

WEDNESDAY, 10 DECEMBER 2008 (09.00am – 10.30am)

Workshop 6: Independent journalism and media offer: How to take into account the needs from the population

MACEDONIA B, LEVEL 1, English, Passive France

Workshop Title: Independent journalism and media offer: How to take into account the needs from the population?

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Language: (Please mark one) English, French

Workshop description:

1. What are the main points you want to raise in the workshop?

Independent media and journalism respond to universal professional rules and best practices that few organisations defend and promote throughout the world. Yet in many developing countries where they operate, the use and expectations of media by the population are unknown and projects are implemented assuming listeners' needs and preferences.

2. Give some background information to the issue you want to raise.

In most developing countries where organizations set up media to respond to a crisis, there are no baseline or past audience survey to adapt the offer to the audience needs and expectations. The population has little experience with democratic media.

3. List three key questions you want the workshop to address.

a) What are the tools to assess and measure the population's needs in terms of information?

b) How to compile and use various data that may exist about population's expectations, needs or habits (private market survey for instance)?

c) How to share the costs and efforts to organize or search for surveys, studies, reports or data in countries where we operate?

4. What would be the main desired outcome of the workshop?

- Shared experience of INGOs having developed tools in assessing populations' needs in terms of information.
- Suggestions and decisions to move forward and design an action plan to systematically insert an assessment's needs in all information project.