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DEVELOPMENT OF
COMMUNICATION

PART IV

**NATIONAL PROJECTS SUBMITTED TO THE
IPDC**

ARAB REGION AND EUROPE

IPDC BUREAU
Fifty-fourth meeting



UNESCO HEADQUARTERS, PARIS
24 - 26 FEBRUARY 2010

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MAURITANIA

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	SUPPORT FOR RADIO MAURITANIE'S TRAINING CENTRE
2.	NUMBER	IPDC/54 MAU/01
3.	CATEGORY OF MASS MEDIA	Radio
4.	IPDC PRIORITY AREA	Professional training
5.	SCOPE	National
6.	TYPE OF ASSISTANCE REQUESTED	Equipment, training and strengthening of institutional capacity
7.	TOTAL COST OF PROJECT	US\$ 47,000
8.	AMOUNT REQUESTED FROM IPDC	US\$ 27,100
9.	PROJECT BENEFICIARY	Radio Mauritanie, avenue Gamal Abdel Nasser Nouakchott - Tel.: +222 640 80 20 Fax : +222 5251264 - e-mail : imamedin@yahoo.fr
10.	IMPLEMENTING BODY	UNESCO office in Rabat
11.	PROJECT LOCATION	Radio Mauritanie, Nouakchott
12.	PROJECT PREPARED BY	Med Abdellahi Bazeid, training Director, Radio Mauritanie and Misako Ito, Regional Councillor for Communication and Information, UNESCO office in Rabat
DECISION OF THE BUREAU		

B. PRESENTATION

1. PROJECT JUSTIFICATION:

The Mauritanian media landscape enjoys a degree of media freedom which many countries still cannot claim. Indeed, an order has recently been promulgated abolishing legal deposits, and thereby bringing an end to censorship. The public media has undergone a considerable metamorphosis, giving voice to opposition parties and civil society organisations, and shedding their official character in favour of free and independent information.

However, the fact that there is no journalism school or tuition at the University of Nouakchott, is a serious handicap for media development and the actual exercise of freedom of expression in Mauritania. In Mauritania, practising journalists possess little or no qualifications. They receive their training on the job, and often go on courses, study trips or scholarships abroad, offered by the UNESCO Office or other international cooperation agencies. Most of the journalists at Radio Mauritanie--the only radio station in the country--were recruited at the end of the 60s and will soon be retiring. As such, the non-existence of a training facility represents a real challenge for the future.

It was against this backdrop that Radio Mauritanie decided to set up its own Training Centre. The Centre was established with a view to (i) complementing the courses offered abroad, (ii) offering basic training in journalism and in associated media disciplines (radio production, archive management, the institutional structure of radio, language training, etc.), and (iii) facilitating the transfer of knowledge between senior employees and the younger generation.

Radio Mauritanie is currently seeking resources to reinforce its Training Centre, rendering it operational, with permanent facilities to host and manage in-house courses. With IPDC support, Radio Mauritanie would be able to equip its Training Centre and organize its first three sessions, thereby enabling its senior employees (journalists, producers, engineers, senior technicians and archivists) to acquire the knowledge and skills needed to train the rest of the personnel.

2. DESCRIPTION OF THE TARGET GROUP:

The direct beneficiaries of the project will be the senior employees of Radio Mauritanie, who will transmit their know-how to the radio's personnel:

- 20 journalists and producers from the stations 1 and 2 , and from local radios;
- 20 engineers and senior technicians from stations 1 and 2 ;
- 10 archivists.

3. DEVELOPMENT OBJECTIVE

The project will contribute to improving the quality of the programmes broadcasted on the Mauritanian public-service radio station, which, despite the forthcoming liberalisation of the airwaves, is still the only radio station in the country (although it does operate a network of stations, including Radio Nationale, Station 2 and several FM stations).

4. IMMEDIATE OBJECTIVES:

- Equip Radio Mauritanie's Training Centre with networked computer workstations;

- Train 20 journalists and producers in professional radio techniques (research, writing, radio programme development production and production), professional standards of conduct, radio formats, use of the internet, and presentation techniques (2-week programme of courses) ;
- Train 20 engineers and senior technicians in computer maintenance and digital processing techniques (2-week programme of courses) ;
- Train 10 archivists in archive organisation and management (one-week course).

5. EXPECTED PROJECT OUTPUTS:

- Training Centre staffed and run by qualified personnel, and capable of hosting Radio Mauritanie's in-house training sessions ;
- 20 journalists and producers proficient in radio presentation and production techniques, and the basics of journalism, and capable of using the internet effectively to collect information for use in programmes;
- 20 engineers and senior technicians capable of maintaining the Centre's computer equipment and network, digital editing and mixing, and training Radio Mauritanie personnel in the use of new technologies;
- Correctly preserved archives permitting access to Mauritania's radiophonic history.

6. ACTIVITIES:

- Setting up of a project steering unit;
- Purchase of equipment and material for the Training Centre;
- Preparation of a course schedule for the three training sessions;
- Definition of content of the training sessions;
- Identification and recruitment of trainers for each session;
- Organisation of three two-week training sessions for the Radio Mauritanie journalists, engineers, and archivists;
- Evaluation of training sessions;
- Setting up of an in-house system of ongoing training;
- Preparation of the final activity report.

7. PROJECT INPUTS:

- Computer equipment:
 - 7 workstations;
 - 2 network printers, including one colour;
 - 7 UPSs for the workstations;
 - 2 scanners.
- Five trainers:
 - A lecturer in journalism capable of training the Radio Mauritanie journalists and producers for one week in journalism basics, standards of professional conduct, and research, writing and programme development and production techniques ;
 - A lecturer in journalism with specialist knowledge in radio presentation, capable of training Radio Mauritanie journalists and producers for one week in radio production and presentation techniques, and the use of the Internet;

- A trainer capable of training Radio Mauritanie engineers and senior technicians for one week in digital editing and mixing techniques ;
 - An engineer capable of training Radio Mauritanie engineers and senior technicians for one week in computer equipment and network maintenance. ;
 - A specialist in the management of sound archives to prepare the reorganisation and management of Radio Mauritanie audio document collections.
- Assistance and advice in the field of training:
- One consultant to provide the Radio Mauritanie Training Department with temporary support and assistance in elaborating the training programmes and setting up the in-house system of ongoing training.

