

# Measuring Change II: Expanding Knowledge on Monitoring and Evaluation in Media Development

## Description

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Date: Monday, 12 October, 2:30pm – Wednesday, 14 October, 2:30pm  
Venue: Bad Honnef (near Bonn), Germany

Deadline for registration is August 15, 2009

## Conference Aim

- To share latest trends, tools, and learning regarding:
- Assessing media landscapes and training initiatives
- Evaluating how media development cooperation may affect media's potential to change societies
- Approaches to M&E from project implementer and donor perspectives

## Conference Description

The 5th International Symposium of the German Forum Medien und Entwicklung (FoME, Forum Media and Development) is expanding its discussions on Monitoring and Evaluation (M&E) in media development cooperation launched in its October 2007 Conference, Measuring Change.

The four thematic blocks will continue earlier discussions on assessing media landscapes, experiences in evaluating the quality and impact of training, and how the media's contribution to social and political change is assessed. Different donor and media assistance organisations will present their approaches to M&E and share their experiences with existing frameworks.

During the conference, the mediaME-Wiki will be officially launched. mediaME is a participatory platform for sharing tools and approaches for media development monitoring and evaluation. The initiative rose from the strong desire of participants at the 2007 Measuring Change conference to collect and share knowledge and experience in media development M&E. Collaborators in this initiative include media assistance organisations, researchers, and other media and development practitioners.

The Symposium will again take place in Bad Honnef (near Bonn), Germany, on Monday, 12 October, 2:30pm – Wednesday, 14 October, 2:30pm. On behalf of FoME, CAMECO is overseeing conference organisation. The provisional programme and a registration form can be downloaded under <http://www.cameco.org>.

For further information about the conference or the mediaME initiative, please contact [sofie.jannusch@cameco.org](mailto:sofie.jannusch@cameco.org)

The 2007 conference report, "Measuring Change: Planning, Monitoring and Evaluation in Media Development Cooperation" is available at: [http://www.cameco.org/files/measuring\\_change\\_1.pdf](http://www.cameco.org/files/measuring_change_1.pdf)

Looking forward to meeting you in Bad Honnef,

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### **Category**

1. Conferences
2. Types of Events

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