

I NTERNATIONAL
P ROGRAMME FOR THE
D EVELOPMENT OF
C OMMUNICATION

PART II

NATIONAL PROJECTS SUBMITTED TO THE
IPDC

ASIA AND THE PACIFIC

IPDC BUREAU
Fifty-fourth meeting



UNESCO HEADQUARTERS, PARIS

24 - 26 FEBRUARY 2010

TABLE OF CONTENTS

	CLUSTER OFFICE			
1.	KABUL	IPDC/54 AFG/01	AFGHANISTAN: RADIO NAI TRAINING	5
2.	NEW DELHI	IPDC/54 BGD/01	BANGLADESH: CAPACITY BUILDING OF WOMEN ON RADIO JOURNALISM AND PRODUCTION	11
3.	NEW DELHI	IPDC/54 BGD/02	BANGLADESH: CAPACITY BUILDING PROGRAM FOR JOURNALISTS OF THREE HILL DISTRICTS	17
4.	BANGKOK	IPDC/54 CAM/01	CAMBODIA: IMPROVING REPORTING SKILLS OF REPORTERS IN THE PROVINCES	23
5.	BEIJING	IPDC/54 CPR/01	CHINA: FREEDOM OF INFORMATION AWARENESS RAISING CAMPAIGN	28
6.	NEW DELHI	IPDC/54 IND/01	INDIA: BUILDING INSTITUTIONAL CAPACITY OF COMMUNITY RADIO FORUM, TO STRENGTHEN MARGINALIZED VOICES AND GOOD GOVERNANCE	34
7.	ALMATY	IPDC/54 KZH/01	KAZAKHSTAN: BASIC SKILLS TRAINING IN INFORMATION-GATHERING, REPORTING AND WRITING FOR REGIONAL JOURNALISTS IN KAZAKHSTAN	41
8.	BANGKOK	IPDC/54 LAO/01	LAO PDR: BUILDING INSTITUTIONAL CAPACITY OF MASS COMMUNICATION AT NUOL	47
9.	BANGKOK	PDC/54 LAO/02	LAO PDR: ENGAGING YOUTH THROUGH RADIO DEVELOPMENT	54
10.	BEIJING	IPDC/54 MON/01	MONGOLIA: UP-DATING THE MONGOLIA MEDIA LANDSCAPE, SECTOR ANALYSIS	59
11.	KATHMANDU / NEW DELHI	IPDC/54 NEP/01	NEPAL: BUILDING INSTITUTIONAL CAPACITY OF THE NEPAL PRESS INSTITUTE TO OFFER HIGH QUALITY MEDIA TRAINING	66
12.	KATHMANDU	IPDC/54 NEP/01	NEPAL: BUILDING BRIDGES:COMMUNICATION FOR EMPOWERMENT NEPAL	72
13.	APIA	IPDC/54 NIU/01	NIUE: HUMAN RESOURCE DEVELOPMENT FOR TV/FILM IN NIUE	79
14.	ISLAMABAD	IPDC/54 PAK/01	PAKISTAN: STRENGTHENING PRESS CLUBS IN FEDERALLY ADMINISTERED TRIBAL AREAS (FATA)	85
15.	NEW DELHI	IPDC/54 SRI/01	SRI LANKA: PROFESSIONAL DEVELOPMENT PROGRAMME ON REPORTING ON POST CONFLICT RELATED ISSUES IN SRI LANKA	91
16.	ALMATY	IPDC/54 TAD/01	TAJIKISTAN :IMPROVING REPORTING ON CLIMATE CHANGE AND ENVIRONMENTAL ISSUES BY MEDIA IN TAJIKISTAN	97
17.	APIA	IPDC/54 TON/01	TONGA :BROADCOM REGIONAL RADIO AND TELEVISION PRODUCTION UNIT	103
18.	TASHKENT	IPDC/54 UZB/01	UZBEKISTAN: DEVELOPMENT OF PROFESSIONAL POTENTIAL OF YOUNG JOURNALISTS ON THE SUBJECT OF "GLOBAL CLIMATE CHANGES: COVERAGE IN MEDIA OF UZBEKISTAN	109

AFGHANISTAN

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	RADIO NAI TRAINING
2.	NUMBER	IPDC/54 AFG/01
3.	CATEGORY OF MASS MEDIA	Radio
4.	IPDC PRIORITY AREA	Training of media professionals
5.	SCOPE (NATIONAL, REGIONAL, INTERREGIONAL)	National
6.	TYPE OF ASSISTANCE REQUESTED	Training support
7.	TOTAL COST OF PROJECT	US\$ 42 770
8.	AMOUNT REQUESTED FROM IPDC	US\$ 39,820
9.	BENEFICIARY BODY	NAI supporting Open Media in Afghanistan – Mr A. Wahid Hashimi hashimiw@nai.org.af Tel : +93 700298637 Darullaman Main Road, Kabul
10.	IMPLEMENTING OFFICE	NAI supporting Open Media in afghanistan
11.	PROJECT LOCATION	Kabul
12.	PROJECT PREPARED BY	Mr. Fawad Barekzai - Training Project Manager: Sayed Habibullah, UNESCO, Kabul
DECISION OF THE BUREAU:		

B. PRESENTATION

1. PROJECT JUSTIFICATION:

Since the fall of the Taliban regime in 2001, the numbers of media outlets have expanded in the print, radio, TV and the Internet.

Radio provides a platform for discussion and processing information for the population. With print media unable to reach the illiterate majority and with television still powerless to break through to the majority of the population it has been left to Radio to emerge as the prominent media serving the people from the cities right down to the communities of Afghanistan.

Reach remains the sector's largest problem.

In print, some 500 licensed publications are printed in Kabul and provincial centers. But their combined circulation probably reaches less than 250,000 copies and distribution is overwhelmingly local. The country's high rate of illiteracy, estimated at anywhere between 70% and 90%, will continue to be a barrier to print as a mass medium for the next generation. Print publications are perceived unreliable, short interest of publisher and donors, make them come and go.

Television has potential mass appeal but is restricted to the relatively affluent who can afford \$100 – more than half the per capita income – for a television set and have access to regular electricity. Despite a thriving video market, local terrestrial stations are very low quality and limited to Kabul and six?? other cities.

Given this, radio remains the only potential mass medium. Purchase price for sets starting from \$5 are within the reach of even many poor families and run off batteries, and there is a long tradition of listening to radio in Afghanistan.

Despite efforts undertaken by the media to accurately report on Afghanistan daily realities, serious threats on press freedom are present, thus impeding the Afghan population to access the objective, independent and reliable information that is needed for citizens to fully participate in the democratic process. Today, journalists in Afghanistan lack the security, independence and access to information they need to fulfil their professional duties in the best and impartial manner. And Afghan society at large does not fully appreciate the key role that media plays in a democratic society. Numerous attacks and intimidations, restriction on access to information and restrictive media laws impede the well functioning of the profession, thus leading to self-censorship and depriving the Afghan population of the information they need to participate to the full in the democratic process.

Creating media outlet is easy, establishing a radio station which is the most common medium in Afghanistan, is very easy today, but important is the content. Producing good content is not easy; competing with quality content of other stations is even more difficult. Content is the central issue in building Trust Bridge between audience and outlet. The last six years experience shows, media outlet, resources and technology influences little the content. RTA has received millions of dollars from EU, Japan, Germany and other donors, broadcasting with a staff of 1800. Content still remains poor. Although Afghanistan has 600 of publications hundreds of TV and radio stations but foreign media remain number one source when it comes to current affairs and analysis. Afghan media is still a medium of entertainment, predominantly radio stations at local and national level play music. TV, the newest growing medium, has already started to be a rebroadcast machine of Indian dramas with very little connection of any sort of reality.

The project will develop and increase the existing news and entertainment section which was set up in the previous project, to train journalists using a combination of classroom based training as well as to provide technical assistance and basic troubleshooting to maintain quality and constant broadcast in the radio station. This media development program is designed to ensure that radio fulfils its potential as the medium with the power to reach the largest numbers of Afghans.

2. DESCRIPTION OF THE TARGET GROUP:

The target groups are journalists (60 journalists from provinces and 50 from Kabul from new established media outlets) and related media workers of Afghanistan, with a particular focus on women,

3. DEVELOPMENT OBJECTIVE:

The specific project objective is to promote the democratic process in Afghanistan by strengthening the media's role in campaigning for greater press freedom and independence. The focus will be on improving news presenting on radio, promoting agreed standards of press freedom in a democracy, promoting improved media reporting of elections, post election and politics, improving of entertainment broadcasting quality.

4. IMMEDIATE OBJECTIVES:

Approximately 110 journalists will be trained (60 journalists from the provinces from different radio stations and 50 journalists from Kabul new established media outlets for two week training course) during 10 months each month 12 journalists, 7 journalists from provinces and 5 from Kabul

5. PROJECT OUTPUTS:

- 1) Set up of News and entertainments sections
- 2) Approximately 110 trained journalists from Kabul and provinces will be trained on journalism, news presenting and DJ presenting skills and basic computer skills

6. ACTIVITIES:

- A project office
- Development and improvement the existing training module in English, Dari and Pashto to support the media guide.
- Developing quality and quantity of annalistic interviews from 2 – 4 each 5 – 10 minutes' per week

7. PROJECT INPUTS:

Training materials, improvement and development of the current training materials by producing professional trainer's manuals, training materials and hand outs by the exiting staff who have been trained in train the trainers courses implemented by Internews Network international experts.

8. WORK PLAN:

ACTIVITIES / MONTHS	1	2	3	4	5	6	7	8	9	10	11	12
Contracting of the instructors and trainers												
Equipments are already selected, purchased and installed by Nai												
Preparation & development of training materials												
Selection and notification to workshop participants												
Production and broadcasting of the programs												
Submission of progress and final reports												

9. INSTITUTIONAL FRAMEWORK:

Nai Supporting Open Media in Afghanistan established in 2004 is a local Afghan non-profit organization working for the development of open media in Afghanistan. Nai Supporting Open Media in Afghanistan is a full member of Internews International (www.internews.org), an association of national and international media NGOs, based in Paris, consisting of 30 non-governmental and non-profit media freedom associations working together to improve access to information for people around the world by fostering independent media and promoting open communications policies in the public interest.

Nai Supporting Open Media in Afghanistan conducts an extensive training program, targeting both journalists and people involved in media operations process. Professional foreign and Afghan trainers conduct courses on a variety of subjects, covering a wide range of:

10. SUSTAINABILITY:

The project will strengthen the local partners' structures that will continue to function and to promote the objectives of the project after the end of co-financing. Train the trainer, and continued training by newly-trained trainers and using resources developed in local languages that will be ongoing after the end of the project term.

A stronger, more independent media has substantial multiplier effects throughout society. Many of the specific issues targeted in this project will have their own multiplier effects. Improved news presenting will create a better understanding of the level of democracy achieved in Afghanistan for the whole population. The development and strengthening of in-country training resources (both human and material) will allow for training of journalists in these and other issues to continue beyond the term of the project.

11. FRAMEWORK OF MONITORING:

Nai Supporting Open Media in Afghanistan has extensive projects activities with a range of other donors including: USAID, European Commission, UNIFEM, US Solidarity Centre, Counter Part International and US Gov. It is equipped to do so as it has access to both the international expertise on the topic and experience of working with the local journalists on the ground in Afghanistan. It has extensive experience in implementing this sort of media training and development program, and is best placed to do so in this action.

12. EVALUATIONS CARRIED OUT:

During the previous UNESCO/IPDC project the evaluation forms filled out by the station managers and participants, explained that the trainings should be expanded to the provinces and the duration should be increased. As some of the training participants from the provinces participated by their own expenses requested to have more journalists from provinces for their further capacity development and possibly the travel expenses should be covered by the project.

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING:

1. The trainees will fill out the evaluation form immediately after completing of courses. The evaluation forms will indicate the method of the trainers, the training materials, the schedule and the main issues trainees understand from the training and also the behavior of the trainers and Nai Supporting Open Media in Afghanistan staff.

- 2.** There will be an evaluation by the trainees at the end of the project. (The forms will include samples of journalists work before and after the trainings, specific areas the journalists improved on and what will be their recommendations for the next trainings)

C. ADDITIONAL INFORMATION

Assistance provided by the IPDC in the past

PDC/23 AFG/01 354AFG 5031	20,000	Afghanistan Further development of a women in media network	2003-2004
PDC/23 AFG/02 354AFG 5032	30,000	Establishment of a training centre at radio-television Afganistan	2003-2004
PDC/23 AFG/03 548AFG5000 (FIT-Luxembourg)	67,000	Bakhtar Information Agency Reform & Afghan Journalist Training Project Bakhtar News Agency Lux	2003-2004
PDC/24 AFG/01 354-AFG-5033 (Financed by USA)	60,000	Women's community television	2004-2005
PDC/49 AFG/02 Regular programme	32,000	SAUVEGARDE ET DE NUMERISATION DES ARCHIVES RADIOPHONIQUES ET DE FORMATION DES PERSONNELS DE LA RADIO TV AFGHANE (RTA)	2006
PDC/49 AFG/03 354-AFG-5051 (Co-financed by Andorra and France)	48,800	INTERNET AND WOMEN MANAGED COMMUNITY RADIO, IN MAIMANA	2006-2007
PDC/51 AFG/02 354-AFG-5062	16 000	AFGHANISTAN: "MIRROR OF WOMEN"	2007-2008
PDC/51 AFG/01 354-AFG-5061	20 000	AFGHANISTAN: STRENGTHENING CAPACITY OF KABUL WEEKLY NEWSPAPER	2007-2008
PDC/52 AFG/01 354-AFG-5071	24,200	AFGHANISTAN:RADIO NAI TRAINING	2008-2009
PDC/52 AFG/01 354-AFG-5072	16,500	AFGHANISTAN:THE WOMEN'S MAGAZINE, ROZ	2008-2009
PDC/53 AFG/01 354-AFG-5081	20,000	AFGHANISTAN: BUILDING CAPACITY BUILDING OF AINA PHOTO AGENCY	2009-2010
PDC/53 AFG/02 354-AFG-5082	33,000	TRANSFORMING KABUL WEEKLY INTO A NATIONAL NEWSPAPER	2009-2010
Total Afghanistan: US\$ 288,500+US\$ 67,000 (Funds-in-trust)+ US\$ 32,000 (R.P.)			

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)

Trainers

Production trainer (US\$ 100X20 weeks)	2 000
Editing trainer (US\$100X11 weeks)	1 100
Journalists trainer (2)(US\$ 100X 20weeks)	4 000
Presenter and DJ trainer (US\$100X 20 weeks)	2 000
Computer trainer (US\$100X 20 weeks)	2 000
Sub-Total	11 100
Participants cost	
Accommodation & meals for participants (60 people X US\$ 300 for entire period) (NAI Guest House)	18 000
Domestic travel (by road from close / secure provinces) (54 people X 80 US\$)	4 320
Domestic travel (by air from un secure provinces) (6 people X 250 US\$)	1 500
Sub-Total	23 820
Supplies	
Office Supply and Stationary (100 US\$ X 5 months)	500
Communications	
Top-up cards (80 US\$ X 5 months)	400
Other direct costs	
Studio rental (100 US\$ X 20 weeks)	2 000
Class rental (100 US\$ X 20 weeks)	2 000
TOTAL:	<u>39 820</u>

BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION (in US dollars)	
HUMAN RESOURCE	
Executive Director (0.5 X 1900)	950
Finance Manager (1 monthX900)	900
OTHER DIRECT COST	
Generator fuel (11 months X 100)	1 100
TOTAL:	<u>2 950</u>

BANGLADESH

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	CAPACITY BUILDING OF WOMEN ON RADIO JOURNALISM AND PRODUCTION
2.	NUMBER	IPDC/54 BGD/01
3.	CATEGORY OF MASS MEDIA	Electronic Media (Radio)
4.	IPDC PRIORITY AREA	Enhancing journalistic skills and capacity of women
5.	SCOPE (NATIONAL, REGIONAL, INTERREGIONAL)	National
6.	TYPE OF ASSISTANCE REQUESTED	Training support
7.	TOTAL COST OF PROJECT	US\$ 29 450
8.	AMOUNT REQUESTED FROM IPDC	US\$ 21 090
9.	BENEFICIARY BODY	Centre for Communication and Development (CCD Bangladesh), Holding No. 418/A, Ward No. 25 Tel: +880 721 751001, Fax: +880 721 751001 E-mail: ccd@ccdbd.org, ccd@ccdbd.org Contact Person: G M Mourtoza, Director, CCD
10.	IMPLEMENTING OFFICE	UNESCO Dhaka Office
11.	PROJECT LOCATION	Rajshahi City (the headquarter of Northern region of Bangladesh)
12.	PROJECT PREPARED BY	Centre for Communication and Development (CCD Bangladesh)
DECISION OF THE BUREAU:		

B. PRESENTATION

1. PROJECT JUSTIFICATION:

Media in Bangladesh until mid-nineties the media scene had been dominated by the print media. However in the last 12 years electronic media has witnessed a boom. Apart from the state controlled Bangladesh Television and Radio Bangladesh, the country now has 11 satellite TV channels and 4 FM radio stations. Though there are a large number of newspapers, weeklies, television channels and radio stations, access to media is still a privilege enjoyed by upper and middle class people. Community Radio (CR) is taking up a more and more important place in the media field in Bangladesh. Recently, the Government has decided to issue 116 licenses for CR operation.

The condition and position of women is still quite vulnerable in mass media industry. Women are placed in low-ranking administrative jobs with no responsibility or with no possibilities of career development. Women's participation in media is still very limited and is far from having reached a critical mass when women can make a difference. It is against these circumstances that the CCD intends to implement the proposed long-term project entitled "Capacity Building for Women on Radio Journalism and Programme Production (CBWRJP)".

The project aims at increasing women's participation in upcoming CR and bringing change in the condition and position of women in the media by reducing gender disparities in radio journalism. This is the first endeavour at the local level. It is expected that a large number of CR will be established in the whole country in coming years once the government approves the community radio policy. As a consequence, a new sector of huge employment will be created. It has been observed, however, that skilled manpower is lacking to run the CR stations in the country.

Under this consideration, the importance of the proposed project is very elevated and far-reaching. Because, under this project, 25 potential women will achieve efficiency and skill in radio journalism, presentation and program production. Thus the trainee women under this project will be able to meet the demand of huge skilled and efficient manpower to be created soon while CR are introduced extensively in the country. Thus, the trained-up women of this project will get the chance of leading CR sector in the country.

2. DESCRIPTION OF THE TARGET GROUP:

A total of 25 young women preferably within the 20-25 age group from the Northern region of Bangladesh will be the immediate and direct beneficiaries of the project.

3. DEVELOPMENT OBJECTIVE:

To develop a group of young women radio broadcasters with sufficient capacities and skills in CR management, programme production, broadcasting and technical operation, who will produce a women's issues related weekly radio programme for giving an expression platform to women.

4. IMMEDIATE OBJECTIVES:

Enhance the community radio management capacities and radio programme production skills of 25 young women on radio journalism, programme production, editing, broadcasting, CR management and operation.

5. PROJECT OUTPUTS:

- 25 young women acquired necessary capacities and skills on radio journalism, programme production, editing and broadcasting as well as CR management and operation through the three separate training courses.
- Produced 30 women's issues related radio programmes within 3-month long fellowship.
- The 25 women's programmes broadcast through Rajshahi radio and RadioDesh.com

6. ACTIVITIES:

- Capacity Building Trainings: (4) Basic Radio Journalism, Radio Programme Production, Editing and CR management and operation. Training courses will be 10 (ten) days long
- Fellowship for Producing Radio Programmes: 4 groups. Each group will produce 6 women's issues related radio programmes (30 programmes of 10- minute duration each).
- Advocacy Workshop: 16 advocacy workshops in 16 Northern districts of Bangladesh.
- Broadcasting Weekly Radio Programmes: 30 women's issues related weekly radio programmes broadcast every week by Rajshahi Radio Station and RadioDesh.com.

7. PROJECT INPUTS:

- a. Two trainers capable of conducting training on radio journalism, production etc
- b. Training/workshop space/venue for 56 days.
- c. Training materials such as modules, manuals, evaluation forms and related supplies.
- d. Laptop, OHP, multimedia projector, sound system, audio players, and digital camera.
- e. Two computers capable of editing the radio programs and broadcasting contents.
- f. Set of studio equipment, comprising a mixer, recording facilities, microphones etc., as itemized in the budget, capable of broadcasting weekly radio programs.
- g. 10 minutes chunk of Rajshahi radio station and 10 megabyte space in RadioDesh.com every week for 8 months for broadcasting programs.

8. WORK PLAN:

ACTIVITIES /MONTHS	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
Preparation time																
Selection of trainees (key participants)																
Arranging four trainings																
Providing 3 months long fellowships																
Broadcasting weekly radio programs																
Monitoring the project activities																
Preparing programmatic reports																
Preparing financial reports																

8. INSTITUTIONAL FRAMEWORK:

CCD will be solely responsible for the implementation of the project. CCD is a specialized organisation in the Northern region of Bangladesh which has been actively working for enhancing professional skills and capacities of the journalists and media workers, ensuring free flow of balanced information, creating public awareness on different socio-economic and development issues through media campaigns and advocacy ever since 1999. Since its inception, CCD has implemented a number of projects with the financial assistance of the Thomson Foundation, Commonwealth Media Development Fund, British Council, European Union, UNICEF, ABU, Asian Harm Reduction Network (AHRN), Global Health Council, CARE, WACC, PANOS London and PANOS Bangladesh etc.

CCD has sufficient working experience and capacity to implement the current project. CCD has already provided training to enhance the professional efficiency of journalists working in the Northern region through a number of capacity building activities.

9. SUSTAINABILITY:

Through the proposed project, for the first time in Bangladesh, 25 young women at local level will have an opportunity to enhance their community radio skills for programme production and broadcasting. Using the newly acquired skills and experiences, obtained through this project, the trainees will be able to operate and manage a community radio station successfully and thus increase their chances of becoming a radio journalist as well as becoming the main working force once the CR policy is adopted in Bangladesh.

10. FRAMEWORK OF MONITORING:

All the activities of the project will be monitored closely by the relevant UNESCO field office in accordance with the working plan and strategy of the project.

12. EVALUATIONS CARRIED OUT:

In order to raise and highlight the problems and the untapped potential of women's communities through newspapers, CCD, with the support of the British Council has successfully implemented a pilot project titled *Capacity Building of Women Journalists at the Local Level*.

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING:

During the project implementing period a progress report will be prepared on a four-month basis. The final programmatic and financial report will be done upon completion of the project activities within the stipulated time. All the reports will be sent to the relevant UNESCO field office and the IPDC/UNESCO as well.

