



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

**FY2014**

**3<sup>rd</sup> Quarter Report: 1 Apr – 30 Jun 2014**



*In June, twenty participants were chosen for the second round of the Media Lab for TV Journalism, led by Media Specialist Selma Inocência.*

**Submitted 31 July 2014**

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 & 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 – 3<sup>rd</sup> Quarter FY 2014**

*Selected highlights from the reporting period include:*

- MSP continued to expand, with new staff members joining the team.
- A strategic review and adjustment process was concluded.
- A USAID administrative and finance review and debrief took place.
- A new website template was developed, providing more flexibility to MSP online.
- Activity cycles for Media Lab, Media Lab TV and ECA courses were concluded.
- Recruitment for new cohorts of interns and Media Lab TV participants was completed.
- The special mentorship program on the extractive industries was concluded.
- The pre-application process for the Rhodes scholarship programs was concluded.
- Significant progress was made in the work with media associations.
- The *2013 Media Sustainability Index* was launched with significant media attention.

## **General**

### *Expansion and strengthening of the MSP team*

Over the course of the quarter, a new Media Specialist (Rui Lamarques, formerly editor of @Verdade), two part-time advisors (Custodio Duma, a lawyer, and Julieta Langa, a university professor), and several junior program assistants joined the program, while a program manager for community radio (Ryan Morris, formerly of IREX DC) was hired.

### *Strategic review and adjustment process*

In the previous quarter, a strategic review and adjustment process was started, which included extensive consultation and analysis within and outside the team on issues of strategic importance to the program. The review was based on an analysis of activities carried out during the first 18-21 months of the MSP program.

### *USAID M&E and administrative and financial reviews*

A joint USAID-IREX team carried out an M&E review, following an earlier Data Quality Assessment, reviewing current program indicators with a view to simplify the M&E plan. Another USAID team undertook a one-day administrative and finance review, where relevant processes and procedures were checked for their soundness and compliance.

### *Visit from IREX/Liberia*

For one week in May, MSP hosted Dara Lipton and Tarloe Yarmadah from IREX/Liberia. The two held sessions on elections, gender and SMS technology and made several field visits. The field visit, which was financed by IREX HQ, was used to share experiences and lessons learnt between the two sister programs.

## **Result 1 – Professional Capacity Building**

### INTERNS & INTERNAL CAPACITY BUILDING

- This quarter, a series of internal capacity building workshops with the objective of improving writing skills were conducted for MSP staff and interns.
- Ten interns were selected for the new MSP internship cycle. The internship program is a key activity, which has as its goal to prepare the interns for and place them in the labor market.
- Interns at Canal and TIM (TV) received personalized mentoring to cultivate their journalistic skills.
- Julieta Langa joined the team as advisor on linguistics and publications and started the process of finalizing the investigative journalism report. She is developing a new style book / language reference guide for MSP.
- Rui Lamarques, former editor of @Verdade, joined the team as Media Specialist for Capacity Building. He will focus on print media, whereas Selma Inocencia will focus on TV. Both media specialists will work in tandem to support the result area.
- In addition, efforts have begun to develop a charter for the New Media Initiative, a new program component aimed at developing capacity in online and digital media environments.

### MENTORSHIP PROGRAM

#### *Economic mentorship program*

- Brazilian journalist, Paulo Oliveira, facilitated a mentorship program on economics and extractive industries reporting from with more than twenty participants.
- As a result of this mentorship program, a resource manual for media professionals on the oil and gas sector was prepared and published. This manual was shared widely among media professionals.

### ELECTION REPORTING

- MSP entered into discussions with the US Embassy and USAID about an elections reporting activity that will focus on conflict sensitive reporting and peace journalism planned for the months of July and August.
- At the same time, MSP participated in discussions with USAID and @Verdade about a possible citizen reporter program, but this effort was abandoned by the parties involved.

### MEDIA LABS

#### *Media Lab – TV*

- The Media Lab for TV, under the direction of Media Specialist Selma Inocencia, concluded its cycle and graduated its 12 participants. The lab was considered very successful, as measured by outputs and the enthusiasm displayed by participants.
- Recruitment for Media Lab TV (II) took place, with a large number of applicants, from which 20 participants were selected.

#### *Media Lab – Multimedia*

- Media Lab (III), led by former Media Specialist Egidio Vaz Raposo, graduated eight participants with a graduation ceremony, certificates, refreshments and sharing of impressions and lessons learned. Overall, feedback provided by the participants was very positive, and MSP intends to continue the Media Lab given its popularity.

## **Result 2 – Business Operations**

### CUSTOMIZED ASSISTANCE

- As part of a small equipment program, and to further cultivate partner relations, MSP procured and installed some newsroom furniture at Savana, one of Mozambique's oldest and best known newspapers.
- The consultancy and support program to Canal and TIM continued through the quarter.
- A newly designed prototype journal was developed at Canal, and Canal staff was trained in design techniques by an MSP intern. This was the first time that an MSP intern has been utilized for this type of training.
- MSP worked with Diario de Zambezia and Nova Era to develop the final prototype stages of their websites. MSP also worked with these two outlets to develop their strategic plans.
- MSP is currently working with Diario de Zambezia to review their price list and define marketing strategies to bring greater visibility and potential customers to their website.
- Twelve young entrepreneurs from local media outlets were trained in business skills and digital tools this reporting period.
- MSP has prioritized building strategic partnerships with other media outlets for the next quarter, namely SOICO, Miramar (TV), Gungu (TV) and Magazine Independente.
- The working relationship with TIM (TV) is likely to continue, but the station has faced growing political pressure.
- If TIM loses its editorial autonomy, it may be less able or inclined to continue the constructive partnership with MSP.
- For Canal, the structured collaboration with MSP, which has taken place through a subagreement, will end at the end of this quarter when the subagreement period ends.
- An assessment of the collaboration with all subagreement partners will be carried out by the end of the 4<sup>th</sup> quarter to document lessons learnt.

