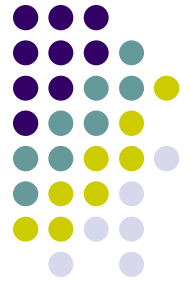


Expanding and Strengthening Journalism Education at Unity University

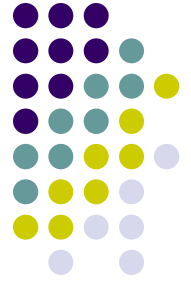


Prof. Tegest Heruy, Dean
School of Journalism &
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University, Addis Ababa,
Ethiopia



Prof. Lee B. Becker
College of Journalism and
Mass Communication,
University of Georgia,
Athens, GA, USA

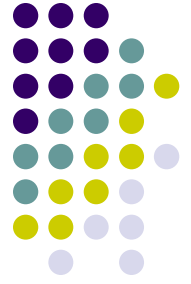




Objectives of the Project

- Build upon and expand the curriculum in journalism at Unity.
- Transfer expertise about journalism instructional techniques and substantive areas of instruction to the faculty at Unity.
- Provide design and technical support to Unity in the area of web design in support of the journalism curriculum.

The Partners: Unity College

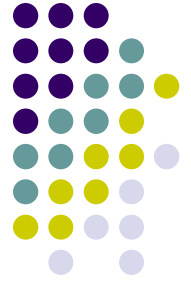


- Unity College established as a language school in 1992.
- Unity became a fully-accredited four-year college in 1998.
- It currently enrolls about 10,000 students.
- In 2000, Unity launched a two-year journalism curriculum leading to a diploma.
- In July of 2002 Unity became a university, and the Department of Journalism and Communication was upgraded to a school.



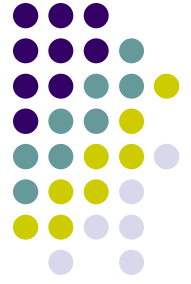
Gerji Campus

The Partners: University of Georgia



- The Grady College of Journalism and Mass Communication is a fully-accredited journalism program with nearly 1,000 students.
- The collaboration with Unity is managed as an outreach activity of the College by the James M. Cox Jr. Center for International Mass Communication Training and Research, a unit of the College.





Activities To Date

- Three-member team visited Unity in January of 2002.
- Two-member team visited Unity in May of 2002.
- Dean of Unity's School of Journalism & Communication attended annual meeting of journalism educators in August.
- Dean of Unity's School of Journalism and Communication visited Grady College at University of Georgia.

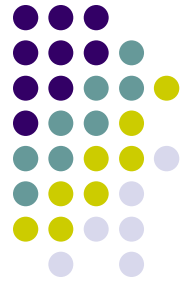


Planned Future Activities

- Dean of Unity's School of Journalism and Communication will meet with representatives of the International Center for Journalists to discuss application for a Knight International Press Fellow to serve as a faculty member (August 2002).
- Two-member team will visit Unity in January of 2003.
- Two-member team will visit Unity in Summer of 2003.
- Representative of Unity College will visit U.S. journalism programs and media organizations in August of 2003.

Outcomes of Activities

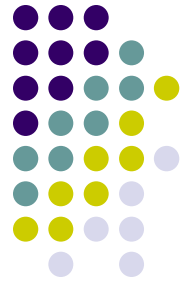
January 2002



- Successful workshop for Ethiopian Television journalists on management techniques.
- Exchange of ideas about future of project with journalism faculty.
- Meetings held with dean of Gerji campus.
- Team members toured facilities, including libraries and IT laboratory.
- Team donated books on management to Unity.



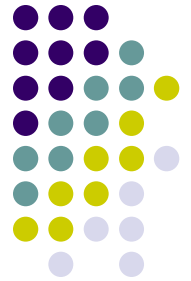
Outcomes of Activities in May/June 2002



- Successful workshop for Ethiopian Television personnel on advertising and graphics.
- Discussion of curriculum and evaluation of curriculum with journalism faculty.
- Lectures given to regular and extension students on basics of journalism.



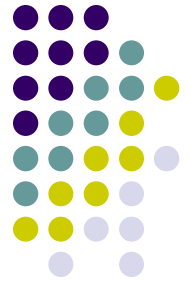
Outcome of Activities in August 2002



- Unity faculty member exposed to standards of journalism in the U.S. and the nature of university journalism education in the U.S.
- Unity received a donation of books from Hampton Press.
- Unity faculty member made contacts with journalism educators from around the U.S.
- Unity faculty member is now a member of the Association for Education in Journalism and Mass Communication.
- Unity faculty member saw how journalism facilities are equipped at one university in the U.S.

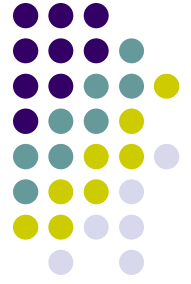


Summary: What has partnership done to strengthen host country capacity



- Visits by the team have assisted Unity with its outreach program, allowing it to serve important constituencies and strengthen its own image in the country.
- Visit by Unity faculty member to U.S. has provided a vision of the future.





Problems Encountered

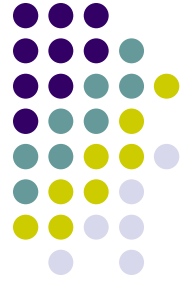
- A lack of communication made planning for the visits in January and May very difficult.
 - Subject matter of May instruction was not what was needed most.
- Scheduling of both the January and May visits was not optimal.
 - Festival, public holidays, makeup classes cut into time.

Challenges for the Future

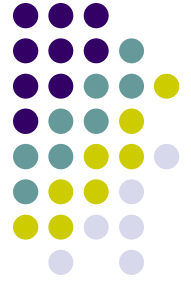


- Diploma program must be phased out, so the curriculum must be revised again.
- Must optimize the visits by organizing them more effectively.
- Must solve the communication problem.

Long-Term Needs of Unity



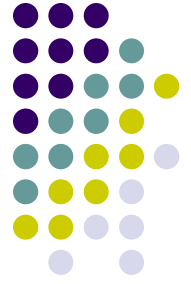
- Equipment and laboratories for students.
- Visiting faculty from abroad for semester or year-long periods.
- Opportunities for the current faculty to travel abroad and learn of media behavior and journalism education abroad.



Sustainability of Project

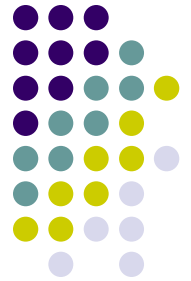
- Cox Center is committed to continue to work with Unity College.
- Center is assisting in application for visiting faculty member.
- New equipment has been provided to Unity by VOA and USAID.





External Communication

- Reports of the partnership appear on the web site of the Cox Center.
 - www.grady.uga.edu/coxcenter
- A news release and story on the partnership is being prepared as a result of the visit by the Unity faculty member to the Miami meeting of journalism educators and to the University of Georgia.



Members of the Team



Seyoum Alemu, Tegest Heruy, Elli Lester, Abdu Mozayen



Tegest Heruy, Seyoum Alemu, Melinda Robins, Lee Becker



Iyauy Luseged, Fisseha Eshetu