future: Amós Zacarias (MSP Intern)



Amós Zacarias joined the Media Strengthening Program (MSP) team as an intern on 1st November 2012. He was trained on the use of the Media Content Analysis Tool (MCAT), which is a tool used by IREX to analyze media content. Amós is currently working for MSP as a content analyst.

“The analytical skills I learnt from the MCAT improved my views on journalism. Before the training, I had a very staid vision about journalism,” says Amós.

MSP has provided an opportunity to expand the interns’ views on journalism and improve their journalistic skills. “IREX has completely changed my life in professional terms. Lately, I have been receiving complements from fellow journalists on the quality of my work,” says Amós.

The interns are trained on multidimensional journalism. On the first day of training, the interns were introduced to ‘Wallwisher’, an online digital “wall” to summarize and showcase their learning throughout the internship. [http://wallwisher.com/wall/estagiarios_irex]

On the second day of training, the interns were asked to create individual digital walls to provide the opportunity to explore how the different functionalities of the tool could be integrated into their practice as journalists. Amós found this collaboration tool to be especially relevant to his experience as a sports reporter. With very little guidance from MSP staff, he was able to link the content featured on the wall to his Twitter and Facebook accounts and soon began receiving hits and queries from readers and fellow Mozambican sports journalists.

“This is the best thing for a trainer, a student who quickly finds a practical, professional use for what he has learned in the classroom,” commented one of the staff members.

Amós has dubbed his digital wall the “Sports Wall” – an interactive space to share international and domestic sporting highlights. “After learning how to use this tool, I began exploring it, and found that it was a good way to share sports information with my friends and followers on Facebook and Twitter. Receiving praise from colleagues on my Wall is fantastic!” concluded Amós enthusiastically.

ANNEX 1: Project Performance Indicators

The table below illustrates the baseline values, targets and progress on each MSP indicator.

Table: Performance Monitoring Indicators

Performance indicator	Definition	Method of collection	Baseline Results	Jan- Mar 2013	Targets
USAID Media Strengthening Objective 1: To Strengthen the Ability of Mozambican Media Sector to Provide High Quality Information to Citizens so as to Further Development Objectives in the Country					
U1. Useful news and information provided to citizens disaggregated by age, gender and region	A survey of how citizens perceive media and how they have used information from the media will be deployed.	A survey of residents in Maputo city	Data analysis is in progress.	Data analysis is in progress.	20% Increase in citizen's perception of news usefulness and information to engage in public life by the end of the program.
U2. Citizens use news and information to engage with government and policy decisions through the media disaggregated by gender, age and region.	A survey will be deployed to measure how citizens perceive the media and how they have used information from the media to engage government and policy makers.	A survey of residents in the communities where the project works	Data analysis is in progress.	Data analysis is in progress.	40% increase in citizens' use of news to engage with government and policymakers.
U3. Professional content on key Mozambican development issues disaggregated by type of content (health, education, agriculture, etc.)	The content analysis deployed in the program will include basic percentages of time- space devoted to defined development issues.	Content Analysis	Youth: 14% Women: 4% Health: 16% Agriculture: 11% HIV: 4% Politics: 13%	Youth ¹ : 3.83% Women: 4% Health: 16.76% Agriculture: 5.26% HIV: 0.96% Politics: 5.74%	Quality of coverage of Mozambique development objectives improves by 50%
U4. Sustainability and professionalism of Mozambican media sector disaggregated by MSI objectives	IREX will use the Media Sustainability Index (MSI) which measures five aspects of a media sector, as scored with standard methodology by a Mozambican panel. Control groups will be neighboring/similar countries with no USAID media project.	IREX performs annual MSI independently of MSP.	country score: 2.27 Free speech: 2.28 Professional journalism: 2.22 Plurality of news sources: 2.44 Supporting institutions: 2.27 Business management: 2.05	Same as baseline	25% Increase

Indicators U1 and U2 will be measured through the use of a survey conducted in Maputo city by 4 enumerators who underwent an intense 8-hour training plus pilot session. Data were collected during 15 days in 5 districts in Maputo. A total of 577 questionnaires were filled plus an additional 30 questionnaires from the pilot. Ten percent of the respondents were called for data quality checks.

¹ These values are based on an analysis of print content from January to 28 February 2013.

The MSI was used for data pertaining to U4. The MSI interprets its scores follows:

- 0-1 Unsustainable, anti-free press
- 1-2 Unsustainable, mixed system,
- 2-3 Near sustainability,
- 3-4 Sustainable.