C. ADDITIONAL INFORMATION

Assistance provided by the IPDC in the past

PDC/3BGD/19 350-BGD-31	15,000	Bangladesh Development of communication	1982 -1984
PDC/5BGD/02 503-BGD-61	7,300	Development of Press Institute	1984 -1986

PDC/5BGD/07 350-BGD-51 350-BGD-71	70,000 25,000	Development of regional newspapers	1985 -1988
PDC/10BGD/01 352-BGD-01 520-BGD-61 (FIT-France)	50,000 53,317	Development of film training facilities in Institute of Mass Communication (NIMC)	1990 -1992
PDC/14BGD/01 352-BGD-41 352-BGD-51	15,000 30,000	Establishment of a Bengali language news agency service (Mission of the Secretariat)	1994 -1996
PDC/17BGD/01 352-BGD-81	36,000	Strengthening of the IUB School of Communication	1998 -1999
PDC/20BGD/01 353-BGD-01	25,000	Strengthening of PIB Programme	2000 -2003
PDC/48 BGD/01 354 BGD 5041	22,000	Young Power in Social Action and Bangladesh NGO network for radio and communication: youth community multimedia centre (cable radio)	2005-2006
PDC/49 BGD/01 354-BGD-5051 (Co-financed by Germany)	31,000	ENHANCING PRESS FREEDOM AND MEDIA CAPACITY IN RURAL BANGLADESH	2006-2007
PDC/51 BGD/01 354-BGD-5061	18 000	BANGLADESH: FELLOWSHIP PROGRAM FOR CAPACITY BUILDING OF YOUNG JOURNALISTS	2007-2008
PDC/52 BGD/01 354-BGD-5071	27,500	BANGLADESH: CAPACITY BUILDING PROGRAMME FOR YOUNG JOURNALISTS	2008-2009
PDC/52 BGD/01 354-BGD-5072	16,500	BANGLADESH: PROMOTING INVESTIGATIVE JOURNALISM IN BANGLADESH	2008-2009
PDC/53 BGD/01 354-BGD-5081	30,000	CAPACITY BUILDING OF COMMUNITY RADIO PERSONNEL IN BANGLADESH	2009-2010
PDC/53 BGD/02 354-BGD-5082	32,000	CAPACITY BUILDING OF INDIGENOUS PEOPLE ON RADIO JOURNALISM AND PROGRAMME PRODUCTION	2009-2010
Total Bangladesh: US\$ 443,000+US\$ 60,000 (Funds-in-trust)			

D . B U D G E T
BREAKDOWN OF IPDC CONTRIBUTION
(in US dollars)

I. Training Cost	Total
A. Trainings on journalism, program production, editing, management and operation	
Food and refreshments of the trainees, trainers(\$ 8 per day x 30 pers x 28 days)	6 720
Conveyance for trainees (\$3 per day x 25 trainees x 28 days)	2 100
Honorarium for trainers (\$20 per day x 2 trainers x 28 days)	1 120
Accommodation for trainers (\$15 per day x 2 trainers x 28 days)	840
Cost for training venue (\$20 per day x 28 days)	560
Conveyance for volunteers (\$5 per days x 2 persons x 28 days)	280
Local transportation cost (\$20 per day x 28 days)	560

Training materials (\$200 per training x 04 trainings)	800
Sub Total- I.A	12 980
B. Fellowship for radio programme production (for 3 months)	
Remuneration (\$40 per month x 25 persons x 3 months)	3 000
Conveyance -volunteers (\$90 per month x 2 volunteers x 3 months)	540
Local transportation cost (\$100 per month x 3 months)	300
Honorarium-resource person(\$150 per month x 1 person x 3 months)	450
Cost for rent Rajshahi Radio for broadcasting (\$30 per programme x 48 progs)	1 440
Sub Total- I.B	5 730
C. Advocacy Workshop for Promoting Trainees	
Food - participants (\$5 per day x 45 persons x 4 workshops)	900
Travailing cost for participants (\$5 per day x 25 trainees x 4 workshops)	500
Accommodation for participants (\$ 3 per day x 25 persons x 04 days)	300
Honorarium for facilitators (\$30 per day x 2 trainers x 04 workshops)	240
Food &accommodation for facilitators \$15 per day x 2 persons x 4 days	120
Cost for workshop venue (\$60 per day x 04 workshops)	240
Conveyance for volunteers \$10 per days x 2 persons x 4 workshops)	80.
Sub Total- I.C	2 180
D. Support Cost (Communication , Documentation, Office supplies, Audit fees)	980
Total I (A+B+C+D)	21 090

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

III. EDITING EQUIPMENTS AND PRODUCTIONS SUPPORT COST

Cost Head	Unit Price	Qty.	Total
Audio Mixing console	1 500	1	1 500
Studio 1" capsule condenser microphone & stands	220	4	880
Monitor speakers (pair) w. built-in amplifier	1 000	1	1 000
Headphones &4-way headphone amplifier	200	4	800
Shielded audio cable (100 m.) with 30 XLR Male/ female connectors and 30 RCA connectors	300	1	300
P4 audio editing computer 80GB HD RAM 512MB, Windows XP, CD- WR, 19" monitor with sound card	1 300	2	2 600
Line driver (<i>Ultra Di Pro</i>)	150	1	150
Uninterrupted power supply 440 VA	100	2	200
Contingence	500	1	500
Total- III (Equipments support cost)			7 930

BANGLADESH

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	CAPACITY BUILDING PROGRAM FOR JOURNALISTS OF THREE HILL DISTRICTS
2.	NUMBER	IPDC/54 BGD/02
3.	CATEGORY OF MASS MEDIA	Newspapers, radio and television (print and electronic media)
4.	IPDC PRIORITY AREA	Training of media professionals
5.	SCOPE (NATIONAL, REGIONAL, INTERREGIONAL)	National
6.	TYPE OF ASSISTANCE REQUESTED	Capacity building
7.	TOTAL COST OF PROJECT	US \$ 26,915
8.	AMOUNT REQUESTED FROM IPDC	US \$ 25,340
9.	BENEFICIARY BODY	News Network Road 5, House 9, Dhanmondi, Dhaka 1205. Phone: +880 2 9660388, Fax. +880 2 9663598 mail. shznpost@yahoo.com or newswork@citechco.net Contact persons: Shahiduzzaman Designation: Editor
10.	IMPLEMENTING OFFICE	UNESCO New Delhi Office
11.	PROJECT LOCATION	Bangladesh: Three hill districts (Khagrachhari, Bandarban and Rangamati) in Chittagong district
12.	PROJECT PREPARED BY	Shahiduzzaman, Editor, News Network
DECISION OF THE BUREAU:		

B. PRESENTATION

1. PROJECT JUSTIFICATION:

Mass media in Bangladesh are diverse and outspoken, as most newspapers are privately-owned, or owned by political parties. The government monopoly of ownerships of media ceased in 1998. Currently, there are nine privately owned TV channels and four radio stations. In Dhaka, there are an estimated 73 Bangla and English-language newspapers, and the number keeps growing. There are more than 500 newspapers registered both at the national and local levels. However, only around 100 dailies, including 50 national and 50 local newspapers, are published. Among the newspapers published, only 10 are in leading position.

Bangladesh experiences an urban bias with regard to distribution of economic and social goods. Media is no exception. Only 16 percent of the population in rural areas have access to newspapers. Local newspapers are published from urban areas and do not focus on rural people's problems. However, the main part of the population in Bangladesh is living in rural areas and is right now facing some of the largest development problems so far due to climate changes. It is essential to find a way to involve these peoples in the country's process towards a more democratic and developed society.

Grassroots media is in many ways an effective way of informing people about their rights and options and involving the local communities in public debates. The most prominent example of that is how grassroots journalists in Bangladesh have enabled thousands of village women to exercise their voting right. Many of these women had never been allowed to vote due to social customs or local political or religious leaders when articles by grassroots journalists started a national debate on this issue.

Although Article 39 of Bangladesh constitution guarantees the right of every citizen to freedom of speech and expression and freedom of the press, there are 20 constraining laws, including Official Secrets Act, designed to repress freedom of expression and journalists are prone to harassment from the police and political activists. Besides governmental control by laws and strict watch and physical harassment against journalists, corporate control by advertising and other media business related matters, restricts further media to perform proper journalism.

Chittagong Division, located in southern Bangladesh, is the second largest of the country's six administrative divisions. It is divided into eleven districts, out of which the three targeted areas, namely Rangamati, Bandarban, and Khagrachhari, cover the one-tenth area of the country (with total area 5 thousand and 93 square miles).

The project seeks to support journalists working for print and electronic media in Chittagong hill districts. Seventy-five journalists will benefit from the project. The three project locations are largely the impoverished districts of the country where majority of the population are 'aborigine/ethnic minorities'. They lag behind in all aspects – in education, healthcare, job opportunities and state facilities. Those areas remained out of the focus of main development activities of the government since the country's independence in 1971. Besides, most journalists of these areas are undergraduates and unskilled. Therefore, news coverage of those areas is very poor and limited. So, it is important to enhance their professional journalistic skills, which will build professional confidence, increase their ability to news gathering and filing reports. Ultimately, it will increase the quality of overall news coverage of the hill districts in national media.

2. DESCRIPTION OF THE TARGET GROUP:

The target group are 75 local journalists from the underdeveloped three hill areas – Khagrachhari, Bandarban and Rangamati of the country.

3. DEVELOPMENT OBJECTIVE:

The project contributes to the development of democracy and good governance by enhancing reporting and investigative capacities of local media in Bangladesh.

4. IMMEDIATE OBJECTIVES:

The professional journalistic skills (Writing, reporting and investigating) of 75 young journalists, aged between 27 to 35 years will be enhanced

5. PROJECT OUTPUTS:

A total of 75 journalists trained under three separate one-month fellowship programmes in three different districts will acquire the capability of producing quality news, features, in-depth and investigative reports.

6. ACTIVITIES:

The main component of the project is a one-month capacity-building training programme for local young journalists. Three separate training programmes will be organised in the three hill districts. Female journalists will get preference in the programme. Experienced trainers, including senior journalists working for national and international media will be used as resource persons for the programme. The participants will be selected from local media organisations and also among the journalists working for national newspapers, TV and Radio.

The project will comprise two major activities:

Skill development training: It will cover the following activities; (I) Basics of journalism, (II) Techniques of information gathering, (III) Field visits, (IV) Group discussions, (V) Report writing, including news-features, in-depth/investigative reporting and (VI) Sharing experiences.

Motivation: This session will focus on; (I) Ethics of journalism, (III) Group discussions, (IV) Discussion on present situation of the CHT and the role of media workers and (V) Opinion exchange.

7. PROJECT INPUTS:

(I) Trainers/resource persons (Two resource persons everyday), (II) Venue for the Training,(III) Training materials such as; publications, booklets, hand-outs and related supplies(IV) Renting Laptop, OHP and multimedia projector.

8. WORK PLAN:

It is a 12-month project. During the period, three programmes -- one month each -- will be organised in three Chittagong Hill Tracts (CHT) districts headquarters.

Activities	Months >>	1	2	3	4	5	6	7	8	9	10	11	12
Selection of the fellows, resource persons and completing other related works													
Skill Development Training and Motivation													
Submission of project completion report													

9. INSTITUTIONAL FRAMEWORK:

News Network is a non-governmental and non-political organisation. It is managed by a seven-member

Executive Council (EC). At present, it has 7 full-time staff members, including the Editor, a senior writer, a programme officer, accountant, assistant editor and two programme assistants. The Editor is the Chief Executive Officer and oversees all the activities of the organisation. Established on 15 June 1994, much of its income comes from the grant of the international donors and agencies. Last year (2008) its income was about 90,000 US dollars. The grant came from Free Voice of the Netherlands, Anne Frank Funds (AFF) of Switzerland, Taiwan Foundation for Democracy (TFD) and UNESCO. Since its inception up to May 2009, the organisation trained 1,100 journalists.

10. SUSTAINABILITY:

The training to be provided under the project will be always helpful to the 75 journalists, not only to practise the profession on a daily basis but it will be multiplied, as they will share their experiences with their colleagues. It is hoped that this will lead to increased news coverage of the project areas.

11. FRAMEWORK OF MONITORING:

UNESCO Dhaka office will monitor the project implementation.

12. EVALUATIONS CARRIED OUT:

So far, evaluation on the media situation in the project areas has not been carried out. The News Network journalists have visited the hill areas while being on various assignments and talked to the media workers there. They found that the media people working there are of less calibre and have lack of professional skills, not enough confidence and worked in a vulnerable environment. Therefore, the journalists of the hill areas pointed to a need for more professional training.

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING:

During the project implementation, a progress report will be prepared on a quarterly basis. Upon the project completion, a final project report and an audit report will be prepared. All the reports will be submitted for approval to the IPDC/UNESCO.

C. ADDITIONAL INFORMATION

Assistance provided by the IPDC in the past

PDC/3BGD/19 350-BGD-31	15,000	Bangladesh Development of communication	1982 -1984
PDC/5BGD/02 503-BGD-61	7,300	Development of Press Institute	1984 -1986
PDC/5BGD/07 350-BGD-51 350-BGD-71	70,000 25,000	Development of regional newspapers	1985 -1988
PDC/10BGD/01 352-BGD-01 520-BGD-61 (FIT-France)	50,000 53,317	Development of film training facilities in Institute of Mass Communication (NIMC)	1990 -1992
PDC/14BGD/01 352-BGD-41	15,000	Establishment of a Bengali language news agency service (Mission of	1994 -1996

352-BGD-51	30,000	the Secretariat)	
PDC/17BGD/01 352-BGD-81	36,000	Strengthening of the IUB School of Communication	1998 -1999
PDC/20BGD/01 353-BGD-01	25,000	Strengthening of PIB Programme	2000 -2003
PDC/48 BGD/01 354 BGD 5041	22,000	Young Power in Social Action and Bangladesh NGO network for radio and communication: youth community multimedia centre (cable radio)	2005-2006
PDC/49 BGD/01 354-BGD-5051 (Co-financed by Germany)	31,000	ENHANCING PRESS FREEDOM AND MEDIA CAPACITY IN RURAL BANGLADESH	2006-2007
PDC/51 BGD/01 354-BGD-5061	18 000	BANGLADESH: FELLOWSHIP PROGRAM FOR CAPACITY BUILDING OF YOUNG JOURNALISTS	2007-2008
PDC/52 BGD/01 354-BGD-5071	27,500	BANGLADESH: CAPACITY BUILDING PROGRAMME FOR YOUNG JOURNALISTS	2008-2009
PDC/52 BGD/01 354-BGD-5072	16,500	BANGLADESH: PROMOTING INVESTIGATIVE JOURNALISM IN BANGLADESH	2008-2009
PDC/53 BGD/01 354-BGD-5081	30,000	CAPACITY BUILDING OF COMMUNITY RADIO PERSONNEL IN BANGLADESH	2009-2010
PDC/53 BGD/02 354-BGD-5082	32,000	CAPACITY BUILDING OF INDIGENOUS PEOPLE ON RADIO JOURNALISM AND PROGRAMME PRODUCTION	2009-2010
Total Bangladesh: US\$ 443,000+US\$ 60,000 (Funds-in-trust)			

D . B U D G E T

BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)

One-month fellowship programme - 3 programmes will be organised (25 journalists will be awarded in each programme)		
Honorarium for 25 fellows/participants (@ US \$ 90 per person for 30 days x 25 fellows x 3 programs)	6750	
Daily allowances for fellows and volunteers (for food & refreshment for 27 persons) @ US \$ 3 per persons per day x 30 days x 27 fellows x 3 programs	7290	
Daily allowances (for food and accommodation) for 2 resource persons (@ US \$ 20 per person per day x 2 persons. x 30 days x 3 programmes)	3600	
Transportation (@ US \$ 250 per programme x 3 programmes)	750	
Venue (@ US \$ 400 per programme x 3 programmes)	1200	
Training materials (@ US \$ 7 per packet x 50 persons)	350	
Resource person honorarium (@ US \$ 30 per persons per day x daily 2 persons x 30 days x 3 programmes)	5400	

<u>TOTAL :</u>		<u>25,340</u>
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BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION (in US dollars)		
Local coordinator honorarium (US \$ 250 per programme x 3 programmes)	750	
Programme cost		
Training materials (@ \$ 7 per packet x 25 persons)	175	
Operation support cost		
Audit fee	200	
Operation/ support cost		
Telephone & postage (US \$ 50 per programme x 3 programmes)	150	
Office supplies (US \$ 100 per programme x 3 programmes)	300	
Total		1,575

CAMBODIA

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	IMPROVING REPORTING SKILLS OF REPORTERS IN THE PROVINCES OF CAMBODIA
2.	NUMBER	IPDC/54 CAM/01
3.	CATEGORY OF MASS MEDIA	Print media
4.	IPDC PRIORITY AREA	Capacity building
5.	SCOPE (NATIONAL, REGIONAL, INTERREGIONAL)	National
6.	TYPE OF ASSISTANCE REQUESTED	Training support
7.	TOTAL COST OF PROJECT	19,750 US\$
8.	AMOUNT REQUESTED FROM IPDC	15,800 US\$
9.	BENEFICIARY BODY	The Press Council of Cambodia
10.	IMPLEMENTING OFFICE	# 127, Norodom Blvd, Sangkat Tonle Bassac, Khan Chamkarmon, Phnom Penh. Phone: (855) 12 910-425 or Mobile: (855) 12 891-301. E-mail Address: Yinsoeum@live.com
11.	PROJECT LOCATION	Battambang province
12.	PROJECT PREPARED BY	The Press Council of Cambodia. Contact Person: Mr. Yin Soeum. Dr. Susanne Ornager, Bangkok Office
DECISION OF THE BUREAU:		

B. PRESENTATION

1. **PROJECT JUSTIFICATION:**

Many Cambodian newspapers and private radio and TV stations depend on support from political parties. Although press freedom is not guaranteed, government has declared support for press freedom, publicly praising the benefits to society of an unfettered media. There are no restrictions on satellite dish ownership and foreign radio broadcasts can be received easily from neighboring countries. The following newspapers are published in Cambodia: Reaksmei Kampuchea, Kaoh Santepheap, Cambodia Daily and Phnom Penh Post (in English). The following television stations are available in Cambodia: National Television of Cambodia (TVK), TV3, TV5, CTN, Bayon TV, CTV9 and Apsara TV. The following radio stations are available in Cambodia: National Radio of Cambodia, Radio FM 103, Radio FM 97 and Radio FM 95 and a news agency :Agence Kampuchea Presse (AKP).

The purpose of the project is to develop reporting skills in the provincial media in the Kingdom of Cambodia, which has been neglected by the tertiary education sector and other training initiatives. By focusing on the specific skills required of media professionals working at remote areas, the project will ensure that journalists of rural Cambodia could report local issues more regularly than before. In the process, it will be guaranteed that they will be exposed to a wide variety of ideas, debates on social democracy and good governance, and environmental issues. This will help continue the efforts towards democratization in Cambodia's provinces and foster greater public awareness about the various issues facing the county.

The project aims to teach provincial journalists/young reporters the necessary skills on reporting on social and environmental issues facing the livelihood of people in the provinces. Kampuchea Environment Education Project (KEEP) of Press Council of Cambodia's (PCC) is to coordinate the training courses. Three experienced trainers from the organization will facilitate and support the course.

2. **DESCRIPTION OF TARGET GROUP:**

The primary target group is 100 journalist/young reporters who do not have a degree related to social accountability transparency and good governance on social and environmental issues.

3. **DEVELOPMENT OBJECTIVE**

The project will contribute to building the professional capacities of journalists in writing/editing the news in this field for various media.

4. **IMMEDIATE OBJECTIVES:**

The trained 100 journalists/young reporters from the provincial areas obtained professional skills and knowledge that will allow them to file news on good governance, social and environmental issues and to improve coverage of provincial issues.

5. **PROJECT OUTPUTS:**

- 100 journalists/young reporters skilled with the professional knowledge to enhance media coverage of good governance, social and environmental.
- Journalists/young reporters networked with each other either personally or through their activities and programs.

6. ACTIVITIES:

- One day pre-course training seminar to communicate/talk with journalists/young reporters about “what subjects should a journalists cover about good governance, social and environmental issues?” [Hall meetings]
- A brochure / application form to the target groups.
- PCC selection of participants for the four one week training courses.
- Devise course outline, content and detailed programme to be prepared.
- Organise travel and accommodation of the trainers and participants.
- Conduct one week training workshops in four provinces in Cambodia (Kompongcham, Battambang , Siem Reap and Sihanouk Ville).
- Evaluate the workshops and submit the final report to IPDC-UNESCO.

7. WORK PLAN:

Months	1	2	3	4	5	6	7	8	9	10	11	12
Training Course on Fundamental reporting skills (e.g. focus on Social Issue specific Democracy)												
Training Course on Fundamental reporting skills (e.g. focus Natural Environment specific on climate change)												
Training Course on Fundamental reporting skills (e.g. focus on Social Issue specific Human Right)												
Training Course on Fundamental reporting skills (e.g. focus Natural Environment specific UEM)												

9. INSTITUTIONAL FRAMEWORK:

The Press Council of Cambodia (PCC) was created in early 2007, and the organization was recognized by the Ministry of Information and the King of the Kingdom of Cambodia as an independent organization, which has the mandate to protect journalists from different crimes targeted against them. PCC has its network all over the country and these networks are actively observing disgraces affecting the national economy, natural resources, and injustice in society.

The responsibilities of the PCC are to defend the rights of the press freedom, to promote international standards to professionals, to transform developing society into a democracy respecting justice, good governance and human rights. The PCC helps and encourages the networking of national, regional and international journalists.

10. SUSTAINABILITY

The project achievements will be made sustainable by continuing network through trained journalists. This project aims not only to equip journalists/young reporters with the skills to provide media coverage on regional issues, but it will also ensure that these professionals have access to the resources required to continue building their capacity in various thematic areas. The Cambodian instructors will be available for consultation after the workshops are completed. The participants will also ensure the sustainability of the project by sharing their new skills among their professional networks.

11. FRAMEWORK OF MONITORING

PCC will visit each training team to monitor and evaluate the activities under the UNESCO IPDC grant. The UNESCO Adviser for Communication and Information for Asia located in Bangkok, Thailand will be kept informed by quarterly reports.

12. EVALUATIONS CARRIED OUT

A recent study showed that the majority of media channels do not have skills related to good governance, social and environmental issues. PCC conducted a study “Kampuchea Environment Education Project (KEEP)” and it found that most of environmental journalists groups of Cambodia and young reporters have inadequate professional skills in reporting on social and environmental issues.

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING

The PCC will report on project progress on a quarterly basis to the UNESCO Bangkok office, and will submit a comprehensive final report describing the extent to which the immediate objective of the project was achieved. Our reports will be prepared and submitted by PCC.

C. ADDITIONAL INFORMATION

Assistance provided by the IPDC in the past

PDC/14CMB/01 510-CMB-60 510-CMB-61 510-CMB-62 (FIT -Denmark) 520-CMB-60 (FIT-France)	621,000 486,394 167,000 210,265	<i>Cambodia</i> Establishment of a media training academy	1994 -2000
PDC/20CMB/01 353-CMB-01	27,000	Requesting radio equipment	2000 -2002
PDC/21 CAM/01 353CAM5011	24,000	Increasing community participation in national radio FM96	2003 -2004
PDC/23 CAM/01 354CAM 5031	10,000	Affiliation of the Cambodia Communication Institute with the Royal University of Phnom Penh	2004 -2005
PDC/24 CAM/01 353CAM 5032	20,000	Establishment of the Local Radio Station of Rattanakiri	2004 -2005
PDC/24 CAM/02 353CAM 5033	15,000	Creation of an audiovisual training, production and documentation centre	2004 -2005
Total Cambodia: US\$ 96,000+US\$ 1,484,659 (Funds-in-trust)			

D. BUDGET**BREAKDOWN OF IPDC CONTRIBUTION
(in US dollars)**

Trainer/Facilitator (US\$ 50 x 5 trainers in 4 trainings)	1,000
Trainee/Participants (US\$ 15 x 25 participants in 4 trainings)	1,500
Training aids (Guest speaker/expert) (US\$ 25 x 3 experts in 4 trainings)	300
Field Trip (Transportation, food and refreshment) (US\$ 500 x 1 for 4 trainings)	2,000
Training material (US\$ 10 x 25 participants in 4 trainings)	1,000
Documentation (Printing reports) (US\$ 500 x 1 for 4 trainings)	2,000
Rental of Training venue (US\$ 10 x 25 participants for 4 trainings)	2,000
Travel and accommodation for 5 people, equipment and communication... (US\$ 1000 x 1 for 4 trainings)	4,000
Hall meeting (US\$ 250 x 1 for 4 trainings)	1,000
Snack (US\$ 10 x 50 participants for 4 trainings)	2,000
TOTAL	<u>15,800</u>

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

Education coordinator	500
Staff costs (Project assistants)	1,000
PCC Administration costs	1,000
Audit	800
Reporting	650
TOTAL:	<u>3,950</u>

CHINA

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	FREEDOM OF INFORMATION AWARENESS RAISING CAMPAIGN IN CHINA
2.	NUMBER	IPDC/54 CPR/01
3.	CATEGORY OF MASS MEDIA	Newspapers, radio, TV, Internet
4.	IPDC PRIORITY AREA	Freedom of expression
5.	SCOPE (NATIONAL, REGIONAL, INTERREGIONAL)	National
6.	TYPE OF ASSISTANCE REQUESTED	Financial
7.	TOTAL COST OF PROJECT	56,000 US\$
8.	AMOUNT REQUESTED FROM IPDC	40,000 US\$
9.	BENEFICIARY BODY	Chongqing University, China No. 174 Shapingba St.- Chongqing, 400044 Contact: Ma Shengrong - Tel: 023-565111719 Email: sehngrongma@gmail.com
10.	IMPLEMENTING OFFICE	UNESCO Beijing Dana Ziyasheva, CI
11.	PROJECT LOCATION	Xining, Wuhan, Chongqing, Beijing
12.	PROJECT PREPARED BY	UNESCO Beijing Dana Ziyasheva, CI
DECISION OF THE BUREAU:		

B. PRESENTATION

1. PROJECT JUSTIFICATION:

As the free flow of information and ideas is at the heart of democracy and the cornerstone in human rights, the up-dating of the publication of *Freedom of Information: A Comparative Legal Survey* in 2008, and its translation into Chinese in 2009 are of great symbolic importance. The dialogue on freedom of information between China and the rest of the world is just beginning and the Chongqing University of China calls on UNESCO to seize an opportunity to capitalize on this unique occasion.