8. WORK PLAN:

ACTIVITIES / MONTH	1	2	3	4	5	6	7	8
Setting up of a project steering unit								
Purchase of equipment and material for the Centre								
Preparation of a course schedule								
Definition of the training programme								
Hiring of trainers								
Training of journalists and producers								
Training of engineers and technicians								
Training of archivists								
Evaluation of training								
Setting up of an in-house system of ongoing training								
Activity reports								

9. INSTITUTIONAL FRAMEWORK:

The project will be implemented by Radio Mauritanie, the Mauritanian public radio service. It is the only radio broadcasting in the country, despite the forthcoming liberalisation of the airwaves. More specifically, the project will be implemented by the General Management of Radio Mauritanie, which will be assisted by the Training Department and the Documentation Department, for the training component of the project, and by the Technical and IT Department, for the equipment component of the project.

10. SUSTAINABILITY

The long-term viability of the project will be assured by Radio Mauritanie's institutional framework, which is able to provide the personnel required to manage and reinforce its Training Centre. With the equipment and teaching material provided in the framework of this project, Radio Mauritanie will be able to organize training sessions with its own resources. It will regularly maintain the provided equipment. Some 50 senior employees (journalists, engineers, senior technicians and archivists) will benefit from the training. They will be sufficiently qualified to provide training for the rest of the personnel. The temporary support and assistance that the consultant will provide the Training Department will contribute to the setting up of an in-house system of ongoing training for Radio Mauritanie personnel.

11. FRAMEWORK OF MONITORING:

The project will be monitored by the project steering unit, which will submit regular reports to Radio Mauritanie's General Management, and to the IPDC by way of the Communication and Information Officer at the UNESCO Office in Rabat.

12. EVALUATION:

As part of Radio Mauritanie's Training Action Plan, an internal evaluation was conducted to assess the radio's training needs.

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING:

Mr A. Bazeid, Radio Mauritanie's Training Director, will produce, for the attention of the UNESCO Office in Rabat, a project activity report as well as a final report mentioning the achievements and/or the difficulties encountered during the implementation of the project.

C. ADDITIONAL INFORMATION

Assistance provided by the IPDC in the past

PDC/3MAU/26 350-MAU-31 350-MAU-51	36,000 60,000	Mauritania Training of communication personnel	1982 - 1987
PDC/7MAU/01 350-MAU-71	70,000	Development of the media	1986 - 1989
PDC/10MAU/01 352-MAU-01	140,000	Extension and developing of professional training	1989 - 1993
PDC/11MAU/01 352-MAU-11	100,000	Establishment of a broadcasting centre for the Mauritanian Press Agency (AMP)	1990 - 1993
PDC/13MAU/01 352-MAU-31	58,000	Improving the FM coverage of the capital	1993 - 1995
PDC/14MAU/01 352-MAU-41	95,000	Radio coverage for four ancient cities	1994 - 1997
PDC/16MAU/01 352-MAU-61	93,000	Strengthening of audiovisual reporting	1996 - 1998
PDC/20MAU/01 FIT-Denmark	25,000	Strengthening of the production capacity of the radio station "FM Femmes"	2000 - 2002
PDC/21 MAU/02 353MAU5011	35,000	Mobile rural radio production and broadcasting unit	2003-2004
PDC/23 MAU/01 354 MAU 5031	25,000	Strengthening the operating capacity of l'Agence Mauritanienne d'Information (AMI)	2004-2005
PDC/48 MAU/01 354 MAU 5041	16,000	Start up of two rural radio stations in two historical cities of Mauritania: Tichitt and Oualata	2005 - 2006
PDC/51 MAU/01 JFIT	34200	MAURITANIA: TRAINING FOR THE DIGITIZATION OF RADIO MAURITANIE'S AUDIO ARCHIVES	2007-2008
PDC/52 MAU/01 354 MAU 5071	11,000	MAURITANIA: TRAINING FOR FEMALE JOURNALISTS	2008-2009
Total Mauritania: US\$ 798,200			

Preliminary activities

In the framework of its Training Action Plan, Radio Mauritanie has drawn up a list of its training needs.

Beneficiary body's contribution during the term of the project

Radio Mauritanie will prepare its Training Centre to accommodate the training, organize the logistics for the training sessions and conduct project-coordination activities.

Aid requested from sources other than the IPDC

Radio Mauritanie has sought aid from other organisations for training abroad, the financing for study trips, and scholarships to complement its own training programme.

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)			
<i>Equipment</i>	Qty	Unit price	Total
Workstations: Pentium 4, 40 GB HDD, 512 MB RAM, floppy disk drive, 10/100/1000 Ethernet adapter, 17" monitor, Arabic/French keyboard, Windows Pro OS:	7	900	6,300
Laser printers: monochrome, A4, 32 MB memory or more, PCL 5e / PCL 6 / Postscript – 2 trays, parallel / USB Ethernet ports, 220 V:	2	1,600	3,200
UPSs (600 VA; autonomy 10 min. or more, permanent recharge, protection system):	7	100	700
Scanners:	2	200	400
Office equipment:	8	1,000	8,000
Cabling, transport and installation of equipment:			2,000
<i>Training</i>			
Trainer in journalism (preparation + course):	10 days	100	1,000
trainer in radio production (preparation + course):	10 days	100	1,000
Trainer in digital editing/mixing (preparation + course):	10 days	100	1,000
Trainer in computer maintenance (preparation + course):	10 days	100	1,000
Trainer in sound archives (preparation + course):	10 days	100	1,000
Consultant assistance for the Training Department:	10 days	150	1,500
<u>TOTAL:</u>			<u>27,100</u>

BREAKDOWN OF BENEFICIARY'S CONTRIBUTION
(in US dollars)

Upgrade of Training Centre premises:	10,000
Logistics for the 3 sessions (@ 1,000 / session) :	3,000
Personnel (3 agents × 8 months):	4,800
Coordinator (8 months):	1,600
Local transport and communications:	500
<u>TOTAL:</u>	<u>19,900</u>