Performance indicator	Definition	Method of collection	Baseline Results	Jan- Mar 2013	Targets
Result 1: Mozambican media sector demonstrates increased professional capacity					
1.1Mozambican media meets professional standards	IREX will use the Media Sustainability Index (MSI), Objective 2, which measures professional quality of media content. Control groups will be neighboring/similar countries with no USAID media project.	MSI index	2.22	Same as baseline	25% Increase
1.2 Targeted media outlets meet professional standards.	IREX will use the Media Content Analysis Tool (MCAT) it has successfully deployed to other USAID projects. The MCAT is a composite index measuring professionalism in journalism including sourcing, relevance, and impartiality and production quality.	Randomly assess sample of news stories produced by targeted outlets and by trainees.	2.88	2.86	4.32
1.3 Professional coverage of public health issues informing citizens disaggregated by media sector (TV, radio, print, online).	IREX will cooperate with the local NGO, RECAC to conduct an annual quantitative and qualitative review of health and HIV news and information	RECAC will capture all of the media stories about Health, HIV and analyze them. An expert panel will also participate.	Pending	Pending	“Acceptable” level of health and HIV issues.
Performance indicator	Definition	Method of collection	Baseline Results	Jan- Mar 2013	Targets
1.4 Media sector conducts investigative journalism disaggregated by media sector (TV, radio, print, online).	Expert analysis of investigative journalism across the media sector.	Expert review of investigative news stories	Pending	Pending	“Acceptable”

Result 1: USAID Common Indicator under Governing Justly and Democratically 2.4.2					
1.5 Number of journalists trained with USG assistance disaggregated by gender, region, outlet	Number of person-days and number of professionals, citizens, and aspiring journalists receiving training, consulting, or grants from the program	IREX staff will report number of journalists receiving assistance in quarterly reports	Zero Persons trained and 0 person days.	Females:41 Males: 54 Total: 95 Person days :532	535 persons trained and 6,092 person days
1.6 Number of non-state news outlets assisted by USG disaggregated by region, outlet type (including rural or urban)	Number of existent or developing on-line, broadcast, or print outlets receiving training, consulting, or grants from the project	Sign –in sheets and financial records	Zero	2	30

Indicators 1.3 and 1.4 will be collected during the 3rd quarter of the first project year. These indicators have been outsourced but are in the process of being collected and evaluated.

The Media Content Analysis Tool (MCAT) was used to analyze indicator 1.2: *Targeted media outlets meet professional standards*. Three MSP content analysts who underwent intense 4 day content analysis training analyzed the baseline content from print, and TV content. The MCAT interprets its scores as follows:

5: Excellent, 4: Good, 3: Acceptable, 2: Bad, 1: Missing

Performance indicator	Definition	Method of collection	Baseline Results	Jan- Mar 2013	Targets
Result 2: Strengthened business management/organization capacity of media organizations to improve long-term financial viability.					
2.1 Number of media outlets using strategic business plans disaggregated by region	Outlets receiving assistance under this objective will be assessed for the existence of and use of a strategic business plan.	Use the Periodic Outlet Review (POR) tool to enquire about the use of strategic business plans.	8 (of which only 4 use it regularly for decision making).	Same as baseline	12 outlets
Performance indicator	Definition	Method of collection	Baseline Results	Jan- Mar 2013	Targets
2.2 Targeted outlets use market and audience research disaggregated by region	Number of outlets that use audience or market research – own or commissioned – on a regular basis to inform their programming and/or advertising.	Use the POR to acquire information on Market and audience research	6 Outlets	Same as baseline	12 Outlets
2.3 Revenue of targeted outlets. disaggregated by region and outlet	Amount of annual revenue of targeted media	Use the POR to acquire data on revenue.	This information has not been shared with IREX)		50% Increase in revenue

2.4 Progress towards creation of a Joint Industry Committee (JIC) for media research and advertising.	Measure progress on steps undertaken towards the creation of a JIC by the AEJ (media Business Association).	Interviews with key stakeholders, meeting minutes	Stage one: zero points, reflecting 'non-existent JIC)		Stage 5:100 points reflecting 'a fully functional JIC'.
2.5 Number of media outlets that receive USG-supported training to promote financial sustainability	Number of existent or developing on-line, broadcast, or print outlets receiving training, consulting, or grants from the project in support of sustainability	IREX staff will report number of outlets receiving assistance in quarterly reports	Zero	Same as Baseline	20 media outlets receive assistance via program on business issues.

Missing data for result 2 indicators are in the process of being collected. These will be available by the 3rd quarter of the project year.

Performance indicator	Definition	Method of collection	Baseline Results	Jan- Mar 2013	Definition
Result 3: Improved journalism education at UEM's School of Communications and Arts					
3.1 Implementation of an effective curriculum at ECA	IREX will use the ECA milestone index to measure 1) the progress in implementing an effective curriculum across ECA courses, 2) progress toward revised courses, practical course content and 3) acceptance and satisfaction by staff and students of the new curriculum.	Site visits and interviews with key informants, Focus groups	Stage one: Zero points, reflecting 'frustration and confusion on the current curricular by both male and female students'	Same as baseline	Curriculum implemented by year 3 Stage 5: 100 points, reflecting 'clarity and satisfaction with new curriculum, revised courses and practical course content in place'.
Performance indicator	Definition	Method of collection	Baseline Results	Jan- Mar 2013	Definition

3.2 Professionalism of journalism produced by students disaggregated by gender.	IREX will use the Media Content Analysis Tool (MCAT) it has successfully deployed to other USAID projects. The MCAT is a composite index measuring sourcing, impartiality, relevance, and production quality. It will be specifically applied to measuring the quality of student media at ECA	IREX will randomly assess stories produced by student media at ECA	3.01 In progress.	Data collection in progress	40% Increase
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Activities aligned with the revision of the ECA curriculum will commence in June 2013.