This project intends to use the launch of the Chinese translation of the *Freedom of Information* throughout the country, as a platform for bolstering future dialogue on editorial independence and pluralism and encouraging recognition of Freedom of Information concepts in China. The project will result in a separate publication based on the symposiums and discussions. At the same time, it will introduce Chinese scholars to think tanks outside China as well as journalism centres of excellence in Asia, Europe and North America. It will also present the international community with a unique opportunity to gain insight on the current climate of freedom of information in China, which will lead to more comprehensive dialogues in the future.

The project will establish a website to provide access to the Seminars and the subsequent Book Launch. Currently, 298 million Chinese citizens have access to the Internet, which means this website would serve as a bilingual bridge for interested parties both within and outside of China. With the compilation and creation of a separate publication covering the project, additional information and literature will be added to the website to raise awareness in the future.

Chongqing University will bring together universities, students and professors in the pursuit of a better understanding about freedom of information. Three symposiums, one in each of the following cities, are planned: Chongqing, Wuhan, and Xining, culminating in a Book Launch in Beijing. By working with professors and local groups, the project will be able to reach 1,000 people. Such a media campaign will draw attention to the book itself and will hopefully incite more scholars and general public to acquire it and continue dialogues on the freedom of information. In conclusion of the symposiums, a separate publication will cover and incorporate the discussions that occur and serve as a foundation for further projects.

2. DESCRIPTION OF THE TARGET GROUP:

State legislators as well as journalism educators, students and universities in Chongqing, Urumqi, Wuhan and Beijing of China are prime beneficiaries of this project.

3. DEVELOPMENT OBJECTIVE:

The project will contribute to freedom of information in China by focusing attention and creating open dialogues leading up to and during the launch of *Freedom of Information*, and promoting dialogues with freedom of speech organizations from abroad.

4. IMMEDIATE OBJECTIVES:

To promote the *Freedom of Information* publication in China while gathering content for a separate publication in conclusion of the event.

5. PROJECT OUTPUTS

- Official publication of separate book summarizing the project dialogues and events surrounding the symposiums on freedom of information and the *Freedom of Information* book
- Several symposiums and a Book Launch lead by highly regarded journalism school leaders and acclaimed members of academia
- Website Construction and Supplementary Teaching Material Development to establish dialogues and a network of foreign organizations in the world

6. ACTIVITIES:

In the first phase, the Symposia and the Book Launch in Chongqing, Wuhan, Xining and Beijing will gather leading journalism educators, deans, members of academia and invited participants. This awareness raising activity intends to persuade journalism school administrations to share their experiences in furthering the FOI principles throughout China.

The think-tanks such as CIMA, IFEX, Zunia, Hoover Institution, China Leadership Monitor and Xinhua News Agency will be invited. The Chongqing University will be working closely with UNESCO to secure the participation of Toby Menda and other relevant experts in the Chinese fora.

Website construction and online discussion forum regarding the freedom of information:

- The website will be used to provide both the dissemination of information regarding: the publication itself, events, current issues/topics, the official launch
- The website will also serve as a forum for discussion on freedom of information in order to reach out to a wider population.
- Official book launch in Beijing in March
- Renowned academics, journalism professors, students, government officials, members of the media and other interested parties will be invited to attend the *Freedom of Information* book launch in March 2010 in Beijing.
- A separate publication based on the feedback, activities and dialogues of the project

7. PROJECT INPUTS:

- English version of the publication by UNESCO
- At least 50 professors or lecturers will attend the workshops, with at least 100 students of the School of Literatures and Journalism of Chongqing University attending the symposiums, to discuss the freedom of information in China and the new publication.
- A designer, a webmaster and staff will contribute to construction of the Website, and development of supplementary teaching material.
- Creation and publication of a book covering the feedback, activities and dialogues of the symposiums and discussions

8. WORK PLAN:

ACTIVITIES / MONTHS	1	2	3	4	5	6	7	8	9	10	11	12
Revision of the work plan												
Project Website construction												
Website in use for book launch												
Preparation for three cities' symposium												
Symposiums in Chongqing, Wuhan and Urumqi												
Book launch in Beijing												
Compilation and publication of a separate book based on the feedback, activities and dialogues of the symposiums and discussions												
Submission of final reports												

9. INSTITUTIONAL FRAMEWORK:

Chongqing University was founded in 1929. It became a provincial university in 1935. It was upgraded to a national university in 1942. Chongqing University has 24 colleges plus the graduate school, the City College, the College of Continuing Education and the College of Networking Education. As of 2006, the university has a total enrollment of 57,472 students, 12,000 of which are masters and doctoral students.

Chongqing University has established inter-school exchange links with 32 institutions of higher education in 13 countries such as the U.S, Japan, France, Germany, Canada, South Korea, Russia, etc. Since 1970s, Chongqing University has started to receive self-supported overseas students. At present, Chongqing University runs 24 colleges or faculties, as well as the Graduate school, the City College, the College of Continuing Education, the College of Networking Education.

10. SUSTAINABILITY:

- The symposiums will boost the discussion on freedom of information in China and allow for a better understanding of this topic both within China and among participants from the West.
- In conclusion of the symposiums and dialogues, a separate publication will be compiled and will create a strong foundation for the opening of freedom of information dialogues in the future.

11. FRAMEWORK OF MONITORING:

- Regular monitoring by UNESCO Beijing ACI, progress reports and deliverables as specified in the terms of reference and the schedule.
- Monitoring visits by experts who could be assigned by UNESCO to monitor the project progress.

12. EVALUATIONS CARRIED OUT:

- Survey under the Media Education Reform project.
- Media and ICT in the dialogue among civilizations, Beijing Forum

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING:

Chongqing will report on project progress on a four-month basis to UNESCO Beijing office and submit a comprehensive final report. The financial statement and deliverables will be submitted according to the terms of reference and the schedule established under the contract with UNESCO Beijing Office.

C. ADDITIONAL INFORMATION

UNESCO has already published an English version of this publication. Noting its value in China, we have taken on the translation and publication into Chinese.

Assistance provided by the IPDC in the past

PDC/9CPR/01 350-CPR-91 520-CPR-61 (FIT-France)	32,000 106,788	China China School of Journalism	1988 -1990
PDC/12CPR/01 352-CPR-21	79,000	Training in book publishing	1992 -1995
PDC/13CPR/01 352-CPR-31	100,000	Upgrading of the "Farmers' Daily" Newspaper	1993 -1996
PDC/14CPR/01 352-CPR-41	35,000	Development of women journalists in the print and electronic media	1993 -1996
PDC/15CPR/01 352-CPR-51	40,000	Retraining of Journalists	1995 -1997
PDC/17CPR/01 352-CPR-71	34,000	Communication technology Courses for Local Newspapers in Remote region	1997 -1998
PDC/53CPR/01 354-CPR-5081	39,300	CHINESE JOURNALISM EDUCATION REFORM AND UNESCO MODEL JOURNALISM CURRICULA	2009-2010
Total China: US\$ 359,300+ US\$ 107,000(Funds-in-trust)			

D . BUDGET

BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)

1) Website construction for online information dissemination and forum	4,000
2) National Symposia (at Chongqing, Wuhan and Xining)	29,000
Support to travel of International speakers	
Description of Expenses	Cost
International flights	5,500
Domestic flights	3,500
Train tickets	1,500

Communication costs	00	
Sub-Total		11,000
Conference arrangements: venue, translation, meals, etc,		
Description of Expenses per site		
Venues	1,000	
Lunch, coffee breaks, etc	1,000	
Clerical support	600	
Participation of re-known Chinese experts	1,500	
Simultaneous translation	1,500	
Misc (invitations, mailing, etc)	400	
Sub-Total (US\$6,000 x 3)	6,000	18,000
3) Compilation and publication of a separate book based on the feedback, activities and dialogues of the symposiums and discussions		2,000
4) Book launch		5,000
Total		<u>40,000</u>

BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION (in US dollars)		
Accommodation for speakers		5,000
Conference Venue		3,000
Volunteers		5,000
Office infrastructure		3,000
Total beneficiary's contribution		16,000

INDIA

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	BUILDING INSTITUTIONAL CAPACITY OF COMMUNITY RADIO FORUM, TO STRENGTHEN MARGINALIZED VOICES AND GOOD GOVERNANCE
2.	NUMBER	IPDC/54 IND/01
3.	CATEGORY OF MASS MEDIA	Community radio
4.	IPDC PRIORITY AREA	Development of community Media
5.	SCOPE (NATIONAL, REGIONAL, INTERREGIONAL)	National
6.	TYPE OF ASSISTANCE REQUESTED	Institutional capacity building
7.	TOTAL COST OF PROJECT	US\$ 40,000
8.	AMOUNT REQUESTED FROM IPDC	US\$ 30,000
9.	BENEFICIARY BODY	Community Radio Forum of India, 600/1 Retreat House Road, Near New Baga Bridge, Baga-Calangute' Goa 403516 Tel: 91-832-2281032 E-mail: crfindia@gmail.com Contact: Stalin K. Convenor
10.	IMPLEMENTING OFFICE	UNESCO New Delhi Office
11.	PROJECT LOCATION	New Delhi
12.	PROJECT PREPARED BY	Stalin K. Convenor, President of the Community Radio Forum, India with the help of UNESCO New Delhi Office
DECISION OF THE BUREAU:		

B. PRESENTATION

1. PROJECT JUSTIFICATION:

The Constitution of India guarantees the right to freedom of speech, expression and information to every citizen. The Government of India reinforced its commitment towards this by approving the Community Radio Policy in November 2006, allowing community groups and civil society organizations to own and operate low-power radio stations. As a result of this, a three tiered media structure comprising public, private and community is now in place. However, there are critical issues of concern. First, the guidelines subsume campus radio, community radio and agricultural universities under the same umbrella. This is unrealistic, particularly in the context of management and ownership. Community radio stations in most parts of the world are managed and owned by communities, in contrast to campus and agricultural university radio stations. Other issues of concern are that the guidelines do not permit community radio stations to broadcast news. This is contrary to the spirit that characterised the rationale for community radio in India. The objective was to ensure that it would provide a voice to the voiceless.

While there has been an increase in the number of community radio stations in the country, the slow process of license applications has impeded the pace of community radio stations from starting operations. In March 2007, government projections asserted that the country had room for 4000 community radio stations. In September 2009 there were less than 60 operational campus and grass root community radio stations. In terms of grass root community radio stations, the figure was less than 10. The heart of the problem is not just a gap between demand and supply, but also the absence of a sufficiently enabling environment. The emergence of a strong Community Radio Forum, therefore, is not just desirable, but a vital necessity that would go a long way to build a vibrant community radio climate and strengthen the co-relation between media and marginalized communities who have no other means of access to information and expression.

A coordination body, the Community Radio Forum of India (CRF), was initiated in 2007 for awareness and capacity building and for forging a network which would act as a conduit between community radio stations and government. Some of the community based groups and other organizations that have been pioneers in the community radio movement of the country, such as the Deccan Development Society in Andhra Pradesh, the Kutch Mahila Vikas Sanghatan, VOICES in Bangalore, and the Sarojini Naidu School of Communication in Hyderabad, have played a foundational role in the Forum. In many ways, the Forum is the most relevant and appropriate mechanism to ensure a vibrant and enabling environment for community radio in India. In order to do so, however, there is an urgent need to upscale its activities and strengthen its infrastructure especially if community radio is to take roots and spread across the country. At present, the leadership of the forum, due to professional compulsions of key members is scattered and hence it is sometimes difficult to execute all decisions made by the members of the forum.

This proposal has been developed to institutionalise and provide an administrative structure to the forum to enable execution of its vision and functions. It is essential for the forum to have a central headquarters in Delhi in order to be able to work effectively and closely with the Ministries and Departments concerned. Institutionalising the Community Radio Forum is also vital to providing support in the following areas:

- 1) Lack of awareness: Many civil society players (including NGOs and CBOs) remain unaware of what constitutes community radio leave alone the fact that policy guidelines exist for community radio stations in India;
- 2) Assistance and clarity in terms of license application procedures: The slow pace of the license process as well as the complexity of some of its attendant criteria like survey lists and costs of application have handicapped the pace of community radio growth in the country;

- 3) Assistance and advice in terms of access to appropriate technology and hardware and their costs
- 4) Advisory legislation. Issues like the ban of news and a blurring of distinctions between campus and community radio stations need to be rectified.

2. DESCRIPTION OF THE TARGET GROUP:

The project targets more than 200 NGOs that have either received or are in process of application for community radio licenses in India.

3. IMMEDIATE OBJECTIVE:

The immediate objective is to consolidate the community radio movement in India through institutional strengthening of the Community Radio Forum in New Delhi that will be able to provide all information and advice to community Radio stations as well as to undertake activities related to policy advocacy and capacity building with the purpose of enhancing values of community radio stations.

4. DEVELOPMENT OBJECTIVE:

The development objective is to enable community radios to promote a participatory, accountable and transparent governance system, thus paving the way to considerable opportunities for freedom of expression, pluralism, information sharing and communication.

5. PROJECT OUTPUTS:

- 1) Establishing a Community Radio Forum Secretariat in New Delhi.
- 2) At least 360 groups sensitized through 12 Workshops on Awareness Content and Programme Production.
- 3) At least 360 groups sensitized through 12 Workshops on the use of appropriate technology for community radio
- 4) At least 50 per cent of participants would be women thereby strengthening gender equity
- 5) More than 50 per cent of beneficiaries would be Dalits, tribals, and other marginalized sections of society.
- 6) A Helpline established that would reach out to all the license applicants for community radio.
- 7) A dynamic and enriched Website for the Community Radio Forum built and uploaded

6. ACTIVITIES:

This proposal seeks to strengthen the Community Radio Forum's capacity to function as a driving force which promotes, advocates, facilitates and builds an active and vibrant community radio environment in India through the following:

1. Establishing a Community Radio Forum Secretariat in New Delhi. It will act both as a helpline and a clearing house for community radio practitioners and NGOs who are interested in applying for community radio stations in the country. It will help and guide the applicants through the various stages of application procedures to ensure that there are no unnecessary delays. It will also seek to spread awareness about the potential of community radio in rural/ marginalized areas in providing alternative means of communication and access to relevant information.
2. The Secretariat will also act as an interface between government and other regulatory bodies, and community radio practitioners in the country and lobby for appropriate reforms in procedures and

guidelines – like separation of Campus and Community Radio, issues around spectrum allocation, licensing/spectrum fee, disseminate training materials, etc.

3. Hiring a coordinator for the Community Radio Forum
4. Conceptualising, designing and implementing 12 capacity building Community Radio workshops that will focus on awareness, programme production and content
5. Conceptualising, designing and implementing 12 capacity building Community Radio workshops for license holders that will focus on appropriate technology.
6. Design, develop and maintain a Community Radio Forum website

7. PROJECT INPUTS:

- 1) Office space
- 2) Coordinator and personnel for the secretariat;
- 3) Internet Connectivity between Secretariat and Regional Centres
- 4) Trainers for awareness, content and programming, appropriate technologies
- 5) Community Radio group trainees

8. WORK PLAN:

- Months 1-3: a) Operationalize the Secretariat and its activities.
 b) Design the Website and start construction
 c) Consolidate Data Base of Resource Groups, Centres and Time Line for training
- Month 2: Start the Forum's Help line activities
- Months 3-4: Launch Website
- Months 3-6: 1st phase of training programmes completed (4 Training Programmes in Awareness Building and 4 training programmes on technology completed)
- Month 6: Mid-term review of website and functioning of Helpline.
- Months 6-9: 2nd phase of Training Programmes completed (4 Training Programmes in Awareness Building and 4 training programmes on technology)
- Months 9-12: 3rd Phase / Final of training programmes completed .This would culminate with a national Community Radio Forum consultation involving key stake holders including government, NGOs, and Community Radio practitioners

ACTIVITIES / MONTHS	1	2	3	4	5	6	7	8	9	10	11	12
1. Secretariat starts operations which include developing /Data Base for Training Resource Groups and finalizing Training Calender												
2. Website Construction & Launch												
3. Launch and operationalize Help Line												
4. Mid Term Review of Activities												
5. National Consultation												

9. INSTITUTIONAL FRAMEWORK:

The Community Radio Forum has been working for safeguarding rights, promotion and development of community radios in India. The CRF has the responsibility to sustain community radio movement for

increasing people's awareness about alternative ways of communication and access to information, stimulating democratic participation, protecting public interest, respecting human rights and promoting good governance. CRF also safeguards the voice of marginalized people and is concerned about any restriction of freedom of expression of the Community radios. The CRF will hire a coordinator who will coordinate and be responsible for the implementation of the project. The Community Radio Forum through its Secretariat will seek to involve the participations of the Forum's members to partner in the project. The Forum has founding members that act as regional representatives in different parts of the country. They will be urged to take on the responsibility of developing the regional resources and linkages required to implement the project.

10. SUSTAINABILITY:

The project is a part of the overall Community Radio Forum strategy to develop an apex body that would build a vibrant community radio sector addressing issues of good governance and development through community based information dissemination. The Forum has already initiated a strategy that encompasses a mix of training, production and research to address these needs. The IPDC grant would provide seed support to strengthen the Secretariat and its activities. The costs would be subsidized in the long term through membership subscription and nominal fees for participation in the consultations and training programmes. This has already been demonstrated in some of the training and capacity building programmes that have been initiated by the Community Radio Forum. The training programmes would be used to develop and build membership of the Community Radio Forum through subscription. A part of the Forum's work would also be carried out through volunteers. Members have already been allocated responsibilities in this regard.

11. FRAMEWORK OF MONITORING:

The Community Radio Forum would appoint a core group of community media practitioners and advocates to monitor the project. These would include the regional representatives of the Forum. Project implementation will be monitored by UNESCO New Delhi Office.

12. EVALUATIONS CARRIED OUT:

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING:

The Forum would provide quarterly reports on the progress of the project to the UNESCO New Delhi Office.

C. ADDITIONAL INFORMATION

Assistance provided by the IPDC in the past

PDC/6IND/01 350-IND-61	40,000	India The Indian Institute of Mass Communication	1985 -1989
PDC/9IND/01 350-IND-91	32,000	Press Institute of India	1988 -1992
PDC/13IND/01 352-IND-31	110,000	A training Scheme for Field Investigators at the Mass Communication Research Centre	1993 -1996
PDC/18IND/01 352-IND-81	55,000	Community Feature Network Project of the Press Institute of India	1998-1999

PDC/19IND/01 352-IND-91	30,000	Communication education and media needs	1999 - 2001
PDC/20IND/01 353-IND-01	20,000	NAMMA DHWANI Community Radio	2000 - 2002
PDC/23 IND/01 354- IND- 5031	20,000	Training on Converging Media	2004 - 2005
PDC/23 IND/02 354-IND-5032	15,000	Expanding PII Community Feature Network and Grassroots publication	2004 - 2005
PDC/48 IND/02 354 IND 5041	20,000	Empowering communities through ICT using community FM and satellite radio	2005-2006
PDC/49 IND/01 354- IND- 5051	15,000	COMMUNITY VIDEO FOR LOCAL CABLE NETWORK BROADCASTING	2006-2007
PDC/49 IND/03 354- IND-5052	15,000	TESTING OF HANDBOOK KIT AND DEVELOPMENT OF TRAINING MODULES ON DISASTER REPORTING	2006-2007
PDC/51 IND/01 354- IND-5061	60,000	INDIA: FLAGSHIP UN ACTION FOR COMMUNITY RADIO IN THE TRIBAL REGIONS IN INDIA	2007-2008
PDC/51 IND/02 354- IND-5062	15,000	INDIA: REINFORCEMENT OF CMCS IN MARGINALIZED WEAVER COMMUNITIES	2007-2008
PDC/53 IND/01 354- IND-5081	23,000	COMMUNITY RADIO FOR URBAN POOR IN PARTICIPATORY GOVRNANCE	2009-2010
Total India: US\$ 470,000			

D . B U D G E T

BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)		
Organize and coordinate 12 3-day workshops on awareness, content and programme Production @ USD 1,000 per workshop		12,000
<ul style="list-style-type: none"> • Workshop planning and design: \$90 • Venue cost @ \$ 20 x 3 days : \$ 60 • DSA@\$4 per participant x 30 participants x 3days: \$360 • Stationary@\$1 x 30 participants: \$ 30 • Equipment Hiring Costs (LCD, Microphones etc.):\$ 10 • Local Transport : \$100 • Communication/Fax/ Telephone Costs:\$100 • Travel subsidy for two Resource Persons: \$100 • Accommodation for two Resource Persons:@\$20 x 2 pers x 3 days: \$120 • Misc. osts : \$30 <p>Total : \$1000</p>		12,000
Organize and coordinate 12 3-day workshops for license holders on use of appropriate technology for community radio @USD 1,000 per workshop		12,000
<ul style="list-style-type: none"> • Workshop planning and design: \$90 • Venue cost @ \$ 20 x 3 days : \$ 60 • DSA@\$4 per participant x 30 participants x 3days: \$360 • Stationary@\$1 x 30 participants: \$ 30 • Equipment Hiring Costs (LCD, Microphones etc.):\$ 10 • Local Transport : \$100 		12,000

<ul style="list-style-type: none"> • Communication/Fax/ Telephone Costs:\$100 • Travel subsidy for two Resource Persons: \$100 • Accommodation for two Resource Persons:@\$20 x 2 pers x 3 days: \$120 • Misc. Costs : \$30 	Total : 1 000	
Design and Construction of the Website		6,000
<ul style="list-style-type: none"> • Domain Charges \$100 • Design Layout \$200 • Technical inputs \$400 • Interactive web cost \$600 • Detail links \$300 • Logo designing \$200 • Live streaming \$1000 • Web Radio \$1100 • Animation \$600 • Graphics \$700 • Web Coordination \$400 • Size of the page \$300 	Total 6 000	
TOTAL		<u>30,000</u>

BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION (in US dollars)	
Physical Location of the Secretariat/Office and connectivity	4,000
Communication costs	1000
Administration/equipment costs	2000
Costs of regional partners (for coordination/online exchange/travel)	2000
<u>TOTAL :</u>	<u>9,000</u>

KAZAKHSTAN

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	BASIC SKILLS TRAINING IN NEWS-GATHERING, REPORTING AND WRITING FOR REGIONAL JOURNALISTS IN KAZAKHSTAN
2.	NUMBER	IPDC/54 KZH/01
3.	CATEGORY OF MASS MEDIA	NEWSPAPERS, RADIO AND TELEVISION
4.	IPDC PRIORITY AREA	TRAINING OF MEDIA PROFESSIONALS
5.	SCOPE (NATIONAL, REGIONAL, INTERREGIONAL)	NATIONAL
6.	TYPE OF ASSISTANCE REQUESTED	TRAINING SUPPORT
7.	TOTAL COST OF PROJECT	US\$ 44,750
8.	AMOUNT REQUESTED FROM IPDC	US\$ 36,000
9.	BENEFICIARY BODY	Kazakhstan Newspaper Publishers Association (KNPA) 5, Krivoguza str. Karaganda, Kazakhstan Tel.: +7 7212 44-51-91 infoEnglish@izdatel.kz, www.izdatel.kz
10.	IMPLEMENTING OFFICE	UNESCO Almaty Cluster Office for Kazakhstan, Kyrgyzstan, Tajikistan and Uzbekistan
11.	PROJECT LOCATION	North-East in Karaganda and South-West in Almaty, Kazakhstan
12.	PROJECT PREPARED BY	Mr Sergey Karpov, NPO/CI, UNESCO Almaty
DECISION OF THE BUREAU:		

B. PRESENTATION

1. **PROJECT JUSTIFICATION:**

Since gaining independence in 1991, Kazakhstan has had an uneven record on media freedom, despite constitutional commitments to democracy and a free press. Restraints stem from the legacy of the Soviet era, when the role of media was to support the state, from alliances between political and commercial interests, and from fears of ethnic tensions. Government authorities use indirect methods to control media including the award of broadcast licenses to political and business allies, libel suits against opposition media, and the control of access to transmitters and printing plants. Despite such pressures, national media and print, radio and TV outlets in Astana, the capital, and Almaty, the major commercial centre, have developed human resources and an advertiser-supported financial base. Journalists, while facing legal and extra-legal threats and pressures, have developed skills in information-gathering, source-checking, writing and analysis. By contrast, media development in Kazakhstan's regions has been slow. Although new private media outlets have opened, journalists lack basic educational and professional skills; with low salaries, they are susceptible to pressure from local political and business interests. Many do not know their legal rights—for example, for access to information—and lack training in research, fact-checking and providing balanced stories. Financially-struggling media outlets regularly publish or broadcast “hidden advertising,” press releases from local government or businesses masquerading as news stories. Regional universities are ill-equipped to prepare journalists for the profession. Although journalism is a popular area of study, most journalism departments are part of philology (literature and linguistics) faculties, and the curricula are heavy on theory, literary analysis and stylistics; teachers lack professional experience in media, and students have limited opportunities for practical experience. Regional media complain that university graduates lack basic skills in information-gathering, interviewing and writing, as well as audio and video production, but they do not have the capacity to provide effective in-house or on-the-job training. Kazakhstan's regions need new and effective partnerships between media organizations and universities to reform curricula and offer more skills-based in-house training and university courses.

