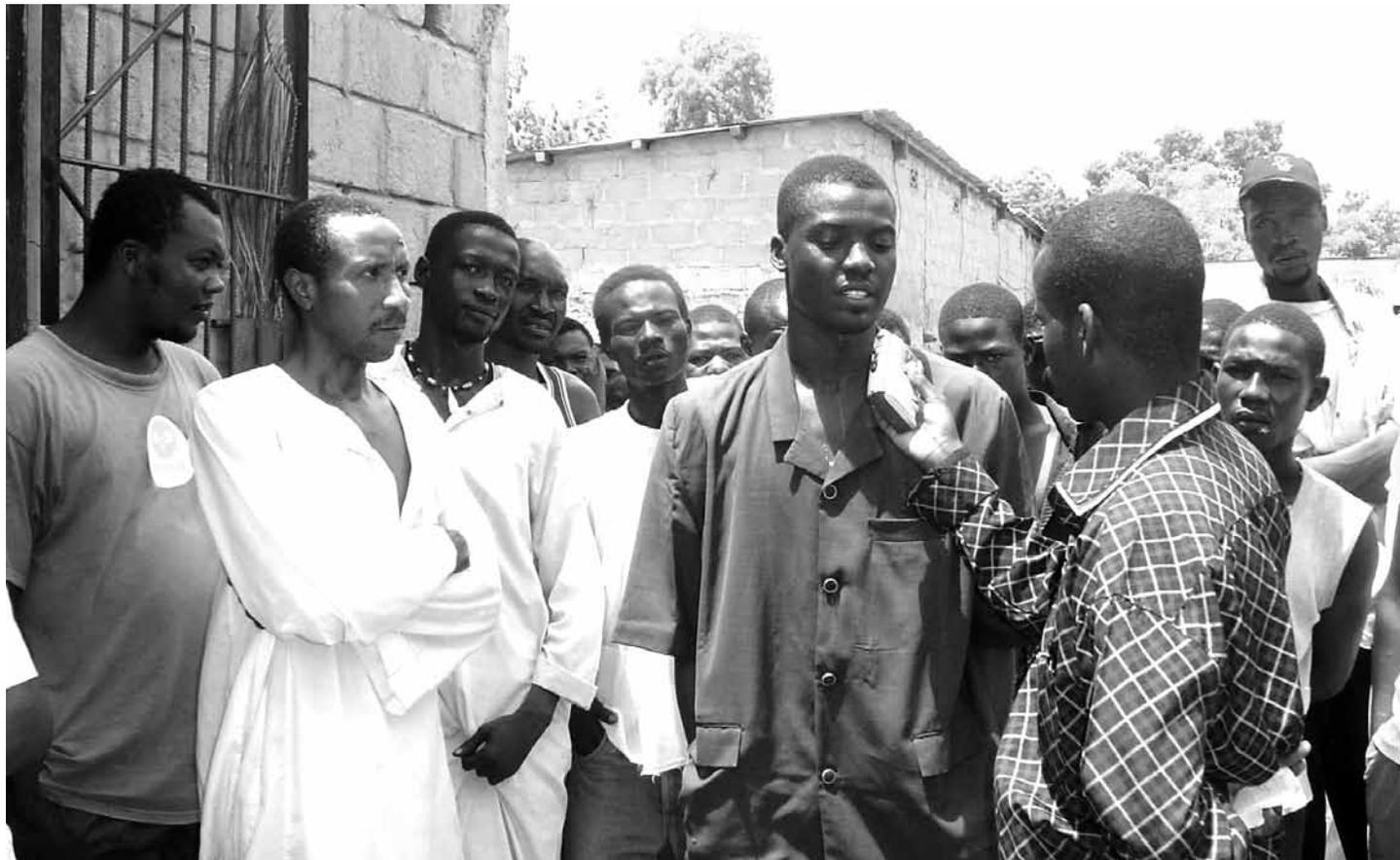


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*Given Chad's almost-nonexistent advertising market, media outlets face enormous economic difficulties. In addition, press companies are managed badly: at some outlets, the director of publication, the sales manager, and the administrator are members of the same family.*



CHAD

In 2010, Chad was one of the 18 African countries that celebrated 50 years of independence. During those 50 years, many waves of internal political turmoil and years of bad blood with its neighbors—particularly Libya and Sudan—have impacted Chad, and it now ranks among the poorest nations in the world. Despite this bleak picture, and the serious problems remaining with press freedom, the 2010 MSI panelists said that they felt generally optimistic. They noted signs of improvement compared to previous years regarding press freedom in Chad, and even described an atmosphere of cooperation between the private media and the government.

