



MATERIAL TRAINING

Sub-regional workshop to strengthen the digital skills of community radio journalists to ensure the continuity of their activities in times of security crisis and Covid-19 in the Central African sub-region.

Countries: CAMEROON, CHAD, CAR

22nd-23rd February 2022

Centre for communication and sustainable development for all (CECOSDA)

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Background and rationale

The International Programme for the Development of Communication (IPDC) is a multilateral programme of UNESCO established in 1980. This programme is the only multilateral forum of the United Nations system with the objective of mobilizing the international community to debate and ensure the progress of the media in developing countries. The Programme not only provides assistance to media projects, but also aims to establish the conditions for the development of free and pluralistic media in developing countries.

The Centre for Communication and Sustainable Development for All (CECOSDA), is an apolitical non-governmental organization created in 2011 by a group of volunteers specializing in Communication for Development (C4D), with the aim of contributing their stone to the building of building a sustainable world.

The Central African subregion, in particular Cameroon, CAR and Chad, is currently in the grip of a double security and health crisis; on the one hand, armed conflicts, and on the other hand the serious COVID-19 pandemic. This double crisis has complicated the work of Community Radio journalists, who are finding it increasingly difficult to collect and disseminate information from landlocked villages hit by the health crisis and conflicts. In addition to the intimidation of armed conflict fighters against journalists, the anti-COVID-19 barrier measures have limited the action of community journalists on the ground and in the radios. To enable these journalists to continue to have an impact on their listeners and by extension their communities, digital is proving to be an effective alternative not only for Community Radio journalists but for all journalists working in conflict zones. CECOSDA, through its Green Alert Network, has been working for several years *to strengthen the digital skills of Community radio journalists*.

Main target

Community radio journalists are the main target of the project with a relative representation of 60% women and 40% men.

CECOSDA believes that the capacity building of community journalists on digital is an effective alternative to ensure the continuity of information in times of crisis. However, to be effective, journalists and rural hosts of these community radios need to be equipped with specific knowledge on digital in the context of security crisis and COVID-19. The project targets all community radio stations operating in areas of security crisis and regions hosting internal and external refugees in Cameroon, Chad and CAR and which are active in the field. One of the difficulties faced by community radios in Cameroon and the Central African Republic is that their network is still very limited, and armed conflicts are pushing community radios to close; which constitutes a violation of the right of universal access to information by populations. This project will also focus on strengthening the networking of community radios, so that they can share their experiences and knowledge with each other.

1. General objective

To strengthen the digital skills of community radio journalists to ensure continuity of their activities in times of security crisis and COVID-19 in Cameroon, Chad and Central African Republic (CAR).

2. Specific objectives

To train community radio journalists on the following aspects:

- Digital at the service of community media: the case of WhatsApp Business
- Health communication: the case of COVID-19

Methodology

The approach taken in the implementation of this activity combines several approaches:

- First of all, it will be a question of combining face-to-face participation with online participation. For the participants of the pole of Yaoundé, a conference room of a hotel of the place will be requisitioned and the participants of Yaoundé will be encouraged to stay in the same space to follow the workshop face to face with the team of facilitators and other experts. The participants of the N'Djamena pole will be in person in a room of the UNESCO representation of Chad. Those from Bangui will also be in person in a room requisitioned for the occasion in the city. All will follow the online workshop with Yaoundé from where the training modules will be delivered by videoconference by exchanging directly with their other colleagues.
- Secondly, the **presentations** or **synthesis presentations** to enrich the knowledge on digital and community issues, as well as crisis communication.;
- **Practical exercises** based on the identified issues will be carried out and for this, each participant will need to be equipped with a smartphone. The project will take care of crediting the participants' phones for internet access as part of the training. To follow the implementation of the lessons received, a WhatsApp group will be created with community journalists themselves as administrators and facilitators.

First session

Social media journalism and the law in Cameroon, CAR, Chad

Stakeholders: UNESCO Representative, National Communication Council,
High Commissioner for Communication CHAD, CECOSDA

Duration: 2 hours

1. Introduction

The many changes that have shaken up the media world in recent years have had a huge impact on the players in the sector. So much so that this century-old field is currently undergoing a systemic transformation that is making professionals in the media world tremble.

The journalist is the creator, the source and the storyteller of the information and news that reach us. In these turbulent times, it is therefore logically he who is most affected by the changes affecting the media, but it is also and especially he who pays the heaviest price for the "new deal". With the advent of the information society for several decades and the acceleration of the real-time imperative in recent years, the profession of journalist has been completely disrupted by recent developments: whether it is the way he reports information, the way he disseminates it or even the way he retrieves it, the journalist today must adapt and evolve in order to meet the expectations of what could be called neo-journalism.

2. Mobile journalism on social networks and the law in CAR

Law N°020-027, voted on November 31 and promulgated on December 21, 2020, has just been presented to participants during a 3-day workshop, which can allow them to know the content before it applied in the communication sector. However, in the present law, which replaces the old law N° 05.007 of February 22, 2005 relating to the freedom of communication in the Central African Republic, some material errors have been detected in the new law by experts as well as novelties to be brought to the present law.

José Richard POUAMBI, President of the High Council for Communication (HCC) immediately emphasizes that the new law on freedom of communication is unknown to journalists and the public. "Therefore, it is necessary to make it official. Thus journalists from public and private media, heads of professional media organizations and heads of NGOs were invited to provide them with the content of this law. But the experts selected have unsealed some material errors which will be the subject of the appeal to the government for possible corrections. In addition, new provisions have been made, taking into account information on social networks, which was not provided for in the old law," he said.

The issue of the condition for issuing the press card to media professionals was the subject of discussion during the session. Journalists have realized some aspects of their profession that are not taken into account and have proposed amendments to the HCC to be able to improve their working conditions.

Any publication or dissemination that goes against morality or may disturb public order is severely sanctioned by the new law that governs the communication sector in the Central African Republic.

3. Mobile journalism on social networks and the law in CAMEROON

The law on Cybercrime/Security in Cameroon, in force since December 21, 2010, provides in its section 78 (1) that: "is punished by imprisonment of six (06) months to two (02) years and a fine of 5,000,000 (five million) CFA francs or one of these penalties only, whoever publishes or propagates through electronic communications or an information system, a news without providing proof of veracity or justify that he had good reasons to believe in the truth of the said news. "The penalties provided for in paragraph 1 above are doubled when the offence is committed with the aim of undermining the public peace," states paragraph 2 of the same text.