The purpose of the project is to improve skills in News-gathering, sourcing, fact-checking and reporting by regional journalists through the customization of two foundation courses in the *UNESCO Model Curricula for Journalism Education*—Logic, Evidence and Research and Tier 1 Reporting and Writing (basic news and feature stories). The curricula have been translated into Russian, and a list of Russian-language books, articles and Internet sources is currently being developed for peer review by UNESCO-Almaty. A team will adapt the courses to regional needs by developing presentations, case studies, practical individual and group assignments, and assessments. The team will then co-teach the courses, with specific classes and practical experiences taught at the university and at the media organization. After the courses are over, the participants will meet again for a single-day workshop to share best practices, discuss challenges and formulate plans for future course offerings and development.

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

The project will provide training and technical assistance (TA) for 24 participants from media organizations and university journalism departments. The participants will be selected on a competitive basis; each two-person team will submit a statement of purpose, identifying journalism training needs in their city or region, and CVs. The proposals will be reviewed by an independent panel from UNESCO Almaty and the project sponsor, the Kazakhstan Newspaper Publishers' Association (KNPA), with assistance from experienced journalism teachers and media trainers.

3. DEVELOPMENT OBJECTIVE:

The project aims to build professional skills in News-gathering, source-checking, reporting and writing in regional journalism in Kazakhstan. It has been designed within the framework of UNESCO Media Development Indicators, Category 4—professional capacity building and supporting institutions that underpin freedom of expression, pluralism and diversity. More specifically, it addresses two goals:

- A. Availability of Professional Media Training. Key indicators (4.1): qualification programmes for journalists exist; opportunities for qualified journalists at all levels to upgrade their skills and essential disciplinary knowledge; training courses that combine production and training. (4.3): training equips journalists with investigative reporting skills and related disciplinary knowledge.
- B. Availability of academic courses in media practice. Key indicators (4.4): universities and colleges offer undergraduate and postgraduate courses in journalism and other aspects of media. (4.5): courses equip students with the skills needed for independent thought and analysis.

The project also addresses UNDAF Outcome 3 for Kazakhstan, Effective Governance, which includes media empowerment. Specifically, it addresses Output 2.2.: Information professionals, including media, have increased capacity to fulfil their mandates for improved access to information, dialogue and collaboration in policy-making, by contributing to two indicators-- number of universities that apply UNESCO model journalism curricula, and number of communication and information professionals equipped with tools and approaches to promote access to information and dialogue in policy-making.

4. IMMEDIATE OBJECTIVES:

Twenty-four regional journalists and journalism teachers acquired the skills and knowledge to design and deliver courses in news-gathering, reporting and writing and also in adapting two foundation courses in *UNESCO's Model Curricula for Journalism Education*.

5. PROJECT OUTPUTS:

- Twenty-four journalists and journalism teachers, working teams, will adapt two courses from the UNESCO Model Curricula to regional conditions in Kazakhstan, developing presentations, case studies, practical individual and group assignments, and assessments.
- The teams will co-teach the courses, with specific classes and practical experiences taught at the university and the media organization.
- The participants will share best practices, discuss challenges and formulate plans for future course offerings and development.

6. ACTIVITIES:

- Announcement of program and call for applications distributed by Kazakhstan Newspaper Publishers Association (KNPA) to regional media organizations and university journalism departments
- Review of applications by UNESCO-Almaty, KNPA and outside experts and selection of teams
- Preparation of workshop schedule and handouts
- Two five-day workshops (12 participants in each) in Karaganda (for participants from north and east Kazakhstan) and Almaty (south and west Kazakhstan)
- Teaching of courses at media organizations and universities
- Follow-up one-day workshop to share experiences and best practices, and to discuss next steps

7. PROJECT INPUTS:

- One trainer with academic and professional background in journalism and experience in course design and development and training methodologies
- One Kazakh and Russian-speaking assistant trainer
- One programme manager from KNPA
- Training facilities with overhead projector, large screen, photocopying facilities, computer workstations with Internet access and support personnel for logistics and technical facilities
- Training materials, including Russian-language version of UNESCO Model Curricula for Journalism Education, and lists of Russian and Kazakh sources

8. WORK PLAN:

ACTIVITIES / MONTHS	1	2	3	4	5	6	7	8	9	10	11	12
Announcement and call for applications	X	X										
Review of applications and selection			X									
Planning for workshops				X	X							
Workshops at Karaganda and Almaty						X						
Participants co-teach courses								X	X	X	X	
Follow-up workshop and evaluations												X

9. INSTITUTIONAL FRAMEWORK:

KNPA registered as an NGO in Kazakhstan since consists: 14 participant members (print media organizations, media holdings and publishers) and 24 associated members. 4 staff members are working on permanent basis and 5 volunteers on demand basis. The premises consist of a training hall and 3 rooms.

10. SUSTAINABILITY:

This is part of a long-term effort by UNESCO to raise the education and skills levels of journalists in Kazakhstan and has been conducted at several levels—through TOT and curriculum development workshops for professional media trainers and university journalism teachers, through direct training for working journalists, and through capacity building at university journalism faculties. The project will introduce two courses from the UNESCO Model Curricula into the programs of several regional universities, and forge partnerships between universities and local media organizations through the co-teaching methodology. This should lead to increased university-media collaboration in courses and the offering of practical experiences to students.

The core of funding come from KNPA members, payments for media and logistics services from World Newspaper Association and payable trainings by demand of print media organizations. When the grant ends, the project sustainability will be achieved by means of rendering paid services on advertising and distributing educational literature in the sphere of journalism. Networking among Universities and media training institutions will also contribute to the financial sustainability of the project.

11. FRAMEWORK OF MONITORING:

Project monitoring will be carried out by the UNESCO Almaty office. KNPA will ask Internews-Kazakhstan, an experienced media training and development organization, to conduct an independent monitoring of the project and its outputs.

12. EVALUATIONS CARRIED OUT:

KNPA evaluated in the framework of UNESCO Almaty CI missions to Karaganda. The previous IPDC project was satisfactory implemented and recommended as partner for the follow-up media development activities.

The need to improve basic skills for regional journalists in Kazakhstan has been documented by various aid agencies including the International Research and Exchanges Board (IREX), Reporters sans Frontiers, the Organization for Security and Cooperation in Europe (OSCE), the Institute for War and Peace Reporting (IWPR), the Committee to Protect Journalists (CPJ) and Internews. A soon-to-be published book, *After the Czars and Commissars: Journalism in Post-Soviet Authoritarian Central Asia*, includes a survey of journalism education in Kazakhstan, and points to low standards at regional universities.

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING:

KNPA undertakes to report on the project progress on a four-month basis to UNESCO Almaty.

C. ADDITIONAL INFORMATION

Assistance provided by the IPDC in the past

PDC/14KZH/01 352-KZH-41	70,000	Kazakhstan Development of the independent radio station “Radio Maximum”	1994 –1997
PDC/15KZH/01 352-KZH-51	71,000	Journalism/Media training at the Kazak State University	1995 -1997
PDC/19KZH/01 352-KZH-91	30,000	Newspaper for farmers living near the Aral Sea	1999 -2000
PDC/21 KZH/01 353KZH5011	15,000	Distance education training via Internet technologies	2003 -2004
PDC/51 KZH/01 354KZH5061	18,000	KAZAKHSTAN: ICT FOR SMALL NEWSPAPER DEVELOPMENT	2007-2008
PDC/53 KZH/01 354KZH5081	19,000	CAPACITY BUILDING OF TV NEWS REPORTERS FOR ENVIRONMENTAL SUSTAINABILITY IN KAZAKHSTAN	2009-2010
Total Kazakhstan: US\$ 223,000			

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)	
Trainers' services (2 trainings x5 days at rates of \$400 per day see circular №2313)	\$4,000
Travel fare and accommodation for trainers (Flight: Ohio-Ala-Kar-Ala \$2900/Visa \$150/Almaty DSA 8 daysx267/Karaganda DSA 6x200)	\$7,500
Logistics support (stationary 480/communication 600/assistance 300/Reports 500/bank 100 / coping 180)	\$2,160
Travel fare and DSA for participants (2 persons from the 12 cities: Semipalatinsk/Pavlodar/Ekibastuz/Karaganda/Kustanay/Ust-Kamenogorsk/Taraz/Kyzylorda/Chymkent/Aktobe/Turkestan/Almaty x20\$x6 days/ 2203 tickets / 1064 terminals)	\$6,140
Accommodation coffee and lunches for participants(Accommodation \$80 x24 participantsx6 days / coffee \$4 x 20 times x26 participants / Lunch \$10 x 10 times x 26 people)	\$16,200
Total	\$36,000

BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION (in US dollars)	
Administrative support and communication	\$3,000
Staffing	\$5,000
Project reporting	\$750
Total	\$8,750
Total costs of project	\$44,750

LAOS

A. PROJECT IDENTIFICATION	
1.	PROJECT TITLE
	ENGAGING YOUTH THROUGH RADIO DEVELOPMENT
2.	NUMBER
	IPDC/54 LAO/01
3.	CATEGORY OF MASS MEDIA
	Radio/community media
4.	IPDC PRIORITY AREA
	Training for community media
5.	SCOPE
	National
6.	TYPE OF ASSISTANCE REQUESTED
	Training support/community radio production
7.	TOTAL COST OF PROJECT
	US\$ 43,504
8.	AMOUNT REQUESTED FROM IPDC
	US\$ 35,291
9.	BENEFICIARY BODY
	Equal Access (through Mahosot Consulting) 28/2 Thadera Rd. Ban Vatsop PO Box 6269 Vientane - Phone: 856-21-350685
10.	IMPLEMENTING OFFICE
	UNESCO Officer, Bangkok
11.	PROJECT LOCATION
	Champasak, Saravanh and Louangnamtha provinces
12.	PROJECT PREPARED BY
	Thipphavanh Thammachith Equal Access National Community Development Consultant
DECISION OF THE BUREAU:	

B. PRESENTATION

1. PROJECT JUSTIFICATION:

Lao PDR is one of the most restricted countries in the world for independent media and journalism. Most forms of mass communications are owned and controlled by the government, but Equal Access has obtained permission to develop a “young peoples’ radio” program. The focus of the program is to provide skills to students who, in turn, provide radio programming for young people. This will be done by expanding our youth radio program based in Saravanh province, in the south, and by establishing a new radio program in the northern province of Louangnamtha. Fifty percent of the country’s population is under 19 years of age and many young people face a number of difficult issues. Unemployment is very high, and poverty is the normal condition in most rural areas. Young people lack knowledge concerning personal issues, relationships and how they fit into society. Many of them turn to drugs and alcohol. As a result, they are at higher risk of exposure to HIV/AIDS and Sexually Transmitted Diseases. Students will use the Lao radio systems to broadcast the program *Chatting with My Best Friend*, which addresses personal and social issues on a broad scale. The programming creates positive role models, which young listeners emulate, helping them grapple with difficult issues. Through audience feedback we have found that youth are receiving the messages of our radio program and making positive behaviour changes. This project builds the capacity of community media and trains youth in basic media skills to ensure that pluralistic and listener driven media is available in Laos.

2. DESCRIPTION OF THE TARGET GROUPS:

The primary target group consists of 80 Lao youth (20 new trainees and 60 who will receive updated skills training), 80% of them students at two secondary schools in the southern provinces of Saravanh and Champasak, and the other 20% students from Louangnamtha province.

3. DEVELOPMENT OBJECTIVE:

This proposed “young peoples’ radio program will build the capacity of independent and pluralistic media by expanding social development radio programming in Laos to dramatically increase the availability of positive development information that empowers tens-of-thousand of youth so they will have more satisfying and productive lives.

4. IMMEDIATE OBJECTIVE:

The creation of new youth radio programs that will build on existing projects in the Saravanh and Champasak, regions of Laos, the provision of skills training and the establishment of a new youth radio broadcast project in a third area, Louangnamtha that will be carried out within a 12-month period of project inception. This new project will include training for young radio producers and equipment to ensure effective project implementation.

5. PROJECT OUTPUTS:

5.1. Saravanh and Champasak province project

- Skilled project supervisors who will assist the students in appropriate aspects of the project.
- Installation of equipment will afford students and youth with greater access to programming.
- Newly created programs will provide thousands of youth across the region with valuable information they can use in determining their lifestyle and future plans.
-

5.2. Louangnamtha province project

- Creation of skilled advisory and program committees who will demonstrate the knowledge and ability to oversee and supervise the program.
- Broadcast studio will meet all needs concerning the preparation and production of project programs.
- About 20 students directly involved in developing and producing the programs will be able to express

themselves using the artistic and technical skills learned in the trainings and will be equipped to develop into radio or media professionals following high school.

An additional positive outcome is that graduates of the program are expected to obtain employment as producers with Lao Broadcasting.

6. ACTIVITIES:

6.1. Expansion of project from Saravanh and Champasak provinces in southern Laos

- Provision of support for volunteer staff coordinators at both the Pakse and Saravanh schools so they can supervise the youth creating and producing youth programs.
- Installation of equipment at the Pakse and Saravanh schools, including a loudspeaker system for school students, a Win-phone to get feedback from radio listeners, and fans that will be used to cool the work room.
- Ongoing maintenance of the broadcast studio, equipment and electrical systems at both schools so it will be in good condition to allow for production of excellent programs.
- Increased participation through phone calls and letters by thousands of youth spread across 2 provinces so they can have their questions answered and discussed on the programs.

6.2. Launching of new activities from Louangnamtha province in north Laos

- A two-day fact finding trip by Equal Access staff to Louangnamtha province to verify and collect data and information for the development of a comprehensive and effective project. Meetings will identify key stakeholders who will assist in project development and provide programmatic guidance.
- Renovation of the studio room to be used by the project and the installation of broadcast studio equipment.
- Bringing the broadcast booth up to standard by renovating the studio, construction and painting, installing electricity and lighting systems, air conditioning, carpets, and furniture, as well as setting up a computer system, software applications, a mixer, microphone system, audio-CD tapes, and editing software.
- Holding the first 5-day training program for about 20 students (broken into five groups of four) concerning the kind of content to be developed for the project and the technical aspects of recording and broadcasting.
- Launching of broadcasting, including students directly involved in the project in groups of four, one each responsible for technology, script writing, managing the production, and on-air DJ host. Other students will produce content such as poetry, music, storytelling, and some students will serve as community reporters.

7. PROJECT INPUTS:

7.1. Saravanh and Champasak province project

- School staff project coordinators at both schools.
- Pieces of equipment, including loudspeakers, a Win-phone and fans.
- Volunteers to carry out maintenance of project facilities, receive phone calls and open letters sent to programs.

7.2. Louangnamtha province project

- Carpenters to complete construction work in a school in Louangnamtha to bring facilities up to standards.
- Technical staff to install new equipment at the school in Louangnamtha, including a loudspeaker system, fans in the work room, a telephone system, etc.
- One technician to install equipment at the new studio in Louangnamtha province.
- 3 trainers capable of training students in Louangnamtha province in how to develop information content for radio and how to edit, package and distribute the radio programs.

- 2 teacher supervisors capable of looking after the student broadcasters at the school in Louangnamtha province.

8. WORK PLAN:

ACTIVITIES / MONTHS	1	2	3	4	5	6	7	8	9	10	11	12
Study visit of Project to verify/get data and Information												
Documents/Papers running/Preparation-Requirements												
Procurement												
Studio renovation/building (including signing contract with school and youth team selection)												
1 st Phase of Workshops in Pakse, Saravanh and Louangnamtha -National Radio Training Consultant (80 total participants - 30 existing participants from Pakse, 30 existing participants from Saravanh and the additional 20 participants from Louangnamtha												
Business plan and training for sustainability												
Practice producing 5 episodes by 5 groups (group of 4 studs.)												
2 nd Phase of Workshops (80 total participants - 30 existing participants from Pakse, 30 existing participants from Saravanh and the additional 20 participants from Louangnamtha												
Project evaluation												
Report												

9. INSTITUTIONAL FRAMEWORK:

Equal Access creates positive social change for millions of underserved people in the developing world by providing critically needed information and education through locally produced and targeted content, the use of appropriate and cost-effective technology, and effective technology, and effective partnerships and community engagement. A non-profit organization with headquarters in San Francisco, Equal Access works with local communities to develop community centred, local language programs that directly serve the development information needs of marginalized populations. In addition to our programme in Laos, we work in Nepal, Cambodia, Afghanistan, and India. We have over 240 staff working across the world. Equal Access International is registered in the United States and operates under the direction of a public Board of Directors on an annual budget of US\$3.5-million. We receive funding from a wide-range of institutions, including the UN, the U.S. Department of State, USAID, the British FCO, Open Society Institute, GTZ of Germany, etc. Our Laos team of includes skilled trainers, experienced program producers, and we currently broadcast one hour of social programming weekly with support from Lao National Radio. Equal Access will work with the Lao Ministry of Education, which sets the ground rules for our work with schools, and Lao National Radio, which carries the programming, and both the Lao National School of the Arts and the Department of Information and Culture, which help us develop the concepts for the nature of the broadcasts. We have worked with UNESCO field offices in India, Nepal, and Afghanistan.

10. SUSTAINABILITY:

Due to its popularity and impact, this project is self-sustaining and will be expanded to a larger student audience. Because the project is implemented in schools where the project is incorporated into the ongoing school activities, and because the project is supported by teachers and students alike (similar to a school newspaper or theatre groups), there is a sustainable ongoing structure to maintain the activity. Once established, ongoing costs are minimal: Schools will be provided with equipment and training to operate radio production studios and they have access to technical support and broadcasting via their local Laos

National Radio stations. Because of the interactive nature of the project it will encourage new participants and will attract listeners from other schools and from nearby areas.

11. FRAMEWORK OF MONITORING:

So that Equal Access will clearly understand the progress and impact of the project, our M&E team will monitor and evaluate the activities under the UNESCO IPDC grant. We will use specifically designed qualitative and quantitative tools developed in partnership with Queensland University of Technology and the University of Adelaide through our long term research partnership. The Equal Access M&E team will inform UNESCO Bangkok through constant communication on the on-going project and activities development. As a secondary group to assist in monitoring we recommend UNIFEM with whom we have a multi-year working relationship.

12. EVALUATIONS CARRIED OUT:

A large and detailed Equal Access audience survey of listening habits in 2006 demonstrated the reach and impact of our youth-oriented programming. More than 4,200 young people were included in the survey, conducted in Champasak province, where the Pakse youth station is located. Fifty-three percent of those taking part in the survey said they listen to the radio to gain knowledge and hear the news, while 65 per cent said that the Equal Access supported youth program was either “good” or “very good.”

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING:

Our office in Laos will report on project progress on a quarterly basis to the UNESCO Bangkok office, and will submit a comprehensive final report describing the extent to which the immediate objective of the project was achieved. Our reports will be prepared and submitted by our Laos project officer Thipphavanh Thammachith and finalized by Stephen Rahaim, Equal Access’ regional coordinator.

C. ADDITIONAL INFORMATION

- Preparatory activities completed prior to the submission of the project to IPDC: Five years of work on a youth radio/media training project in 2 of the 3 proposed provinces with a range of local partners.
- Concerning the broadcast of youth programming in Laos, the government has approved our plans to carry out the project.
- Contribution foreseen by the beneficiary agency during the project period: We actively research and pursue all available project funding opportunities to support the long-term viability of the programming.
- Assistance sought other than IPDC: The project we will be building on activities launched earlier with support in the amount of approximately \$130,000 from UNICEF, ArtVenture Foundation and OSI. UNESCO IPDC support will allow us to expand the program, increasing and improving project effectiveness in the south while supporting the development of a new similar project in the north of the country.

Assistance provided by the IPDC in the past

PDC/7LAO/01 350-LAO-71 520-LAO-61 (FIT-France)	45,000 79,800	Laos Development of radio and television	1986 -1991
PDC/10LAO/01 352-LAO-01	140,000	National school for Training in Mass Media	1990 -1994
PDC/12LAO/01 352-LAO-21 520-LAO-63 (FIT-France)	95,000 61,023	National News Agency (KPL) communication network development project	1992 -1997
PDC/13LAO/01 352-LAO-31	80,000	Development of Provincial Radio Broadcasting Service	1993 -1996

520-LAO-62 (FIT-France)	84,217		
PDC/16LAO/01 352-LAO-61	40,000	Extension of the communication network of the Lao National News Agency (Phase II)	1996 -1998
PDC/17LAO/01 352-LAO-71	70,000	Mountainous Region Radio Broadcasting Development Project (LAOBROAD)	1997 -1998
PDC/18LAO/01 352-LAO-81	50,000	Upgrading the National Mass Media Training Centre	1998-1999
PDC/48 LAO/01 354 LAO 5041	22,000	Establishment of pilot district radio station	2005-2006
Total Laos: US\$42,000+ US\$ 225,000 (Funds-in-trust)			

D . B U D G E T

BREAKDOWN OF IPDC CONTRIBUTION

Workshop/Training Cost Breakdown for two 5 Day Trainings **21,479**

Training materials - preparation and printing - Cost for renting LCD projector	1396
Food, venue, consumables for the workshop, coffee, tea, snacks, drinks	3720
Travel	
Travel (including airfare ticket and land transportation exp.) for Vientiane radio consultant	466
Travel (including airfare ticket and land transportation exp.)	233
Travel (including airfare ticket and land transportation) for project team	1396
Travel (including airfare, land transportation) for project coordinator from Pakse school	466
Vehicle renting	698
Accommodation/food	
Accommodation/Food for Vientiane trainer to travel to 2 trainings in Louangnamtha (2 trips at \$279 per trip = \$558	558
Accommodation/Food for project to join the workshop opening ceremony	279
Accommodation/Food for project team to attend and arrange the workshops in Pakse and Saravanh. 2 persons x 2 trips each = 4 trips \$279 per trip = \$1,116 total.	1116
Accommodation and food for coordinators from Pakse school to help in the workshop in Louangnamtha 2 trips from Pakse to Louangnamtha @ \$279 per trip = \$558.1	558
Trainers and other allowance	
Cost for Vientiane trainer for 3 workshops (1 in each of the three areas)	698
Support local radio staff and local coordinators/ teachers at school (4 people)	698
Support coordinators/ teachers from Pakse school to join and help in the workshop in Saravanh (1 teacher x 2 trips @ \$87 per trip = \$174)	174

Equipment Costs for traing	
Winphone	598
Studio equipment (fans, AC, studio soundproofing)	1,171
Total Cost for Workshop	21,479
Studio renovation	8,209
Fact-Finding/Louangmantha Assessment	1,512
Studio time and project impact assessment	5,681
Materials, equipment and evaluation	1,769
Communications, consumables and other costs	6,362
TOTAL REQUEST TO IPDC	<u>35,291</u>

BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION	
Cost Share to cover management and administration	5,111
EA Project Manager cost share	1,302
EA In-kind contribution of international program development specialist	1,800
TOTAL :	<u>8,213</u>

LAOS

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	BUILDING INSTITUTIONAL CAPACITY OF THE MASS COMMUNICATION DEPARTMENT OF THE NATIONAL UNIVERSITY OF LAOS
2.	NUMBER	IPDC/54 LAO/02
3.	CATEGORY OF MASS MEDIA	Print media
4.	IPDC PRIORITY AREA	Capacity building
5.	SCOPE	National
6.	TYPE OF ASSISTANCE REQUESTED	Training support
7.	TOTAL COST OF PROJECT	US\$ 28,750
8.	AMOUNT REQUESTED FROM IPDC	US\$ 26,850
9.	BENEFICIARY BODY	Department of Lao language and Mass Communication Faculty of Letters National University of Laos Contact Person: Dr. Boualy Paphaphan Email address: bualy_p@yahoo.com.sg Telephone: 856 20 247 3526
10.	IMPLEMENTING OFFICE	UNESCO, Bangkok
11.	PROJECT LOCATION	Department of Lao Language and Mass Communication, Faculty of Letters, National University of Laos
12.	PROJECT PREPARED BY	Mr. Viengkham BUAAKHAMVONGSA, Lecturer of Department Faculty of Letters National University of Laos. Dr. Susanne Ornager, UNESCO Bangkok
DECISION OF THE BUREAU:		

B. PRESENTATION

1. **PROJECT JUSTIFICATION:**

Mass media play a crucial role in forming and reflecting public opinion, connecting individuals to their environment and producing a reflection of society. The media have a strong social and cultural impact upon society. Television, radio and print media have been influential media as they have been largely responsible for structuring people's daily lives and routines.