Student content for the student media content analysis was not available. Student content analysis will be coded and analyzed in the 3rd quarter of the first program year.

Performance indicator	Definition	Method of collection	Baseline Results	Jan- Mar 2013	Targets
Result 4: Increased ability of community radio stations to provide more and better information to listeners					
4.1 # of community radio stations implementing strategic plans	Stations must have a strategic or business plan and use it to guide operations as analyzed by staff knowledge of plan and examples of its implementation	Activity Managers will observe stations and interview staff to determine use of strategic plan.	Zero , no community radio stations use strategic business plans.	Zero , one radio station in Nampula does not have a strategic business plan but they have a vision, mission and core value statements (Radio Watana).	30 community radio stations implement strategic plans.
4.2 Community radios operate soundly and prudently disaggregated by outlet, region	IREX will field a survey of how citizens perceive the community radio station, how relevant/useful the content is to them and how accountable the station is to the community's needs.	Survey	Baseline pending	Pending	20 Stations meet standards of professional community radio operations.
Performance indicator	Definition	Method of collection	Baseline Results	Jan- Mar 2013.	Targets
4.3 Revenue of targeted community media show improvements disaggregated by region	Improvement in revenue of targeted media	Activity managers will interview key informants and complete evaluations on each station.	Pending baseline	R/C Nacala: (1,165,000.00 Mts) R/C/TV Namialo: 102,250.00 Mts R/C CMC Monapo: 112,00.00	40% Increase in revenue

4.4 Community stations gain the trust of the communities disaggregated by gender, age, region	A simple survey will be developed and deployed in community for each station assisted to ascertain trust in the reliability and usefulness of news.	Interviews or possible deployment of SMS polling technology	Pending baseline	Pending	75% Trust in community trust in stations
Result 4: USAID Common Indicator under Governing Justly and Democratically 2.4.2					
4.5 Number of non-state news outlets assisted by USG (community radio stations) disaggregated by region	Number of community radio stations receiving training, consulting, or grants from the project	Activity managers will use the CSO assessment tool to collect information on outlets receiving grants from the project.	Zero	Zero	30 Community radios receive assistance (6 per year)

Data have been collected from 4 community radio stations in Nampula (Nacala, Namialo, Monapo and Watana. A Community radio survey will be conducted in the 3rd quarter of the program year. Data will also be collected in radio stations in Zambezi province in the 3rd quarter of the program year.

Performance indicator	Definition	Method of collection	Baseline Results	Jan- Mar 2013.	Targets
Result 5: Increased ability of Mozambican organizations to advocate for press freedom and an improved legal enabling environment for media					
5.1 Media CSOs advocate for press freedoms disaggregated by CSO	The <i>Media advocacy milestone</i> measures the advocacy effort of Mozambican media associations.	Interviews with key staff, analysis of organizational activities, surveys of constituents.	Stage one: 4 points reflecting 'CSOs are at their initial stage of their creation.	Same as baseline.	Stage 5: 100 points reflecting 'sustainable CSOs running in an independent manner.
Performance indicator	Definition	Method of collection	Baseline Results	Jan- Mar 2013	Definition

5.2a Media community holds debates to discuss media issues	Media advocacy organizations hold debates for public discussions of media issues	Sign-in sheets	Zero	6 debates	10 in Year one
5.2b Journalists in public attend debates disaggregated by gender, region and outlet.	Number of people who attend the debates	Sign-in sheets	Zero	91 journalists (25 women and 66 men)	300 in year one
5.3 Media law and regulation show improvements	A Media Law and Regulation Milestone will be used to gauge the milestones towards achieving the advocacy goals noting intermediate steps to be achieved.	Review press, laws, organizations' activities	Stage one: Zero points, reflecting "Everything has become stagnant (various laws are facing multiple impediments for them to roll)"	Same as baseline (to be measured in the 3rd quarter of program year 1)	Stage 5: 100 points reflecting ' Five revised laws are passed'
Result 5: USAID Common Indicator under Governing Justly and Democratically 2.4.2					
5.4 GJD 2.4.2 Number of media civil society organizations and/or support institutions assisted by USG disaggregated by region.	Number of media CSOs or associations receiving training, consulting, and/or grants from project	IREX staff will track number of organizations assisted in quarterly program reports	Zero	9	15 Media civil society organizations assisted by project
5.5 GJD 4.2 Number of positive modifications to enabling legislation/regulations for media drafted with USG assistance	Positive modifications are new or amended laws or regulations that are considered to protect and promote independent media development and freedom of the press.	Review of legislation	Zero	Zero (One bill be debated and approved by end of May 2013.)	5 Positive modifications to laws

Indicator 5.1 will be evaluated in the 3rd quarter of the 1st program years (analyzed semi-annually).