MOROCCO

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	STRENGTHENING TEACHING CAPACITY AT ISIC
2.	NUMBER	IPDC/54 MOR/01
3.	CATEGORY OF MASS MEDIA	Online radio
4.	IPDC PRIORITY AREA	Professional training
5.	SCOPE	National
6.	TYPE OF ASSISTANCE REQUESTED	Equipment; training assistance
7.	TOTAL COST OF PROJECT	US\$ 25,800
8.	AMOUNT REQUESTED FROM IPDC	US\$ 21,400
9.	PROJECT BENEFICIARY	Institut Supérieur de l'Information et de la Communication Av. Allal El Fassi, Madinat Al Irfane Rabat Institut, B.P. 6205. Tel.: 05 37 77 33 40/ 55 - Fax :05 37 77 27 89 Mr Abderrahim Sami, Director of Studies
10.	IMPLEMENTING BODY	UNESCO Regional Office in Rabat
11.	PROJECT LOCATION	Institut Supérieur de l'Information et de la Communication
12.	PROJECT PREPARED BY	Mr Abdellatif Benomar, CREISO Coordinator
DECISION OF THE BUREAU		

B. PRESENTATION

1. PROJECT JUSTIFICATION:

As the leading journalism training institute in Morocco, ISIC has made a significant contribution to media development in the country. Since its inception in 1977, it has trained some 1200 graduates now working in various sectors of the media.

Today, ISIC needs to improve and expand its course offering to meet the new challenges in an evolving media sector. The online press is a sector which is experiencing rapid growth: electronic newspapers are published online, and practically all national newspapers and magazines publish their front-page news on their internet sites.

The audiovisual sector, too, has undergone a considerable transformation since the abolition of the state monopoly in radio and television broadcasting. Currently, the Moroccan audiovisual sector comprises both public and private operators. In the first group are the two national companies, i.e., the SNRT and the Soread 2M, which together number more than 10 television channels and 6 radio stations, broadcasting using various technologies—analogue or digital terrestrial in some cases, and satellite in others. The private sector comprises one television channel, *Medil Sat*, and 12 radio stations, operating out of different locations throughout the country. On February 23, 2009, the *Conseil Supérieur de la Communication Audiovisuelle* (CSCA, Higher Council for Audiovisual Communication) granted four, new radio licences authorising multiregional coverage.

Online radio, on the other hand, has developed at a much slower pace than the other Moroccan media outlets. Except for the private radio stations which broadcast on the net, no other online radios have been created, despite the liberalisation of the audiovisual sector. Nonetheless, given the pace at which Moroccan media is developing, there is no doubt that online radios will soon begin to appear on the Web.

ISIC therefore needs to prepare itself to be able to respond to the needs of this new media outlet--online radio—by developing training programmes which take account of professional and technological requirements in this field. In this framework, ISIC intends to organize two training workshops for the lecturers and technicians in the Audiovisual Department of ISIC: one on online journalism techniques, and the second on the creation and development of an online radio station.

This project finds its justification in the following observations:

- The ISIC intends to reinforce its position as the country's leading establishment for media and communication training. This is a challenge that it is fully capable of meeting, thanks to: its experience; its human resources; the adoption in the near future of the LMD system, which will necessitate a complete review of its curriculum; its status as a member of potential centres of excellence in journalism training in Africa; and its national and international partners (SNRT, 2M, Medi1 Sat, DW UNESCO, FAES, World Press Photo, Ecole de Lille etc.).
- Improving the quality of teaching at ISIC requires upgrading the knowledge and skills of the various players in the training process.
- The growing demand for highly qualified journalists and managers, driven by the opening up of the media landscape to private enterprise.

2. **DESCRIPTION OF THE TARGET GROUP:**

The lecturers and technicians in the Audiovisual Department at ISIC.

3. **DEVELOPMENT OBJECTIVE**

Online radio: By implementing this project, ISIC will be able to provide students and radio professionals with a high-quality course in online radio. Ultimately, it will enable ISIC to contribute to the development of online radio and to meet the needs of that sector in terms of highly qualified human resources.

4. **IMMEDIATE OBJECTIVES:**

- Incorporate online radio in the training programme developed for audiovisual students;
- Six lecturers in the ISIC Audiovisual Department will upgrade their knowledge and skills in online radio;
- Six technicians will acquire the necessary knowledge and skills to assist the lecturers with their training, and the students with their practical work.

5. **EXPECTED PROJECT OUTPUTS:**

- The lecturers who receive this training will be proficient in the techniques used in online radio (production of programmes, use of broadcasting tools).
- The students in the Audiovisual” section will receive full training in the techniques used in online radio.

6. **ACTIVITIES:**

Two, 5-day training workshops on online radio techniques. The first workshop will be attended by the lecturers in the Audiovisual Department, and the second by the technicians.

7. **PROJECT INPUTS:**

- Two experienced Canadian trainers, qualified to deliver a full course in online radio techniques;
- Two technicians to set up and take down the equipment, and to provide technical assistance during the training;
- Required equipment:
 - 5 field recorders with external microphones;
 - 3 studio microphones
 - Multi-format audio CD player.

9. **WORK PLAN:**

ACTIVITIES / MONTH	1	2	3	4	5
Selection and recruitment of trainers					
Acquisition and installation of equipment					
Notification of participants					
Organisation of two workshops on online radio					
Submission of activity reports					

9. INSTITUTIONAL FRAMEWORK:

The *Institut Supérieur de l'Information et de la Communication* (ISIC, Higher Institute of Information and Communication) is the oldest and only public higher-education establishment in this field. It was founded in April 1969 as the *Centre de Formation des Journalistes* (CFJ, Journalist Training Centre), and in September 1977, officially became the *Institut Supérieur de Journalisme*, a public, higher-education establishment specialising in journalism training.

In 1989, the ISJ began offering a higher cycle of studies open to holders of a *Licence (3-year)* degree, replacing the normal cycle open to secondary-school leavers. In October 1996, the *Institut Supérieur de l'Information et de la Communication* (ISIC) was established, and the normal, 4-year cycle of studies was introduced.

According to the decree establishing the creation of ISIC, the mission of the latter is to train executive-level specialists in information and communication. It can also provide refresher training in the form of conferences, seminars or refresher courses.