The panelists noted that no journalists have been sent to jail since January 2010, despite some isolated threats. Also, in 2010 the government invited all media outlets to cover official events, and opened up access to some sources of information. For example, in an Independence Day press conference, President Idriss Déby invited journalists to ask him anything, and encouraged his ministers to adopt the same approach toward the media.

Other moves contradicted the spirit of growing cooperation, with the authorities interfering and preventing journalists from covering sensitive events. Also, in August, Chad's National Assembly passed a new media law that drew concern quickly. Although the government touted the law for decriminalizing certain press offenses, press freedom advocates leaped to criticize the law for its mere transference of the threat of journalist prison sentences to other offenses, such as inciting racial and ethnic tension or violence.

Censorship and self-censorship persist, and essentially the state holds a monopoly over television.

Poor training and pay for journalists, along with limited sources of revenue for the media, have hurt Chadian media as well. Given Chad's almost-nonexistent advertising market, media outlets face enormous economic difficulties. In addition, press companies are managed badly: at some outlets, the director of publication, the sales manager, and the administrator are members of the same family.

The panelists conceded that they have seen clear improvement in observation of professional standards. Although the sector still has some glaring exceptions, the professional media organization Observatoire de la Déontologie et de l'Éthique des Médias au Tchad (ODEMET) ensures that such lapses are corrected swiftly. Professionalism is lacking in part because Chad still has no university-level college of journalism. The panelists concluded, though, that the country does have great journalists, and their work alongside young journalists can be considered teaching in an informal school of journalism.

# CHAD AT A GLANCE

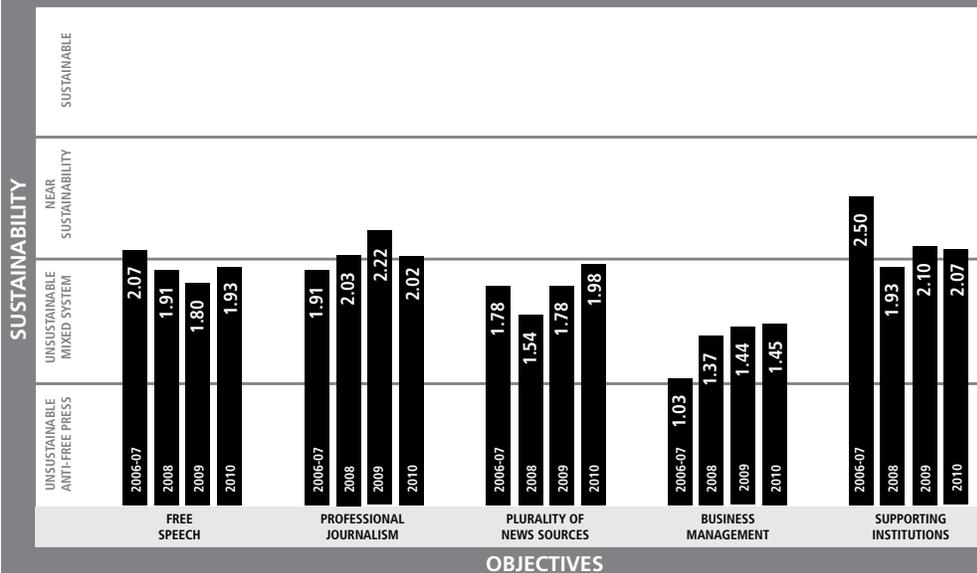
## GENERAL

- > **Population:** 10,758,945 (July 2011 est., *CIA World Factbook*)
- > **Capital city:** N'Djamena
- > **Ethnic groups (% of population):** Sara 27.7%, Arab 12.3%, Mayo-Kebbi 11.5%, Kanem-Bornou 9%, Ouaddai 8.7%, Hadjarai 6.7%, Tandjile 6.5%, Gorane 6.3%, Fitri-Batha 4.7%, other 6.4%, unknown 0.3% (1993 census, *CIA World Factbook*)
- > **Religions (% of population):** Muslim 53.1%, Catholic 20.1%, Protestant 14.2%, other 12.6% (1993 census, *CIA World Factbook*)
- > **Languages:** French (official), Arabic (official), Sara (in south), more than 120 different languages and dialects (*CIA World Factbook*)
- > **GNI (2010-Atlas):** \$ 6,929 billion (World Bank Development Indicators, 2011)
- > **GNI per capita (2010-PPP):** \$1,180 (World Bank Development Indicators, 2011)
- > **Literacy rate:** 25.7 % (male 40.8 %, female 12.8%) ( est., *CIA World Factbook*)
- > **President or top authority:** President Lt. Gen. Idriss Deby Itno (since December 4, 1990)