In Lao PDR, mass media has been gradually evolving. An increasing variety of types of media are being used, including newspapers, radio and television. There are both private- and government- owned media. Freedom of expression is guaranteed by the recently endorsed media law.

In order to produce quality media, the skills of media professionals need to be developed. In 2004, a Mass Media Bachelor Course was initiated at the Department of Lao Language and Mass Media, Faculty of Letter, National University of Laos. Since its establishment, the Department has been playing a crucial role in human resource development in mass media in three main areas: newspaper, radio and television. The number of students studying this discipline has raised from 6 people in 2004 to more than 100 in the academic year of 2008-2009.

Since the course is new, the following challenges and difficulties are being faced, that effectively limit the quality of the teaching provided:

- Firstly, there are not enough trainers who are specialised in journalism
- Secondly, there is no standard curriculum. The curriculum was developed based on curricula of other countries. Therefore, some parts are not really appropriate to the Lao context. Similarly, teaching and learning materials have not been sufficiently developed. The reference materials for trainers to use are very limited.
- Thirdly, there is a serious shortage of important basic media equipments (camera, video camera, computers, etc.) and studios (building for television and radio studios) and rooms for newspaper layout.

This proposal will focus building the capacities of university trainers in newspapers production, including news writing, editing, layout, etc as these are foundations for other areas of journalism. If the project is successful, a subsequent request for UNESCO support on training of the trainers in radio and television programme production will be submitted.

2. **DESCRIPTION OF THE TARGET GROUP**

The primary beneficiaries are twenty trainers of Department of Lao Language and Mass Communication. They will become core trainers for training of journalism students and media officials in the country.

3. **DEVELOPMENT OBJECTIVE:**

The project will contribute to the development of quality journalism in Laos

4. **IMMEDIATE OBJECTIVES**

Institutional capacities of the Mass Communication Department of the National University of Laos strengthened through capacity building of twenty trainers in newspaper production, including news writing, analysis, editing, photo journalism, newspaper layout and other related content, in line with UNESCO's Model Curricula for Journalism Education.

5. PROJECT OUTPUTS

A total of twenty trainers acquired increased knowledge and skills in newspaper production including news writing, analysis, editing, photo journalism, newspaper layout and other related content.

6. ACTIVITIES

- One-week workshop for newspaper writing, critical analysis, editing, news column arrangement and comments.
- Confirm locations, dates and facilities for training
- Identify and contract the trainer(s)
- Selection of participation for the newspaper workshop
- Course outline, content and detailed programme to be prepared
- Conduct one-week training workshop
- Plan the follow-up seminars (logistic and content)
- Monitoring support and workshop
- Evaluate the workshop and submit the final report to UNESCO/IPDC.

7. PROJECT INPUTS

- A full training session plan on writing, critical analysis, editing, news column arrangement and comments will be prepared utilizing part of the “Model Curricula for journalism education”
- One international and two local trainers will conduct a one-week training workshop
- Electronic resources material (cameras, desktops, printers, tape recorders)
- One interpreter
- Internet connection facilities

8. WORK PLAN

Activities												
	5	6	7	8	9	10	11	12	1	2	3	4
Selection of trainer												
Selection of equipment												
Purchase of equipment												
Preparation of workshop												
Conducting the workshop												
Follow up seminar												
Submission of implementation report												

9. INSTITUTIONAL FRAMEWORK

The Lao Language and Mass Communication Department belongs to the Faculty of Letters of the National University of Laos. The Department offers bachelor degrees in key fields: Lao Language, Literature, Mass Communication and Lao Culture. The duration of bachelor degree course is 5 year. In total, there are 36 trainers in the department. Out of these, about 85% hold bachelor degrees and 15% hold master/doctor degrees. About 98% of the trainers are specialized in Lao Language and Literature. Out of 38 trainers, 17 are teaching the mass communication course. Some of them have taken part in an additional short media training course, but it was not directly related to news production. Therefore, technically the Department still relies on the professionals from different news agencies.

In the academic year of 2008-2009, the total number of students in the department was of 230, of whom 110 were journalism students. Due to the significant increase in the number of journalism students, the quality of the teaching needs to urgently improve.

10. SUSTAINABILITY

The participants of this project will become valuable human resources in journalism in the country. The knowledge and skills that the trainers will gain from this project will be used in the training of journalism students as well as media professionals in the country. Similarly, the materials used during the training, including the UNESCO Model Curricula, will serve as a reference for the development of teaching and learning course materials.

11. FRAMEWORK OF MONITORING

As part of this project, an international trainer will be requested to help in the development of a monitoring tool. The monitoring will be carried out regularly by the project committee. After the workshop, two follow-up seminars will be conducted to share experience and discuss feedback on the application of the knowledge and skills acquired. In the seminars, recommendations for improvement will also be provided. The information gained during the follow-up monitoring and seminars will be used for the final report to be submitted to UNESCO

12. EVALUATIONS CARRIED OUT

Although many challenges and difficulties have been mentioned, no official study has yet been carried out. Hopefully, at the end of the project, the review and report will constitute a first official document with information for further quality improvement.

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING

The status of the project will be reported on a four monthly basis or as required by UNESCO and with the submission of the final report at the conclusion of the project.

C. ADDITIONAL INFORMATION

Assistance provided by the IPDC in the past

PDC/7LAO/01 350-LAO-71 520-LAO-61 (FIT-France)	45,000 79,800	Laos Development of radio and television	1986 -1991
PDC/10LAO/01 352-LAO-01	140,000	National school for Training in Mass Media	1990 -1994
PDC/12LAO/01 352-LAO-21 520-LAO-63 (FIT-France)	95,000 61,023	National News Agency (KPL) communication network development project	1992 -1997
PDC/13LAO/01 352-LAO-31 520-LAO- 62 (FIT-France)	80,000 84,217	Development of Provincial Radio Broadcasting Service	1993 -1996
PDC/16LAO/01 352-LAO-61	40,000	Extension of the communication network of the Lao National News Agency (Phase II)	1996 -1998

PDC/17LAO/01 352-LAO-71	70,000	Mountainous Region Radio Broadcasting Development Project (LAOBROAD)	1997 -1998
PDC/18LAO/01 352-LAO-81	50,000	Upgrading the National Mass Media Training Centre	1998-1999
PDC/48 LAO/01 354 LAO 5041	22,000	Establishment of pilot district radio station	2005-2006
Total Laos: US\$42,000+ US\$ 225,000 (Funds-in-trust)			

D . B U D G E T

BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)	
Training workshop	
Participants accommodation and meals (\$30 per day x 20 persons x 5 days)	3,000
Training materials	500
Meeting room (5days x \$100)	500
Local travel (20 persons x \$20)	400
Translator (5 days x \$120)	600
Translation of handouts (\$12 x 50 pages)	600
International trainer (\$150 x 5 days)	750
Travel for the trainer	1,500
Total (training costs)	7,850
Related equipment	
Photo Camera (3 units x \$1,000)	3,000
Desk top Computers(5 sets x \$2,000)	10,000
Printer (2 units x \$200	400
Tape recorders (5 units x \$100)	500
Total :	19,000
Grand Total :	26,850

BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION (in US dollars)	
Administrative costs for project	300
Two local trainers	500
Planning and implementing two follow-up seminars	1,100
Total :	1,900

MONGOLIA

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	UPDATING THE MONGOLIA MEDIA SECTOR ANALYSIS
2.	NUMBER	IPDC/54 MON/01
3.	CATEGORY OF MASS MEDIA	Broadcast and print
4.	IPDC PRIORITY AREA	Capacity building
5.	SCOPE	National
6.	TYPE OF ASSISTANCE REQUESTED	Financial, expertise
7.	TOTAL COST OF PROJECT	US\$ 45,000
8.	AMOUNT REQUESTED FROM IPDC	US\$ 37,000
9.	BENEFICIARY BODY	Globe International - Chingeltei duureg. Khoroo No 6, Diplomat Complex 95, # 6 - Tel./Fax: (9761) 132 4764 - Tel: (9761) 32 4627 - Contact: Kashkhuu Naranjargal e-mail: globe@magicnet.mn , bayan@magicnet.mn
10.	IMPLEMENTING OFFICE	UNESCO Beijing Dana Ziyasheva, ACI
11.	PROJECT LOCATION	Mongolia
12.	PROJECT PREPARED BY	UNESCO Beijing, Globe International
DECISION OF THE BUREAU		

B. PRESENTATION

1. PROJECT JUSTIFICATION:

In 2007 UNESCO published the “MONGOLIAN MEDIA LANDSCAPE: A BUMPY ROAD TOWARDS MEDIA FREEDOM” in English and Mongol. The study provided a comprehensive assessment of the media situation in Mongolia, in particular it looked to:

- Assess the impact of evolving legal, political and economic environments on media development;
- Provide an up-dated statistical summary of print, TV, radio and digital media
- Identify prevailing trends in production, distribution, content, ownership, financing mechanisms
- Analyze media strengths and weaknesses, in particular media provisions in urban and rural areas, access for ethnic minorities as well as media consumption and communication needs.

The 115-page publication was commissioned by UNESCO Beijing to the team of experts from the China Media Monitor Intelligence and the National Research School of Media, Communication and Journalism, Denmark. During the one-month data collection trip to Mongolia, organized by the Press Institute of Mongolia and backed by the Globe International NGO, the team conducted semi-structured interviews with media owners, journalists, regulatory institutions, professional media associations, NGOs and civil society groups, as well as random interviews of citizens regarding their media use and communication needs.

The first part of the analyses covered cross-industry trends in the areas of freedom of expression, law-making, media ownership, etc. The second part provided the most up-to-date factual account of media in every aimag (province) of Mongolia. From transformation of the Mongolian State TV into public service broadcaster to the impact of the growing financial, social and cultural divide between the capital and rural areas on media provision in aimags, the study leaves no stone unturned in its search for a complete understanding of media realities in Mongolia.

By prioritizing the challenges and major constraints which hinder media development at aimag and national levels, the publication allowed the determination of a coherent strategy for the future development of the media sector. The publication is the first of its kind in Mongolia.

"The Mongolian Media Landscape: Sector Analysis" has been translated into Mongol and was distributed by the Globe International NGO to domestic media free of charge. It immediately became a reference document and authoritative source of information. However, numerous changes happened in the Mongolian media since 2006 when the fact-finding mission took place. Journalists, researchers and donors working in Mongolia are now requesting to up-date the publication. This project seeks to up-date the Media Sector Analysis using the Media Development Indicators, with the view of making it a regular biennial reference book.

2. DESCRIPTION OF THE TARGET GROUP:

Media decision-makers and practitioners, the donor community, researchers, and the public at large

3. DEVELOPMENT OBJECTIVE:

To improve the media situation in Mongolia

4. IMMEDIATE OBJECTIVES:

Media development in Mongolia is analysed and monitored by applying Media Development Indicators and established as a regular self-sustainable publication

5. PROJECT OUTPUTS:

- An up-dated 2010 Media Sector Analysis
- A business plan for a regular biennial up-date of the report
- Methodology for Analysis up-dating by local experts

6. ACTIVITIES:

- Establish a business plan, methodology, a conceptual framework and logistics of the Analysis up-date. Agree on methods to measure and evaluate changes in the media situation through the Media Development Indicators.
- Identify decision-makers and practitioners, as well central and aimag's media outlets, regulatory institutions, professional media associations, NGOs and networks in Ulaan-Baator and in the aimags, which consultants shall visit and interview during their mission.
- Identify the consultants. Hire two reliable and qualified interpreters/guides and drivers including their accommodation, travel and remuneration, to accompany the experts. Organize meetings and visits, contact details for local authorities, hotels and restaurants, translation, car arrangements for the local transportation as well as health and security briefing.
- Organize the visit of experts to the designated aimags, timely resolving all logistical and security issues.
- During one month mission to all aimags of Mongolia, the experts will provide a complete and up-dated statistical summary of print, TV, radio and digital media, as well as professional governmental and non-governmental organizations working in media development in each aimag and nation-wide. Up-date the inventory of major media outlets in each aimag, indicating a) their density and outreach, e.g. circulation, delivery mechanisms, genres and audience, b) technical capacities, e.g. production, information gathering and dissemination; c) human resource characteristics, e.g. the number of personnel and its training needs; d) ownership and up-dated contact details (telephone, fax, email, postal address).
- Translate and edit the English version of the Mongolia Media Sector Analysis 2010 into Mongol.
- Publish 1000 copies in Mongol and 1000 copies in English and distribute to media organizations and embassies through on-line sale.

7. PROJECT INPUTS:

- Business plan and methodology for biennial publications of the Sector Analysis 2010 and 2012
- UNESCO's Media Development Indicators
- Two experts to travel to all aimags of Mongolia during one month
- Two drivers, two interpreters and one contact point at the Globe International for emergency back-up reachable 24 hours a day
- Travel costs: airfares, car rental, petrol for cars, accommodation, mobile communication
- At least 5 staff of Globe International to plan and follow the up-date logistics

- Consultations with aimag's governors, media outlets and media regulatory authorities
- Translation, printing and dissemination costs

8. WORK PLAN:

ACTIVITIES / MONTHS	1	2	3	4	5	6	7	8	9	10	11	12
Business plan, methodology												
Identifying consultants												
Logistics finalization												
Travelling to aimags												
Up-dating the Analysis												
Translation to Mongol												
Printing and dissemination												
Submitting final reports												

9. INSTITUTIONAL FRAMEWORK:

Globe International will carry out the day-to-day project implementation with oversight from UNESCO Beijing. The project leader will manage the project staff and will be responsible for providing the entire project management and ongoing project development and liaison with the donor, and work with the project partner. The project coordinator will be responsible for coordination and administration of the project. The accountant will be responsible for financial control.

Globe International, a Mongolian NGO, was founded in March 1999. It is socially oriented, non-membership, non-profit-making and tax-exempted NGO. Its mission is to sustain the Mongolian democracy and development of civil society and spread power of information and knowledge. The main activities of Globe International are free expression monitoring, legal framework of media, access to information, journalism training and publication of educational materials for the public and journalists. During its operation, it has received support from and/or worked together with such organizations as OSI, UNESCO, AUSAID, the US Embassy, UN Agencies, the IFEX, WAN, and others. It is managed by an independent Board of Management, which consists of 5 members. Globe International directly invited more than 7500 individuals, and civil society groups and journalists to 162 events including workshops, seminars, round table, a festival, forums, competitions and other public meetings. Globe International has cooperated with 150 central and provincial media outlets and run media campaigns on raising public awareness on human rights and crucial social issues through 157 broadcasting programs and newspaper publications. Globe International published 90 handbooks, books and fliers in more than 260,000 copies.

Globe International is member of the IFEX-Canadian based international free expression network, FORUM ASIA, Bangkok-based regional human rights network and Internews International, media development NGO based in Paris. Globe International has a skilled staff consisting of 8 people, a permanent office with computers, printers, facsimile, copier, library etc.

10. SUSTAINABILITY:

The project will develop a business plan focusing on making the Sector Analysis a biennial commercial publication as of 2012. Tests of saleability of the Report will be conducted in 2010.

11. FRAMEWORK OF MONITORING:

- Regular monitoring by UNESCO Beijing ACI, progress reports and deliverables as specified in the terms of reference and the schedule.
- Monitoring visits by experts who could be assigned by UNESCO to monitor the project progress.
- Auditing by UNESCO Beijing ACI through financial reports together with itemized financial statements.

12. EVALUATIONS CARRIED OUT:

The comprehensive assessment of the media situation in Mongolia through the Media Sector Analysis

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING:

Regular reporting according to the deadlines specified by UNESCO

C. ADDITIONAL INFORMATION

- In 2005, Globe International received the funding amounted \$40,000 from the IPDC programme for the project entitled “Media for the Transparent Governance”. In 2006 and 2007, we implemented grants from UNESCO Beijing to promote the rights of minorities to access information, translation and the publication of the UNESCO Media Landscape Report. Naranjargal Khashkhuu, GI President spoke at the UNESCO WPFD conference in Dakar, Senegal in 2005.

Assistance provided by the IPDC in the past

PDC/5MON/12 350-MON-51	50,000	Mongolia National News Agency	1985 -1986
PDC/8MON/01 350-MON-81	30,000	Training Centre of the State Printing Kombinat	1988 -1990
PDC/13MON/01 352-MON-31	160,000	Renovation of the printing industry	1995
PDC/16MON/01 352-MON-71	24,000	Development of Broadcasting services	1997 -1998
PDC/17MON/01 352-MON-72	32,000	Radio/Television Training at the National Press Institute	1997 -1998
PDC/18MON/01 352-MON-81	35,000	Establishment of community Radio in Uvurhangai province	1997 -1999
PDC/19MON/01 352-MON-91	65,000	Modernization of the Montsame News Agency	1999 -2001
PDC/21 MON/01 353MON5011	30,000	Improvement of National Radio and Television services	2003 -2004
PDC/24 MON/01 354MON5031	40 000	Media for transparent governance	2004 -2005
PDC/24 MON/02 354MON5032	23 000	Photo journalism education development project	2004 -2005
PDC/48 MON/01 354 MON 5041	22 000	Community radio project	2005-2006

PDC/49 MON/01 354-MON-5051 (CO-FINANCED BY GERMANY)	41,000	PUBLIC BROADCASTING FOR MINORITIES IN MONGOLIA	2006-2007
Total Mongolia: US\$ 552,000			

D . B U D G E T

BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)

Description of Logistic Expenses	Cost
Logistics travel to all aimags of Mongolia	7,000
Transportation expenses: car fuel, salary for car drivers, car services	3,700
Domestic flights	450
Train tickets	175
Fee for interpreter in UB	400
Fee for interpreters/guides in countryside	925
Allowance for car drivers	425
DSA for interpreters in the countryside	925
Costs for 2 consultants (\$8,500 per consultant x 2)	17,000
Flight to Mongolia and visa, domestic travel by air, per consultant	2,000
Consultant fee: lump sum for one month of field research and writing the report, per consultant	5,000
Daily subsistence allowance, per consultant per month	1,500
Translation, publication, mailing, communication costs	11,000
Description of Costs	
Translation into Mongolian including editing and proof-reading	4,500
Double-checking the data, spellchecking names and verifying the details of the raw data, and	500
Distribution of the publication (transportation and mailing)	600
English editing and proof-reading	1,000
Dictionaries and reference materials	400
Design and layout, sample print-out	300
Printing and binding the Mongolian version	1,500
Printing and binding the English version	1,500
Miscellaneous costs (communication and Internet Access, etc)	700
Miscellaneous costs (Insurance, etc.)	2,000
Total contribution requested from IPDC	37,000

BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION

(in US dollars)	
2 staff of Globe International	5,000
Transportation within Ulaan-Baatar, translation	3,000
Total beneficiary's contribution	8,000

NEPAL

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	BUILDING INSTITUTIONAL CAPACITY OF THE NEPAL PRESS INSTITUTE TO OFFER HIGH QUALITY MEDIA TRAINING
2.	NUMBER	IPDC/54 NEP/01
3.	CATEGORY OF MASS MEDIA	Newspapers and radio
4.	IPDC PRIORITY AREA	Training of media professionals
5.	SCOPE (NATIONAL, REGIONAL, INTERREGIONAL)	National
6.	TYPE OF ASSISTANCE REQUESTED	Institutional capacity building
7.	TOTAL COST OF PROJECT	US\$ 40,000
8.	AMOUNT REQUESTED FROM IPDC	US\$ 30,000
9.	BENEFICIARY BODY	NEPAL PRESS INSTITUTE Post Box 4128, Anamnagar, Kathmandu Tel: 0977-14264155- Fax: 0977-1264154 Email: npiktm@wlink.com.np
10.	IMPLEMENTING OFFICE	UNESCO New Delhi Office
11.	PROJECT LOCATION	Kathmandu
12.	PROJECT PREPARED BY	Mr Gokul Pokharel Mr Chiranjibi Khanal
DECISION OF THE BUREAU:		

B. PRESENTATION

1. PROJECT JUSTIFICATION:

The media sector in Nepal is developing rapidly and becoming increasingly diverse. There are currently more than 400 newspapers published and 235 radio stations that are registered. The Government of Nepal publishes one daily newspaper in Nepali, one daily newspaper in English and operates a national radio and television broadcasting network. The rest of the media publishers are privately operated, although many are directly influenced by various political parties and large business houses. There is an enormous demand in the media sector for skilled media professionals. It is estimated there are approximately 10,000 journalists working in Nepal, though most journalists have not received any form of training. Following this project, NPI will have increased its capacity to provide training to newspaper and radio journalists who live outside of Kathmandu and who do not have access to other media training opportunities.

A major problem in Nepal is that the workforce in the media is largely unskilled. Untrained journalists are easily influenced and manipulated by political and other interest groups. Most journalists do not have a strong theoretical foundation in journalism, nor do they have the practical skills in investigative research and in-depth reporting skills which would enable them to uncover and report news based on balanced viewpoints. This is a problem, because media consumers are usually unaware of the differences between news and propaganda. Political interest groups exploit this situation for their advantage; they manipulate the media to bolster their own position.

It is important to address this problem because Nepal is a new democracy founded upon principals of citizen's democratic rights. Media is a tool for disseminating information about political processes and is a powerful medium for promoting the democratic discourse. If media is used correctly, it will strengthen Nepal's fledgling democracy. However, if it is misused by political interest groups, it can undermine the entire foundation of democracy in Nepal. The skills of the workforce in Nepal's media sector need to be improved significantly. Media professionals, especially those who live outside of Kathmandu, must be equipped with the theoretical foundations and practical skills required to present balanced and accurate information in their reporting and writing.

The solution to this problem, as presented in this project, is to establish a distance learning system for training in uplifting media skills. By using a distance learning system, journalists will be able to participate in interactive discussions with the lecturer and other students, access reading and learning materials, participate in practical exercises and sit for examinations by using an online Content Management System (CMS). This method of teaching and learning is viable for Nepal as Internet access is now readily available in many parts of the country. Furthermore, NPI has discussed this concept with journalists in remote parts of Nepal and has found there is strong demand for a distance learning course.