ISIC is run under the supervisory authority of the Ministry of Communication and is administered by a Director. Its main source of financing are the credits provided for in the state budget

Since its creation ISIC has been the Moroccan media's main supplier of highly qualified professionals, thanks to its teaching staff, its human resources and its training programmes, which respond to the needs of the market. In parallel, ISIC has always closely monitored the media sector and worked in favour of its development through ongoing training. Thus, each year, it organises a number of training sessions, courses and workshops for practising professionals.

10. SUSTAINABILITY

Thanks to the two workshops, ISIC's training capacity will be strengthened, and online radio will be incorporated into the training programmes developed for students in the Audiovisual section.

11. FRAMEWORK OF MONITORING:

The implementation of the project will be monitored by Mr Abderrahim Sami, Director of Studies at ISIC.

12. EVALUATION:

In 2008, ISIC's Studies Department carried out an assessment of its teaching staff's and employees' training needs; it also drew upon the results of a recent study involving 277 Moroccan journalists. On the basis of its findings, it has been able to develop training programmes that are consistent with its needs.

The first workshop to be held in the framework of these new programmes was a workshop on "*Copy editing*". Held in January 2009, and organised in partnership with the UNESCO Office in Rabat and the World Association of Newspapers (WAN), the workshop was attended by ISIC students (in the print media section) and by professional Moroccan journalists working in the Arabic print media.

ISIC intend to pursue this training programme through the project being proposed, by organising two training workshops on online radio for its teaching staff and technicians.

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING:

Reports will be produced and submitted by Mr Abdellatif Benomar, CREISO Coordinator, ISIC.

C. ADDITIONAL INFORMATION

Assistance provided by the IPDC in the past

PDC/6MOR/01 350-MOR-61 352-MOR-11 520-MOR-61 (FIT-France)	50,000 55,000 80,000	Morocco Reorganization of the Maghreb Arab Press (computerization micro-filing of documents)	1985 - 1995
PDC/9MOR/01 350-MOR-91 520-MOR-62 (FIT-France)	60,000 98,347	Higher Institute of Journalism	1988 - 1991
PDC/15MOR/01 352-MOR-51 520-MOR-63 (FIT-France)	70,000 118,000	Data bank for the Maghreb Arab Press Agency	1995 - 2005
PDC/19MOR/01 352-MOR-91	26,000	Computerization of the news room of the Higher Institute of Information and Communication	1999 - 2001
PDC/52MOR/01 352-MOR-5071	19,800	MOROCCO: FORMATION OF AN INTER-PROFESSIONAL SYNDICATE OF INDEPENDENT RADIO AND TELEVISION BROADCASTERS	2008-2009
Total Morocco: US\$ 280,800+ US\$ 294,000			

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)

	Qty	Unit price	Total
Technical staff (2 persons):	10 days	75	1,500
Supplies and copies (flat rate):			300
International trainer for audiovisual lecturers:	10 days	250	2,500
International trainer for audiovisual technicians:	10 days	250	2,500
Air fare Montreal-Casablanca return for 2 trainers:	2	990	1,980
Accommodation for 2 trainers:	14 days	66	1,960
Per-diem allowance for 2 trainers:	14 days	50	1,400
Field recorders with external microphones:	5	752	3,760
Studio microphones:	3	1,200	3,600
Multi-format audio CD player:	1	1,900	1,900
TOTAL:			<u>21,400</u>

BREAKDOWN OF BENEFICIARY'S CONTRIBUTION
(in US dollars)

	Qty	Unit price	Total
Coffee breaks for 17 people:	10 days	8	1,360
Catering for 17 people:	10 days	18	3,040
<u>TOTAL:</u>			4,400

PALESTINE

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	MEDIA PRODUCTION FOR COMMUNITY DEVELOPMENT IN THE GAZA STRIP
2.	NUMBER	IPDC/54 PAL/01
3.	CATEGORY OF MASS MEDIA	Television broadcasting
4.	IPDC PRIORITY AREA	Development of human resources Promotion of freedom of expression
5.	SCOPE (NATIONAL, REGIONAL, INTERREGIONAL)	National
6.	TYPE OF ASSISTANCE REQUESTED	Training and equipment
7.	TOTAL COST OF PROJECT	US\$ 28 600
8.	AMOUNT REQUESTED FROM IPDC	US\$ 24 000
9.	BENEFICIARY BODY	Media Development Centre, Birzeit University (BZUMDC) Gaza Office
10.	IMPLEMENTING OFFICE	Media Development Centre, Birzeit University
11.	PROJECT LOCATION	Gaza, Occupied Palestinian Territory (OPT)
12.	PROJECT PREPARED BY	Media Development Centre, Birzeit University
DECISION OF THE BUREAU		

B. PRESENTATION

1. PROJECT JUSTIFICATION

After the 2007 events and Hamas take over, the security and political situation in the Gaza Strip have remained extremely volatile and have had serious consequences on the human rights situation. The restrictions on media freedom and freedom of expression have forced most of the well-known journalists to leave Gaza, especially after threats and intimidations, closure of several media organisations, attacks and arrest of local media professionals. However, many journalists, bloggers and film-makers are committed to continue their work even under such difficult conditions, and proved to be the sole providers of information during the Gaza conflict in January 2009, when international journalist were banned to enter Gaza and report from there. Citizen journalism and blogging proved to be an efficient way of disseminating information from Gaza to the outside world when people sent and uploaded information, photos and video reports with their mobile phones and simple digital cameras through the Internet.

In 2007-2008, the Birzeit University Media Development Centre BZUMDC has conducted 8 workshops in Gaza. One of the courses was a documentary workshop where young people produced several films. Two of these films were screened at international film festivals and won several awards.

In 2007, during the Hamas take over in Gaza, the equipment in the BZUMDC Office was stolen, after what the equipment for the courses had to be rented. Therefore, BZUMDC proposes a project that provides media professionals and citizen journalists with skills in video / documentary production, and equipment to produce stories related to social issues, community development and everyday life in Gaza. There is a need to make more documentary films about life and situation in Gaza, to encourage the journalists to write stories in order to inform the public and present their films to international audiences.

2. DESCRIPTION OF THE TARGET GROUP

The workshop is targeted for 20 mid-career media professional, film-makers, bloggers and citizen journalists in Gaza.

3. DEVELOPMENT OBJECTIVE

Empowering and developing professional skills of journalists, film-makers and citizen journalists in video and documentary production to promote community development, social change and freedom of expression in Gaza.