## MEDIA-SPECIFIC

- > **Number of active print outlets, radio stations, television stations:**  
Print: 1 daily newspapers, 4 other weeklies; Radio Stations: 6; Television Stations: 1
- > **Newspaper circulation statistics:** Top three by circulation: *Le Progres* (daily), *N'Djamena Hebdo* (private weekly), *L'Observateur* (private weekly)
- > **Broadcast ratings:** Top three radio stations: Radiodiffusion Nationale Tchadienne (state-owned), FM Liberte (private), La Voix du Paysan (Catholic station)
- > **News agencies:** Chad Press Agency (state-run)
- > **Annual advertising revenue in media sector:** N/A
- > **Internet usage:** 168,100 (2009 est., *CIA World Factbook*)

### MEDIA SUSTAINABILITY INDEX: CHAD



**Unsustainable, Anti-Free Press (0-1):** Country does not meet or only minimally meets objectives. Government and laws actively hinder free media development, professionalism is low, and media-industry activity is minimal.

**Unsustainable Mixed System (1-2):** Country minimally meets objectives, with segments of the legal system and government opposed to a free media system. Evident progress in free-press advocacy, increased professionalism, and new media businesses may be too recent to judge sustainability.

**Near Sustainability (2-3):** Country has progressed in meeting multiple objectives, with legal norms, professionalism, and the business environment supportive of independent media. Advances have survived changes in government and have been codified in law and practice. However, more time may be needed to ensure that change is enduring and that increased professionalism and the media business environment are sustainable.

**Sustainable (3-4):** Country has media that are considered generally professional, free, and sustainable, or to be approaching these objectives. Systems supporting independent media have survived multiple governments, economic fluctuations, and changes in public opinion or social conventions.

## OBJECTIVE 1: FREEDOM OF SPEECH

### Chad Objective Score: 1.93

Along with the other African states that began moving toward democracy in the early 1990s, Chad's press renaissance started in 1990. However, the abundance of new titles was short-lived, as the economic crisis that took out many newspapers was followed by a wave of repression against journalists.

This repression contradicts Chad's substantial legislation recognizing and guaranteeing fundamental rights and freedoms. For example, Law 29/PR/94 of August 22, 1994 on the press in Chad states in Article 1, "All citizens are free to express their ideas and opinions through all means of communication. The right to information is one of the inalienable rights of the citizen." Article 2 continues in this vein: "The press and printing houses are free." Consequently, no one needs to obtain prior authorization or deposit a bond before publishing a newspaper. Any party interested in setting up a newspaper simply needs to write a statement of publication, signed by the publication director and with the appropriate stamps, and file the statement with the office of the public prosecutor (as stipulated in article 15 of Law 29/PR/94).

Furthermore, Article 1 of Law 43/PR/94 of December 12, 1994 on radio and television states that any Chadian national or person subject to Chadian law can create, install,

*The media do not receive any tax exemptions; one panelist complained that although Chad ratified the Florence Agreement on the Importation of Educational, Scientific and Cultural Materials on November 22, 1990, the agreement is not observed.*

and operate an FM radio service broadcasting out of the country's territory.

The panelists decried the residual effects of the long years under dictatorship that still haunt Chad's citizens, despite all the legal safeguards for freedom of speech. Many Chadians have not yet summoned the courage to voice their ideas and opinions. Some panelists attributed this partially to citizens' lack of awareness of their rights to freedom of speech; however, Chad's judiciary is weak, and poor enforcement of the law is another hurdle.<sup>1</sup>

The president's Independence Day overtures to the press turned out to be ineffectual, as the National Assembly passed Law No. 17, a new media law, on August 18. Law No. 17 drew praise (for decriminalizing many press offenses, including libel and offending the president) as well as concern (for barring journalists from inciting racial or ethnic hatred or condoning violence, under penalty of prison terms up to one year, harsh fines, or the suspension of the publication).<sup>2</sup> The law replaced the 2008 presidential decree, Ordinance 5, which governed the press under a state of emergency during a period of rebellion. "Reporters Sans Frontières (RSF) noted, "The Chadian authorities claim to have taken a big step forward by decriminalizing press offences but no one is fooled... Prison sentences for journalists have not disappeared. They have been eliminated in one place but they have reappeared in another."<sup>3</sup> RSF objected to the new prohibitions as unclear and with potential to be used against journalists.

