

FINAL PROJECT NARRATIVE REPORT

You will need to refer to your Project Application Form and the Agreement with WACC. Please answer the questions as fully and concisely as possible to help us learn about your completed project. The report should not exceed 15 pages, excluding appendices. Please return the report with any supporting documents and materials to WACC. We welcome stories about how individuals benefitted from the project, with photos. We also welcome case studies. Please place stories and case studies, if any, in an appendix.

1. GENERAL INFORMATION

1.1 Project Title: (as in the Agreement)	Media Responsibility Project
1.2 Project Reference Number: (as in the Agreement)	1604
1.3 Full Name of Organisation:	West Africa Network for Peace building, Ghana
1.4 Country:	Ghana
1.5 Full Postal Address:	Post Office Box TL 963 Tamale, Northern Region
1.6 Physical Address:	House # 38 Choggu Maanayili, Nobisco Link Road
1.7 Contact Person:	Mr Justin Bayor
1.8 Telephone:	Tel +233-3720-22464, +233-264-601070
1.9 Fax:	
1.10 E-mail:	jbayor@ghanep.org , jbayor@wanep.org , wanep-ghana@wanep.org
1.11 Website:	http://www.wanep.org/wanep/networks-our-networks/ghana.html
1.12 Period the project was implemented: (from month/year to month/year)	January 2012 – December 2012

2. OUTCOMES AND IMPACT

2.1 What was the project's long-term goal?	Increased media involvement in the struggle against violence in Ghana.
2.2 What was the project's immediate purpose and to what extent was it achieved?	The media in northern Ghana begin to report according to the principles of peace journalism. 50% has been achieved because 20 media personnel out of the expected 40 are beginning to operate according to the principles of peace journalism in Northern Ghana.

2.3 To what extent were the expected outcomes and outputs achieved?

<p>Expected outcomes and indicators</p> <p>1. The media in northern Ghana develops mechanisms to check hate speeches and vindictive language in the media.</p> <p>INDICATOR</p> <p>40 editors /journalists and 10 media houses implement programmes that prevent vindictive language in northern Ghana.</p>	<p>Achieved outcomes (disaggregated by sex)</p> <p>1. 20 editors/journalists (16 male and 4 female) journalists have developed and are implementing programs to prevent vindictive language</p> <p>2. 15 media houses from 3 regions have developed and are implementing programs to prevent vindictive language</p>
<p>Expected outputs and indicators</p> <ol style="list-style-type: none"> 1. Consultative meeting with CEOs of media houses held 2. Consultative meeting with Editors and journalists organised 3. Consultative meeting with executives of Ghana Journalist Association held. 4. Training workshop for editors and journalists of media houses organized. 5. Holding of radio discussions on radio stations (50% male and 50 % female). <p>INDICATORS</p> <ol style="list-style-type: none"> 1. One consultative meeting with 10 CEOs of media houses held 2. One consultative meeting with 20 editors and journalists organised 3. One consultative meeting with 15 executives of Ghana Journalist Association held. 4. Two training workshop for 40 (20x2) editors and journalists of media houses organized. 5. Six discussions on radio stations held. 	<p>Achieved outputs (disaggregated by sex, if applicable)</p> <ol style="list-style-type: none"> 1. Three consultative meeting with 10 CEOs of media houses held 2. Three consultative meeting with 20 editors and journalists organised 3. Three consultative meeting with 15 executives of Ghana Journalist Association held. 4. One conflict sensitive training workshop for 45 editors and journalists of media houses organized.

2.4 What other observations did you make? Please mention anything that may illustrate the benefits arising from the project.

There was an over subscription for the training by media personnel because even

though we met with over 80 personnel, we could only train about 45 of them.
2.5 If you observed any unintended positive outcomes arising from the project, please describe.
Non
2.6 If you observed any negative outcomes arising from the project, please describe.
Non
2.7 Did you observe any long-term impact (positive or negative) in the wider context that might be related to the project interventions?
The wider impact is that media personnel outside the area of the project are also beginning to report according to the principles of peace journalism
2.8 What methods did you use for assessing outcomes and impact?
Media content analysis is being used
2.9 Please describe the actual direct beneficiaries and indicate the number of women and men. Please also mention any indirect beneficiaries.
Direct beneficiaries were the 45 media personnel who participated, learned from the training and interacted with other colleagues. The indirect beneficiaries are the over 25 million Ghanaians who rely on the media for information devoid of vindictive language.
2.10 What is the likelihood that the project outcomes will be sustained over the medium and long term? Please explain.
WANEP-Ghana will monitor the medium and long term project outcomes through continuous content analysis.
2.11 What has been the most important change brought about by the project and what is the key evidence for this change?
Panellists on radio discussions in northern Ghana now use decorous language. There has been a drastic reduction of open fights on radio discussions in northern Ghana.