4. IMMEDIATE OBJECTIVES

The main goal is to raise the level of skills for journalists and media professional in the course of a workshop. This will include filming, writing and editing a video story. The Centre will also substitute for the lack of media centres where equipment is available to be checked out and provide the participants with skills in filming, editing, news stories and documentary making.

5. PROJECT OUTPUTS

Twenty media professionals, film-makers and citizen journalists will be trained in video production and making short documentaries and films that promote community development and social change. 20 short

stories will be produced, broadcast and disseminated through the Internet. A video production unit will be established in BZUMDC's office in Gaza to facilitate future training courses and media productions.

6. ACTIVITIES

- To organise a 2-week training workshop on video and documentary production for 20 trainees;
- To produce 20 short films that will be broadcast and uploaded in the Internet;
- To establish a media production unit in the BZUMDC's Office in Gaza.

7. PROJECT INPUTS

- International trainer's fees;
- Travel and accommodation costs;
- Renting of training facility;
- Purchase of video production equipment;
- Visa and travel permits to Gaza;
- Training materials.

8. WORK PLAN

ACTIVITIES / MONTHS	1	2	3	4	5	6	7	8
Selection and contracting of trainer								
Procurement and installation of equipment								
Selection of trainees for the workshop								
2-week workshop								
Production of 20 short films								
Evaluation and broadcasting								

9. INSTITUTIONAL FRAMEWORK

The Birzeit University Media Development Centre (BZUMC) was established in 1996 to provide mid-career training for Palestinian journalists and media professionals in the West Bank. While focusing on mid-career journalism in print media, radio and television and film-making with an aim to encourage the development of independent media and improve technical skills in audiovisual production and use of computer technology, the BZUMDC's objective is to offer workshops, seminars and professional diplomas for individuals working in the field.

The evaluation of the Media Development Centre conducted in 2005 by the Swedish international development Agency (SIDA) found out that training and services offered by the BZUMDC are relevant, efficient, cost-effective, and have strengthened local ownership to ideas and activities with respect to both the establishment of a Media Institute itself and the creation of quality journalism training programmes. More than 20 training courses have been organised per year by each one, and more than 1500 journalists and media professionals have been trained.

The BZUMDC has a fully equipped television studio with 8 cameras, 5 digital editing units and 4 fully equipped radio studios. It also has press unit facilities, but not yet a complete training unit in Gaza.

10. SUSTAINABILITY

The BZUMDC has a good institutional capacity as a centre of one of the leading universities in OPTs, and there is a long-term commitment for the BZUMDC Gaza Office to organize several training workshops in Gaza during the next 5 years. The workshop will give the participants proper skills in video production. After the completion of the project, the equipment will be used for more training courses and productions.

11. FRAMEWORK OF MONITORING

Ongoing monitoring of training activities will be carried out by BZUMC in close cooperation with UNESCO.

12. EVALUATIONS CARRIED OUT

Mid-term evaluation after training will be made to provide guidance for the media production. Final productions and programmes will be evaluated and feedback given to trainees as part of screenings and group discussions.

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING

The BZUMDC will submit regular programme reports, final and financial report and consult regularly with UNESCO.

C. ADDITIONAL INFORMATION

Assistance provided by the IPDC in the past

PDC/17PAL/01 352-PAL-71 548 RAB 60 (FIT- Luxembourg)	70,000 54,000	Palestine Training in production for Palestinian television	1997 - 2005
PDC/19PAL/01 520-RAB-60 (FIT-France) 548-PAL-5060 FIT Luxembourg	63,000 62,000	Multipurpose, multimedia centre for the PBC	2003 -2005
PDC/20PAL/01 353-PAL-01	30,000	Promoting a culture of peace through community radio	2000 - 2005
PDC/48 PAL/03 354-PAL-5041	26,000	Empowering the media sector in Hebron	2005 - 2006
PDC/48 PAL/01 354-PAL-5043	27,000	Literary audio library for radio, education and the blind persons	2005 - 2006
PDC/48 PAL/02 354-PAL-5042	33,000	Studio for children's programmes at the Palestinian Broadcasting Corporation (PBC)	2005-2006
PDC/49 PAL/02 354-PAL-5051	20,000	GIVING WOMEN A VOICE	2006-2007
PDC/51 PAL/01 354-PAL-5061	30,000	PALESTINE: PBC VOICE OF PALESTINE DIGITAL AND WEB RADIO	2007-2008
PDC/52 PAL/01 354-PAL-5071	22,000	PALESTINIAN TERRITORIES :“WOMEN TAKING THE LEAD”: ADVANCEMENT OF MID-CAREER WOMEN MEDIA PROFESSIONALS	2008-2009
PDC/52 PAL/01 354-PAL-5071	29,000	PALESTINIAN TERRITORIES: PALESTINIAN JOURNALISTS'	2008-2009

		ELECTRONIC PLATFORM	
PDC/53 PAL/01 354-PAL-5081	25,000	CONNECTING PALESTINIAN YOUTH IN NABLUS AND HEBRON BY IPYL AND MCRC	2009-2010
PDC/53 PAL/01 354-PAL-5082	26,000	SAFETY TRAINING COURSE FOR MEDIA PROFESSIONALS IN GAZA BY MAAN NETWORK-	2009-2010
Total Palestine: US\$ 307,000+ US\$ 179,000 (Funds-in-trust)			

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)

<i>Training workshop</i>	Qty	Unit price	Total
Part-time coordinator's fees:			1 600
International trainer:	60 hours	50	3 000
Rent of workshop space in Gaza City:	14 days	50	700
Accommodation for trainer:	14 days	100	1 400
Air ticket:			600
Transportation, communications and administrative support:			1 000
<i>Media unit equipment</i>			
HD video camera:	1	4 500	4 500
HD player:	1	4 000	4 000
Editing computers (IMAC):	2	2 500	5 000
External hard disks:	3	300	900
Microphone boom:	1	600	600
Microphones (studio and field work):	2	350	700
<u>TOTAL:</u>			<u>24 000</u>

BREAKDOWN OF THE BENEFICIARY'S CONTRIBUTION (in US dollars)

Project coordination and supervision:	1 500
Gaza Office utilities:	1 600
Administrative expenses:	1 500
<u>TOTAL:</u>	
	<u>4 600</u>