To avoid any inconvenience, the National Agency for Information and Communication Technologies (ANTIC) invites people to type in the code *063# which "will provide the latest information and advice from the government on the current Covid-19 coronavirus outbreak in Cameroon".

Professor Ebot Ebot Enaw, Director General of ANTIC, speaking to Cameroon Tribune, warns that it is a question of informing people that these practices are punishable by law, especially since these people are identifiable and identifiable.

Before the ANTIC, the Minister of Communication recalled in a tweet that it is not time for irresponsible jokes ", about Covid-19, inviting the authors of fake news about the treatment of the disease to put an end to it.

4. Mobile journalism on social networks and the law in CHAD

The High Authority for Media and Audiovisual (HAMA) was created by the Constitution, promulgated on May 04, 2018, which enshrines it in its Title 11 and which recognizes it in Article 179, the status of an independent administrative authority. It is also in the Constitution that the missions of HAMA are defined, as well as the method of appointing its members; The law N ° 32 / PR / 2018 of December 03, 2018 ratifying the Ordinance N ° 016 / PR / 2018 on the powers, organization and functioning of HAMA: it is the cornerstone of the existence of HAMA because it is it that organizes its operation and gives a legal framework to its actions. This law has accurately taken over the provisions of the 2018 Constitution in order to facilitate the exercise of the task's incumbent on the Institution.

The law N ° 020 / PR / 2018 of January 10, 2019 on Audiovisual communication in Chad: it regulates the exercise of audiovisual communication. It is on the basis of this law that HAMA ensures and guarantees the exercise of freedom of information and communication in the audiovisual media. It ensures compliance with it through the decisions it takes in the event of a violation of the said law.

The law N ° 31 / PR / 2018 of December 03, 2018 ratifying the Ordinance 025 / PR / 2018 on the regime of the written press and electronic media: it is the basis for the exercise of the written press and electronic media in Chad. HAMA derives its legitimacy from this law when it acts in the exercise of written and electronic media activities, as well as blogs.

The Code of Ethics and deontology of the Chadian journalist: this is the "bible" of the Chadian journalist, because all his action must obey and follow the obligations and rights contained in this code. HAMA also relies on this code in its interventions with the media, even if for the most part it relies on the legal framework.

Second session

How to do mobile journalism to raise awareness in his community in times of crisis
COVID-19 case

Stakeholders: UNESCO Representative, CECOSDA

Duration: 2 hours

1. How to use digital to continue his work as a journalist in times of security crisis and COVID-19

The journalist is the creator, source and storyteller of the information and news that reaches us. In these turbulent times, it is therefore logically he who is the most impacted by the changes affecting the media, but it is also and above all he who pays the heaviest price for the "new deal". With the advent of the information society for several decades and the acceleration of the imperative of real time in recent years, the profession of journalist has been completely upset by recent developments: whether it is the way he **reports information**, the way he **disseminates it** or even the way he **retrieves it**, the journalist must today adapt and evolve in order to meet the expectations of what could be described as neo-journalism.

With the advent of social media, a journalist on the Internet necessarily uses tools such as Facebook, Twitter, LinkedIn, YouTube, or Instagram. There are other social media such as: blogs, wikis etc...

To use digital, the community journalist must first:

- Identify his target
- Identify the communication channel
- Identify the appropriate communication tool

A few examples of needs

If you want.....	You need...	Digital tools...
Send a press article	Communicate a document offline by email, with an attachment	Gmail Yahoo mail Outlook
Interviewing an elite/expert located at a remote site when you are in a noisy environment	Chat live in writing via instant messenger or by voice with an audio-conferencing tool	Facebook Messenger Yahoo Messenger WhatsApp messenger SMS Discord GSM call
If you want to organize a press conference remotely	Organize a videoconference	Google meet Skype Zoom
Have an opinion/comment on an article you are writing	Use file sharing	Google docs
Send a large file (a documentary/video) to a collaborator or partner	Transfer a file	WeTransfer Drop Box Google Drive
Know the availability of your team members, to easily plan your meetings and editorial conferences	List availabilities or share calendars	Google calendar KoAlendar
Have a professional presence on the web and share the	se one or more social networks	Facebook Instagram WhatsApp

information of your
community

Twitter
Telegram
YouTube

Perhaps more than any other device, smartphones encourage cross-platform creativity and digital innovation.

Photos, videos, sound and graphics can be created and mounted on a phone and uploaded to newsroom servers, online platforms and social networks directly from this device. You can also respond to requests and exchanges with your audience via chat applications, message applications and emails.

Journalists who own or have access to a smartphone, can develop journalistic skills in video, radio, podcasting, photography without having to acquire expensive traditional equipment. In an entirely "mojo" newsroom, this can break down the silos between the different services such as the social media section and the video production section.

And, of course, your smartphone is a phone – so you can use it to schedule interviews and record calls.

Once you understand and adopt this mindset, you can get the most out of your phone as a pocket production studio.

2. How to use your Smartphone to mount an awareness image of his community - With Canva

Before embarking on our Canva online solution, it is important for us to look at some basic elements of visual language that are essential for composing a clear and compelling message:

THE CONCEPTUAL ELEMENTS

They fall under the idea: point, line (to orient information, to emphasize or emphasize a word), shape (to frame a photo in an interesting way, to symbolize an idea. Ex: the shape of the heart symbolizes love), volume

THE RELATIONAL ELEMENTS

We are talking here about composition: the elements are connected and arranged on a given format. We still talk about meaning and there are some visual variables such as direction, position, space (giving the eye a visual support), gravity, rhythm.

VISUAL ELEMENTS

They are more concrete and have a variable meaning: size (show which are the most important elements by making them bigger), texture (create a link between the image and its background), form (shape), value, color (emphasize important text, catch the eye).

