



**FINAL REPORT FORM  
for  
WACC-SUPPORTED PROJECT**

This document is for end-of-project reporting. It has two parts: a) Narrative Report; b) Financial Report.

You will need to refer to your Project Application Form, the Agreement with WACC, and your bank statement when completing this form. Please return it with supporting documents and materials to WACC. Please answer the questions as fully as possible.

**THE NARRATIVE REPORT**

<b>1. Project Title:</b> (as appeared in the Agreement)	<b>Africa at War: The tasks of peace journalism</b>
<b>2. Project Reference Number:</b> (as appeared in the Agreement)	<b>954</b>
<b>3. Full Name of Project Holder:</b>	<b>World Association for Christian Communication – Africa Region (WACCAR)</b>
<b>4. Full Address:</b>	<b>24 Dunluce Avenue, Claremont, Cape Town 7708 South Africa</b>
<b>5. Name of Country:</b>	
<b>6. Period the project was implemented:</b> (from month/year to month/year)	<b>26-27 March</b>
<b>7. Project Grant received:</b> <b>[You must include any bank charges deducted]</b>	<b>Amount in local currency: ZAR 123,266</b>  <b>Amount in Euros or US\$ (circle as appropriate): EUR 11,900</b>
<b>8. Date(s) Project Grant(s) were received:</b> (as in your bank statement) 1 <sup>st</sup> remittance 2 <sup>nd</sup> remittance	<b>1st: ZAR 123,266.11</b>

## **9. Activities**

Give a summary of the major activities carried out during the reporting period in comparison with those planned. In case of changes from the original objectives, please explain the reasons.

Please describe in detail the activities of the project that were implemented such as content of production, programmes, workshops or training

9.1 If the project is a workshop, seminar, or consultation, please attach the list of participants, the themes/topics of their speeches/papers, and any statement, declaration, or book published.

**The seminar was held at Giraffe Ocean View Hotel in Dar es Salaam, Tanzania from 26-27<sup>th</sup> March. There were 30 participants (including 8 speakers and 4 members of the WACCAR Executive Committee) most of whom were from the East African countries – Tanzania, Uganda and Kenya.**

**Participants arrived on the evening of 25<sup>th</sup> March and attended the seminar sessions on 26 and 27<sup>th</sup> March. The seminar sessions were fixed to fit within one and a half days so as to allow the participants to depart from late afternoon of 27<sup>th</sup> March. This was due to the budget constraints that made it possible for the organisations to pay for participants' accommodation for 2 nights only.**

**The seminar content covered 8 main topics. These were**

- i) What are journalists for?**
- ii) News values in East Africa; A case study from Tanzania**
- iii) What is peace journalism?**
- iv) What is good reporting in a conflict situation; A case study from Kenya**
- v) Contributing to conflict resolution through peace journalism**
- vi) Religious communication in East Africa**
- vii) Understanding conflict**
- viii) Peace Journalism training in East Africa.**

**Speakers were allowed 1 hour 15 minutes to present their topics. The session included 15-20 minutes for speakers to respond to questions and comments from the participants. The final wrap-up session took the format of an open discussion where suggestions from the participants of what the next steps/way forward after the seminar should be were taken noted.**

**Participants were issued with a CD containing the speakers' presentation, including a soft copy of the Peace Journalism manual**

**(“Peace Journalism: What is it? How to do it” by Annabel McGoldrick and Jake Lynch).**

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

**10. Was the project successful? (If possible, please give measurable indicators.)**

**Yes, the project was successful. We were able to bring together some excellent speakers to share relevant information at the seminar. We were also able to get a good representation of the targeted audience that is, media practitioners, academics and people with communication responsibilities who work in faith-based organisations or NGOs working in the area of peace and peace-building in East Africa. The forum provided an opportunity for participants to network with one another, particularly those who were attending from the four represented universities. The target figure of participants was 30-35 and we had a total of 30 participants. The number of participants was however constrained by the fact that participants from outside Tanzania had to pay for their own travel costs which meant that some interested individuals were unable to attend because of this.**

**11. Project Beneficiaries**

Please describe the actual direct beneficiaries and indicate the number of women and men. Please also mention any indirect beneficiaries.

**Direct beneficiaries were the participants. There were 30 participants in total, of which 8 were women and 22 were men. Three participants were from the WACCAR Executive Committee and one was a representative from WACC; the remaining 26 participants consisted of a mix of university lecturers and students from journalism schools in East Africa, journalists from print and broadcast media, and communication officers and staff charged with communication duties in Christian organisations. Four East African universities were represented: Daystar University (Kenya), Moi University (Kenya), University of Dar es Salaam (Tanzania), and Makerere University (Uganda). Faith-based organisations that were represented included PHARP, AMACEA, TEC, ELCT-ND, Regional Media Peace Initiative, ACRL and CTP. Secular peace-building organisations were represented by Kenya Journalist Peace Network and the Journalist Environmental Association of Tanzania, as well as some media houses such as the Nation Media Group.**

**12. How have the beneficiaries reacted to the programme activities? What were the impacts of the project and different effects on women and men in the project?**

The beneficiaries were appreciated the seminar, but felt that one seminar was not enough to address the issue of increasing awareness and practice of peace journalism. Several felt that it was have been good to have a longer seminar lasting 3-5 days with some practical sessions to enable them to get a better grasp of the topics tackled. They also mentioned the need for formalised training in peace journalism, in particular the need to introduce the subject within schools of communication in African academic institutions.