### MEDIA MANAGEMENT – EMERGING MEDIA LEADERS

- This quarter, 15 participants from 11 different media outlets were trained in the fourth round of the Emerging Media Leaders (EML Level I) course, facilitated by Carlos Henriques under the MSP partnership with Rhodes University.
- DAI/Dialogo sponsored the participation of four participants, thus contributing cost share to the effort.
- The course remains popular, and is intended to continue as long as there is demand.

### **Result 3 – Journalism Education**

#### CURRICULUM DEVELOPMENT

- In the beginning of the quarter, Professors Jeanne du Toit and Lynette Steenveld of Rhodes University led another successful curriculum development workshop at ECA. The workshop is part of the ongoing series of curriculum workshops at ECA.
- The success of the workshop series is in large part due to the ability of the Rhodes faculty to engage their ECA counter parts and to provide continuity.
- In June, four ECA faculty members traveled to Rhodes University in order to continue the curriculum development effort.
- The trip proved extremely productive and may represent a turning point in how the ECA team approaches the strategic partnership.
- The participants expressed clearly and directly that the visit had been an eye opening experience for them, providing insights into how a more established journalism school was operating.
- While in South Africa, the Rhodes team conducted a rigorous curriculum development orientation for the ECA faculty members.
- In addition to curriculum development, an alternate objective of the visit was to provide the visitors greater insight into Rhodes University's administration and operations in order to encourage ongoing improvement at ECA.

#### SCHOLARSHIP INITIATIVE

- In consultation with USAID, Rhodes University and ECA, an MSP-sponsored scholarship initiative was developed to provide ECA professors the opportunity to obtain master's degrees and doctorates in media studies. IREX HQ and USAID Mozambique were also kept in the loop as these consultations progressed.
- This quarter, the pre-application process for the MSP-sponsored MA and PhD programs was concluded, and a total of 16 applicants (14 MA and 2 PhD) were received
- Received applications were pre-screened by MSP and then transferred to Rhodes University faculty for final assessment.
- The MA and PhD scholarship participants began an intensive English training program to further support their professional development and equip them with the skills to be successful in their graduate degree programs.
- In the next quarter, a finalized program description and budget will be developed for integration into an upcoming agreement modification and budget realignment.

#### ECA ENGAGEMENT

- The 12-week online journalism course, designed and implemented by Ricardo Fontes Mendes at ECA, concluded this reporting period. The course was deemed a success by its 30 participants, who received targeted technical training in online content development.
- The students spontaneously organized an end-of-term party for the teacher at IREX, praising the course and expressing appreciation for what they had learnt.
- Approximately 10 of these students were selected to meet with and present lessons learned from the course to SOICO, a local media house. Some of the course graduates were subsequently recruited by SOICO.

- Although the feedback elicited from the students was very positive, MSP has decided to no longer engage in direct teaching at ECA. This decision was based on a strategic analysis of where MSP may have most impact.
- The original intent was to provide a positive experience for the students and offer an alternative model for the lectures, but it became apparent that this was not appreciated by all the teachers, some of whom felt their turf being infringed on.
- Furthermore, the school management saw the involvement more as a way of maximizing its own available teaching resources than as an opportunity to leverage positive change in the way the curriculum was being taught to students.

#### **Result 4 – Community Radio (CR)**

##### CR PROGRAM IMPLEMENTATION

- MSP and its strategic partners assessed and incorporated six new community radio stations into the MSP program this quarter.
- The new radio stations include: Radio On'hipiti (Ilha de Moçambique), Community Radio Mossuril (Mossuril), Radio Parapato (Angoche), Community Radio de Chiúre (Chiúre), Radio Nacedje (Macomia) and Rádio Sem Fronteiras (Pemba).
- Fifty volunteers from six different community radio stations were trained in marketing strategies and developed individualized draft business plans to further support the financial viability and sustainability of community radio stations.

##### CR TECHNOLOGY SUPPORT

- Frontline SMS software was installed in all current MSP community radio stations as a tool for communication and community engagement.
- USAID joined MSP Media Specialist Selma Inocencia and MSP intern Sergio Albuquerque for a field visit to Nampula in order to create a brief documentary about the implementation of Frontline SMS in community radios.
- MSP was also invited to present on Frontline SMS to a technical working group at USAID, which was very well received. Several supporting videos were used.
- Two staff members from IREX/Liberia held a day-long training on the use of SMS technology for community radios with MSP partners CAICC and FORCOM.
- 48 volunteers from six different community radio stations were trained in the use of Adobe Audition for creating and editing audio content to further equip community radio stations with the tools to enhance their radio programming.

#### **Result 5 – Advocacy and Alliances**

##### ADVOCACY

- The public debates continued this period with a particular focus on freedom of speech and access to the internet, two topics that have been linked in recent national discussions about new media and freedom of expression legislation.
- The 2013 Media Sustainability Index was launched with significant media attention, including a presentation on one of Mozambique's most popular morning radio show programs.
- Also this period, Custodio Duma, a lawyer and head of the National Commission of Human Rights, joined the MSP team on a part time basis. Duma will add experience and structure to the efforts of passing relevant media legislation.

##### ASSOCIATION BUILDING

- MSP's work with the associations continues to remain focused on strengthening their organizational capacity, including the ability to raise funds and manage projects, especially for advocacy purposes. This quarter, eight partner associations were identified with whom MSP intends to work.