GETTING STARTED WITH THE CANVA APP

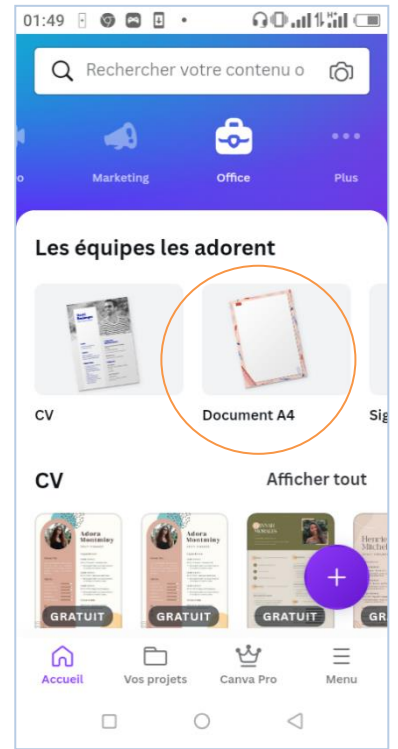
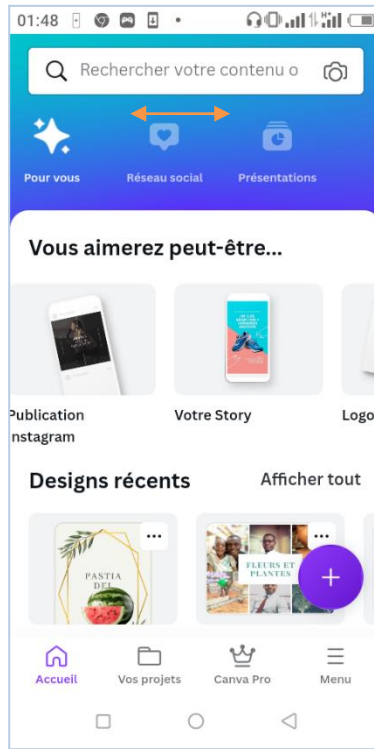
PRACTICAL ELEMENTS

Representation, meaning, function (inform, document, sell)

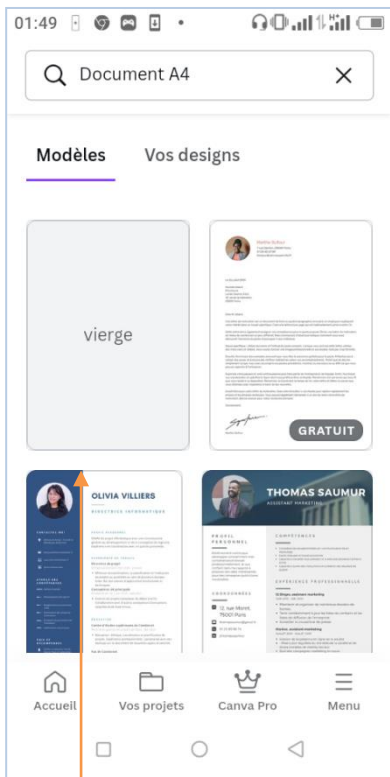
GETTING STARTED WITH THE CANVA APP

Canva, is an effective solution for creating and editing image and video content online

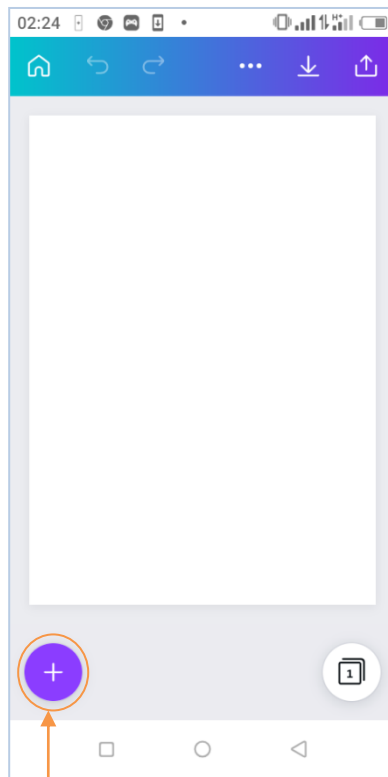
CHOOSE "OFFICE".



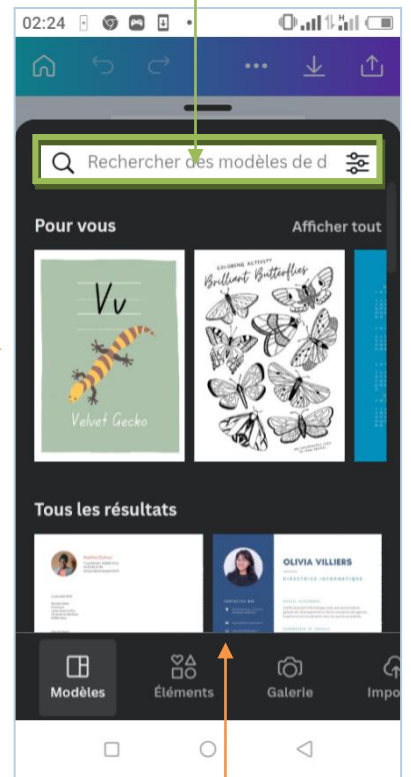
SEARCH FOR A MODEL



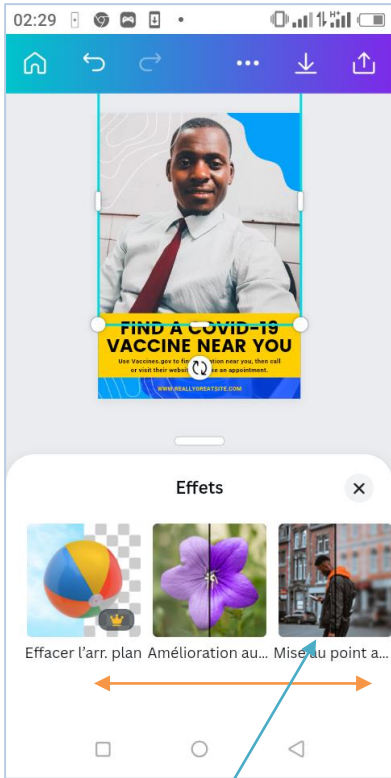
CHOOSE "BLANK"



