

- Star Radio Liberia (Foundation Hirondelle);
5. Report on instances of the media having been used successfully in support of other campaigns. For example, Johns Hopkins School's "KAP" method in evaluating the media's impact (in changing knowledge, attitudes and practices) in the health and education arenas;
 6. Review and report on existing methodologies for assessment and evaluation of peace-building interventions: how do you evaluate communications campaigns? (see KAP and British DFID);
 7. Reflect the fact that the development of a media infrastructure does not necessarily lead to peace-building. One needs to go beyond the standard indicators, and consider the level of popular dissatisfaction with the media. One should ask whether the press is working for the community or only for itself;
 8. Provide criteria for evaluating whether media is free;
 9. Break down types of intervention into categories – for example: beaming message in, setting up local media, providing policy advice or training, media monitoring;
 10. Provide guidelines on how to analyze a press culture – questions to ask, what to look for in a host country when designing and evaluating what your intervention will be;
 11. The paper should not emphasize journalism and information but should deal also with culture and drama. It needs a sense of innovation;
 12. The paper needs to answer these questions:
 - how can Canada deliver media/peace-building to the rest of the world?
 - how can the Canadian government harness resources; how should it spend money, evaluate programs and ensure constant improvement?
 - what constitutes free media?
 - what kinds of things should aid workers do?
 - what should we spend money on?
 - who should we work with?
 - should we train journalists only, or what can we do to make press more sustainable?
 - does Canada add anything to the process compared to what other players are doing?
 13. It was suggested that early-warning and conflict-prevention roles suggested for the media are not practically possible. (Debate: other participants took issue with this, arguing that the media de facto plays this role whether intentionally or not.)

6. Assessment of the meeting

Points raised during the assessment included the following:

Strengths

- It was an interesting and skilled group of strategic decision-makers who were brought together at the roundtable, which made for a good start to a much needed discussion;
- It was useful to have a paper around which to focus the discussion;
- Discussion around dinner the night before the roundtable was useful and informative;
- Participants valued the contacts made at the meeting;