- 26 leaders from 13 media civil society organizations received training in resource mobilization, project planning, proposal writing and project management. 17 of 26 leaders participated in a three-day training about strategic management specifically tailored for media association leaders.
- As a result of the training, several of the civil society organizations started Facebook pages, blogs, and/or websites in an effort to better communicate with their audiences.
- This period, steps were taken by MSP to select and sponsor up to 10 association members to participate in an upcoming capacity building workshop by REPARE, a Kenyan-based outfit focused on building the project management and finance capacity of NGOs and CBOs.
- MSP also sponsored an Association for Mozambican Judicial Journalists (AMJJ) conference on access to information within the justice system, with more than 100 participants, including many police and tribunal workers.
- The Network of Media Associations (RAMPA) established by MSP to share and discuss best practices and strategies in advocacy, continued its efforts this quarter focusing its weekly meetings on electronic transactions legislation, digital migration laws (analog to digital), and the press law.

#### SECURITY

- The Rapid Response Committee (RRC), a body that coordinates responses to violations of the rights of journalists, reviewed and followed up on 10 reported incidents, including several confiscations of journalists' work materials.
- The RRC has noted a sharp increase in the number of adverse cases of violations of journalists' rights in comparison to previous reporting periods.

#### **Result X – New Media Initiative**

- A draft outline of the New Media Initiative (NMI) was finalized and will be converted into a program description and budget as part of an upcoming MSP agreement modification.
- NMI will focus on human resource development in the area of digital skills, as well as in the creation of new online media businesses.

#### **Cross-cutting objectives**

#### GENDER & GENDER-BASED VIOLENCE

- A three-day gender sensitization workshop on gender issue and masculinity was co-implemented by HOPEM, the Network of Men for Change, and IREX.
- The 2012 and 2013 Gender in the Media reports were launched.

#### HEALTH

- RTI Envision and IREX co-facilitated a training on Neglected Tropical Diseases for seven journalists and seven representatives of the Mozambican Ministry of Health (MOH).
- While the MOH representatives in attendance learned how to better interact with the media, the journalists increased their awareness of the subject matter and discussed various types of story lines that could be pursued.
- Representatives of local NGOs and CBOs participated in a training of trainers on gender reporting co-implemented by MSP and Health Policy Project, a USAID-funded project implemented by Futures Group.

#### CLIMATE CHANGE

- In consultation with the USAID-funded Climate Change Adaptation Program (CCAP), MSP decided to focus the next story stipend cycle for practicing journalists on climate change, climate change adaptation and environmental impact.
- Some eight journalists were selected for sponsorship under this program.

## **2. Project Performance Indicators**

Because of the relatively high number of indicators, Project Performance Indicators are not listed here, but can be found in Annex I. In consultation with USAID and IREX HQ, a focus of Q3 was to engage in an M&E indicator review in order to further streamline the MSP M&E plan by eliminating uninformative and/or duplicative indicators. This process will be concluded in Q4, after additional consultations with between IREX HQ and MSP. Most of the remaining indicators will be output indicators. Furthermore, the other, non-output indicators will be adjusted to better capture the results and perceive impact produced by MSP activities.

## **3. Major Implementation Issues**

Under what is perceived to be the direction of the new media advisor to the President of the Republic, the media operating environment in Mozambique has taken a turn for the worse, with several outspoken media professionals being sidelined or replaced. A state of caution and uncertainty continues with regard to the government's approach towards the media. This impacts how some media outlets approach and see MSP, causing them to engage less than they might have done under other circumstances.

## **4. Collaboration with Other Donor Projects**

- MSP's key strategic partnership with DAI through the Dialogo project, a DFID-funded project focused on civil society and strengthening of municipalities, continued this quarter.
- Several meetings took place in Q3, where MSP continued to support the development of Dialogo's media strategy.
- To further support MSP's work in gender reporting, representatives of local NGOs and Community Based Organizations (CBOs) participated in a training of trainers co-implemented by MSP and Health Policy Project, a USAID-funded project implemented by Futures Group.
- A collaboration with CCAP, a climate change adaption program funded by USAID and implemented by Chemonics, was started.

## **5. Key Activities Planned for Next Quarter**

### **Result 1- Capacity Building**

- Given the growing popularity of online journals in Mozambique, MSP will focus on mentoring and cultivating the technical skills of journalists from an estimated 20 online newspapers in Q4.
- MSP also plans to initiate distance learning opportunities for journalists around the country.
- MSP will train community radio journalists in citizen journalism and elections coverage, as part of the series on elections reporting.
- Best practices and strategies in personal marketing will be further emphasized in the MSP intern program to more effectively link interns to the media market and bolster their employability.

### **Result 2-Business Operations**

- During Q4, MSP will select new media outlets to partner with for MSP sustainability activities.
- Grant agreements and MOUs will developed and signed with these outlets.
- MSP will continue implementing business and digital tools trainings with local partners.

- EML level I and level II courses will continue in the quarter. Two level I and one level II course are planned for August for a total of 48-50 participants.

### **Result 3- Journalism Education**

- In the next reporting period, MSP will prioritize finalizing the selection process for the MSP-sponsored, MA and PhD scholarship program.
- Intensive English courses for the scholarship program candidates will continue in Q4.
- MSP also will conclude its curriculum review process and finalize the first iteration of a draft curriculum document.
- ECA professors will be prepped for potential participation in the annual Highway Africa Conference in South Africa.

### **Result 4 – Community Radio (CR)**

- In Q4, MSP will recruit six additional stations to its network of community radio stations.
- Results of community radio diagnostic assessments will be used to launch an equipment program will be launched for MSP community radio stations.
- MSP will identify and hire a consultant to facilitate a training of trainers program.
- Significant focus will be placed on building a cadre of regional trainers that can provide targeted support to MSP partner community radio stations around topics such as preventative equipment maintenance, basic radio journalism skills, and content development.