It was commented that they had gained insight and better understanding of the consequences of reporting in conflict situations and it was the general opinion of the seminar that communicators, particularly journalists had an important role to play and that their reporting could either fuel a conflict but if peace journalism was practised then this could be avoided.

Participants were impressed with the papers presented and requested the contacts of the speakers in order to continue the conversation with some of them over the topics they covered. There was a general pledge by the participants that they would practice the principles of peace journalism that they had learnt at the conference.

**13. Outcome and Outputs of the project: What has your project achieved and what has changed?**

If your project produced media, please send a sample copy of audio/video cassettes, CD, VCD, or DVD and label it with title, duration, language used, and date of production. If you can, please send photos with informative captions (digital photos, if possible), newspaper/radio clips, homepage links, etc.

Participants were able to gain an understanding on how to investigate, and report on conflicts and peace initiatives. The seminar also provided participants from the academia, media, and peace NGOs to network and exchange ideas as well as share experiences from their work.

The participants are now aware of the peace journalism principles, and concur with the responsibility of communicators, especially journalists, to using their profession to promote peace rather than fuel conflict by applying these principles in their work.

**14. Evaluation**

14.1 What were the results of evaluating the project?

An evaluation form was given to participants at the end of the seminar, 20 forms were returned. Feedback from these forms

indicated that most participants were happy with the content of the seminar and overall enjoyed the experience. Some of the responses were as follows:

- To the question “*How satisfied were you with the seminar materials provided*” - 60% were satisfied, 30% were very satisfied and 10% indicated they were dissatisfied.
- To the question “*How satisfied were you with the speakers*” – 40% were very satisfied and 55% were satisfied; only one response indicated a participant who was dissatisfied with the speakers.
- All responses except 2 (10%) indicated that the seminar sessions were appropriate and informative.
- All responses except for 1 indicated that they felt the seminar was well organised.
- A significant number 8 (40%) felt that the length of the sessions was not appropriate – 3 (15%) said the sessions were too long, while 5 (25%) said they were too short. The remaining 12 (60%) felt the length of the sessions was “just right”.
- All respondents answered positively to the question of their overall experience at the seminar and affirmed that they would be interested to attend or would recommend someone else to attend another WACCAR event
- Respondents also made suggestions of some topics that could be included in future seminars. These included
  - Understanding reconciliation
  - Understanding the notion of truth and justice, and how to promote trust building
  - How to incorporate peace journalism course in East African institutions of higher learning
- Suggestions were also made on the following:
  - The need to include a workshop session so that participants can know how to apply the principles learnt
  - Need for group discussions
  - Need for panel discussion using the invited speakers
  - Need to extend the seminar to 3 days (exclusive of the travel days) so that the seminar content can be covered comprehensively and not be rushed
- The question on hotel facilities generated the largest negative response with 5 (25%) respondents stating that they were unhappy with the facilities and services. However, the majority (75%) found the facilities acceptable.

14.2 What were the challenges, difficulties, and/or failures in carrying out the project? Please explain how you addressed these issues.

- **Finances/tight budget** – the seminar was organised on a tight budget which meant that only a limited number of participants could be accommodated within the budget available. The budget could only support up to 30 participants (25 of whom could be resident at the hotel venue). When the call for participants was published there was a lot of interest from across the continent including countries like Nigeria, Liberia, Ghana, Kenya, Uganda, Democratic Republic of Congo and Malawi. However, several individuals from outside Tanzania were unable to attend in the end because of the condition that they would have to pay for their own travel costs to the seminar venue. Some of the participants had to make considerable personal sacrifices to pay for their travel costs; 6 participants undertook an arduous 16-18 hour road journey in order to get to the venue.  
A number of targeted prospective female participants did not attend because of this financial constraint and we therefore only had 27% of the participants being female.
- **Time** – The seminar sessions had to be fitted into 1½ days in order allow participants (who had to travel back to their respective countries) enough time to get their arranged travel means back home. To accommodate this the seminar sessions were shortened to 1 hour 15 minutes instead of the initially planned 1½ hours. This shortened the amount of time available for questions and comments from participants after each paper. An initial plan to have country group discussion sessions at the end of each day’s presentations also had to be shelved for the same reason.

15. Other comments, if any.

16. Name of the person submitting the report: **Stella Etemesi**

Position: **Secretary, WACCAR**

Date: **24 May 2010**

Signature: 