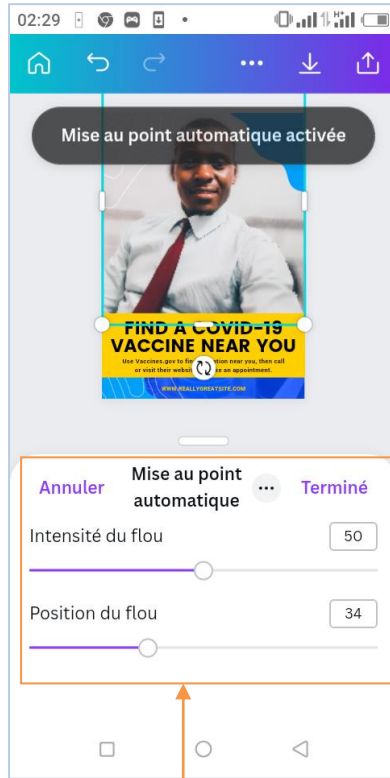
PRESS TO ADD A MODEL



CHOOSE A MODEL



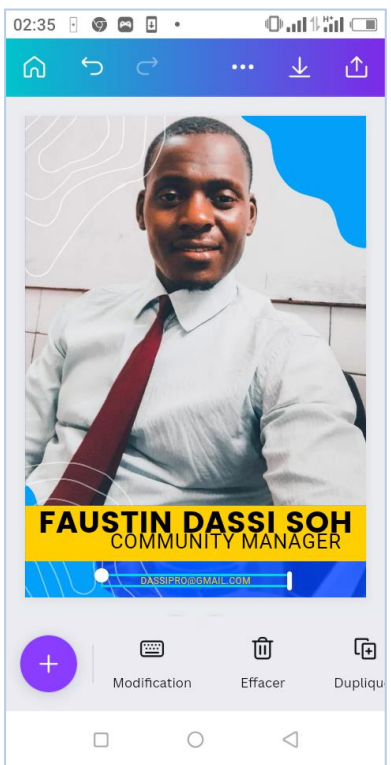
CHOOSE AN EFFECT



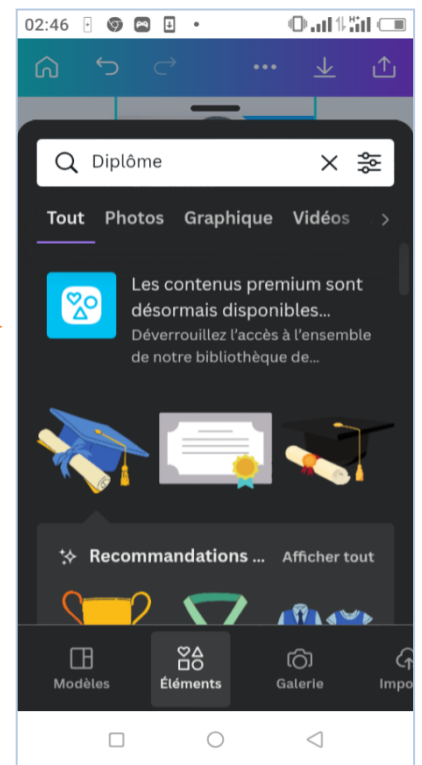
EFFECTS SETTINGS

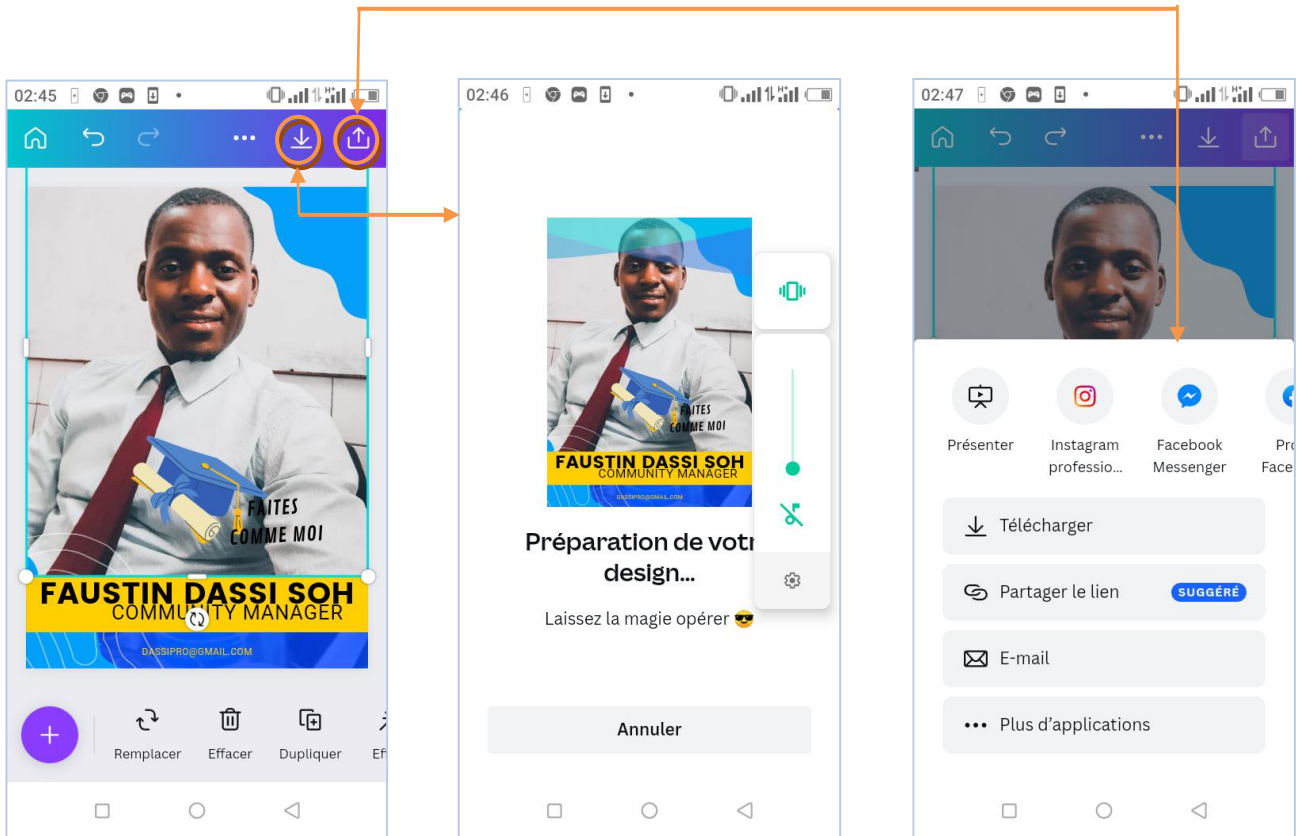


SELECT AND EDIT TEXT



SEARCH AND ADD MASK





Third session

How to use digital to disseminate information
about his community

Stakeholders: UNESCO Representative, CECOSDA

Duration: 2 hours 30 min

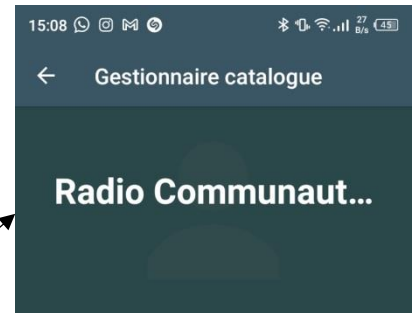
1. Use of WHATSAPP BUSINESS for community communication purposes, in particular on COVID-19

The Catalogue

The catalog allows current and potential customers to consult the products or services of a company, and to make contact with it. Customers can choose a product or service that interests them and share it with their contacts, or send a message to the company to ask questions.

Name of your community radio

Click here to add a product to the catalogue



Créer un catalogue
 Envoyez des produits et services à vos clients et économisez de l'espace sur votre téléphone.