### **Result 5 – Advocacy and Alliances**

- Next quarter, MSP will focus its efforts on engaging media associations through a series of press freedom activities in through its offices in Maputo and Nampula.
- MSP intends to produce one briefing about media law and continue its efforts building the AMJJ website
- RAMPA will advocate for the approval of the access to information law, legal reform of the press law and hopes to generate more open debate around freedom of the press.
- MSP will also place greater emphasis on linking RAMPA with other local networks for advocacy.

### **Result X – New Media Initiative**

- The Digital Manual, co-produced by MSP and the Knight Center, has been finalized and will be published next quarter.
- The manual will be used as a corner stone of training carried out under the NMI Initiative.

### **Cross Cutting**

- In Q4, MSP will continue to support its Health Fellows and will finalize and launch its annual Health Report.
- The Gender / GBV component will be developed further during the quarter and will include the recruitment of a Media Specialist for Advocacy, who will be focused on developing the work in this area.
- The integrated gender work with community radios will also continue, with an expansion of the network of volunteers at the stations acting as focal points on gender issues.
- M&E and outreach efforts will continue to receive attention.

## 6. Evaluation/ Assessment Update

<b>Evaluations, Assessments, Studies and Audits</b>	
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
<ul style="list-style-type: none"> <li>Data Quality Assurance Audit. USAID. April 2014.</li> <li>Administrative and Financial review. USAID. May 2014</li> </ul>	The final reports have not yet been completed.
<u>Planned:</u> List evaluations, assessments, studies and/or audits planned for next year	
<ul style="list-style-type: none"> <li>Mid-term Evaluation. USAID contractor. Jan-Jun 2015.</li> </ul>	

## 7. Administrative Update

- This quarter, a new Administrative Assistant and new Media Specialist for Capacity Building joined the program.
- The Media Specialist is Rui Lamarques, the former director of information for @Verdade newspaper.
- Four MSP interns were promoted to Program Assistants / M&E Assistants in May and June, and one external person was also hired for this purpose, bringing the total of MSP assistants to five.
- The number of junior program assistants may still expand, and an Administrative Assistant will be hired for the Nampula office.
- MSP continues its search for an ICT specialist and a Media Specialist for Advocacy for Development.
- In June, Julieta Langa and Custodio Duma joined MSP on a part time basis as program advisors. Juliet is a professor of linguistics at Eduardo Mondlane University and Custodio Duma an attorney and Chairman of the National Human Rights Commission.
- Mrs. Anaradhna Sharma, the wife of the Indian Ambassador, who is a journalist, has volunteered to work with the program on a pro-bono basis, but thus far no concrete opportunity has been identified.

## 8. Success Stories and Photos

### **Community radio On'Hipiti goes back on air after four months of inactivity**

A four-month interruption in local broadcasts by the On'Hipiti community radio on Ilha de Moçambique (Mozambique Island) came to an end in June, when faulty equipment was replaced by the Mozambique Media Strengthening Program (MSP). According to the community radio volunteers, the Community Media Center (CMC) on the island had been inactive for some four months, depriving the local islanders of their radio programs and causing some of them to display anxiety and even anger as a result of the situation. Under normal circumstances, the CMC broadcasts to the 14,000 people who live on the island. With technical and financial support from MSP, the community radio station managed to replace the station's antenna cables, which had been worn down by the weather, thus restoring life to the station. "On behalf of the radio station and myself, I am grateful...and feel a great sense of relief," said Jonas Ali, a community radio volunteer. "It has been a long time indeed since I could talk to my listeners."



*A technician climbs the On'Hipiti community radio station antenna to replace faulty cables.*

## Media Lab opens new opportunities in TV journalism for young Mozambican journalists

This quarter the first cohort of twelve young media professionals graduated from the Media Lab for Television at IREX. The Media Lab is an experiential learning activity that combines hands-on practice with important concepts and theories. The course goes over four months and is led by Selma Inocencia, Media Specialist at IREX, who is an experienced TV reporter. During the course, the participants learn how to research and prepare news reports, develop good stories and improve their on-camera performance. The final product of the work is a 30-minute news program produced by the participants. The course seeks to improve technical reporting skills, while at the same time strengthening the reporters' ability to focus on facts and issues. "You play an essential role in supporting the development of the country," said Nils Mueller, Office Chief at the Section for Democracy, Human Rights and Governance at USAID, speaking at the graduation. The participants in the course shared their experiences and reflected on how the new skills would help them in furthering their journalism careers. Some of them, who previously had not considered a career in TV journalism, were thinking about becoming TV reporters.



*Nils Mueller of USAID presenting course participant Énia de Fatima Jorge Malo with her course certificate.*



*Group photo of the Media Lab participants and USAID and IREX staff members.*

### **Civil Society Organizations trained on gender sensitive issues**

The first training of trainers of communicators and media contacts in Civil Society Organizations (CSOs) on gender sensitive issues took place at IREX this quarter, in a partnership between the Health Policy Project (HPP) and IREX. The objective of the training was to equip the CSOs with communication tools and strategies that may contribute to increasing the presence of gender-related content in the media. "This is an opportunity that organizations have to discuss gender issues, so as to generate media interest and to communicate them better to the media through improved communication strategies," said Marta Cumbi, the HPP facilitator. Representatives from a wide range of organizations attended the MSP-sponsored event, including journalists and members of Global Health Communications (GHC), Lambda (Gay-Lesbian network) and FADM (armed forces), GenderLinks and Forum Mulher.