## LEGAL AND SOCIAL NORMS PROTECT AND PROMOTE FREE SPEECH AND ACCESS TO PUBLIC INFORMATION.

### FREE-SPEECH INDICATORS:

- > Legal and social protections of free speech exist and are enforced.
- > Licensing of broadcast media is fair, competitive, and apolitical.
- > Market entry and tax structure for media are fair and comparable to other industries.
- > Crimes against journalists or media outlets are prosecuted vigorously, but occurrences of such crimes are rare.
- > State or public media do not receive preferential legal treatment, and law guarantees editorial independence.
- > Libel is a civil law issue; public officials are held to higher standards, and offended parties must prove falsity and malice.
- > Public information is easily accessible; right of access to information is equally enforced for all media and journalists.
- > Media outlets have unrestricted access to information; this is equally enforced for all media and journalists.
- > Entry into the journalism profession is free, and government imposes no licensing, restrictions, or special rights for journalists.

<sup>1</sup> 2010 Human Rights Report: Chad. U.S. Department of State: April 8, 2011. Available at: <<http://www.state.gov/g/drl/rls/hrrpt/2010/af/154338.htm>>. This report notes, "The constitution and law provide for an independent judiciary; however, the judiciary was ineffective, underfunded, overburdened, and subject to executive interference. Intimidation and violence against judicial members were also problems, and members of the judiciary sometimes received death threats or were demoted or removed from their positions for not acquiescing to pressure from officials. Courts were generally weak and in some areas nonexistent or nonfunctional."

<sup>2</sup> U.S. Department of State, Ibid.

<sup>3</sup> "Parliament adopts new media law that is still too repressive." Reporters San Frontières: August 19, 2010. <http://en.rsf.org/chad-parliament-adopts-new-media-law-19-08-2010,38183.html>

Some of the MSI panelists—including Maryse Ngarlal Djim, of the Association Tchadienne pour la Promotion et la Défense des Droits de l'Homme (ATPDH) and Tolyam Madjimtoide, a journalist for Radio Alnadjā—agreed that the new media law restricts the freedom of speech, just as Ordinance 5 did.

Chad's High Media Council grants operating licenses to radio and television services for renewable five-year terms. Broadcasters are subject to specific terms and conditions. Owners of private radio stations run by associations must pay an application fee of CFA 100,000 (\$210) and an annual fee of CFA 250,000 (\$525). Commercial station owners pay significantly more. Edouard Takadji, a journalist for *L'Observateur*, noted that the High Media Council grants licenses for radio stations but not to everyone—and especially not to opposition outlets.

Chad's legislation on starting up press businesses is fairly liberal, allowing anyone to create a media outlet. However, Article 36 of Law 29/PR/94 limits Chadian citizens to owning no more than three press outlets, and the laws of the market impede freedom, as does an economic environment that is unfriendly to businesses. The media do not receive any tax exemptions; one panelist complained that although Chad ratified the Florence Agreement on the Importation of Educational, Scientific and Cultural Materials on November 22, 1990, the agreement is not observed.

Although, as noted earlier, no journalists were sent to prison in 2010, journalists are subject to threats and intimidation. According to some panelists, the freedom of speech is much more tangible in N'Djamena than in most provincial towns and villages, where the traditional, administrative, and military authorities threaten journalists and those who attempt to exercise their right to freedom of speech. Takadji noted that journalists often receive threats, and those behind the threats are not always punished.

It remains to be seen how the new media law will affect punishment for libel. Panelists noted that despite the law's support in the constitution, some repressive provisions of Law 29/PR/94 test the freedom of the press harshly. Authorities commonly level charges of disturbing public order and libel against journalists. One panelist recalled the case of Yaldet Begoto Oulatar, director of publication of *N'Djamena Bi-Hebdo*. Oulatar was summoned to appear in court in December 2009 as part of a lawsuit against his newspaper filed by Taher Sougoudi, the former Minister of Environment. Sougoudi was sacked after *N'Djamena Bi-Hebdo* published an article denouncing the misappropriation of funds within the Ministry of Environment.

In another example, Innocent Ebode, the Cameroonian director of the opposition La Voix, was expelled from

N'Djamena and his newspaper was banned from publishing for a period in January 2010, after it ran an official report by the Ministry of Defense about money that the Chadian government spent buying weapons in France.

