

levering other funds from within the country to an existing organization. This approach would require very little funding.

- It is cost-effective, in the long term, to spend money on:
 - adequate, thorough assessment (for good project design), and
 - excellent evaluation mechanisms (for modification of projects for maximum effect).
- It is very expensive to set up and support a local media infrastructure.
- Where appropriate, finances need to be committed for the long haul, so that projects can realize their potential. When short-term funding results in unfinished projects, cost-effectiveness is not achieved.

4. Gender

Media can be used in a variety of ways to support gender initiatives. Media in the hands of women often produces a different type of intervention. Studies suggest that women bring a different perspective to bear on peace-building. In Cambodia, the women's media center has its own radio station, which provides information enabling women to make decisions.

Media programming needs to be well-rounded, and designed so as to include and address marginalized groups, ethnic and language minorities and others who may be overlooked.

It may also be our role to use our position to intervene to affect gender issues: for example, in South Africa peace-builders had to fight to get access to the technical infrastructure in their quest to address language minorities, something which some of the local players did not consider important. Also in South Africa, a Canadian team went beyond its mandate and threatened not to work with local media projects again unless the gender situation was resolved (women were under-represented and were being given lowly roles).

There is a CIDA report on "what works" in Asian initiatives, which we should obtain and distribute.

5. Suggestions for the next draft of Robin Hay's Paper

1. Review the pre/during/post conflict model and consider a media-driven rather than a conflict-driven model;
2. Distinguish more clearly between pre- and post- conflict;
3. Remove reference to radio Agitasha (off-air since 1996);
4. Fill gaps in paper on history of media in peace-building which would include other major initiatives such as:
 - Radio in Cambodia
 - Afghanistan Soap Opera
 - SA Soap Opera
 - SA Peace Song
 - Radio Ijambo