 En utilisant cette fonctionnalité, vous utilisez un produit Facebook et acceptez que les Conditions commerciales de Facebook ainsi que les Politiques commerciales de WhatsApp s'appliquent.



Status

The status allows you to share updates with text, photos, videos and GIFs that disappear after 24 hours, and are also encrypted end-to-end. In order to send to your contacts and receive status updates from your contacts, you and your contacts must have the number of each registered in the address book of your respective phones.

NB: A text message on a status cannot exceed 700 characters

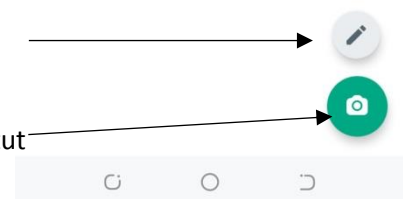
Click here to view all your already posted statuses

Click here to write a text to put in status

Cliquez ici pour choisir une image à mettre en statut



Mon statut
 Appuyez pour ajouter un statut

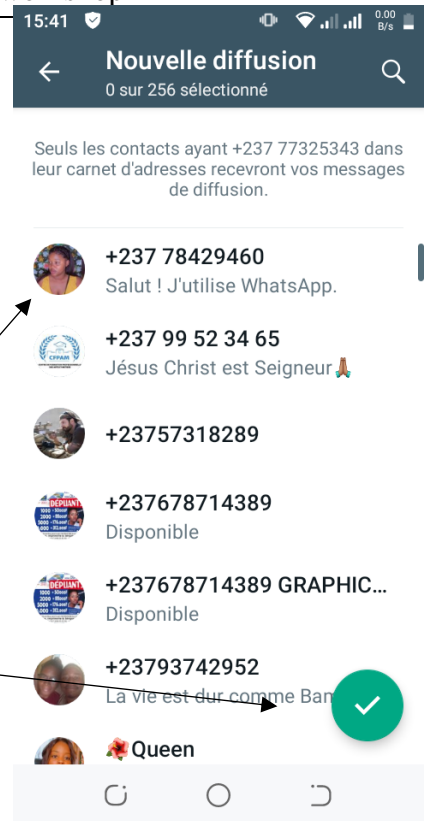


Broadcast List

With the “Mailing List” feature, you can send a message to multiple contacts at once. Broadcast lists are saved lists of recipients to whom you can send broadcast messages, without having to select them again each time you want to send them a message.