Despite the official line, Chadian journalists—particularly those who work in the printed press—face enormous difficulties trying to obtain information, according to Takadji. No law specifically guarantees journalist access to information or compels sources of official information to make it available. As a result, either out of fear of punishment by their superiors or because they reject the notion of transparency, state officials often claim their duty to protect information, when in truth they simply want to avoid releasing information on certain topics to journalists. Since Ordinance 5 passed in 2008, covering stories related to rebel movements and the like has been strictly forbidden, and the regime releases only information sure not to cause it harm. Such difficulty in accessing information affects journalists in the public sector as well as the private. Madjimtoide added that the public media are not free to do anything and submit to the will of the government.

Chad has no laws restricting the access to journalism as a profession. Under Law 29/PR/94, a professional journalist is anyone whose main, regular, and remunerated occupation is the practice of journalism at a print, radio, or television press outlet; and who derives the bulk of the income required for subsistence from this work. However, under Article 9 of the law, media professional associations and print media owners negotiated and signed a collective agreement in May 2007. The agreement set forth a number of professional standards that must be met for those wishing to practice in the news media.

## OBJECTIVE 2: PROFESSIONAL JOURNALISM

### Chad Objective Score: 2.02

Panelists said that they deplore the lack of professionalism among many media, and described several factors at the root of the deficiencies. They noted the high number of untrained, unpaid workers that are not required to prove any prior qualifications to practice journalism. Lacking in education, journalism training, and relevant experience, these workers make serious mistakes sometimes.

Bias in news reporting is common also. Public media journalists tend to side with the government, and those who work in the private media do not conceal their sympathy for opposition parties or civil society organizations. On the other hand, media outlets show a degree of impartiality in

reporting on social and economic issues. The main problems are with political news, leaving the impression that political parties manipulate media outlets. The tendency to voice opinion instead of sticking to the facts, and the scarcity of professionals willing to comment on the record, contribute to the unprofessional air. Ngarlal Djim said that poor access to news sources affects the quality of reporting; most of the time, media houses fill newspapers with coverage of seminars, training workshops, and the like.

Some panelists working for private publications rejected the “opposition press” label that had been applied to them, and explained that the label stems from the fact that the private press is highly vocal regarding what is wrong in the country. Others said that journalists compromise objectivity by accepting incentives from organizers of events such as press conferences, seminars, and workshops in exchange for favorable coverage.

Given that entering the profession has few restrictions, often journalism in Chad is considered an “in between” job. Anyone with a degree can become a journalist until he or she finds a better-paying position, and as a result, the rules of the profession are trampled underfoot, sometimes leading to superficial, subjective news.

Nearly a decade ago, Chad’s professional media organizations implemented a Code of Ethics and Professional Practice, which is accepted by most journalists. In 2004, media members established ODEMET to ensure that everyone complies with the code, and last year’s panelists noted that ODEMET has been instrumental in upholding professional quality standards. Still, the group is not universally respected; media outlets have challenged some of its decisions, and not all media outlets have joined ODEMET, limiting its

*Alain Mbetissal of ATPDH said that with such low salary levels, some journalists are underfed, and because they do not have enough money to present a professional image, often they are poorly dressed.*

effectiveness. Certain panelists also questioned the capacity and competence of ODEMET’s members.

Self-censorship is pervasive; editors justify self-censorship citing Ordinance 5 (from 2008). According to the U.S. Department of State, “Individuals who publicly criticized the government said they risked reprisals, and the government reportedly attempted to control criticism by intimidating critics and monitoring opposition meetings.”<sup>4</sup>

Self-censorship and a lack of professionalism also prevent some journalists—particularly those working for the public media—from publishing or broadcasting news concerning the military, security services, or even government activities that could be deemed compromising or sensitive. For example, journalists say they are afraid to cover the armed conflicts between Chad and Sudan, which are considered too controversial.

Journalists refrain from covering many other topics and events; they are not free to criticize the handling of public affairs, for example. Also, Chadian media do not cover the whole country because they lack the necessary human and financial resources.

The panelists agreed that journalist salaries are low and contribute to shortcomings in professional standards, including corruption and manipulation. In most cases, salaries in the private media range from CFA 25,000 (\$53) to CFA 75,000 (\$159). Journalists are vulnerable to job instability, prompting them to hop from one media outlet to another and to turn to all kinds of corruption. Private radio stations are sometimes so overstaffed that they have trouble paying anyone. With poor job security at private press outlets, press organs provide opportunities and connections, and journalists on the lookout for grants or other jobs use them as springboards. Currently, journalists in the public sector earn an average salary of CFA 50,000 (\$105), while freelancers earn only the national minimum wage of CFA 30,000 (\$63). In the public media, efforts to grant special status for professional staff have not been successful.

