



PROGRAMME INFORMATION

Partners: Fojo, SR MDO,
PAX PRESS, RBA
Duration: 2021.03.01–2026.02.28
Location: Rwanda
Area: Media development
Donors: Swedish Embassy
and Swiss Embassy in Kigali

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FOJO: MEDIEINSTITUTET
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PAX PRESS
Informer pour la paix



Rwanda Media Programme 2021-2026

Capacity Building and Professionalisation of the Media

Background

Free, professional and independent media is key in strengthening democracy and the respect, protection and fulfilment of human rights. In today's rapidly changing, increasingly digital and polarised information landscape this is more true than ever.

In addition to providing people with important information, media helps people exercise freedom of opinion and expression as it offers platforms to do so. When the media is free, impartial and of high quality, it can enable rule of law, transparency and accountability, as well as facilitate participatory decision-making.

After the Genocide against the Tutsi, the media sector in Rwanda has undergone major reconstruction. The liberalisation of media laws in 2013, the transformation of the former state broadcaster into the Public Service Media provider Rwanda Broadcasting Agency (RBA) and the Access to Information Law, are some key developments. There has also been an increase in the number and nature of media outlets during recent years. The understanding of the need of professional media and the value it can provide is growing stronger and being recognised by media stakeholders, development actors and the Rwandan government.

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The Rwanda Media Programme

To support the developments achieved and spur continued progress, Fojo Media Institute (Fojo) and the Swedish Radio Media Development Office (SR MDO), together with the local partners PAX PRESS and RBA, are implementing a five-year media programme, focusing on media viability and professionalisation in line with international journalistic core values of truthfulness, accuracy, objectivity, impartiality, fairness and public accountability.

It engages three main areas in Rwandan media:



1. Commercial and Non-Profit Media

The programme aims to strengthen the ability of Rwandan media and journalists to become independent and financially sustainable and to produce high quality public interest journalism. This will be achieved through measures to strengthen media houses, journalists and media managers, both with regards to business management, audience research and with capacity building of journalistic skills and the management of a multi-media newsroom.



2. The Public Service Media Provider, RBA

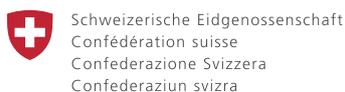
The programme also aims to strengthen the Rwanda Broadcasting Agency (RBA) in its transformation to become an independent, trustworthy and sustainable Public Service Media (PSM) provider, according to international journalistic and public service standards. This will be done through continued peer-to-peer institutional capacity building between RBA and SR MDO, drawing on expertise from all three PSM providers in Sweden.



3. Journalism Education Institutions at University Level

The programme will also strive to strengthen journalism education in Rwanda to enhance its contribution to the professionalisation of the journalism sector. The relationship between the Rwandan media sector and the journalism schools will be strengthened, journalism education institutions will be offered opportunities to increase their skills concerning practical journalism, awareness of gender issues, and the programme will connect them to international experiences, including relevant research.

DONORS



Swiss Agency for Development
and Cooperation SDC

Public Interest Journalism

The programme has a focus on news and newsroom production and on how to produce and disseminate public interest journalism, reflecting the full composition of society through a balanced presence of women and men, age groups and communities. Equality will be addressed throughout the programme, with the aim of assuring that newsrooms are more gender balanced and social diverse.

FOJO MEDIA INSTITUTE belongs to the public Linnaeus University in Sweden and is the country's leading organisation for media development, strengthening free, independent and professional journalism in Sweden and globally. With almost 50 years of operations, Fojo has been engaged in over 100 countries, strengthening institutional capacity of media and partner organisations and training over 50.000 journalists. Since 2015, Fojo has supported the School of Journalism and Communication at the University of Rwanda with capacity building and professionalisation.

THE SWEDISH RADIO MEDIA DEVELOPMENT OFFICE (SR MDO) is since 1993 a side-operation to the Public Service Media (PSM) provider Swedish Radio with extensive experience in supporting media development projects around the world to strengthen free and independent media. Rwanda is one of countries where SR MDO has worked since 2014, supporting the former state broadcaster in its transformation to become a Public Service Media provider (PSM). One of SR MDO's areas of expertise is audience research and the implementation of its results.