2. DESCRIPTION OF THE TARGET GROUP:

The primary beneficiaries of this project are media professionals who live outside the Kathmandu Valley. The programme will target those journalists who do not have access to media skills training.

3. DEVELOPMENT OBJECTIVE:

This project will contribute to the development of democracy in Nepal by equipping journalists especially those who are currently untrained, with the skills and knowledge they need to report information in a fair and unbiased manner.

4. IMMEDIATE OBJECTIVES:

- A distance learning system and method developed and operationalized for training journalists who live in regional areas of Nepal.
- Twenty journalists from regional areas of Nepal will be trained in advanced media theory and skills (Certificate level) using distance learning system and methods.

5. PROJECT OUTPUTS:

1. A teaching-learning CMS developed using a Free and Open Source software solution such as Moodle (see <http://www.moodle.org> for details) and deployed for distance learning activities.
2. Twenty journalists from regional areas of Nepal equipped with professional media skills necessary to report news in fair and unbiased manner.

6. ACTIVITIES:

Phase 1

- Consult with prospective students of distance learning course to help design suitable CMS and other methods and processes required for running effective distance learning course week)
- Develop Content Management System (CMS) to support distance learning methods and processes. Upload CMS to webhost and test system from Internet connections in regional areas (4 weeks)
- Develop a CMS handbook for teachers and students (4 weeks)
- Train teachers to use the CMS to create and manage course content online (2 days)
- Monitor use of CMS and make changes to the platform as required (6 months concurrent with course).

Phase 2

- Consult with prospective students to determine learning needs and skill development requirements (1 week)
- Prepare curriculum for the distance learning course (4 weeks)
- Prepare a training manual based on the course curriculum (published online and as a hard copy) (4 weeks)
- Advertise the course and select participants (4 weeks)
- Teachers train the students to use the CMS in one face-to-face contact session (2 days)
- Students commence their studies and participate in online teaching-learning (12 months).

7. PROJECT INPUTS:

- 1 x NPI staff (to consult with students and work with web developer to design CMS)
- 1 x web developer (to design CMS users' handbook , train teachers to use CMS and provide ongoing technical support and upgrades to CMS)
- 3 x experts in journalism and media training (1 x print, 2 x electronic media) (to develop curriculum for online course and produce training manual)
- 3 x media trainers (to facilitate distance learning course)
- Web hosting for 18 months (for hosting CMS on the Internet)
- 6 computers (3 x computers for trainers to use in Kathmandu for administering the CMS learning materials and documentation; 3 x computers for students to use in RMRCs.

8. WORK PLAN:

ACTIVITIES / MONTHS	1	2	3	4	5	6	7	8	9	10	11	12
Select consultants and curriculum development experts												
Consult with students												
Develop curriculum												
Write and print training manual												
Select web developer												
Develop CMS platform												
Develop CMS Users' Guide												
Purchase and install computers												
Select course teachers/facilitators												
Train teachers to use CMS												
Select students												
Train students to use CMS												
Conduct Course												
Evaluate model and course content												

9. INSTITUTIONAL FRAMEWORK:

The Nepal Press Institute (NPI) was founded in 1984 as an independent and non-profit institution to induce informal sector media training facility in the country. It is recognised by the Ministry of Education and also stands as a NGO through registration with the chief district office in Kathmandu. It is a membership organization which elects a governing body that manages the affairs of the organization. NPI maintains four regional media resource centres at four geographic regions with a total of 19 staffs.

10. SUSTAINABILITY:

This is the first time distance learning will be used to train journalists in Nepal. Once the systems are developed and required equipment is installed, NPI will be able to train journalists using revenue raised from fees, even in the first phase. This will cover variable costs incurred by offering training by distance learning method. There is a potential for NPI offering this course to more than 20 students, which will help contributing towards NPI's regular operational costs.. Once the system is operational, NPI will be able to offer additional courses using the platform, including Masters Level, Bachelor Level and Diploma level courses.

11. FRAMEWORK OF MONITORING:

There is a Training committee comprised of professional journalists, media academics and the trainers that would be responsible to look after the faculty on NPI distance learning journalism course. The impact of the project will be monitored on the basis of evaluation of the trainees, their absorption rate in the media market and through seminars held with various stakeholders.

12. EVALUATIONS CARRIED OUT:

NPI regularly gathers feedback from professional journalists and educators. Professional journalists have expressed their desire to improve their skills, through distance learning as it is not possible for most working journalists to travel to Kathmandu, or even the RMRCs regularly. Journalists who are interacting with the

NPI pointed out to a need to have the flexibility to upgrade their professional skills and study journalism in a flexible manner, while they continue working as journalists.

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING:

NPI will undertake the responsibility to report on project progress on a quarterly basis in a year to the relevant UNESCO field office and submit a comprehensive final report describing the extent to which the immediate objective of the project was achieved.

C. ADDITIONAL INFORMATION

Assistance provided by the IPDC in the past

PDC/5NEP/19 507-NEP-61 (FIT-Germany)	15,000	Nepal Community radio	1985 -1986
PDC/6NEP/01 350-NEP-61	42,000	Assistance to train producers and editors for TV production	1986 -1988
PDC/10NEP/01 352-NEP-01	90,000	Nepal Folk Music recording project	1990 -1994
PDC/11NEP/01 352-NEP-11	45,000	Training of technical staff for the Gorkhapatra Corporation	1991 -1994
PDC/14NEP/01 352-NEP-41	45,000	Nepal Press Institute	1994 -1997
PDC/15NEP/01 352-NEP-51	60,000	Radio Sagarmatha	1995 -1997
PDC/17NEP/01 352-NEP-81	55,000	Newsroom computerization project	1998 -1999
PDC/19NEP/01 352-NEP-91	29,000	Madan Pokhara Community Radio	1999 -2000
PDC/20NEP/01 353-NEP-01	35,000	Strengthening pluralistic and Independent Media in Nepal	2000 -2002
PDC/21 NEP/01 353NEP5011	20,000	Training activities for Nepal TV	2003 -2004
PDC/49 NEP/01 354-NEP-5051	18,000	CONSOLIDATION OF COMMUNITY RADIO MOVEMENT IN NEPAL	2006-2007
PDC/51 NEP/01 354-NEP-5061	22,000	NEPAL: CAPACITY BUILDING OF MEDIA PROFESSIONALS IN ELECTORAL COVERAGE IN POST-CONFLICT	2007-2008
PDC/51 NEP/01 354-NEP-5061	21,000	NEPAL: COMMUNITY TELEVISION IN PALPA DISTRICT	2007-2008
PDC/52 NEP/01 354-NEP-5071	38,500	NEPAL: CONSOLIDATION OF COMMUNITY RADIO MOVEMENT(PHASE II)	2008-2009
Total Nepal: US\$ 510,500+ US\$ 15,000 (Funds-in-trust)			

D . BUDGET

BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)

Programme Design	
Travel cost (to conduct 3 meetings in regional areas)	800
Meeting hall hire (for 3 consultations)	300
Consultant fee (for 3 meetings)	900
Distance Learning Curriculum Development	
Honorarium (For 3 journalists/media trainers @ \$1000)	3 000
Training Manual Preparation	
Honorarium (For 3 journalists/media trainers @ \$1000)	3 000
Design and print manual	500
Media expert consultation fee (3 Media expert recourse persons @500)	1 500
Distance Learning Systems	
Development of teaching/learning CMS (design, programming and training)	5 000
Writing and printing user guide for CMS	1 000
Web hosting of teaching/learning CMS (for 18 months)	600
Technical support for users of CMS (\$300/month for 12 months)	3 600
Travel to Kathmandu for CMS training (\$200pp x 3 trainers)	600
Computers to access CMS platform (6 computers x \$670)	4 020
Delivery and installation (3 to be delivered outside Kathmandu)	600
Total :	<u>25 420</u>

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

Trainer's fees	4 800
Rental of Butwal RMRC and Kathmandu office space	2 000
NPI Staff*	2 400
Communication cost, stationery and utilities (electricity, water)	2 200
Total :	<u>11 400</u>

NEPAL

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	BUILDING BRIDGES: COMMUNICATION FOR EMPOWERMENT NEPAL
2.	NUMBER	IPDC/54 NEP/02
3.	CATEGORY OF MASS MEDIA	Community media development
4.	IPDC PRIORITY AREA	Rights to information, freedom of expression, communication capacity development, professional training
5.	SCOPE (NATIONAL, REGIONAL, INTERREGIONAL)	National
6.	TYPE OF ASSISTANCE REQUESTED	Equipment, training support
7.	TOTAL COST OF PROJECT	US\$ 37 500
8.	AMOUNT REQUESTED FROM IPDC	US\$ 37 000
9.	BENEFICIARY BODY	Community Radio Support Centre (CRSC) Nepal Forum of Environmental Journalists (NEFEJ) Post Box 5143, Thapathali, Kathmandu - Phone: 977-1-4261991/4260248 Fax: 977-1-4261191- URL: www.nefej.org Email: crsc@nefej.org.np rmainali@wlink.com.np
10.	IMPLEMENTING OFFICE	UNESCO Kathmandu
11.	PROJECT LOCATION	CMCs and CLCs of Rupandehi, Palpa, Newalparasi, Lumbini and Kapilvastu, Danusha
12.	PROJECT PREPARED BY	Mr. Raghu Mainali – Coordinator CRSC Kathmandu
DECISION OF THE BUREAU:		

B. PRESENTATION

1. **PROJECT JUSTIFICATION:**

Nepal is going through an important period of democracy building with the Constitution making-process. Until at least May 2010 Nepalese Constituent Assembly (CA) will guide the process of drafting a new constitution, which, unlike anything in Nepal's past, will be a federal one. Nepal has no experience in this kind of administration structure, having been a centralized monarchy characterized by an extremely weak and inefficient state for many years. Thus, it is crucial to have a well-informed population with access to accurate and independent information from diverse sources, with an understanding of what decision-making processes are happening around it, and most importantly with a voice. There are hundreds of CLCs around the country however only few operative and self sufficient CMCs. A proper network among these centres, starting from fewer districts, could become a fundamental awareness and information channel for communities.

Although the quality and diversity of media are increasing in more populated areas, this is not true in remote areas. There, the often illiterate population has to receive information largely from local radio. However, not enough quality information is available. CMCs practitioners have not received professional training, some are not well informed concerning current political, economic and social issues and they are often poorly informed about technical aspects of managing CMCs. Same goes for Community Learning Centres where lack of material, trainings and information-oriented technologies has often made these centres inoperative. Yet, community media centres (CMCs) and learning centres (CLCs) are important in the fight to support democracy and reduce poverty, particularly in isolated rural areas. Most of the times however, CMCs and CLCs are not aware of other community centres existing and operating in the same area. A network between such entities could strengthen their impact and role within communities. If these stations are to provide vital communications and learning services, fulfilling the challenge of fostering and developing a transition to democracy building, they must have the appropriate skills and resources and a solid network.

The project, which has the goal of strengthening communication capacities of community media and learning centres primarily in rural areas, focuses on skills-building training for CMCs practitioners and CLCs members, and on increasing operating links among the two through programmes concerning current democracy-related issues. The joint CMC-CLC network will help communities sharing experiences between community multimedia and learning centres, and strategizing means for communication, information, awareness and participation. CLCs will be able to learn about how CMCs can be used creatively and CMCs will learn how to link community media to existing learning centres. CLCs promote learning through grassroots facilities and activities, but often lack of media facilities and multimedia applications to support them. Establishing new and strengthening existing CMCs/CLCs will enable people to use tools - such as Community Radio, Community Television, and print Media - in an effective way to disseminate information and empower the voices of marginalized communities.

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

Target groups of this project are community members (especially socially excluded ones) in selected districts – that is, Janajatis, Dalits, Women, Limbuwans, Madhesi, marginalized and minorities.

3. **DEVELOPMENT OBJECTIVE:**

This project contributes to promoting, supporting and developing communication and learning capacities of remote communities in selected districts. Specially targeted will be disadvantaged groups – namely women, rural dwellers, members of the so-called lower castes, and ethnic minorities.

4. IMMEDIATE OBJECTIVES:

Enhanced communication capacity of the disadvantaged groups in given Nepali communities to increase their participation in the new democratic processes through support to community media, the strengthening of existing and the creation of new CMC structures.

5. PROJECT OUTPUTS:

- Discussions on democracy-related topics like culture, federalism and languages in the constitutional process initiated
- 150 members of marginalized communities learned to use CMC tools in an effective way and get access to accurate and independent information from diverse
- 6 CLCs used as the necessary platforms at the grassroots level to initiate informed discussions on Federalism debate
- CLCs played role to inform the citizens about the constitution building process
- Marginalized communities started using ICT tools such as Community Radio, Community Television and Telecentres in an effective way to disseminate information, deliver educational programs and empower marginalized communities
- Bridges built between selected CLCs and existing CMCs (especially using current best practice CMCs like Palpa and Lumbini).
- Two new CMCs in Janakpur and Kapilvastu established within premises of Commercial Radios Janakpur Today and Kapilvstu.
- Two CMCs strengthened so to become fully functional and larger CMCs: Tansen and Budhanagar.
- 70 rural and community journalists and 20 women journalists trained on CMC features

6. ACTIVITIES:

- 2 new CMCs in Janakpur and Kapilvastu established within premises of Commercial Radios Janakpur Today and Radio Kapilvstu.
- 2 Journalist training in Janakpur and Kapilvastu for journalists from under represented groups and Women Journalists
- 2 Capacity Building training for new CMCs in Janakpur and Kapilavastu and existing CMCs in Tansen and Budhanagar (Rupandehi) with the help of best practice CMCs staff from Palpa and Lumbini
- ICT trainings in established and strengthened CMCs
- 3 Communication capacity development trainings for marginalized communities in Madhauliya, Tilurakot and Lumbini CLCs to use ICT tools such as Community Radio, Community Television and Telecenters as an effective way of disseminating information
- 6 Networking events between CMCs in Tansen, Budhanagar, Lumbini, Kapilvastu, Janakpur and Madonpokhara to link to a given number of CLCs
- Organize monthly forum at 6 CLCs (12X6) to provide necessary platforms at the grassroots level to initiate informed discussions on Federalism debate, as well as to inform the citizens about the constitution building process
- Other networking activities between CLCs and CMCs through inter-organizational collaboration to reach more people, with a greater variety of information sharing and discussions
- Consultations and collaboration between central and local level Government and established media organisations

7. PROJECT INPUTS:

CMCs and CLCs' necessary facilities according to availability of budget and resources like: computers for public access and training, Satellite facilities, Audio, video, reading material, Digital cameras and videos, Audio recorders, Printers, Scanners, Faxes, Portable USB drives, Speakers, Head phones, Telephones, Microphones, Photocopiers, LCD Projectors, Installation costs for internet connections if missing.

8. WORK PLAN:

ACTIVITIES / MONTHS	1	2	3	4	5	6	7	8	9	10	11	12
Set up 2 CMCs in Janakpur and Kapilavastu												
2 Journalist training in Janakpur and Kapilvastu for journalists from under represented groups and Women Journalists												
2 Capacity Building training for new CMCs in Janakpur and Kapilavastu and existing CMCs in Tansen and Budhanagar (Rupandehi)												
ICT trainings in existing, to be established and strengthened CMCs												
3 Communication capacity development trainings for marginalized communities in Madhauliya, Tilurakot and Lumbini CLCs												
6 Networking events between CMCs in Tansen, Budhanagar, Lumbini, Kapilvastu, Janakpur and Madonpokhara to link to a given number of CLCs												
Organize 1 forum at each of the 6 CLCs every trimester (4X6)												
Other networking activities between CLCs and CMCs through inter-organizational collaboration												
Consultations and collaboration between central and local level Government and established media organisations												

9. INSTITUTIONAL FRAMEWORK:

Community Radio Support Centre (CRSC), Nepal Forum of Environmental Journalists (NEFEJ) will be directly implementing the project in collaboration with UNESCO office in Kathmandu . During the start up of the Program, further consultations will be organized with the key local partner organizations and the stakeholders to revise and develop further the activities, results and measurable indicators. Several strategy papers to implement the project effectively will be developed. A detailed work plan will also be finalized during this period in close consultation with the implementing partners.

10. SUSTAINABILITY:

This project will make each community feeling the need to contribute to its success to a large scale and will make the community increase demand for strengthened networks among different community centres by experiencing at first hand their benefits. A network of CMCs and CLCs under community management can share experience and best practices and provide quality standards, start-up support, operating manuals, recruitment and training guidelines, ideas, and best standards. Demand of CMCs and CLCs and their network is already high due to longer term benefits realized within individual communities, such as the gradual

removal of barriers to social inclusion, the stimulation of poverty alleviation through access to knowledge of better health, resource management and agriculture practices, through the establishment of listeners clubs as self help groups and the creation of new livelihoods opportunities.

11. FRAMEWORK OF MONITORING:

A monitoring system will be developed in partnership to monitor the effective and timely implementation of program activities. UNESCO will help developing and applying in the field a mid-term program evaluation exercises, according to the UN Media Development Indicators, to measure both quantitatively and qualitatively the impacts of the program's activities on the process of media professionalism and democratic transition in Nepal. The report of this evaluation will be constructed to contribute to the literature on media interventions and their effectiveness, and be made available to the international community.

12. EVALUATIONS CARRIED OUT:

A consultation meeting for Building Bridges was carried out in Kathmandu in November 19-20 to assess the needs of selected CLCs and CMCs and feasibility of the project. UNESCO Kathmandu has an insightful knowledge of listed CMCs and CLCs as its staff undertook several missions, the last ones dating September and October 2008, to assess status, resources, demands and necessities of listed CMCs and CLCs. Building Bridges is an existing project which UNESCO Kathmandu started in 2006 and carried on until May 2007 but due to lack of staff it was interrupted.

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING:

CRSC will closely work with UNESCO Kathmandu and submit activity reports to the office on a quarterly basis.

C. ADDITIONAL INFORMATION

Community Radio Support Centre (CRSC) actively engage in promoting, enabling and facilitating a community radio movement in Nepal. CRSC was established by the Nepal Forum of Environmental Journalists (NEFEJ) in the year 2000. The establishment of Radio Sagarmatha, the first non-government, non-commercial radio station in South Asia, with support and conception from UNESCO in 1997 marked a breakthrough in NEFEJ's struggle to promote community radio. CRSC provides concrete and practical support to CRs. Almost all community broadcasters of Nepal have worked with the Centre to receive support ranging from applying for broadcasting license to setting up technical, managerial and programmatic aspects of the station to developing capacity and networks within as well as outside the sector. CRSC has a number of publications to its credit among which Guidelines for Setting up Community Radio Station, Program Production Manuals, Strategic Planning Manuals and Performance Assessment System Manual are the prominent ones. CRSC recently came up with a publication *Community Radio Performance Assessment System* which provides the most comprehensive set of indicators concerning community media and another book Community Radio Organisational Strengthening Guideline.

Assistance provided by the IPDC in the past

PDC/SNEP/19 507-NEP-61 (FIT-Germany)	15,000	Nepal Community radio	1985 -1986
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PDC/6NEP/01 350-NEP-61	42,000	Assistance to train producers and editors for TV production	1986 -1988
PDC/10NEP/01 352-NEP-01	90,000	Nepal Folk Music recording project	1990 -1994
PDC/11NEP/01 352-NEP-11	45,000	Training of technical staff for the Gorkhapatra Corporation	1991 -1994
PDC/14NEP/01 352-NEP-41	45,000	Nepal Press Institute	1994 -1997
PDC/15NEP/01 352-NEP-51	60,000	Radio Sagarmatha	1995 -1997
PDC/17NEP/01 352-NEP-81	55,000	Newsroom computerization project	1998 -1999
PDC/19NEP/01 352-NEP-91	29,000	Madan Pokhara Community Radio	1999 -2000
PDC/20NEP/01 353-NEP-01	35,000	Strengthening pluralistic and Independent Media in Nepal	2000 -2002
PDC/21 NEP/01 353NEP5011	20,000	Training activities for Nepal TV	2003 -2004
PDC/49 NEP/01 354-NEP-5051	18,000	CONSOLIDATION OF COMMUNITY RADIO MOVEMENT IN NEPAL	2006-2007
PDC/51 NEP/01 354-NEP-5061	22,000	NEPAL: CAPACITY BUILDING OF MEDIA PROFESSIONALS IN ELECTORAL COVERAGE IN POST-CONFLICT	2007-2008
PDC/51 NEP/01 354-NEP-5061	21,000	NEPAL: COMMUNITY TELEVISION IN PALPA DISTRICT	2007-2008
PDC/52 NEP/01 354-NEP-5071	38,500	NEPAL: CONSOLIDATION OF COMMUNITY RADIO MOVEMENT(PHASE II)	2008-2009
Total Nepal: US\$ 510,500+ US\$ 15,000 (Funds-in-trust)			

D . B U D G E T

BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)		
Production of Material		1 000
Trainings (7)		7 000
Each training of 3 days training x 15 participants)		
Training materials (Stationeries)	50	
Resource persons and Course development	325	
Training coordinator	100	
Refreshments	150	
Accommodation for resource persons and coordinator	150	
Travel	225	
<i>Sub-total (x7)</i>	<i>1,000</i>	
Networking events (6)		3 000
Coordination of networking activities	100	
Facilitator	100	
Refreshments	100	
DSA and Accommodation (Facilitator and	200	

Coordinator)		
<i>Sub-total (x6)</i>	<i>500</i>	
2 CMCs set-up		16 000
Computer and accessories (4 sets)	5,000	
Telephone, Internet, networking connection	400	
Furniture/Fittings	600	
Consumables	200	
Archive Development	1,000	
Printer/Scanner	800	
<i>Sub-total (x2)</i>	<i>8,000</i>	
Monitoring and evaluation		5 000
Travel to network – Lump Sum		3 000
Miscellaneous		2 000
<u>Total :</u>		<u>37 000</u>

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

Administrative expenses	100
Communications and utilities	100
Personnel/training logistics	200
Fees/miscellaneous	100
<u>Total :</u>	<u>500</u>

NIUE

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	HUMAN RESOURCE DEVELOPMENT FOR TV IN NIUE
2.	NUMBER	IPDC/54 NIU/01
3.	CATEGORY OF MASS MEDIA	Television
4.	IPDC PRIORITY AREA	Human resources development
5.	SCOPE (NATIONAL, REGIONAL, INTERREGIONAL)	National
6.	TYPE OF ASSISTANCE REQUESTED	Training assistance
7.	TOTAL COST OF PROJECT	US\$ 59,027
8.	AMOUNT REQUESTED FROM IPDC	US\$ 15,027
9.	BENEFICIARY BODY	TV Niue & Kilocutz Productions
10.	IMPLEMENTING OFFICE	TV Niue with assistance from Kilocutz Productions.
11.	PROJECT LOCATION	Alofi, Niue Island
12.	PROJECT PREPARED BY	Television Niue in collaboration with Kilocutz Productions
DECISION OF THE BUREAU:		

B. PRESENTATION

1. **PROJECT JUSTIFICATION:**

Television Niue is the only TV station on the island. It is operated by the Broadcasting Corporation of Niue, (BCN) the official public broadcasting agency. BCN is responsible for dissemination of news and current events via the only radio and Television stations that it owns and operates.

Along with Kilocutz Production House, a private sector TV production facility, TVNiue offers the only high quality TV productions on the island. Although there are some smaller part time operators doing events coverage, these are the two major TV production entities on the island.

Through their joint efforts, more local content has been produced which has sparked greater interest and awareness from the public about issues and events around Niue. Both entities are also keen on encouraging school leavers to take interest in the TV production field that will also boost their capacity for further development.

Television Niue and its private sector counterpart, Kilocutz Productions, are therefore seeking to develop their staff skills to a higher level, in the three separate areas of lighting, sound, and editing. This training will also partly cater for new intakes identified for 2010 onwards.

There is currently a specific lack of development within both organisations beyond basic news and community events coverage. This shortfall currently prevents further development of both parties in other areas of TV production limiting development at a national level.

The assistance sought is mid-level rather than introductory and will be based on 3 separate 1 week training workshops. The training will be aimed specifically at providing staff with the skills allowing them to increase the production of Niuean language content for drama, with the goal of producing local short films. This provides greater development of skills and experience beyond what is currently undertaken, which will allow local television productions to reach a higher level of proficiency and professionalism.