Click on a contact to add them to your mailing list

Click here to validate your mailing list



Label

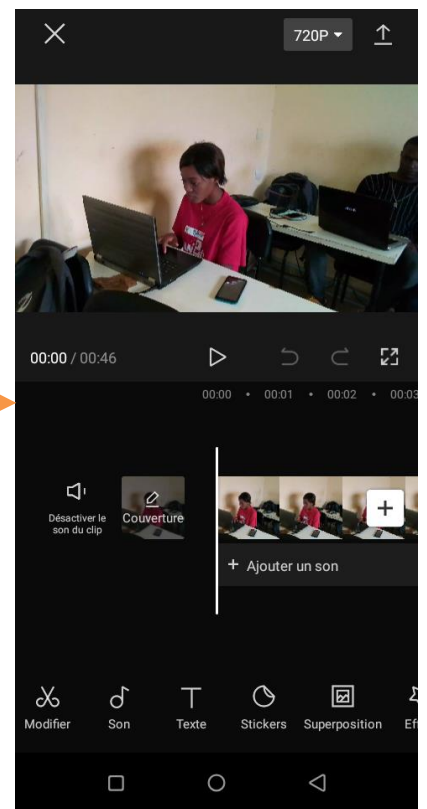
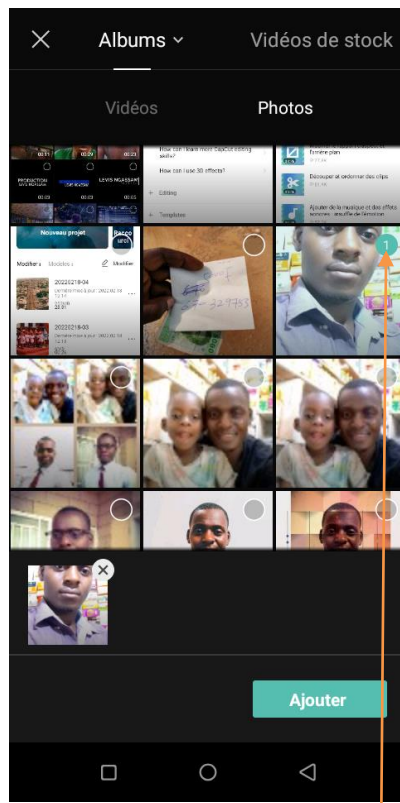
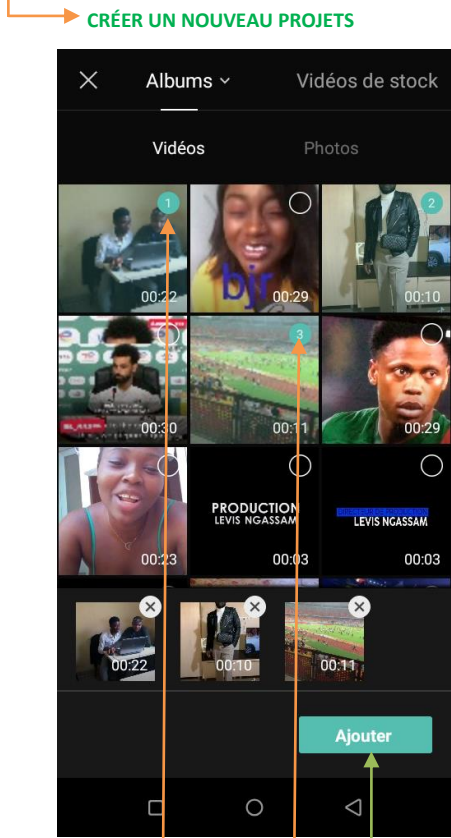
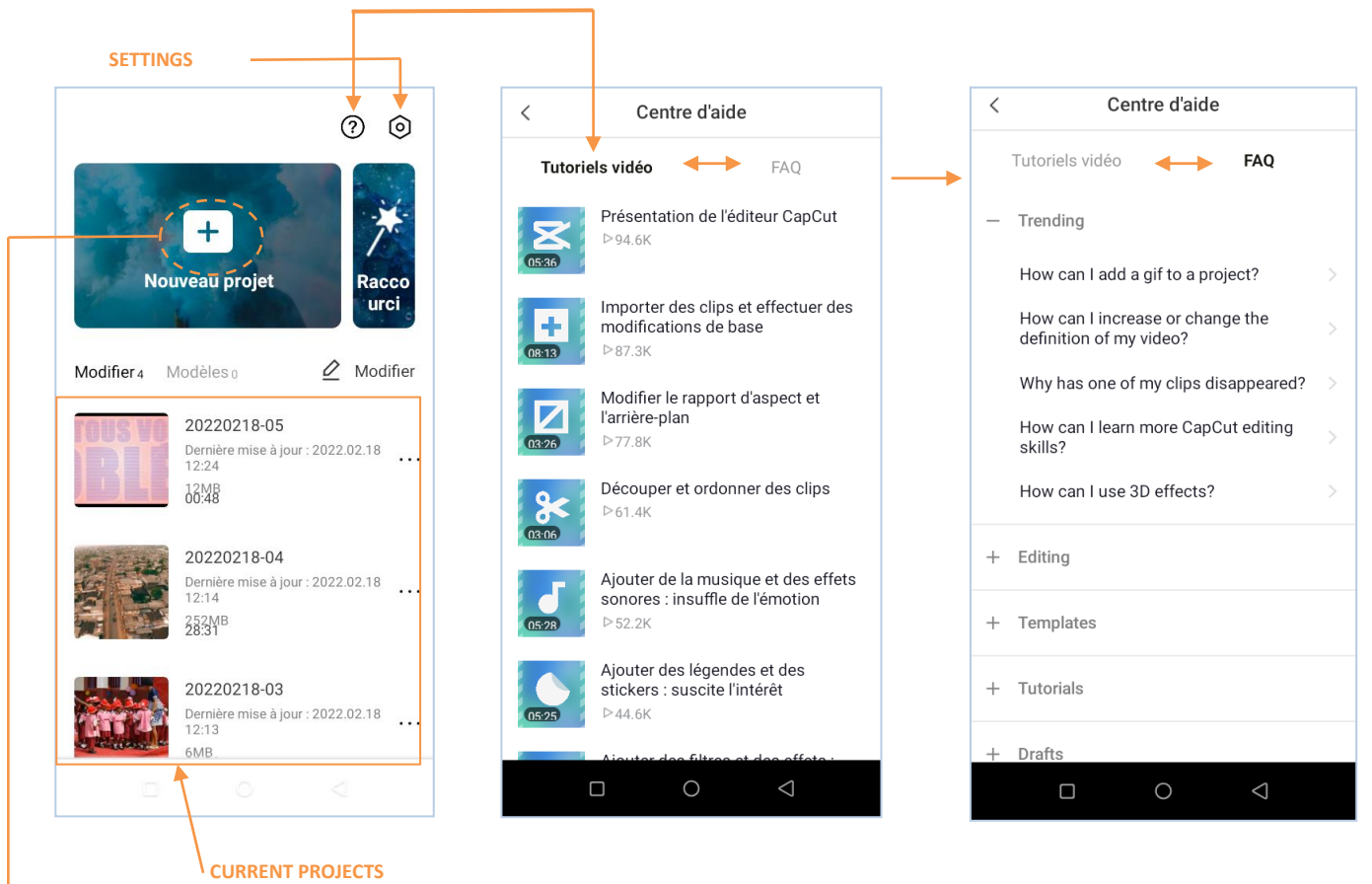
Tags can help you organize and find your chats and messages easily. You can create labels with different colors or names and add them to a discussion, group, or messages in a discussion.

NB: The colors of the labels are generated automatically.