#### JOURNALISM MEETS PROFESSIONAL STANDARDS OF QUALITY.

##### PROFESSIONAL JOURNALISM INDICATORS:

- > Reporting is fair, objective, and well sourced.
- > Journalists follow recognized and accepted ethical standards.
- > Journalists and editors do not practice self-censorship.
- > Journalists cover key events and issues.
- > Pay levels for journalists and other media professionals are sufficiently high to discourage corruption.
- > Entertainment programming does not eclipse news and information programming.
- > Technical facilities and equipment for gathering, producing, and distributing news are modern and efficient.
- > Quality niche reporting and programming exists (investigative, economics/business, local, political).

<sup>4</sup> 2010 Human Rights Report: Chad. U.S. Department of State: April 8, 2011. Available at: <http://www.state.gov/g/drl/rls/hrrpt/2010/af/154338.htm>

*An Association des Editeurs de la Presse Ecrite Tchadienne study on press distribution showed that establishing a press distribution company would be costly, and its viability doubtful.*

Alain Mbetissal of ATPDH said that with such low salary levels, some journalists are underfed, and because they do not have enough money to present a professional image, often they are poorly dressed.

Entertainment programs continue to take precedence over news.

The problem of outdated equipment remains a problem as well across the media sector. Last year's MSI study noted that journalists still use equipment dating back 40 years, leading to inferior sound quality in broadcasting. However, there are indications that the public media enjoy more modern and efficient news gathering equipment, and most radio stations are adopting digital broadcasting, which could ease the challenges. Another hurdle for journalists is the lack of transportation—making it difficult for journalists to cover a range of stories.

Niche reporting is still in need of development. Investigative articles are rare, because it is hard for reporters to access official information—particularly on economic issues—and because journalists are not taught specialized topics such as economics. Most media professionals are generalized journalists with skills gained through on-the-job training.

### OBJECTIVE 3: PLURALITY OF NEWS

**Chad Objective Score: 1.98**

Chad's media landscape is characterized by a degree of plurality and independence, and legislation guarantees pluralism and competition. Still, the press lacks diversity. As Madjimtoide explained, all the newspapers, radio stations, and television channels cover the same stories.

Radio is the most popular source for information, and Chad has at least 15 private radio stations. The national radio station does not extend across the whole country, although regional stations in four provincial cities (Moundou, Sarh, Abéché and Faya) relay national radio news bulletins. Ten community and association radio stations broadcasting on FM provide additional access to news.

On the print media side, newspaper circulation is low, and does not exceed 30,000 copies per week. The Chad Press Agency (which panelists said is a news agency in name only) publishes a daily bulletin, and at least 10 titles appear more or less regularly, including one private daily publication. However, only a minority of intellectuals read newspapers.

As for television, the only public channel extends in just a 10-km (six-mile) radius around the capital. Chad has no private television channels, although foreign channels such as France 24, Africa 24, TV 5, etc. are available through their online formats. However, Internet access remains very poor in the capital, and is almost impossible to access in the rest of the country. Two mobile telephone companies offer Internet access to a certain segment of the population, but in general, Internet access remains insignificant.

François Djekombe, a journalist with Radio FM Liberté, said that the public's access to news sources is unrestricted, and access to Chadian television, foreign satellite television channels, the printed press, and the Internet is all free. Although generally the government does not restrict citizen access to domestic and international media, some panelists pointed to certain exceptions. During some situations, such as political coups or rebel attacks, the signals for certain foreign media outlets—and sometimes even the telephone lines—are blocked or cut to keep people in the dark.

Rural media access remains a major problem. The poor state of roads and communication networks restricts information access for most rural residents. Even in the larger provincial cities, only four or five newspapers circulate. An Association des Editeurs de la Presse Ecrite Tchadienne study on press

### MULTIPLE NEWS SOURCES PROVIDE CITIZENS WITH RELIABLE AND OBJECTIVE NEWS.

#### PLURALITY OF NEWS SOURCES INDICATORS:

- > A plurality of affordable public and private news sources (e.g., print, broadcast, Internet) exists.
- > Citizens' access to domestic or international media is not restricted.
- > State or public media reflect the views of the entire political spectrum, are nonpartisan, and serve the public interest.
- > Independent news agencies gather and distribute news for print and broadcast media.
- > Independent broadcast media produce their own news programs.
- > Transparency of media ownership allows consumers to judge objectivity of news; media ownership is not concentrated in a few conglomerates.
- > A broad spectrum of social interests are reflected and represented in the media, including minority-language information sources.

distribution showed that establishing a press distribution company would be costly, and its viability doubtful.