3. ACTIVITIES

3.1 Please provide a summary of the major activities carried out in comparison with those planned. In the case of significant changes, please explain the reasons. If applicable, please report on specific activities for women and men respectively.		
Planned activities	Actual activities (<i>state if they were specifically for women, for men, or for all</i>):	Explanation of change
1. One day, one time consultative meeting with CEOs of media houses.	1. One day, three times consultative meeting with CEOs of media houses.	The decision was taken to hold the consultative meetings at regional levels to have a greater impact and participation.
2. One day, one time consultative meeting with Editors and journalists. (50% male and 50 % female).	2. One day, three times consultative meeting with Editors and journalists. (50% male and 50 % female).	The decision was taken to hold the consultative meetings at regional levels to have a greater impact and participation.
3. One day, one time	3. One day, three	The decision was taken to hold the consultative

<p>consultative meeting with executives of Ghana Journalist Association from three regions of the north (50% male and 50 % female).</p> <p>4. Two, two-day training workshop for Editors and Journalists of media houses (50% male and 50 % female).</p>	<p>time consultative meeting with executives of Ghana Journalist Association from three regions of the north (50% male and 50 % female).</p> <p>4. One day training workshop for Editors and Journalists of media houses (50% male and 50 % female).</p>	<p>meetings at regional levels to have a greater impact and participation.</p> <p>Training was changed to only one time because there was no time to organise two separate trainings before the elections</p>
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3.2 How did the beneficiaries react to the programme activities?

Beneficiaries were particularly happy about the training on peace journalism and requested that if it was possible, more of such trainings should be carried out to involve a lot more of the people in the media profession. Beneficiaries also requested for certificates of participation.

3.3. If the project is primarily purchase of equipment, please describe what kind of impact / change the equipment is bringing to the beneficiaries.

N/A

3.4. If the project included a workshop, seminar, or consultation, please attach the list of participants, the themes/topics of their speeches/papers, and any statement, declaration, or other material published.

Please find attached

4. CHANGES IN THE ORGANISATION

4.1. Please note any important changes or events that took place that directly affected the project. These can relate to management, planning, staffing, or other matters.

None

5. CONTEXT

5.1 Please note any important changes in the following contexts since the project began and summarise the implications for the relevance of the project.

Political: **No significant change**

Social: **No significant change**

Natural environment: **No significant change**

5.2 To what extent is the project still relevant in the present-day context? Please explain.

The project is relevant as there is the need to expand it to cover other regions. There is also the need to carry out refresher training for those who were trained and similarly, not all of the media persons within the project area benefited from the training and there will be the need to hold other trainings for them.

6. YOUR ORGANISATION'S LEADERSHIP ROLE AND NETWORKING WITH OTHERS

6.1 Has the project and the support from WACC helped your organisation be in a better position to provide leadership for further initiatives of your own or of others? If so, please explain.

As a result of the outcomes, the Germany Embassy has showed interest in the project and again the UNDP is willing to partner with WANEP-Ghana to continue with the project.

6.2 In what ways has your organisation articulated and shared good practices, lessons learned, and/or resource materials with other organisations working on similar or related concerns? If you have not done so, do you plan to do so? How can WACC assist?

Not done yet but there are plans to do so in the near future. WACC can support with funds to produce a publication on lessons learnt.

7. CONCLUSIONS

7.1 What lessons and good practices have emerged from this project?

We targeted the media personnel individually and not the media houses. This helped in getting the right calibre of people to be trained.

7.2 What challenges and difficulties were encountered, and how did you address them?

No significant challenges were encountered.

7.3 Did the project have any impact on gender equality issues?

Though not many women can be found in this profession, women were particularly encouraged and preferentially selected to participate in the activities.

7.4 What further work needs to be carried out or follow up steps taken, if any?

Continue to hold radio discussions by media on the need for decorous language on media platform.

7.5 Other comments, if any.

Non

7.6 We would like to receive digital copies of materials produced such as manuals, training materials, and other products to share them with others. We would also appreciate digital copies or internet links to photos, video or audio recordings produced by or about the project. Please indicate below what you are sending us.

Pictures, copy of certificates given, participants registration list, www.facebook.com/pages/WANEP-Ghana, links to published stories, training agenda and copies of training materials.

Name and position of person submitting the report.

Justin Bayor, National Network Coordinator

Signature:



Date: 14/08/12