PALESTINE

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	DEVELOPING HUMANITARIAN NEWS REPORTING IN THE PALESTINIAN NEWS AGENCY Wafa
2.	NUMBER	IPDC/54 PAL/02
3.	CATEGORY OF MASS MEDIA	News Agency
4.	IPDC PRIORITY AREA	Capacity building
5.	SCOPE (NATIONAL, REGIONAL, INTERREGIONAL)	National
6.	TYPE OF ASSISTANCE REQUESTED	Training
7.	TOTAL COST OF PROJECT	US\$ 31 800
8.	AMOUNT REQUESTED FROM IPDC	US\$ 25 000
9.	BENEFICIARY BODY	Palestinian News Agency Wafa
10.	IMPLEMENTING OFFICE	Palestinian News Agency Wafa
11.	PROJECT LOCATION	Occupied Palestinian Territory (OPT)
12.	PROJECT PREPARED BY	News Agency Wafa, advised by the UNESCO Ramallah Office
DECISION OF THE BUREAU		

B. PRESENTATION

1. PROJECT JUSTIFICATION

Access to accurate and relevant information on the humanitarian situation calls for an international humanitarian and development assistance in a changing political environment, since security is a vital need of the people in the Occupied Palestinian Territory (OPT). Many international organisations, including the United Nations, have established effective communication and public information channels, while the local media outlets are less capable of producing news and information on humanitarian and development issues. The recognition of the crucial role of the humanitarian media is growing in the PCPD countries in strengthening the effective delivery of aid and development assistance both in terms of humanitarian emergencies and as element of long-term economic development.

Newly graduated Palestinian journalist students and mid-career media professionals generally lack specialised information and knowledge that would enable them to cover the news and feature stories on complex humanitarian and development issues, urgent humanitarian crises and responses, contacts and networks with international development partners and organisations, and the use of local and international news sources. Local media are often dependent on the press releases and conferences rather than actively seeking and disseminating humanitarian information on important development issues, and reporting on the actions and strategies of the Palestinian Authority, such as the “Reform and Development Plan” or “International Community in the OPTs”.

The Wafa Palestinian news Agency seeks to fill this gap by establishing a humanitarian news and information desk and building the capacities of 10 reporters and freelancers in the West Bank and Gaza to produce news and reporting on humanitarian and development issues. Wafa’s services are available to all Palestinian media outlets free of charge; therefore, the news Agency is in a good position to offer local media news and information, to provide a platform for international humanitarian and development organisations to communicate with the stakeholders and beneficiaries, and disseminate information on humanitarian aid and international development assistance.

2. DESCRIPTION OF THE TARGET GROUP

- 10 Wafa reporters and freelancers in the West Bank and Gaza;
- Humanitarian news desk Sub-editor;
- Palestinian media: 3 daily newspapers, 35 local television stations, 44 local radio stations and 2 other news agencies using Wafa’s daily news and information services;
- International humanitarian / development agencies and organisations, and the Palestinian civil society.

3. DEVELOPMENT OBJECTIVE

- To establish a humanitarian news desk in Wafa to provide information on humanitarian and development assistance in the OPT for local media;
- To strengthen communication for development and information on humanitarian and development assistance between United Nations international partners, the local stakeholders and the people

4. **IMMEDIATE OBJECTIVES**

- To develop a specialised knowledge and skills of local journalists to cover humanitarian and development news;
- To increase accurate and relevant information and knowledge on humanitarian and development issues.

5. **PROJECT OUTPUTS**

- 10 journalists in Wafa trained in humanitarian news reporting;
- Publication of 30 news articles and features covering humanitarian and development issues;
- 30 radio productions (3-4 minutes each) produced on humanitarian and development issues;
- 30 in-depth interviews conducted with the key humanitarian and development partners in OPT;
- A humanitarian news desk established in Wafa’s news service and a post of humanitarian news Sub-editor created.

6. **ACTIVITIES**

- Selecting and recruiting an international trainer for a one month in-house training session on humanitarian news reporting and assisting in developing a news desk and editorial policy on humanitarian and development news coverage in Wafa;
- Establishing and organising the work of Wafa’s humanitarian news desk;
- 3-day in-house workshop for 10 Wafa reporters and freelancers on the role of humanitarian media, news sources, relationships with international humanitarian and development organisations in the OPT;
- One month on-the-job training and mentoring in planning and preparing news items, reports and interviews on humanitarian and development issues in the Wafa news Agency;
- 3-month follow-up on the work of the news desk.

7. **PROJECT INPUTS**

- International trainer for the workshop and on-the-job training;
- Training venue for the workshops and meetings;
- Participants’ subsistence and transportation expenses;
- Training materials;
- 10 audio recorders and 10 digital cameras.

8. **WORK PLAN**

ACTIVITIES / MONTHS	1	2	3	4	5	6	7	8
Planning and establishing the humanitarian news desk in Wafa								
Recruiting international trainer and preparing training plan								
In-house workshop on humanitarian media								
On-the-job training and mentoring on humanitarian media								
Follow-up on the production of humanitarian news items, reports and interviews for news agency’s website, radio and photo reporting								

9. INSTITUTIONAL FRAMEWORK

The Palestine News and Information Agency Wafa was established by the Palestinian Liberation Organisation (PLO) in 1972. Since then, it has focused on reporting official news and information of the Palestinian National Authority (PNA), various national news and events and providing information service to Palestinians in OPTs and abroad. Recently, Wafa's legal status was revised toward a more independent role in providing news and information services as a national News Agency.

10. SUSTAINABILITY

Wafa has a good institutional capacity and sustainability.

11. FRAMEWORK OF MONITORING

During the project, an ongoing monitoring will be carried on the progress of the trainees and feedback from the participants and trainer. Wafa and the international trainer will closely coordinate the project's activities, in cooperation with the UNESCO Ramallah Office.

12. EVALUATIONS CARRIED OUT

Individual evaluations will be carried out on the performance of the trainees. The work of the humanitarian news desk will be reviewed daily and evaluated after 3 months of operation.

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING

Wafa will closely plan and coordinate the activities, in cooperation with the UNESCO Ramallah Office, and submit regular progress reports and the final implementation report to the IPDC.