Even though French is the official language in Chad, and often news is published in French, 80 percent of the population is illiterate. Arabic is the other official language of the country.

The public media do not reflect all the opinions in the political spectrum or serve the public interest. Rather, they serve the state, or perhaps the current regime. Florent Indinta Remadji, a journalist, agreed that the state media are not apolitical. The public media take their instructions from the Ministry of Communication, which also determines the content of public newspapers. According to one panelist, some state media journalists consider themselves essentially public servants, bound to promote the opinion of the government and entailing censorship of contrasting opinions. As a result, the ruling party's point of view dominates the public media distinctly.

The news agencies neither gather nor distribute news as they should, panelists charged.

Ngarlal Djim said that the independent and private media produce their own programs, but they face enormous difficulties in accessing news sources to fuel content. Furthermore, some media outlets follow their owners' ideologies blindly. Those set up by opposition politicians tend to display a harsher stance against the government, creating a sense of mistrust between the government and press outlets.

Last year's MSI panelists reported a lack of transparency surrounding media ownership. Such obscured information makes objective analysis of the news difficult.

The panelists said that Chad's media do reflect a broad spectrum of social issues. The sector includes news sources in the minority languages, but only the national radio station broadcasts in 13 languages. Most private radio stations broadcast in three main languages—French, Arabic, and Sara. One of last year's panelists noted that often languages are determined based on the outlet's allegiance to the ruling party.

#### OBJECTIVE 4: BUSINESS MANAGEMENT

### Chad Objective Score: 1.45

Most private media outlets do not operate as efficient, professional, profit-generating businesses. Furthermore, the financial management of some outlets is not transparent, and management problems are common. Few media

*The state has provided subsidies to the media—a measure praised by some panelists. Those panelists expressed the opinion that the subsidies have not affected private media independence. However, Ngarlal Djim said that the subsidy is very trivial and has not helped the media—particularly private and independent outlets—to cope with their difficulties.*

outlets have trained, designated staff filling accounting and human resources positions. Fidèle Remadji Monodsi of the Association of Journalists for Human Rights commented that some local press managers handle their newspapers' finances themselves, and have trouble paying their journalists. Vata Khan Tchanguiz, editor-in-chief at Brakoss Radio, remarked that Chadian media are poor and poorly managed. With some journalists making less than CFA 30,000 (\$63) a month, he wondered how journalists could resist succumbing to corruption. Mbetissal concluded that the independent media have serious management problems that jeopardize their editorial independence.

Press outlets are considered businesses: they are subject to taxation, and their employees must be registered with the national social security fund. Radio and television license fees are very high, and people cannot afford to pay. Copy sales are low; given the VAT applied to the printed press,

#### INDEPENDENT MEDIA ARE WELL-MANAGED BUSINESSES, ALLOWING EDITORIAL INDEPENDENCE.

##### BUSINESS MANAGEMENT INDICATORS:

- > Media outlets and supporting firms operate as efficient, professional, and profit-generating businesses.
- > Media receive revenue from a multitude of sources.
- > Advertising agencies and related industries support an advertising market.
- > Advertising revenue as a percentage of total revenue is in line with accepted standards at commercial outlets.
- > Independent media do not receive government subsidies.
- > Market research is used to formulate strategic plans, enhance advertising revenue, and tailor products to the needs and interests of audiences.
- > Broadcast ratings and circulation figures are reliably and independently produced.

*Djekombe, however, said that other supporting institutions have not displayed very high profiles in the event of difficulties. He said that when journalists are arrested or press outlets are shut down, some groups show little mobilization.*

few newspapers circulate many copies, and revenue from newspaper sales does not come close to covering expenses. Ngarlal Djim said that the media owe their survival to press releases.

Although many press outlets receive income from various sources, they fall short of the bottom line, and professional organizations have made unsuccessful efforts to find enough sources of indirect support. Some press outlets receive support from abroad (the European Union and the embassies of France and United States, for example) to provide training to improve management and operational methods, but more work remains.

As a result of this economic hardship, of the 50 newspapers founded during the democratization euphoria of the 1990s, only 10 or so survive. The remaining newspapers, and the 15 radio stations currently broadcasting, have trouble managing their human resources. Salaries are low, and staff turnover high.

Advertising keeps most media outlets afloat, even though the advertising sector is underdeveloped and functions without advertising agencies. Since oil production opened up in Chad in 2003, the advertising market has seen clear progress, but still very few companies provide advertising. Earlier MSI studies reported that the dependence on advertising is quite heavy; advertisements represented almost 80 percent of private media revenue in 2008.