*Participants in the training of trainers for CSOs on gender sensitive issues.*

### **Over 120 young people seeking training in journalism**

Over the span of three days of recruitment and selection of interns and trainees at the Mozambique Media Strengthening Program (MSP), over 120 young people took part. The training program prepares students and young professionals to enter the labor market by teaching them new skills, technology proficiency, English language and a wide range of journalist and media skills. Edson Manjate, 22, a final year student of journalism at the School of Communication and Arts (ECA) at Eduardo Mondlane University, believes that "those who get the opportunity to intern acquire skills and abilities that correspond to the demands of the market". "Going through this professional training is worthwhile, because it helps develop many new skills," said Jotália muçambé, 23, a graduate from the Higher School of Journalism (ESJ). On June 26 and 27, an intense selection process was conducted at the IREX office, which included tests, interviews and auditions. Some 22 participants in the Media Lab TV and ten interns were selected from a total pool of 120 applicants. These 32 young people started an intense training program on July 1 and will graduate at the end of the year. "I graduated with a degree in documentary production, but I never had any experience in the field, so I am certain that this course will be very important for me," said Ilda Paula, 25, a recent graduate from the Institute of Arts and Culture (ISARC).



*Participants in the new cohort of Media Lab TV program.*

**ANNEX I: PROGRAM INDICATORS****MSP M&E Quarterly Report (April-June 2014)**

This report outlays the progress made between April and June 2014 on the MSP objectives. The report summarizes the progress made in achieving MSP objectives in the 3<sup>rd</sup> quarter (1 April to 30 June 2014) of the program year, a brief review of progress made in previous quarters, end of year and end of program targets, a comparison of planned versus actual progress and challenges.

Table one summarizes quarterly progress and section B provides more detailed information on each MSP indicator.

**Table One: Indicator Summary Sheet: Q3Y2**

	<b>Indicators</b>	<b>Baseline</b>	<b>Data source</b>	<b>Frequency</b>	<b>Q1Y2 Oct- Dec</b>	<b>Q2Y2 Jan- Mar</b>	<b>Q3Y2 Apr- Jun</b>	<b>Target Y2</b>	<b>Progr. Q3Y2 (Res/ Target)</b>
U 1	Useful news and information provided to citizens (Age, gender and region)	77%	Survey	Baseline, Mid-program, EOP	NA	NA	NA	NA	NA
U 2	Citizens use news and information to engage with government and policy decisions through the media (gender, age and region).	44%	Survey	Baseline, Mid-program, EOP	NA	NA	NA	NA	NA
U 3	Professional content on key Mozambican development issues disaggregated by type of content	Ave: 2.92	MCAT	Quarterly	2.42	2.45	2.51	2.96	(15%)
U 4	Sustainability and professionalism of Mozambican media sector	Ave: 2.27	MSI	Annually	NA	NA	NA	2.38	NA
1 1	Mozambican media meets professional standards	2.22	MSI	Annually	NA	NA	NA	2.33	NA
1 2	Targeted media outlets meet professional standards	2.88	MCAT	Quarterly	2.58	2.52	2.53	3.17	79%
1 3	Professional coverage of public health issues	unkno wn	Annual reports/MCAT	Annually	NA	NA	NA	3.17	NA
1 4	Media sector conducts investigative journalism	unkno wn	Annual reports/MCAT	Annually	NA	NA	NA	3.17	NA
1 5 a	Number of journalists trained with USG assistance ( <b>unique</b> )	0	Sign-in sheets	Quarterly	126	230	236	107	221%
1 5 a	Number of journalists trained with USG assistance ( <b>total</b> )						544		
1 5 b	Number of person days of training	0	Sign-in sheets	Quarterly	353.5	648	1019	1218	84%
1 6	Number of non-state news outlets assisted with USG	0	Project records	Quarterly	7	7	7	6	117%

MSP April-June 2014 Quarterly Report

	Indicators	Baseline	Data source	Frequency	Q1Y2 Oct- Dec	Q2Y2 Jan- Mar	Q3Y2 Apr- Jun	Target Y2	Progr. Q3Y2 (Res/ Target)
2 .1	Number of media outlets using strategic business plans	10	POR	Semi-annually	0	0	NA	3	0%
2 .2	Targeted outlets use market and audience research	6	POR	Semi-annually	0	0	NA	3	0%
2 .3	Revenue of targeted outlets	TBD	POR	Annually	NA	NA	NA	10%	NA
2 .4	Progress towards creation of a JIC	0	Milestone s tool	Annually	NA	0	NA	20	NA
2 .5 a	Number of media outlets that receive USG supported training to promote financial sustainability	0	POR	Quarterly	3	0	0	4	75%
2 .5 b	Number of consultations to promote financial sustainability	0	consult sheets	Quarterly	6	10	11	no target	
3 .1	Implementation of an effective curriculum at ECA	0	Milestone s tool	Semi-annually	20	30	NA	20	150%
3 .2	Professionalism of journalism produced by students	3.01	MCAT	Quarterly	2.5	0	no data	3.25	0%
4 .1	Number of community radio stations implementing strategic business plans	0	MCSO tool	Annually	0	0	NA	6	NA
4 .2	Community radios operate soundly and prudently	92%	Survey	Annually	NA	NA	NA	4	NA
4 .3	Revenue of targeted community media show improvements	350,000.00	MCSO tool	Annually	NA	NA	NA	NA	NA
4 .4	Community stations gain the trust of the communities	94%	Survey	Annually	NA	NA	NA	NA	NA
4 .5	Number of non-state news outlets assisted by USG	0	MSP records	Quarterly	0	0	7	6	117%
5 .1	Media CSOs advocate for Press freedoms	4	Milestone s tool	Annually	0	0	NA	20	0%
5 .2 a	Media community holds debates to discuss media issues	0	Sign	Semi-annually	3	5	NA	10	50%
5 .2 b	Journalists in public attend debates	0	Sign	Semi-annually	69	56	NA	300	19%
5 .3	Media law and regulation show improvements	0	Milestone s tool	Semi-annually	0	0	NA	20	0%
5 .4	Number of media civil society organizations and / or supported institutions assisted by USG	0	Project records	Quarterly	0	0	2	3	67%
5 .5	Number of positive modifications to enabling legislation/regulations for media drafted with USG assistance	0	Review of legislation	Quarterly	0	0	0	1	0%