The training through these three development initiatives will complement other separate in-country training for TV drama, acting and character development, run by TVNiue and Kilocutz.

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

The primary target groups for this training are 5 staff from TV Niue and 5 staff from Kilocutz Productions who have the basic television production skills.

3. **DEVELOPMENT OBJECTIVE:**

It is envisaged that the three training workshops will strengthen capacity of participants and allow greater diversification in the content produced for local television and for promotion of Niue to the global community.

4. **IMMEDIATE OBJECTIVES:**

5 staff from TV Niue and 5 staff from Kilocutz Productions are trained in three training workshops in the different areas of television production that will ensure:

- Increased knowledge and experience of current staff in improved television production techniques;
- Increased capacity of staff to develop new initiatives, in turn allowing new exciting developments to take place.

5. PROJECT OUTPUTS:

- A. In depth training of staff in new production methods
- B. Greater experience gained in lighting, sound and editing for TV drama/short film
- C. Increased capacity to create, produce and show case Niuean drama and short films.

6. ACTIVITIES:

The following activities will be carried out during the TV production training for TV Niue and Kilocutz Productions staff.

- A. 1st workshop on lighting for film and drama.
 - Theory session on lighting techniques (Day 1&2)
 - Practical session in groups on lighting techniques (Day 3&4)
 - Presentation of group work on lighting techniques & closing (Day 5)
 - Fill out evaluation forms on lessons learnt and recommendations on improvement for future programmes

2nd workshop on sound production.

- Theory session on sound production(Day1-2)
- Practical session on sound production(Day3-4)
- Presentation of sound production work (Day5)
- Fill out evaluation form for workshop

3rd workshop on editing for film/drama.

- Theory Session on editing techniques (Day 1)
- Practical Session for Group Work on editing techniques including Camera production (Day2 to 4)
- Group Presentation of editing work (Day 5)
- Fill in evaluation form

B. Develop and submit training report to relevant stakeholders and funding agency

- Develop report for 3 training workshops on outcome of workshop and recommendation for improvement(if any)
- Distribute 1st draft for comments by participants and relevant stakeholders
- Finalize report and submit to funding agency

7. PROJECT INPUTS:

TV Production Consultant:

- A Consultant will be required to conduct the 3 training workshops. TVNiue and Kilocutz Production House will be responsible for the recruitment process of this Consultant. Consultant will be considered according to their qualifications and experience in television production.
- Funding and technical support from TVNiue and Kilocutz Production House:
- Most of the television production equipment such as lighting, sound and computer editing suites will be provided by both TVNiue and Kilocutz Production House for the use of participants during the 3 workshops.

8. WORK PLAN:

ACTIVITIES / MONTHS	1	2	3	4
Workshop 1: Lighting				
Workshop 2: Sound production				
Workshop 3: Editing				
Final report to UNESCO				

9. INSTITUTIONAL FRAMEWORK:

TV Niue and Kilocutz production house will be responsible for the organization of the 3 training workshops. The key role for these two agencies will be to advertise, select and recruit and develop TOR for a consultant to undertake the training for the 3 workshops.

Other organization responsibilities will include sending out invitations to other relevant stakeholders, setting up of venue for workshop and general coordination of the workshops.

These two agencies will also be responsible for the reporting requirements of the project upon completion of the 3 training workshops.

10. SUSTAINABILITY:

Knowledge, skills and experience obtained from this workshop will help improve and increase the capacity of these agencies to produce television programs. The increase in their capacity to develop these programs will help generate their own funding and resources that will hopefully sustain these agencies in the long term.

11. FRAMEWORK OF MONITORING:

Monitoring will be conducted by TVNiue and Kilocutz Productions through reports based on the financial expenditure and outcome of each workshop, outlining the outcomes, benefits and the areas for further improvement.

12. EVALUATIONS CARRIED OUT:

No evaluation carried out but internal evaluation of the organisations indicated to the needs of such training programmes.

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING:

The reporting mechanism will be in the form of written reports about the implementation of the whole project, financial acquittal of funds and the outcome of the training workshops. Visual documentation will be provided on the training which takes place to support the written documentation. Draft reports will be circulated for comments to stakeholders and workshop participants before the final draft is submitted to the funding agency.

C. ADDITIONAL INFORMATION

Assistance provided by the IPDC in the past

PDC/15NIU/01 352-NIU-51	55,000	NIUE Television Broadcasting Development Project (Niutel)	1995 -1997
PDC/19NIU/01 352-NIU-91	35,000	Print Media Development Project	1999 -2001
Total Niue: US\$ 90,000			

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)

Workshops and training elements for all 3 workshops combined.

A. 1st workshop on lighting for film and drama.

Tutor fee:	1,024
Tutor per diem:	717
Airfare:	820
Accommodation:	302
Refreshments:	478
1 x basic Lighting kit:	1,366
Venue and equipment hire (stationary, desks, chairs, projector)	302
TOTAL for 1st workshop:	5,009

B. 2nd workshop on sound production for film and drama.

Tutor fee:	1,024
Tutor per diem:	717
Airfare:	820
Accommodation:	302
Refreshments:	478
1 x basic sound kit:	1,366
Venue and equipment hire (stationary, desks, chairs, projector)	302
TOTAL for 2nd workshop:	5,009

C. 3rd workshop on editing for film and drama.

Tutor fee:	1,024
Tutor per diem:	717
Airfare:	820
Accommodation:	302
Refreshments:	478

1 x camera kit:	1,366
Venue and equipment hire (stationary, desks, chairs, projector)	302
TOTAL for 3rd workshop	5,009
TOTAL FUNDING FROM IPDC	15,027

BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION (in US dollars)	
Broadcasting Corporation of Niue	
Framework monitoring evaluation and reporting.	1,000
Technical assistance:	
Further equipment and production resources: i.e. Lights, camera, editing systems	10,000
Staffing and support resources:	5,000
<i>All of the above will be undertaken as in-kind contribution by BCN.</i>	
TOTAL:	16,000
Kilocutz Production House	
Frame work monitoring evaluation and reporting.	1,000
Technical assistance:	10,000
Further equipment and production resources: i.e. Lights, camera, editing systems	5,000
Staffing and support resources:	
<i>All of the above will be undertaken as in-kind contribution by KILOCUTZ.</i>	
3 x In-country Drama and acting workshops for TV/Film. <i>(Funded by secondary source, but as part of the overall training needed for TV/Film Development in Niue.)</i>	12,000
TOTAL:	<u>28,000</u>

PAKISTAN

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	STRENGTHENING PRESS CLUBS IN FEDERALLY ADMINISTRATED TRIBAL AREAS (FATA)
2.	NUMBER	IPDC/54 PAK/01
3.	CATEGORY OF MASS MEDIA	Print and electronic
4.	IPDC PRIORITY AREA	Freedom of expression / training
5.	SCOPE (NATIONAL, REGIONAL, INTERREGIONAL)	National
6.	TYPE OF ASSISTANCE REQUESTED	Training, equipment
7.	TOTAL COST OF PROJECT	US\$ 69,138
8.	AMOUNT REQUESTED FROM IPDC	US\$ 39,938
9.	BENEFICIARY BODY	INTERMEDIA, 42, Street # 32, F – 6/1, Islamabad - Phone: +92 51 2604205 Fax: +92 51 2604204 www.intermedia.org.pk Contact Person: Bashir Ahmed Tahir Executive Director - Cell: +92 300 536 8780 E-mail: bat@intermedia.org.pk
10	IMPLEMENTING OFFICE	UNESCO, Islamabad
11	PROJECT LOCATION	Seven press clubs of FATA region located at Orakzai, Mohmand, Landikotal, Wana, Bajaur, Sadda And Miramshah
12	PROJECT PREPARED BY	Bashir Ahmed Tahir, Executive Director
DECISION OF THE BUREAU:		

B. PRESENTATION

1. PROJECT JUSTIFICATION:

The Press clubs located in the Federally Administered Tribal Areas (FATA) are under-resourced and under-developed. There are seven independent press clubs in the FATA, with the membership of 250+ journalists working with the print and electronic media. In their current form, the press clubs primarily provide a ‘journalistic identity’ through membership to their members and a platform for the exchange of information. They do not provide a means of broad professional development. Nor is there any formal mechanism for the members of the clubs from different areas to share experiences with members of other clubs.

There are no *newspapers* published or readily available in FATA and issues of literacy, cost and circulation continue to limit readership. *Television*, both private broadcasters and state broadcaster PTV, is available throughout FATA. Some citizens in FATA rely on television for news and information. However, more conservative and religious outlooks throughout FATA find television unacceptable to their cultural values. *Internet* is non-existent at the press clubs. Mobile phone providers offer service to the majority of FATA with the notable exceptions of North and South Waziristan Agencies (tribal areas). *Radio Stations* broadcasting in FATA are state-owned, including one FM station and two AM stations. All these radio stations have short-range transmissions and broadcast to limited areas within their respective Agency. Access to media training is limited throughout the region.

This project seeks support to improve the current capacity of seven press clubs in FATA located in Bajur, Mohmand, Khyber, Orakzai, Kurram and North & South Waziristan Agencies, to perform reporting duties and to conduct professional media development activities by providing training to journalists and ICT equipment support to the press clubs. The focus of the trainings will be on the conflict reporting skills, international and ethical reporting standards, safety and security of the journalists in the conflict zones, understanding of the relevant laws, and how to access information by enhancing research based skills to view news & other information available in English, Urdu, and Pashto languages and dissemination of news stories through emails.

Intermedia ICT team will purchase the ICT equipment, deliver it to the press clubs and conduct training in its operations to the 1 or 2 regular staff of each press club. The trainings on the conflict sensitive reporting and other media related topics and on how to access information will be provided to 210 journalists who will be selected by various press clubs with the assistance of the Tribal Union of Journalists (TUJ), which is an umbrella organization and a representative body of the press clubs and journalists of FATA.

Intermedia, with the assistance of press clubs, will also conduct media monitoring in FATA and will produce 12 monthly electronic reports on the status of freedom of expression in its coverage area. Alumni groups will also be formed to promote networking among the press clubs and trained journalists through internet and other means and to have a regular contact with Intermedia for seeking guidance and support and to provide feedback and updates on the current situation and impact of training.

2. DESCRIPTION OF THE TARGET GROUP:

The target group of the project will be 210 journalists, including members of Tribal Union of Journalists (TUJ) and other journalists in FATA, who are members/users of the seven press clubs located at Orakzai, Mohmand, Landikotal, Wana, Bajaur, Sadda and Miramshah.

3. DEVELOPMENT OBJECTIVE:

Capacity of Journalists strengthened and access to information to support independent and pluralistic media in the remote areas of Pakistan improved.

4. IMMEDIATE OBJECTIVES:

Capacity of 210 FATA journalists for conflict sensitive reporting, ethical standards, safety and security and relevant media legislation strengthened and access to information to support independent and pluralistic media in the remote areas of Pakistan improved.

5. PROJECT OUTPUTS:

- 210 journalists skilled in conflict sensitive reporting and other relevant themes in the conflict zones of FATA.
- 210 journalists trained to access the information available on the internet.
- The office staff of the 7 press clubs trained in usage of ICT equipment.
- Training materials produced and distributed to target groups on conflict sensitive reporting and other themes.
- 12 analytical state of media reports on violations against press freedom and expression..

6. ACTIVITIES:

- Purchase, transport and install the ICT equipment at the press clubs. Train regular staff in the use of internet and trouble shooting by IT manager, Intermedia.
- In total, 2 rounds of training workshops on conflict reporting will be organized in each agency:
 - a) The first round of training workshop for 210 journalists (3 days) comprising: Day 1: Conflict sensitive reporting and ethical standards of reporting by media resource person; Day 2: Safety and security mechanisms and media laws by media resource person and Day 3: Access to information through ICT by IT Manager, Intermedia.
 - b) The second round of follow up workshops (2 days) comprising Day 1: Applied and hands on work on conflict sensitive reporting and strengthening of skills by media resource person Day 2: Hands on experience for access to information, using ICT by the IT manager, Intermedia.
- Formation and networking of alumni groups will be done by the regular Intermedia staff.
- 12 monthly reports on state of media in FATA, with a focus on the violations of press freedom and violence against journalists to be done by media research officer, Intermedia.
- Follow-up and support for the press clubs will be continued for trouble shooting by Intermedia office.

7. PROJECT INPUTS:

- One resource person capable of training journalists on conflict reporting and other allied subjects.
- One media researcher to monitor state of media in FATA.
- One ICT expert with an extra command on windows operating system, hardware, installation and also capable of training persons with minimum knowledge of computers.
- Each press club will also be equipped with computers (3 Pentium IV desktop computers with 1 GB Ram, DVD writer, keyboard, mouse and 19 inches LCD monitors), wireless connectivity, fax machine, cameras and voice recorders.
- 2 training and reference material for the participants

8. WORK PLAN:

ACTIVITIES / MONTHS	1	2	3	4	5	6	7	8	9	10	11	12
Selection / contracting of resource person and ICT expert/ selection of equipment												
Equipment purchase / preparation of training material												
Selection and notification of participants												
Equipment installation / trainings 1 and 2												
Equipment installation / training 3 and 4												
Four monthly report submissions												
Equipment installation / training, 5 and 06												
Equipment installation / training 07												
Follow up training 01 and 02												
Follow up training,03 and 04												
Follow up trainings 05 and 06												
Follow up trainings 7												
Media monitoring												
Final report (Programme and financial)												

9. INSTITUTIONAL FRAMEWORK:

Intermedia is a Pakistani not-for-profit trust working for journalists' capacity building and strengthening freedom of information since 2005; it is registered since 7 September 2005 under The Trust Act, 1882. It works under a Board of Trustees, comprising a managing trustee, and two board members. Executive Director works as ex-officio member/secretary and one full time legal advisor assists the Board and Intermedia administration in legal matters. The Board meets every three months to review programmes and operations. All the board members have been associated with media since long and are seasoned media experts. Intermedia, head office is located in Islamabad, with 11 permanent staff members. A project office is also located in Peshawar (NWFP), with 5 staff members. Both offices are fully equipped with all necessary facilities for project management and field operations. It has completed more than ten projects and currently four projects are in the implementation process. Intermedia in the past has been funded by organizations, like, PAIMAN (USAID), Internews, The Asia Foundation, British High Commission (FCO), FAFEN (TAF), DAI-USA & NWFP Government and other donors.

10. SUSTAINABILITY:

Intermedia is financially/ administratively a sustainable organization with all required resources. It will continue supporting selected press clubs in future through follow-up activities and 210 trained participants will become members of its existing alumni group. Its Peshawar office will continue a regular contact with the groups/clubs. Journalists may be able to access internet, fax and phone facility at these press clubs which have full time employees (1 or 2 staff) who are trained in ICT equipment maintenance.

11. FRAMEWORK OF MONITORING:

Intermedia has an institutionalized M&E mechanism for effective evaluation, including training materials, seminars, workshops and lobbying activities. Besides that external M&E can also be conducted.

12. EVALUATIONS CARRIED OUT:

In the past Intermedia has conducted training in FATA on election reporting. The need was identified then for training on conflict sensitive reporting.

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING:

Intermedia shall provide interim reports to UNESCO after every four months or as required and shall submit a comprehensive final report at the end of the project describing the scope to which the immediate objective of the project was achieved and a certified financial statement.

C. ADDITIONAL INFORMATION

Preparatory work: Needs assessment on-going on the training needs with the press clubs. An office office has been established in Peshawar involving 5 staff members and 21 field reporters.

Assistance provided by the IPDC in the past

PDC/5PAK/19 350-PAK-51	40,000	Pakistan Establishment of computerized printing press	1985 -1986
PDC/6PAK/01 350-PAK-61 350-PAK-91	40,000 32,000	Press Institute of Pakistan	1985 -1987
PDC/11PAK/01 352-PAK-11	66,000	Associated Press of Pakistan	1990 -1992
PDC/19PAK/01 352-PAK-91	15,000	Upgrading of the weekly "Nawa-I-Ahmedpur Sharqia"	1999 -2000
PDC/20PAK/01 353-PAK-01	30,000	PPF Women in Journalism project	2000 -2002
PDC/24 PAK/01 354-PAK-5031	25,000	Freedom of expression monitoring project	2004 -2005
PDC/48 PAK/01 354-PAK-5041	20,000	Improving access to independent information in rural Pakistan	2005-2006
PDC/49 PAK/01 354-PAK-5051	20,600	MEDIA AND LOCAL DEMOCRATIC GOVERNANCE	2006-2007
PDC/51 PAK/01 354-PAK-5061	10,000	PAKISTAN: MEDIA AND LOCAL DEMOCRATIC GOVERNANCE	2007-2008
PDC/52 PAK/01 354-PAK-5071	15,400	PAKISTAN: IMPROVING ACCESS TO ONLINE INFORMATION IN THE RURAL AREAS	2008-2009
PDC/52 PAK/01 354-PAK-5072	49,500	PAKISTAN: TRAINING PROGRAMME FOR PHOTOJOURNALISTS WORKING IN THE RURAL AREAS	2008-2009
Total Pakistan: US\$ 363,500			

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)				
	Unit Rate \$	Unit	Unit Qty.	Amount \$
Ist round of trainings in 7 FATA press clubs (3-day trainings)				
Meals:	10	33 persons x 3 days x 7	693	6 930
Trainer Fee	60	1 person x 2 day x 7	14	840
Trainer's Travel	10	1 person x 7	7	70
Staff Travel	20	2 staff x 7	14	280
Accommodation	25	2 staff x 4 nights x 7	56	1 400
Total				9 520
2nd round of trainings in 7 FATA press clubs(2-day Trainings)				
Meals:	10	33 persons x 2 days x 7	462	4 620
Trainer Fee	60	1 person x 1 day x 7	7	420
Trainer's Travel	10	1 person x 7	7	70
Staff Travel	20	2 staff x 7	14	280
Accommodation	25	2 staff x 3 nights x 7	42	1 050
Total				6 440
Project equipment				
Desktop Computers Dell 200 MT	600	3 each for 7 agencies	21	12 600
Wireless Routers D Link	44	1 each for 7 agencies	7	308
3 in 1 printers copier scanner HP	57	1 each for 7 agencies	7	399
Wireless connectivity USB Device	130	1 each for 7 agencies	7	910
Fax Machine Panasonic KXFL 542	345	1 each for 7 agencies	7	2 415
Still Camera Olympus C25 8mp	119	1 each for 7 agencies	7	833
Voice recorders Olympus VN 550	93	3 each for 7 agencies	21	1 953
Cabling and other accessories				1 200
Total				20 618
Media monitoring	280	For 12 monthly reports	12	3 360
Total requested from IPDC				39 938

BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION (US\$)	
Executive Director 40% time (1 person ×12 months)	7 200
Finance and administration (1 person ×12 months)	4 800
Program Manager (1 person ×12 months)	6 000
ICT Manager (1 person ×12 months)	5 400
Admin Assistant (1 person ×12 months)	3 000
Telecom, electricity, office utilities	2 800
Total contribution by Intermedia	29 200

SRI LANKA

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	PROFESSIONAL DEVELOPMENT PROGRAMME ON REPORTING ON POST-CONFLICT RELATED ISSUES IN SRI LANKA
2.	NUMBER	IPDC/54 SRI/01
3.	CATEGORY OF MASS MEDIA	Newspapers, radio and television
4.	IPDC PRIORITY AREA	Training of media professionals
5.	SCOPE (NATIONAL, REGIONAL, INTERREGIONAL)	National
6.	TYPE OF ASSISTANCE REQUESTED	Training support
7.	TOTAL COST OF PROJECT	US\$ 30 818
8.	AMOUNT REQUESTED FROM IPDC	US\$ 18 578
9.	BENEFICIARY BODY	The Sri Lanka Press Institute 96, Kirula Road, Colombo 5 Tel: 0094 115353635 – Fax: 0094 115335500 Mr. Azzam Ameen, Course Coordinator azzam@slpi.lk
10.	IMPLEMENTING OFFICE	UNESCO New Delhi Office
11.	PROJECT LOCATION	Colombo, and North and East Provinces
12.	PROJECT PREPARED BY	Namal Perera Acting Manager Advocacy and Press Freedom

1. PROJECT JUSTIFICATION:

Sri Lanka has just achieved a militarily victory over the Liberation Tigers of Tamil Eelam (LTTE) after three decades of prolonged armed conflict in the island which claimed more than 70,000 lives and caused immense destruction to the country. Even though there are different opinions on the realistic and durable end to the conflict in Sri Lanka, new challenges are emerging on what would be the form and direction of the post conflict transformation. Vibrant and professional media practice is vital in many aspects throughout the post conflict transformation stage to bring voices of the ground to decision making level as well as to inform the public on what is happening around them in order to make individual decisions.

Sri Lankan media has been generally divided along the ethnic and linguistic lines over the period of the ongoing conflict, thus creating an environment for escalation of the misunderstanding between communities in the society. This has resulted in growing distrust and suspicion making the peace building efforts very difficult. Lack of professionalism and relatively low adherence to ethical concerns in the media has been identified as the reasons behind it. The issue has been addressed by the media industry itself as well as the civil society making substantial progress over the past few years. Yet there is a long way to go to meet the expected standards demanded by the rapidly changing globalized media environment.

As a country caught in a protracted conflict over three decades, a vast majority of journalists need guidance as to how they can perform during a post conflict environment to transform the absence of war to a realistic and sustainable peace. Democracy, Devolution, Development would be the three core areas in consolidating the peace in a post conflict situation. Unless the media plays its role carefully over the spectrum of all three areas the durable peace would be no longer feasible. Empowering the media by setting up high standards and providing guidance through capacity building for the journalists will enhance the contribution towards a successful post conflict transformation. The project aims at working with all the layers of Sri Lankan media: from editors to local reporters in order to achieve the objectives mentioned in this proposal.

2 DESCRIPTION OF THE TARGET GROUP:

The target group are 60 practising print journalists from areas in Sri Lanka, namely from Colombo and the North and East provinces.

3. DEVELOPMENT OBJECTIVE:

The project will ensure professional media practice on reporting post conflict related issues in Sri Lanka in order to minimize the polarization in media and improve media's capacities in serving the post conflict transformation efforts and to enhance democracy.

4. IMMEDIATE OBJECTIVES:

Comprehensive guidelines for journalists on reporting Post Conflict related issues developed, presented to the media as a declaration, a training module based on the guidelines on reporting on the issues designed and training for the journalists organized.

5. PROJECT OUTPUTS:

- Comprehensive guidelines for journalists to follow when reporting Post Conflict related issues in Sri Lanka
- Sixty journalists capable of reporting post-conflict related issues in Sri Lanka according to the highest professional standards
- The guidelines distributed to journalists

6. ACTIVITIES:

- Develop comprehensive guidelines on reporting post-conflict related issues in Sri Lanka in two sitting sessions with a selected panel of senior journalists and media academics in close consultation with the industry
- Special event will be organized to present the guidelines to the media and journalists
- Develop a training module based on the guidelines to conduct trainings for the journalists
- Three training courses held, one in project submitter's premises and the other two in North and East provinces of Sri Lanka, to expand the capacity of journalists in order to ensure professional and ethical reporting on post-conflict related issues.