Ads also take up more space than allowed under article 34 of Law 29/PR/94, which stipulates that in order to qualify for state aid for the press, a newspaper must devote 65 percent of its column inches to news.

The state has provided subsidies to the media—a measure praised by some panelists. Those panelists expressed the opinion that the subsidies have not affected private media independence. However, Ngarlal Djim said that the subsidy is very trivial and has not helped the media—particularly private and independent outlets—to cope with their difficulties.

The state provides the entirety of public print media funding. Some panelists condemned the government's attempts to throw its weight about in allocating advertising contracts in order to influence media content. But one panelist said that the fault lies with certain well-known figures close to the government that object to opposition voices in some newspapers, and refuse to let them receive advertising.

According to Ngarlal Djim, the media still have no access to market research to guide strategic planning or improve advertising revenue. Audience ratings and circulation figures are rejected as unreliable.

## OBJECTIVE 5: SUPPORTING INSTITUTIONS

### Chad Objective Score: 2.07

Business associations representing media owners and managers remain absent, but Chad does have professional associations for journalists, as noted in last year's report. Their effectiveness varies according to the strength of their leadership, according to panelists. In some cases, when their leaders are called upon to take on other responsibilities, the organizations they leave behind fall dormant.

The panelists expressed different opinions on professional associations and NGOs and their efforts to support press freedom. Ngarlal Djim said that in theory, most NGOs, associations, and supporting institutions work to uphold the professional interests of the independent media. For example, Union des Journalistes Tchadiens (UJT), human rights defense associations, and a few other organizations for media professionals are quick to denounce abuses of power when journalists are arrested or threatened. Remadji Monodji

### SUPPORTING INSTITUTIONS FUNCTION IN THE PROFESSIONAL INTERESTS OF INDEPENDENT MEDIA.

#### SUPPORTING INSTITUTIONS INDICATORS:

- > Trade associations represent the interests of private media owners and provide member services.
- > Professional associations work to protect journalists' rights.
- > NGOs support free speech and independent media.
- > Quality journalism degree programs that provide substantial practical experience exist.
- > Short-term training and in-service training programs allow journalists to upgrade skills or acquire new skills.
- > Sources of newsprint and printing facilities are in private hands, apolitical, and unrestricted.
- > Channels of media distribution (kiosks, transmitters, Internet) are private, apolitical, and unrestricted.

added that along with UJT, Union des Radios Privés Tchadiens (URPT) has a history of getting involved to aid journalists who have been jailed or kidnapped by the authorities.

Djekombe, however, said that other supporting institutions have not displayed very high profiles in the event of difficulties. He said that when journalists are arrested or press outlets are shut down, some groups show little mobilization. Takadji added that the supporting institutions act only in their own interests, not in the interests of journalists or the media. Also, last year's MSI noted that tight finances limit the scope of support.

Still, as noted in last year's report, Chad does have human rights organizations that advocate for the freedom of speech. For example, eight human rights organizations came together to create Radio FM Liberté in N'Djamena. Several domestic and international civil society organizations speak out on behalf of journalists and provide legal support to journalists facing charges.

Journalist training programs and skill upgrades are rare among press outlets. Most journalists have never taken any degree-level journalism courses, as there is no school of journalism in Chad. Only a communications training institution, the Department of Communication at the University of N'Djamena, has trained journalists and business communications agents. Some press outlets keep an eye out for grants that provide training opportunities in Chad as well as abroad. Short-term training opportunities enable journalists to expand their skills, but some of those programs have shortcomings in content.

The panelists recalled that in 2002, the European Union funded "Support for the Professionalization and Restructuring of the Chadian Media," a project piloted by the NGO GRET (Groupe de recherche et d'échanges technologiques) as part of the European Initiative for Democracy. A total of 10 local media members participated in the training initiative of the project. Later on, these trainers established an association called Média Excel'Formation (ME'F), which offers training courses on the printed press and radio. GRET also trained journalists in their field in the run-up to the elections.

Printing houses in Chad either depend on the government or are kept under close surveillance. The Chad Printing House holds a monopoly essentially; as noted in previous MSI studies, the minister of communications is a shareholder. As for alternatives, only *Le Progrès* newspaper has its own printing house, but the government still provides support and keeps it under its thumb. The panelists also reported that some newspapers are censored at the printing house.

Media distribution is still handled informally, although the media community has expressed interest in creating a service.

## List of Panel Participants

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