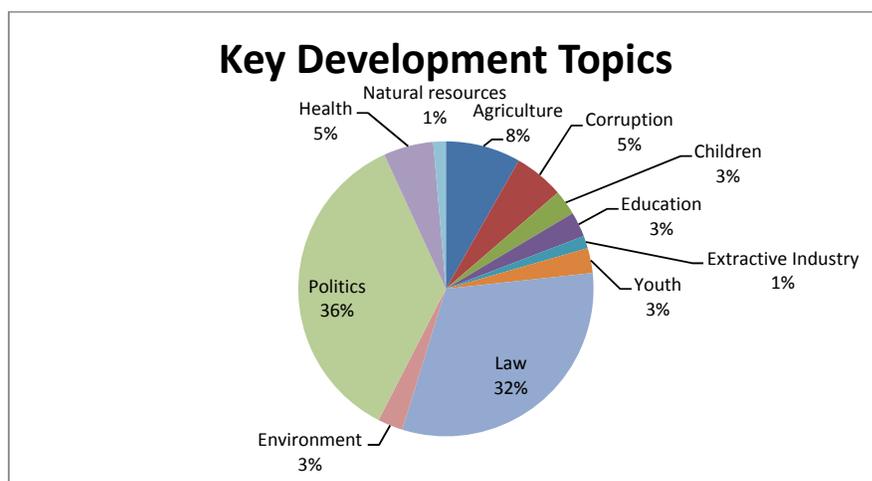
**Section B: Q3Y2 progress (April-June 2014):**

This narrative includes those indicators which have posted results for the quarter. As per the IREX M&E Plan, some indicators are reported annually, semi-annually, and quarterly.

### U3. Professional content on key Mozambican development issues disaggregated by type of content (health, education, politics, agriculture, HIV)

During Q3Y2 68% of all articles coded were dedicated to key areas, predefined as articles on agriculture, health/HIV, education, natural resources, corruption, children, extractive industry, youth, law, environment and politics. IREX scored 978 articles in Q3, among 2 coders in total, and 662 articles fit the categories illustrated below. The total number of articles coded decreased by 43% as the number of coders decreased from 4 to 2 and IREX is also in the process of revising its indicators; more attention was given to M&E internal processes and fewer resources were dedicated to MCAT activities during the quarter.

The below diagram is a snapshot of content scored, as the articles scored using MCAT are pulled randomly. Of the 68% scored, the breakdown is as follows:



The consistent trend of political content domination in the press continues. IREX is seeing more sophisticated writing coverage and a blending of topics within topic areas listed above. The total average MCAT score for these articles was 2.56. Compared to last quarter, the MCAT scores for these key topics have improved from 2.45.

#### 1.2 Targeted media outlets meet professional standards

Topic	Q4Y1	Q1Y2	Q2Y2	Q3Y2
Agriculture	2.56	2.54	2.43	2.59
Children's issues	-	2.52	-	2.50
Corruption	-	2.61	2.50	2.49
Domestic violence	-	2.75	-	2.38
Education	2.64	2.62	2.45	2.50
Elections	-	-	2.42	2.51
Environment	-	2.68	2.44	2.61
Extractive industries	-	2.54	2.57	2.76

<b>Governance</b>	-	-	<b>2.50</b>	<b>2.53</b>
<b>Health</b>	<b>2.49</b>	<b>2.50</b>	<b>2.56</b>	<b>2.62</b>
<b>HIV</b>	<b>3.00</b>	<b>2.43</b>	-	<b>2.44</b>
<b>Human rights</b>	-	<b>2.61</b>	<b>2.66</b>	<b>2.58</b>
<b>Law</b>	-	<b>2.62</b>	<b>2.53</b>	<b>2.51</b>
<b>Market News</b>	-	-	<b>2.52</b>	<b>2.57</b>
<b>Natural Resources</b>	-	-	-	<b>2.58</b>
<b>Politics</b>	<b>2.38</b>	<b>2.47</b>	<b>2.42</b>	<b>2.60</b>
<b>Sexual Violence</b>	-	-	<b>2.88</b>	-
<b>Women issues</b>	<b>2.63</b>	<b>2.50</b>	<b>2.61</b>	<b>2.45</b>
<b>Youth</b>	<b>2.54</b>	<b>2.77</b>	<b>2.29</b>	<b>2.52</b>
<b>Total Average</b>	<b>2.61</b>	<b>2.58</b>	<b>2.52</b>	<b>2.53</b>

The table above references the all topics of news articles analyzed for Q3Y2 (April-June 2014) using the Media Content Analysis Tool (MCAT). Each topic/category is scored from 1 to 5 points: 5-Excellent, 4-Good, 3- Acceptable, 2- Bad, 1- Missing. IREX Mozambique averages all of the coded articles in a particular category to arrive at a total for said category. The total average for Q3Y2 was 2.53. As time passes, IREX is noting that the scores are becoming more consistent and realistic in terms of the quality of content in the press.

**Challenge:** Over the past 3 quarters, IREX has made an effort to strengthen and control MCAT coding, in an effort to gain a truer snapshot of journalistic quality in Mozambique. The fluctuation of scoring is now minimized and this is becoming evident with each subsequent quarter. The volume of articles coded has been reduced by nearly half; reducing the effective sample size. MCAT can be even more effective with continued efforts at focusing the utility of the tool. Further impact of the program can be measured by looking closely at the quality of the content of journalists who are trained by IREX. This will be a focus in future quarters.

Looking through the platform lens, IREX may focus on fluctuations in online and print publications. Online publishing is still a relatively new medium for news reporting in Mozambique. As MCAT scoring improves, IREX may infer that the quality of both print and online content is improving.