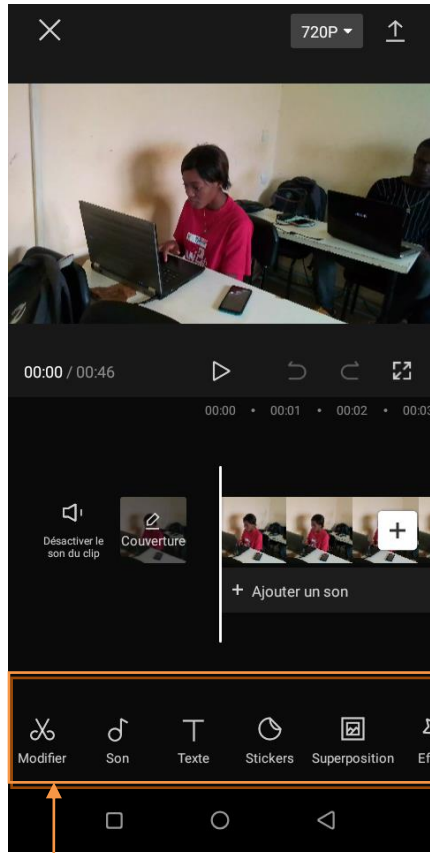
Click here to create a new label



2. How to make a community awareness/information video using your smartphone – Example of CAPCUT



PRESS AND HOLD THE VIDEO TO DISPLAY THE EDITING OPTIONS



EDITING OPTIONS OF THE MONTAGE

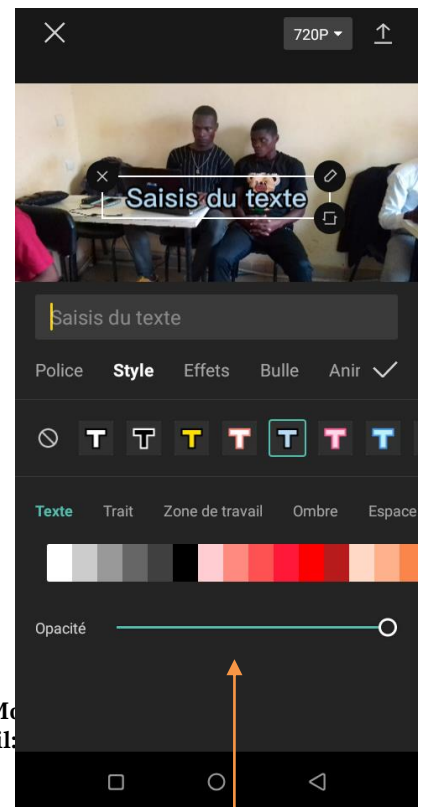
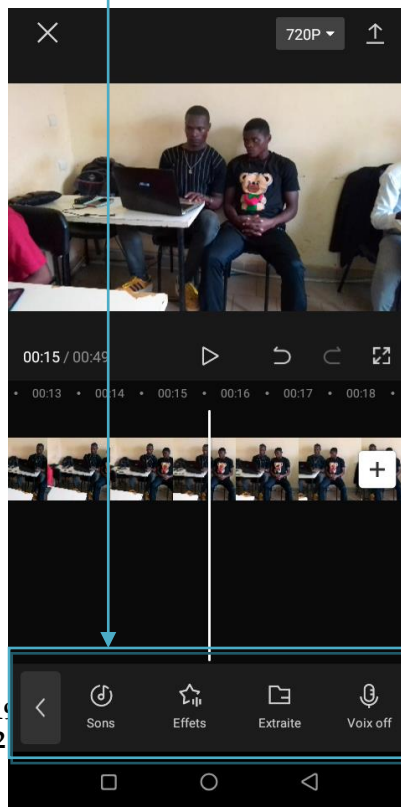
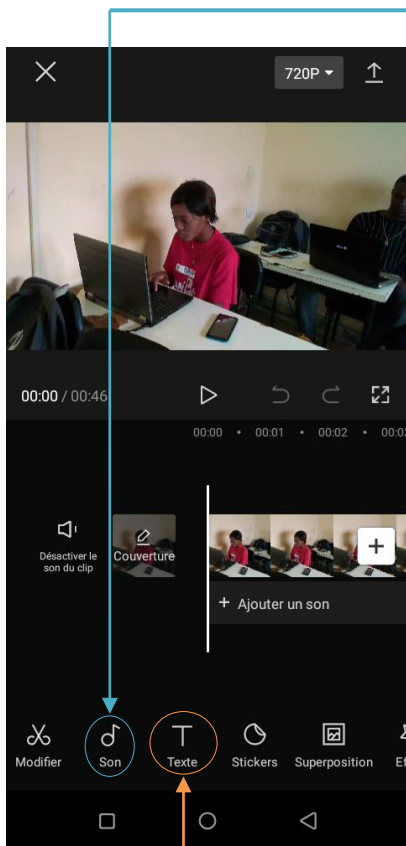
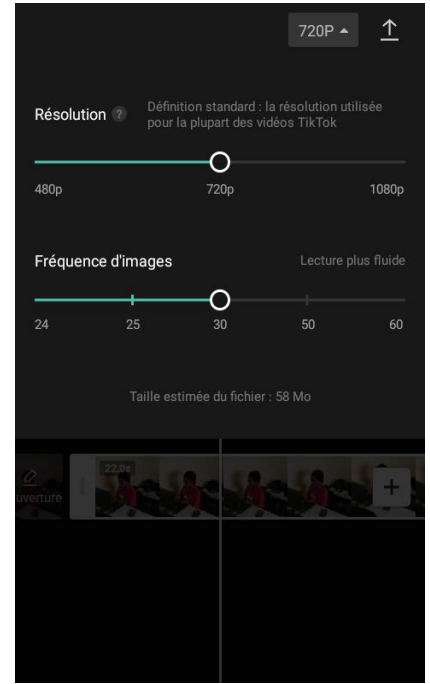
YOU CAN EDIT, ADD SOUND, TEXTS, STICKERS, OVERLAYS, EFFECTS, FILTERS, ADJUST THE VIDEO FORMAT.