C. ADDITIONAL INFORMATION

Assistance provided by the IPDC in the past

PDC/17PAL/01 352-PAL-71 548 RAB 60 (FIT- Luxembourg)	70,000 54,000	Palestine Training in production for Palestinian television	1997 - 2005
PDC/19PAL/01 520-RAB-60 (FIT-France) 548-PAL-5060 FIT Luxembourg	63,000 62,000	Multipurpose, multimedia centre for the PBC	2003 - 2005
PDC/20PAL/01 353-PAL-01	30,000	Promoting a culture of peace through community radio	2000 - 2005
PDC/48 PAL/03 354-PAL-5041	26,000	Empowering the media sector in Hebron	2005 - 2006
PDC/48 PAL/01 354-PAL-5043	27,000	Literary audio library for radio, education and the blind persons	2005 - 2006
PDC/48 PAL/02 354-PAL-5042	33,000	Studio for children's programmes at the Palestinian Broadcasting Corporation (PBC)	2005-2006

PDC/49 PAL/02 354-PAL-5051	20,000	GIVING WOMEN A VOICE	2006-2007
PDC/51 PAL/01 354-PAL-5061	30,000	PALESTINE: PBC VOICE OF PALESTINE DIGITAL AND WEB RADIO	2007-2008
PDC/52 PAL/01 354-PAL-5071	22,000	PALESTINIAN TERRITORIES :“WOMEN TAKING THE LEAD”: ADVANCEMENT OF MID-CAREER WOMEN MEDIA PROFESSIONALS	2008-2009
PDC/52 PAL/01 354-PAL-5071	29,000	PALESTINIAN TERRITORIES: PALESTINIAN JOURNALISTS' ELECTRONIC PLATFORM	2008-2009
PDC/53 PAL/01 354-PAL-5081	25,000	CONNECTING PALESTINIAN YOUTH IN NABLUS AND HEBRON BY IPYL AND MCRC	2009-2010
PDC/53 PAL/01 354-PAL-5082	26,000	SAFETY TRAINING COURSE FOR MEDIA PROFESSIONALS IN GAZA BY MAAN NETWORK-	2009-2010
Total Palestine: US\$ 307,000+ US\$ 179,000 (Funds-in-trust)			

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)

International trainer fee for one month:	6 000
Travel and accommodation for the international trainer:	3 500
Humanitarian news desk Sub-editor's fee (6 months × US \$ 800):	4 800
10 digital cameras for field reporters:	4 000
10 audio recorders for field reporters:	5 000
Administrative expenses (communications, reporting, local transport):	1 700
<u>TOTAL:</u>	<u>25 000</u>

BREAKDOWN OF THE BENEFICIARY'S CONTRIBUTION (in US dollars)

Training venue:	1 000
Humanitarian news desk Sub-editor's fee (6 months × US \$ 800):	4 800
Developing and building a humanitarian news section in Wafa's news site:	1 000
<u>TOTAL:</u>	<u>6 800</u>

EUROPE

AZERBAIJAN

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	TRAINING OF BROADCAST JOURNALISTS TO STRENGTHEN QUALITY COVERAGE OF CLIMATE CHANGE RELATED ISSUES
2.	NUMBER	IPDC/54 AZN/01
3.	CATEGORY OF MASS MEDIA	Broadcast media
4.	IPDC PRIORITY AREA	Professional training
5.	SCOPE (NATIONAL, REGIONAL, INTERREGIONAL)	National
6.	TYPE OF ASSISTANCE REQUESTED	Financial
7.	TOTAL COST OF PROJECT	US\$ 23 000
8.	AMOUNT REQUESTED FROM IPDC	US\$ 18 000
9.	BENEFICIARY BODY	Journalists; the civil society
10.	IMPLEMENTING OFFICE	The Press Council of Azerbaijan 60, Ibrahimpasha Dadashev, Az 1006 - Baku Contact persons: Aflatun Amashov, Press Council Chairman Umud Rahimoglu, Press Council Deputy Chairman - Phone: +994502227226
11.	PROJECT LOCATION	Baku
12.	PROJECT PREPARED BY	The Press Council of Azerbaijan State Support Fund for Mass Media Developmt. 11 – 11/12 AZ 1131 Seykh Shamil str. Baku Phone: +994 12 4922131 Azerbaijan National Committee “ <i>Man and Biosphere</i> ” (MaB) - UNESCO – Chairman: Urkhon Alakbarov, Academician, Prof., Dr., National NGOs
DECISION OF THE BUREAU		

B. PRESENTATION

1. PROJECT JUSTIFICATION

This proposal seeks support to organise a 3-day national training seminar to foster professional capacities of broadcast journalists in covering climate change issue as well as raise the public awareness about risks of climate change. This seminar will be conducted in order to put this project within the context of the *International Conference on Broadcast Media and Climate Change* organised by UNESCO in September 2009. The training will aim at building capacity of journalists to cover the issue as well as to localise main points of the *Paris Declaration on Broadcast Media and Climate Change*.

Issue of climate change has become very acute. Intense exploitation of natural resources, along with population growth and over-consumption have caused an increase in many ecological problems, including those that have a direct impact on living beings. Amongst the main problems is global climate change. To this day, the main factor limiting a broader participation of the population in this process is insufficient knowledge. Well-trained broadcast journalists could provide such knowledge and they are best placed to do so.

The media landscape in Azerbaijan is rather diverse. State-run and public media in Azerbaijan, which are increasing in number, compete with oppositional and private companies. A public broadcaster was set up in 2005, and several private stations operate in the country. While previously Russian TV channels were airing in Azerbaijan, these have been curtailed since 2008. The same counts for Turkish TV stations. Only TRT has a special agreement with the Azeri government and can broadcast.

The written press in Azerbaijan is mainly divided between the outlets of the government and non government. The main newspaper *Azerbaijan* is the official state paper. It was founded by the nation's Parliament. Four papers offer views along the governmental spectrum; four non-state and other private newspapers are available. In addition, each of the nearly 80 districts in Azerbaijan has a state-funded newspaper.

Information Agencies include Turan, which offers news in Russian, English and Azerbaijani. It releases news both online and in special bulletins; APA is the most quoted and widely read information agency in Azerbaijan; as for Trend: in 2006 and 2007 *Trend News* won the *Best Company of the Year Prize* in the category of Mass Media in Azerbaijan.