	<b>Q4Y1</b>	<b>Q1Y2</b>	<b>Q2Y2</b>	<b>Q3Y2</b>
<b>Print</b>	2.52	2.52	2.52	2.56
<b>Online</b>	2.46	2.48	2.46	2.55

### 1.5 a&b Number of journalists trained with USG assistance disaggregated by gender, region, outlet

**1.5a** During Q3Y2, 236 **unique** *journalists* (71 (30%) women; 165 (70%) men) were trained with USG assistance, up slightly from 230 last quarter, where 63 were women and 167 were men.

	Region	Community Radio	Journalism School	Other	Print	Radio	TV	CSO	Total
F	Maputo		1	29	7	8	1	10	56
	Nampula	11							11
	Zambezia	4							4
M	Maputo		3	66	11	8	6	18	112
	Nampula	44		1				2	47
	Zambezia	6							6
	<b>Total</b>	<b>65</b>	<b>4</b>	<b>96</b>	<b>18</b>	<b>16</b>	<b>7</b>	<b>30</b>	<b>236</b>

The above table illustrates the distribution of number of individuals trained by media sector during Q3Y2, by province. The category “other” refers to organizations that are not only news outlets, but also associations and/or other governing bodies.

The below table illustrates the **total** number of individuals passing through IREX training courses during the 3<sup>rd</sup> quarter. This reveals that IREX has fairly high retention levels in terms of people who return for additional training courses from IREX.

	Region	Community Radio	Electronic	Journalism School	Other	Print	Radio	TV	CSO	Total
F	Maputo			22	62	11	11	8	24	138
	Nampula	17				2				19
	Zambezia	9								9
M	Maputo	2	4	38	134	33	23	18	49	301
	Nampula	59			1	2			2	64
	Zambezia	13								13
	<b>Total</b>	<b>100</b>	<b>4</b>	<b>60</b>	<b>197</b>	<b>48</b>	<b>34</b>	<b>26</b>	<b>75</b>	<b>544</b>

IREX is continuing to identify those who are journalists versus those who are media professionals. Those data will be ready for presentation in the annual report (last quarterly).

**1.5b** The total number of training days in Q3Y2 was 776.

Total Person Training Days	
F	236
M	540
<b>Grand Total</b>	<b>776</b>

To date, for all quarters, the total number of person training days accomplished is 2128.

Total Person Training Days	
F	697
M	1431
(blank)	0
<b>Grand Total</b>	<b>2128</b>

Person training days includes **all** persons undergoing training. IREX exceeded its Y2 annual targets for IR1.5 during this quarter. IREX's journalism training courses have gained tremendous momentum. Through word of mouth, IREX has earned a certain popularity in the Mozambican media profession. IREX hopes to continue this performance by introducing more relevant courses and training offerings.

### 1.6 Number of non-state news outlets assisted by USG

IREX Mozambique is currently consulting with 7 non-state media outlets.<sup>1</sup> IREX has assisted (and continues to assist) these 7 outlets financially (via sub grants) and with capacity building trainings:

<b>Sub-grant recipients</b>
CIP - Centro de Integridade Publica
CAICC - Centro de Apoio a Informação e Comunicação Comunitária
Diario da Zambezia
FORCOM - forum Nacional de Radios Comunitárias
TIM - Televisão Independente de Moçambique
CANALI, Lda
CEC - Centro de Estudos Interdisciplinares de Comunicação

During Q3Y2, IREX worked with 53 outlets overall. The below list includes those in the table above as total participants in IREX programming and training in the IR1 capacity building category. There were a total of 53 different outlets/organizations/associations. The yellow color coding represents the list of the 53 outlets organizations who participated in a training at least once during the quarter. The overall chart details the participants by month. Some of them participated more than once.

<b>April</b>	<b>May</b>	<b>June</b>
A Verdade	A Verdade	A Verdade
Alternativo	Alternativo	Desafio
Canal de Mocambique	AMJJ	ECA
Canal Moz	Canal de Mocambique	FLCS-UEM
Correio da Manhã	CEC	Forcom
Desafio	CFPAS	Forum Publico
Diario de Namuli	Correio da Manhã	Magazine
ECA	Desafio	Jornal Publico
Forcom	Diario de Namuli	Radio Mozambique
GunguTV	ECA	
IREX	Forcom	
Jornal Jovem	HPP	
Magazine F	ITI	

<sup>1</sup> Non-state media outlets are categorized as outlets that are privately or independent owned and operated, and are not government funded. Community radios are discussed under result area IR4.

Magazine Ind	Jornal Ikweli	
Mediacoop/Savana	Jornal Jovem	
MozMedia	LAMBDA	
Music crossroads	Malaria Consortium	
Noticias	Mediacoop/Savana	
PNN	MISAU	
Politecnica	NABP	
Radio Cidade	Nova Era	
RECAC	Olho da Cidadao	
Radio Mozambique	OMS	
SAPO	Radio Cidade	
Savana	Radio Mozambique	
Sol/Lua	Rede Hopem	
TIM	RTI	
UEM	SAPO	
	Savana	
	Sekelekani	
	Sol/Lua	
	TIM	
	TVM	
	WLSA	
	World Vision	

**Abbreviations:**

AMJJ	Association of Mozambican Judiciary Journalists
ECA	School of Communication and Arts
FLCS-UEM	Faculty of Linguistics and Social Sciences at UEM
CFPAS	Center of Professional Training for water and sanitation
HPP	Health Policy Project
ITI	International Trachoma Institute
LAMBDA	Mozambican Gay and Lesbian Organization
PNN	Portuguese News Agency
MISAU	Ministry of Health
RECAC	Child friendly reporter network
OMS	World Health Organization
SAPO	News agency
RTI	Research Triangle Institute
TIM	Independent TV of Mozambique
WLSA	Women in Law in Southern Africa

**2.5.a Number of media outlets that receive USG-supported training to promote financial sustainability, disaggregated by media outlet**

During Q3Y2, IREX worked with 9 media outlets on various subjects that promote business financial sustainability, such topics include: Social media strategies, business management strategies to increase revenue streams/how to create new revenue streams, Facebook, production and editorial design, newsroom presentation and process, and e-marketing. This number may include state and non-state entities.