VIDEO EDITING OPTIONS

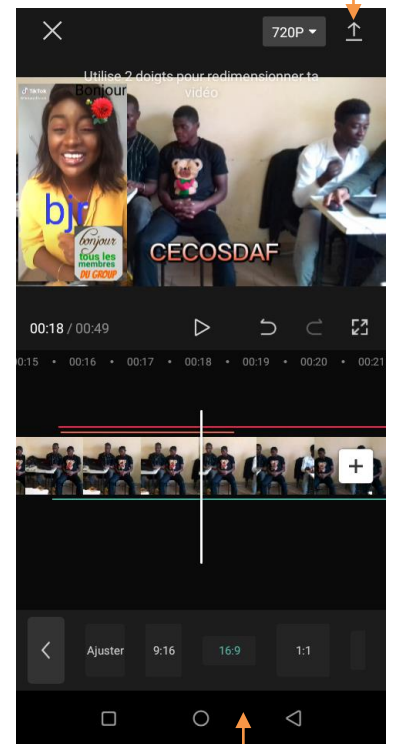
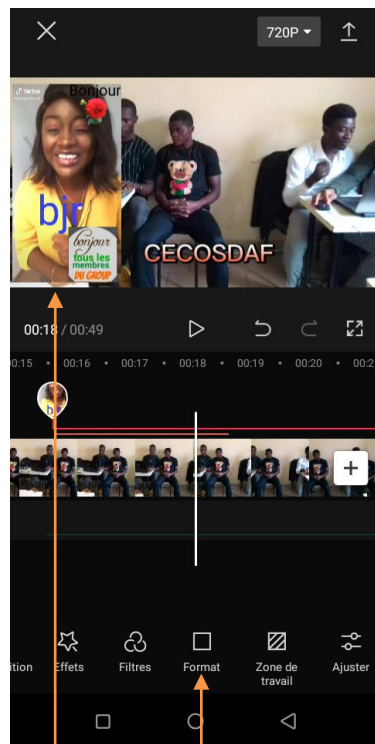
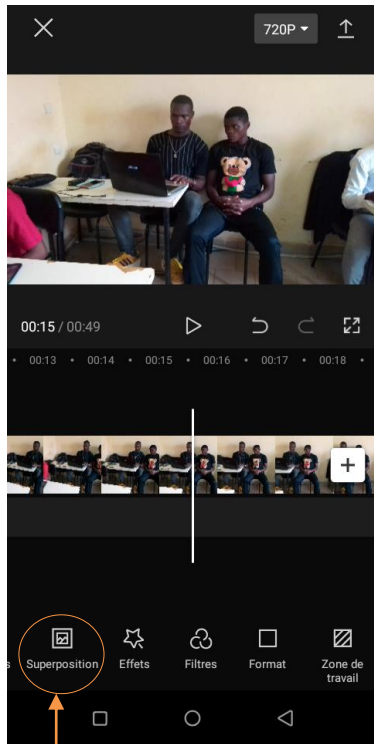
YOU CAN SPLIT YOUR VIDEO, ADJUST SPEED, MANAGE VOLUME, ANIMATE, DELETE...

ADJUST RESOLUTION AND FRAME RATE

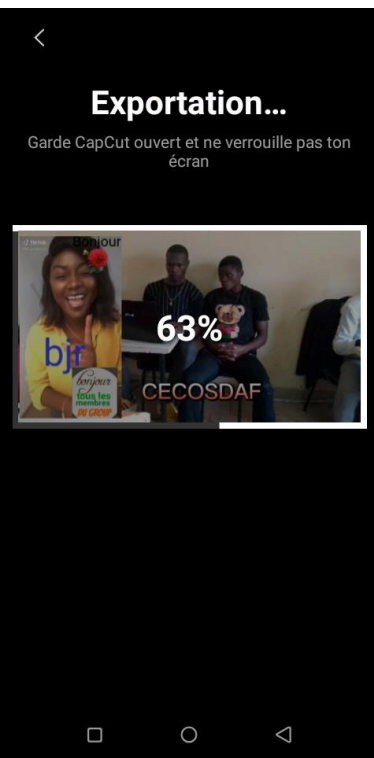


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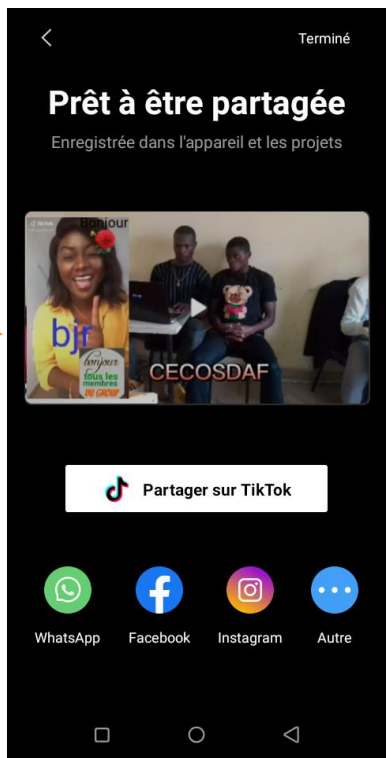
ndé (Mo
- Email



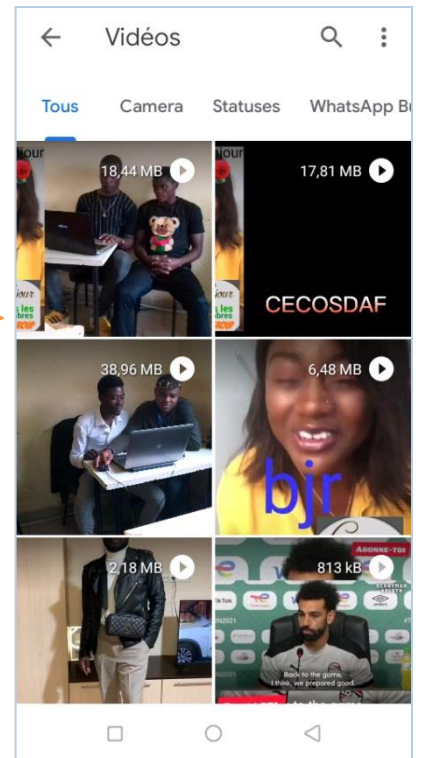
CLICK HERE TO EXPORT YOUR VIDEO



CURRENT EXPORT...



EXPORT COMPLETED YOU CAN PLAY OR SHARE YOUR VIDEO



FIND YOUR VIDEO IN YOUR GALLERY

3. **How to animate the WhatsApp business of his community radio**

To animate your WhatsApp Business (WB), you need to know your target well. The tools that WhatsApp provides you with are:

Status:

Your imagination certainly allows you to animate your WB status, however, to ensure a certain regularity and organization in its animation, you must respect the following order in the posts:

- New information about your products (new shows, new guests, new news)
- Booster (to attract even individuals outside your target audience)
- Awareness/education on your products
- Useful tips/information

Mailing List

It allows you to send information to several people without bringing them together in the same group. You have the possibility to define several mailing lists depending on the level of information you want to transmit, and the targets concerned.

Discussion group

Around a theme, the discussion group will help you bring together people who share a common interest and learn from each other's experiences.

APPENDICES

Links used

- <https://faq.whatsapp.com/>
- [Covid-19 : l'Antic en guerre contre la propagation des fausses informations](#)
- https://www.hirondelle.org/media/k2/attachments/1075_Journalisme_Desinformation_UNESCO_Fondation_Hirondelle.pdf
- <https://www.mojo-manual.org/fr/comprendre-le-journalisme-mobile/>