2. DESCRIPTION OF THE TARGET GROUP

The broadcast journalists are the target group of the project. Its aim – to provide better knowledge and professional skills to cover climate change issues – will be achieved through the carrying out of a training seminar for journalists, the drafting of a handbook addressing coverage of the climate change issues, and the launching of a website addressing climate change coverage in the media. The project will be conducted in Baku, a region which is most vulnerable to destructive impacts on nature.

3. DEVELOPMENT OBJECTIVE

The development objective focuses on professional capacity-building and provides media workers with access to professional training and knowledge (MDI development objective: Category 4). The objective will be achieved through training of broadcast journalists.

In the long run, the project also contributes to promoting good governance and sustainable development by building professional capacities in the field of environmental journalism in Azerbaijan.

4. **IMMEDIATE OBJECTIVES**

The immediate goal of this project is to provide media workers with the training seminar for journalists on climate change, as well as publishing a training handbook and creating a website addressing climate change related issues. As a consequence of the project, 50 journalists working in Baku and the regional broadcast stations/affiliates will acquire skills and knowledge in covering climate change related issues.

5. **PROJECT OUTPUTS**

The seminar on climate change should lead to increasing the awareness and better coverage of the issue. 50 broadcast journalists working in Baku and the regions of Azerbaijan will acquire the skills and techniques to write about climate change risks and such related topics as sustainable development, green economy or new consumption patterns.

A handbook will be drafted by the Press Council, in cooperation with the Azerbaijan National “*Man and Biosphere*” Committee (MaB).

To keep public awareness high, a website on how to address climate change will be developed and launched.

6. **ACTIVITIES**

- To organise a training seminar for 50 journalists on climate change;
- To draft and publish the handbook for broadcast journalists, based on the materials developed by the UNESCO Conference on climate change;
- To provide recommendations on how to cover these issues in the media, NGOs and the Ministry of Environment of the Republic of Azerbaijan;
- To create a website to raise awareness and facilitate discussion amongst the general public on climate change.

7. **PROJECT INPUTS**

- Four experts to conduct training and draft recommendations;
- Support team and necessary equipment to organise training seminars;
- Premises for the seminar and equipment;
- Two experts to develop new content and localise the existing international content to be included into the handbook;
- Translators and editors working on the preparation of the handbook and training kit;
- Handbook layout and printing;
- Web page designers and editors.

8. **WORK PLAN**

ACTIVITIES / MONTHS	1	2	3	4	5	6	7	8	9	10	11	12
Preparatory phase: selection of trainers, participants, venues etc.												
Preparation of training programme and materials												
Training seminar for journalists												
Analyses of results												
Preparation and printing of the handbook												
Creation of website												

Development of the recommendations																			
Submission of final report																			

9. INSTITUTIONAL FRAMEWORK

The Press Council was established in July 2007. It is an umbrella organization for print and electronic media in Azerbaijan, positioning itself as the defender of the interests of both state and non-state media. The Press Council is active in the field of ethics, self-regulation and training of media professionals. It promotes such values as fairness, plurality and democratic values in journalism.

Azerbaijan National MaB (“*Man and Biosphere*”) Committee has been established in 1960s. The Committee members represent various scientific institutions, universities and other tertiary schools, environmental governmental institutions and environmental NGOs from several regions of the country. The Azerbaijan National “*Man and Biosphere*” Committee will assist in preparing and implementing a training programme for journalists, as well as the handbook.

The State Support Fund for Mass Media Development major aim is to support mass media development in Azerbaijan.

10. SUSTAINABILITY

The project will be made sustainable by providing the members of the target group with knowledge resource on climate change. The handbook will serve as such a long-lasting intellectual resource to assure continuous training of media professionals on the topic.

Continued review and renewal of information on climate change on the website will ensure the continuation of the awareness raising efforts beyond 2011.

Sustainability will be ensured by the increasing cooperation of the MaB Committee with NGOs engaged in mid-career training of media professionals. The members of this Committee will continue to work with The Press Council and The State Support Fund for Mass Media Development upon conclusion of the project.

11. FRAMEWORK OF MONITORING

The monitoring will be conducted by the selected media and environmental NGOs.

12. EVALUATIONS CARRIED OUT

The analyses of publications in the media demonstrate the lack of knowledge regarding climate change, sustainable development and green economy among the journalists and the mass media, mostly broadcast. Thus, the coverage of the climate change issue is suffering. The project can be considered successful if the level of media coverage improves and more journalists become qualified to cover climate change related issues.

13. FRAMEWORK OF BENEFICIARY AGENCY’S REPORTING

A periodic report on project progress based on a four-month period and a comprehensive final report will be submitted to the UNESCO Moscow office. Mr. Urkhan Alekperov and Mr. Umud Rahimoglu, Press Council Deputy Chairman will be responsible for the submission of the above- mentioned reports.

C. ADDITIONAL INFORMATION

Assistance provided by the IPDC in the past

PDC/16AZN/01 352-AZN-61	50,000	<i>Azerbaijan</i>	<i>1996 -1999</i>
		Journalism training and development	
PDC/196AZN/01 352-AZN-91	30,000	Journalism training at the Baku State University	
PDC/21 AZN/01 353AZN5011	15,000	Improvement of media pluralism and promotion of press freedom	
<i>Total Azerbaijan: US\$ 95,000</i>			

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)

Trainers fees (4 experts × 3 days × \$ 150):	1 800
Translation and editing expenses for the handbook and a training kit:	2 000
Experts fees: handbook content development and research work (2 experts × \$ 1000):	2 000
Printing and distribution of the handbook and training materials:	3 000
Website development and launching:	2 200
Participants' travel out of Baku (25 × \$ 60):	1 500
Participants' accommodation out of Baku (25 × \$ 50 × 2 nights):	2 500
Lunches and coffee breaks (50 × 3 days × \$ 20):	3 000
<u>TOTAL:</u>	<u>18 000</u>

BREAKDOWN OF THE BENEFICIARY'S CONTRIBUTION (in US dollars)

Office space rent (contribution in-kind):	3 000
Project management:	2 000
<u>TOTAL:</u>	<u>5 000</u>