Per table one, at the beginning of the M&E section, IREX has achieved 75% of its goal to financially assist 4 organizations this year. Into the third quarter, IREX has sub-grants with 3 outlets.

The following chart represents organizations whose training activities were specific to IR2 business sustainability. The yellow color coding illustrates the number of organizations who received assistance at least once.

April	May	June
DDZ	DDZ	Canal i
TIM		Diario de Zambezia
		Diario Zambezia
		Nova Radio Paz
		Papaia Producoes
		Radio Zambeze
		Radio Mozambique
		TIM

### 2.5.b. Number of consultations to promote financial sustainability.

During Q3Y2, IREX conducted 11 consultations in April and May for business sustainability as follows:

	Apr	May	Grand Total
<b>Consultation</b>	<b>10</b>	<b>1</b>	<b>11</b>
Canal	2		2
DDZ	5	1	6
TIM	3		3
<b>Grand Total</b>	<b>10</b>	<b>1</b>	<b>11</b>

IREX currently has sub-grant contracts with the above outlets.

### 3.2 Professionalism of journalism produced by students.

There has been no data collected in this area during Q3Y2. IREX is considering updating or creating new indicators to better reflect the reality of the current journalism education activities. IREX is in the process of updating and revamping the IR3 area to better reflect the needs of the faculty and students it is working with at ECA.

### 4.5 Number of non-state community radio outlets assisted by USG (community radio stations) disaggregated by region

	Apr	May	Jun
<b>Maputo</b>			
Radio Voz Coop		x	
<b>Nampula</b>			
AAIM	x		
APAA	x		
CMC - Ilha	x		
CMC Parapato			x
Radio Monapo	x		
Radio Parapato	x		
Radio sem Fronte	x		
RTVC - Chiure	x		
RTVC Namialo	x		x
<b>Zambezia</b>			
Radio Paz		x	
RC Milange		x	
RC Mocuba		x	

IREX currently has sub-grants with 13 community radio stations. In April of this quarter, IREX secured 7 of the 13 sub-grants (140%). Capacity building assistance ranges from trainings using SMS Frontline software to business sustainability, strategy and marketing, and is not limited to business plan creation. IREX is analyzing year 2 of its program and table one in the beginning of the M&E section references its success based on the target of 5 stations for the year. IREX had slow activity in June due to vacation taken by staff members in Nampula. However in terms of the total MSP target of 24 radio station to receive sub-grants, IREX is just over half way there.

#### 5.4 Number of media CSO and/or supported institutions assisted by USG

IREX supported 23 unique CSO's during Q3Y2 in the area of Advocacy. This support was via trainings in the areas of M&E, business administration, finance and marketing. The results listed in table one at the beginning of this M&E section represents the two CSO's which are receiving grant funding from IREX.

Advocacy	CSO
April	5
May	10
June	8
Total	23

IREX continues to give financial (via sub-grant/contract) support to 2 media associations: AMJJ and CEC. For AMJJ, assistance is provided through trainings and technical support with the general assembly, and CEC has a sub-contract to assist in the creation and production of a journal on communications. Table one in the beginning of the M&E section references the target of 3 CSO's to receive financial assistance in the form of sub-grants in year 2. IREX contracted with 2 in Q2Y2, reaching 67% of its annual goal. In terms of the MSP total cumulative target of 6 CSO's to be sub-granted, (3 for each year of the life of the project) IREX has not reached its goal because this part of the program started during the second year.

## 5.5 Number of positive modifications to enabling legislation/regulations for media drafted with USG assistance

There is no data to report at present on this indicator. IREX is working with JIC's (Joint Industry Committees) already established, but most have almost no ability to defend journalists. IREX will continue using its influence to affect this in a positive outcome.

### Cross-cutting: Gender

In Q3Y2, IREX facilitated 3 external trainings on Gender/GBV. Generally, IREX classifies GBV activities under Advocacy or IR5.

Gender activities consisted of the Gender in Mozambique launch for the 2012-2013 reports, a session hosted by HOPEM for community radio Muthiyana and focused on gender sensitivity in the radio arena. In addition, IREX facilitated a session hosted by HPP on gender sensitivity in the media with a focus toward media organizations. According to the subject matter, different organizations were invited to attend.

# of Gender Training Attendees			
	May	Jun	Total
AMJJ		2	2
CEC		1	1
FADM		2	2
Forcom		3	3
Forum Mulher		1	1
Genderlinks		1	1
GHC		1	1
Homem Que E Homem		1	1
HOPEM		1	1
HPP		1	1
ICS		1	1
Ideal		1	1
IREX		4	4
LAMBDA		1	1
Mediacoop/SAVANA		1	1
Noticias		1	1
Radio Maria		1	1
Radio Mozambique		2	2
Radio Muthiyana		7	7
TIM		1	1
Tivonelene		1	1
TVM- public TV station		1	1
<b>Grand Total</b>		<b>30</b>	<b>10</b>
			<b>40</b>

IREX also had in-house trainings for its interns, students and organizations on gender awareness. In total, IREX reached 40 unique individuals.

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<b>Gender Sessions/Trainings</b>	<b># of Training Attendees</b>
<b>May</b>	
F	15
M	15
<b>Jun</b>	
F	6
M	4
<b>Grand Total</b>	<b>40</b>