7. PROJECT INPUTS:

- Five senior journalists and media academics capable of drafting guidelines for journalists on reporting Post Conflict related issues
- Three trainers capable of developing training modules and delivering the training in both Sinhala and Tamil languages
- Two rented multimedia projectors and laptops (simultaneous training for mix of Sinhala and Tamil journalists)

8. WORK PLAN:

ACTIVITIES / MONTHS	1	2	3	4	5	6	7	8	9	10	11	12
Selection and contracting panel members for drafting the guideline												
Session one - Drafting the guideline												
Consultation with the industry in order to get their inputs on the draft												
Session two - to finalize the guideline												
Event to introduce the guideline as declaration												
Sending copies of the guideline to journalists												
Selection and contracting the trainers to develop the training module and deliver the training												
Selection and notification to the trainees												
Conducting the training course #1												
Conducting the training course #2												
Conducting the training course #3												
Submission of project reports												

9. INSTITUTIONAL FRAMEWORK:

The Sri Lanka Press Institute has been established and run by the media industry itself since 2004. The Editors Guild of Sri Lanka, Newspapers Owners Society of Sri Lanka and Free Media Movement are the founding members of the SLPI and form its Board of Directors. Since 2007, Sri Lanka Working Journalists Association has also become a member of the Board of Directors of the SLPI. Since its inception, the SLPI has been the only organization formed and managed by the journalism and media industry of Sri Lanka itself. The SLPI is registered under the Companies Act of Sri Lanka and functions as a legitimate entity. (Registration No- N (A) 1036)

In less than five years of operation, the Sri Lanka Press Institute (SLPI) has established itself as the leading media development institute in the country. The Sri Lanka Press Institute functions as an umbrella organization with four other units of its own, namely Sri Lanka College of Journalism, Press Complaints Commission of Sri Lanka, Advocacy and Press Freedom Division and Media Resources Centre. Nearly 25 members work as fulltime staff members under SLPI and in its umbrella organizations. The training programmes of the Institute reach out to the whole island, and to all communities. During its first three years, the Sri Lanka Press Institute has been fully funded by SIDA (Swedish International Development Cooperation Agency), DANIDA (Danish International Development Agency) and NORAD (Norwegian Agency for Development Cooperation).

10. SUSTAINABILITY:

The Sri Lanka Press Institute will continue working with journalists on the implementation of the guidelines in order to ensure that journalists practice the guidelines when reporting on Post Conflict related issues. This will be done in both its routine training programmes with the mid career journalists and the diploma programme students. The SLPI wishes to include the guidelines in the Sri Lanka College of Journalism curriculum and to advocate for the practical implementation of it in the media through its all possible activities.

11. FRAMEWORK OF MONITORING:

UNESCO New Delhi Office will monitor the project implementation.

12. EVALUATIONS CARRIED OUT:

As part of an International Press Freedom Mission to Sri Lanka, two of the seven members of the Mission, drawn from the International Press Institute (IPI) and International Federation of Journalists (IFJ), travelled to the Eastern province between June 17 and 21, 2007, to meet with local journalists and undertake a first-hand evaluation of the situation they face. The evaluation concluded that the politics of reconciliation in the Eastern province, which is ethnically and culturally the most diverse in Sri Lanka, would have some chance of success only if all citizens are allowed to participate in public affairs, on the basis of authentic information provided to them by the media. The evaluation report found that pressure on civil liberties and media freedom remained unrelenting, with the Muslim community in the East being especially vulnerable. Another important finding of the report is the absence of serious cross-cultural reporting which was a severe barrier to greater media freedoms.

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING:

The Sri Lanka Press Institute submits project progress report at the end of the first four months of the project and the final report by not later than one month after conclusion of the project

C. ADDITIONAL INFORMATION

Assistance provided by the IPDC in the past

PDC/9SRL/01 350-SRL-91	32,000	Sri Lanka Arthur Clarke Centre for Modern Technologies	1982 -1992
PDC/17SRL/01 352-SRL-71	55,000	Journalism Training	1997 -1998

PDC/18SRL/01 352-SRL-91	35,000	Development of participatory public service radio programmes	1999 - 2000
PDC/19SRL/01 352-SRL-92	57,000	Creating avenues for minority discourse	1999 - 2000
PDC/48 SRL/01 354-SRL-5041	18,000	Campaign to promote public service media and public service values in journalism in Sri Lanka	2005-2006
PDC/51 SRL/01 354-SRL-5061	18,000	CAPACITY BUILDING OF COMMUNITY REPORTERS FOR PEACECASTING AND LOCAL CONTENT BROADCASTING	2007-2008
PDC/52 SRL/01 354-SRL-5071	13,200	SRI LANKA PUBLICATION OF JAFFNA TAMIL WEEKLY "SANKUNATHAM"	2007-2008
Total Sri Lanka: US \$ 228,200			

D . B U D G E T

BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)	
Developing the guideline	
Fees for panel members for two sittings (\$30 per sitting x 2 sittings x 5 members)	300
Refreshments during the sittings (\$25 x Two sittings)	50
Consultation with the industry (transportation cost for 3 days)	110
Publication of the guidelines in three languages (2000 copies)	750
Distribution of the copies of the guidelines to journalists (transportation and mail)	280
Communication cost	55
Sub-total	1 545
Special event to introduce the guideline	
Hall rent for the event	150
Refreshments for approximately 100 invitees (\$5 x100)	500
Communication, equipment and logistical arrangements, incidentals	365
Sub-total	1 015
Training workshop for Colombo-based staff journalist for 3 days	
Lunch and tea for the 20 participants and 2 trainers (\$15 x 22 x 3 days)	990
Trainers fee (\$100 x 2 trainers x 3 days)	600
Workshop materials and renting lecture hall and training equipment (\$150 per hall x3 days + stationary, materials and training equipment)	950
Communication cost	88
Sub-total	2 628
2 training workshops for North and East provinces journalists	
Participants accommodation and meals (\$ 60 x 23 {with two trainers + coordinator} x 3 days)	4 140

Trainers fee (\$100 x 2 trainers x 3 days)	600
Local coordinator fee	100
Local travel for participants (\$ 30 x 20)	600
Transportation of training team materials and equipment	495
Stationary materials and equipment	500
Communication cost and Incidentals	260
Sub-total for one workshop	6 695
Sub-total for two workshops (\$ 6695 x 2)	13 390
TOTAL COST (\$1545+\$1015+\$2628+\$13390)	<u>18 578</u>

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

Staff cost (6 months x 5 staff members)	6 000
Project Coordinator (\$ 200 x 6 months)	1 200
Logistic support, administration and management cost	1 000
Technical support and equipment usage	600
Local transportation and communication of the project, incidentals	3 440
<u>TOTAL :</u>	<u>12 240</u>

TAJIKISTAN

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	IMPROVING REPORTING ON CLIMATE CHANGE AND ENVIRONMENTAL ISSUES BY MEDIA IN TAJIKISTAN
2.	NUMBER	IPDC/54 TAD/01
3.	CATEGORY OF MASS MEDIA	Newspapers, radio and television
4.	IPDC PRIORITY AREA	Training of media professionals
5.	SCOPE (NATIONAL, REGIONAL, INTERREGIONAL)	National
6.	TYPE OF ASSISTANCE REQUESTED	Training support
7.	TOTAL COST OF PROJECT	US\$ 45,270
8.	AMOUNT REQUESTED FROM IPDC	US\$ 19,000
9.	BENEFICIARY BODY	Independent School of Journalism,— 21st Century Tajikistan, Dushanbe, 16 Saadi Sherozi Avenue, Tel: +992 37 238 53 15, M: +992 91 916 67 70, media@school.tajik.net www.mediaschool.tj
10.	IMPLEMENTING OFFICE	UNESCO Cluster Office In Almaty
11.	PROJECT LOCATION	Dushanbe, NGO “TAJIKISTAN- 21 st Century”
12.	PROJECT PREPARED BY	Contact: Safo Safarov, Ex. Dir UNESCO Contact: S.Karpov
DECISION OF THE BUREAU:		

B. PRESENTATION

1. PROJECT JUSTIFICATION:

Tajikistan, the smallest and poorest of the Central Asian republics, is struggling to build an editorially and financially independent media sector. Independence in 1991 brought economic and social disruption, out-migration and a five-year civil war that severely strained political and social institutions and hampered media development. Like other former Soviet republics, Tajikistan has a history of centralized state control of media, and government still dominates national broadcasting. However, since the end of the civil war in 1997, local Tajik, Russian and Uzbek-language commercial media (television, radio, newspapers and, recently, online news outlets) have developed, especially in the capital, Dushanbe, and the northern Fergana Valley region. Most struggle financially because of the state of the economy and the lack of advertising revenue, and some are controlled by political factions. There are over 200 registered newspapers, but only one daily. TV is the most-popular medium; alongside the state broadcaster there are more than a dozen local and regional private TVs, most of them entertainment-based. Radio is the only broadcast medium that can be received in all areas of the country. Few journalists have academic or professional training in the field, and (with some notable exceptions), the quality of information-gathering, reporting and writing is low. Media rights organizations report that, although provided for in the constitution, press freedom is not widely respected. However, Reporters Without Borders (RSF) ranked Tajikistan in its 2008 Press Freedom Index as having the highest level of media freedom among the five Central Asian states.

Opportunities for journalists for professional training and development are limited; university journalism faculties continue to offer Soviet-style curricula, heavy on theory and literary style, and short on skills courses and practical training. Foreign and international organizations, including UNESCO/IPDC, the Soros Foundation, the BBC and the U.S. Embassy, have chosen to invest resources in independent media and in training organizations not affiliated with state structures. In these circumstances, even the best and most experienced journalists lack the knowledge and skills they need to report in-depth on specialized subjects, including economics and business, health, education and the environment. This proposal seeks to address the need to improve the scope, depth and professionalism of reporting on environmental issues, particularly climate change.

Tajikistan faces a range of environmental problems, stemming from global and regional factors. These include: the depletion of water resources caused by the melting of the glaciers, intensive irrigation and domestic water supply wastage; natural disasters such as flooding and mudslides; deforestation; declining soil quality because of erosion, salinity and decades of intensive cotton production; urban pollution; waste management; and the safety of dams and hydro-electric plants. Apart from short news stories and an occasional analytical article by a scientific expert, these issues are rarely reported in the Tajik. Although information and statistics are readily available from government, international agencies and environmental NGOs, most journalists lack the specialized knowledge to gather, critically analyze and report on environmental impacts. Some journalists believe environmental issues are too complex to report, and will not interest their audiences. The lack of serious and analytical reporting on global climate change and local environmental problems was articulated by leading Tajikistan environmental scientists at a July 2009 UNESCO workshop in Dushanbe on communicating research to public audiences; most said that local journalists either simplified the topics or ignored them altogether.

This project seeks to address the lack of in-depth reporting on climate change issues in the media of Tajikistan with a five-day workshop where journalists will gain detailed knowledge of key issues, learn to analyze environmental data and reports, and produce in-depth stories that explain the human impacts of global climate change and local environmental problems. Materials will include the Russian version of

Media as partners in education for sustainable development: A Training and Resource Kit (UNESCO Series on Journalism Education, 2008) and Russian-language articles and handouts.

2. DESCRIPTION OF THE TARGET GROUP:

The project will provide training and technical assistance for 18 working journalists from Tajik, Russian and Uzbek-language print, radio and TV outlets.

3. DEVELOPMENT OBJECTIVE:

The project aims to build professional skills in analytical reporting on climate change and environmental issues by print, radio and TV journalists in Tajikistan. It has been designed within the framework of UNESCO Media Development Indicators, Category 4—professional capacity building and supporting institutions that underpin freedom of expression, pluralism and diversity. More specifically, it addresses goal A:

Availability of Professional Media Training. Key indicators (4.1): opportunities for qualified journalists at all levels to upgrade their skills and essential disciplinary knowledge; support for journalists who need to specialize in specific subject areas; training courses that combine production and training. (4.3): training equips journalists with investigative reporting skills and related disciplinary knowledge.

The project will contribute to Pillar 3 of the UNDAF Country Plan for Tajikistan: Clean Water, Sustainable Environment and Energy, specifically agency outcome 3--sustainable natural resource management is more widely understood and practiced. Output 3.2 calls for opinion formers (including media workers) to become more knowledgeable and skilled in environmental protection and preservation; the indicator is the number of students, technical experts and representatives of civil society organizations including media workers with improved knowledge on environmental protection through participation at university seminars or other training.

4. IMMEDIATE OBJECTIVES:

18 print, radio and TV journalists, with experience in reporting on general issues, trained in in-depth knowledge of climate change and environmental issues, learnt to analyze scientific reports and data, and research, write and produce print or broadcast stories, using a range of sources, on the human impacts of environmental problems in Tajikistan.

5. PROJECT OUTPUTS:

- Trained journalists with knowledge of global/regional climate change and environmental issues, including the depletion of water resources, natural disasters, deforestation, soil quality, urban pollution and waste management.
- Trained journalists with experience in researching and analyzing scientific reports, data and statistics from government ministries, international agencies and environmental NGOs.
- Trained journalists with skills how to relate scientific research to human impacts, putting climate change and environmental issues in their economic, social and political contexts.
- Trained journalists with skills to research, write and produce in-depth print and broadcast stories on the effects of climate change and local environmental degradation.

6. ACTIVITIES:

- Announcement of program and call for applications distributed by Independent School of Journalism, Tajikistan—21st Century (ISJT) to print, radio and TV outlets and journalists' associations throughout Tajikistan
- Review of applications by UNESCO-Almaty, ISJT, CAREC and outside experts and selection of teams
- Preparation of workshop schedule and handouts
- Invitations to leading Tajikistan climate change scientists to make guest presentations at workshop
- One five-day workshop in Dushanbe
- Participants visit an area near Dushanbe where the effects of climate change are apparent and conduct interviews
- Journalists research, write and produce broadcast and print stories on the human impact of climate change and environmental problems.

7. PROJECT INPUTS:

- One trainer with academic and professional background in journalism and experience in offering workshops on reporting human development and specialized topics
- Three climate change content experts (scientists or researchers from the Tajikistan National Academy of Science, government ministries and/or environmental NGOs)
- One programme manager from ISJT
- Training facility with overhead projector, large screen, photocopying facilities, computer workstations with Internet access and support personnel for logistics and technical facilities
- Training materials, including Russian-language version of *Media as partners in education for sustainable development: A Training and Resource Kit* (UNESCO Series on Journalism Education, 2008) and Russian-language articles and handouts.

8. WORK PLAN:

ACTIVITIES / MONTHS	1	2	3	4	5	6	7	8	9	10
Call for applications distributed by ISJT										
Review of application and selection of participants										
Workshop planning and materials preparation										
Workshop in Dushanbe										
Review of climate change stories produced by journalists, and project evaluation										

9. INSTITUTIONAL FRAMEWORK:

Add information on Independent School of Journalism, Tajikistan—21st Century (ISJT).

10. SUSTAINABILITY:

ISJT is currently offering a series of training courses for journalists working in Tajik and Russian-language media, and will adopt a modified version of the workshop on climate change reporting into its curricula,

using materials developed for the workshop. It also plans to use the pool of climate change experts as resources—both as guest speakers and as experts to be interviewed by journalists. ISJT's training facilities are located in the central press building in Dushanbe, where most media organizations have their offices, so it is physically well situated to provide continued training on climate change issues. It has also received support from several donors, most recently a \$13,000 grants from the U.S. Embassy to support administrative and equipment costs.

11. FRAMEWORK OF MONITORING:

Project monitoring will be carried out by the UNESCO Almaty office. ISJT will ask Internews Tajikistan, an experienced media training and development organization, and the Internews Earth Journalism programme to conduct an independent monitoring of the project and its outputs.

12. EVALUATIONS CARRIED OUT:

In July 2009, UNESCO Almaty sponsored a three-day workshop for environmental and climate change scientists in Tajikistan on communicating research to policy makers and public audiences. A survey of the participants indicated that climate change issues receive little coverage in media in Tajikistan, and that the reporting is often inaccurate or sensationalized. The group stressed the need to improve journalists' knowledge of climate change issues.

In January 2009 ISJT successfully started implementation Strengthening Professional Knowledge and Skills of Young Journalists project. All reports and background information received on four monthly basis by Almaty CI Officer. The ISJT activities received wide feedback in the Tajik media based on the participant's opinions.

C. ADDITIONAL INFORMATION

Assistance provided by the IPDC in the past

PDC/14TAD/01 352-TAD-41	75,000	Tajikistan Journalism training and development	1994 –1995
PDC/15TAD/01 352-TAD-51	73,700	Information Programmes for Independent Television	1995 –1997
PDC/18TAD/01 352-TAD-81	60,000	Establishment of independent radio station	1998–1999
PDC/20TAD/01 353-TAD-01	33,000	Women's Voice	2000–2003
PDC/23TAD/01 507-TAG-5000 (FIT-Germany)	39 678	Resource Centre for Journalists	2004-2005
PDC/20TAD/01 354-TAD-5061	18,000	TAJIKISTAN: HUMAN RIGHTS TRAINING FOR TAJIK MASS MEDIA	2007-2008
PDC/53 TAD/01 354-TAD-5081	25,000	STRENGTHENING PROFESSIONAL KNOWLEDGE AND SKILLS OF YOUNG JOURNALISTS	2009-2010
Total Tajikistan: US\$ 284,000+ US\$39 678			

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)	
Trainers' services (1 training x 6 days at rates of \$400 per day)	2,400
Travel and perdiem for trainers (Flight: Ohio-Almaty-Dushanbe-Alamaty \$3047/Visa \$150/dushanbe DSA 6 daysx180)	4,080
Travel and perdiem for participants (3 participants from 6 cities Kulyab, Khorog, Khudjant, Penjikent, Garm, Kurgan Tepe x 6 days x \$10 DSA +1800 tickets)	2,880
Accommodation for participants (\$50x6 days x 18 participants)	5,400
Meals/lunches (Coffee \$4 x12 times x 20 participants + Lunch \$10 x 6 times x 20 participants)	2,160
Communication and coordination	2,080
Total :	<u>19,000</u>

BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION (in US dollars)	
Salaries	9,450
Equipment	15,020
Other	1,800
TOTAL :	<u>26,270</u>

TONGA

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	BROADCOM REGIONAL RADIO AND TELEVISION PRODUCTION UNIT
2.	NUMBER	IPDC/54 TON/01
3.	CATEGORY OF MASS MEDIA	Radio, television and regional media
4.	IPDC PRIORITY AREA	Freedom of expression / community media
5.	SCOPE (NATIONAL, REGIONAL, INTERREGIONAL)	National / regional
6.	TYPE OF ASSISTANCE REQUESTED	Equipment and training support
7.	TOTAL COST OF PROJECT	US\$ 114,950
8.	AMOUNT REQUESTED FROM IPDC	US\$ 67,760
9.	BENEFICIARY BODY	BROADCOM Ltd. Katalina Tohi, deputy Managing Director BroadCom Broadcasting, P.O. Box 970 Tupoulahi Road. Nuku'alofa, Phone: (676)22296 - Mobile: (676)7714826
10.	IMPLEMENTING OFFICE	UNESCO Apia Adviser for Communication and Information, Abel Caine
11.	PROJECT LOCATION	BroadCom Broadcasting Tupoulahi Road, Ngele'ia - Nuku'alofa
12.	PROJECT PREPARED BY	BroadCom: Katalina and Sioeli Tohi UNESCO National Commission: Mrs. Lucy Moala - UNESCO Apia: Abel Caine
DECISION OF THE BUREAU:		

B. PRESENTATION

1. **PROJECT JUSTIFICATION:**

The purpose of the project is to establish and operationalize a sustainable national radio and television production unit serving the Tongan Communities, which consists of 25,000 families, and thereby to increase the diversity of media. The project will enhance the wellbeing of an independent radio and video production unit thus further promote independent and pluralist media voices in Tonga. It will also reinforce local human resources and technical capacity to produce public service radio and video programs and documentaries. This will improve and guarantee access of the Tongan communities to locally produced radio and video materials. The project will also provide key equipment, and train more local staff in all areas of radio and video production at the BroadCom Limited production unit.

Government operates the only AM Station, which covers nationwide areas including Vava'u, Ha'apai, 'Eua, Niuatoputapu and Niuafou and two FM Stations, which cover Tongatapu and 'Eua only. TBC has a television station established in 2001. There is another free to air TV station-TBN and two cable tv networks – Sky Pacific and Digi-TV. With the print, there are four(4) weekly daily papers and two monthly but despite these, radio remains the best and effective means of media for Tonga.

Despite the wider coverage, Tonga Broadcasting Commission is dubbed as the mouthpiece of government for the people of Tonga and it is only a one-way form of telling without letting the other side being heard. That is where Broadcom comes in. BroadCom is not really trying to invent new wheels but simply to provide what the community lacks in terms of media plurality and freedom of information and expression. The production unit of BroadCom will gather, produce and present news and programs to the people of Tonga.

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

In a community radio and television production unit, the immediate beneficiaries will include all the people of Tonga. We will start off with the Main island of Tongatapu and the nearest outer island of 'Eua and hopefully will expand to other islands when Tonga Telecommunication approves our proposal for BroadCom to piggyback on their masts. Meanwhile, programs produced will be aired on radio stations around Tonga and television stations for people to listen and watch.

3. **DEVELOPMENT OBJECTIVE:**

Radio and Television broadcasting is significant for a country like Tonga, where more than half of the population lives in isolated islands separated by vast areas of seas. The mission of the BroadCom Limited, the body in charge of the now established FM 88.1 and BroadCom TV production - is to deliver to all the people of Tonga quality programmes, education, news, information and entertainment. BroadCom plays a central role in strengthening the nation's unity and in fostering dialogue by informing the public of the government's policies, while allowing them to use Radio and Television to communicate their views and needs to the government. In the long-term, this project should improve access to information, contribute to poverty alleviation by advancing community capacity to wealth-sharing, promote positive government participation in community development, and strengthen national cohesion. BroadCom would like to promote high or rising levels of public access to both our facilities and services and again serve everyone including marginalized groups. We have enough facilities for a radio newsroom and we have access to internet 24/7. This enables us to efficient use of technology to gather and distribute news and information.

4. IMMEDIATE OBJECTIVES:

A self-sustaining community radio and television production unit capable of engaging community members in the whole of Tonga. This unit will facilitate self-expression, and sharing and accessing knowledge. This working network will be established within a twelve-month period from the point of project inception. The programmes to be produced under this project will be simultaneously broadcast on BroadCom radio stations and television.

5. PROJECT OUTPUTS:

- A community radio and television production unit equipped with production facilities.
- The Unit will supply all outer islands with locally produced radio and television programs and achieving higher broadcast standard in all aspects of its output.
- It is able to carry out editing more efficiently
- Staff are familiar and comfortable with all new aspects of the operations, and have a list of avenues for assistance if and when it should be required.
- BroadCom is providing people with a diverse format of news, programs, information, educational and entertainment at the highest professional level.

6. ACTIVITIES:

- Radio License has been granted,
- FM station and production studio completed,
- A trainer consultant to install and test equipment
- Trainer to conduct training in the operation and maintenance of the equipment
- BroadCom Board of directors and staff to take up enhancement training for their staff in various aspects of FM operation.

7. PROJECT INPUTS:

During the initial period, the project needs at least two trainers, one each for radio and television production. They will train staff on how to install equipment and training of staff. The following equipment are needed for the production unit. a 6-Chanel AED mixer with telephone inputs, 2 Marantz 630 flash recorders, a desktop computer with playlist software, 4 AKG omni directional microphones, cables and stands, a role of cables, a set of 15 assorted connectors as itemized in the budget capable of launching live broadcasting talkback programmes as a permanent feature of the radio station, 4 computers with newsboss software, 2 nonlinear editing computers – AppleMac, 2 pal system cameras – SD and HD, 1 video switcher, 4-14” TV monitors, 300 meters BNC cables, 50BNC BNC connectors, 2-shotgun microphones, 4 dynamic microphone, 6 wireless microphone, 2DVCam HD, and 2UPS and a role of cables. The equipment will be retained by the radio station after the completion of the project for the continuous of programmes.

8. WORK PLAN:

ACTIVITIES / MONTHS	1	2	3	4	5	6	7	8
Selection / contracting of instructors and trainers								
Selection of equipment								
Purchase and installation of the equipment								
Preparation of training materials								
Selection and notification to workshop participants								
In-country workshop # 1 (workshop subject)								
In-country workshop # 2 (workshop subject)								
Production and broadcast of Programmes								
Submission of implementation reports								

9. INSTITUTIONAL FRAMEWORK:

BroadCom is a broadcasting service dedicated to consistently providing excellent service, quality performance and furnishing an enjoyable atmosphere. We will also maintain a friendly, fair, and creative work environment, which respects diversity, ideas, and hard work.

Our Mission: Be the best broadcasting service provider in the Kingdom, : Be the best public service broadcasting station in Tonga.

Our Motto: “The Trend Begins Here!”

The ambitions of the owner to one day start his own Fm radio and Television, and the procurement of highly professional and qualified broadcasters to support the company, has made this business one of great potential. The radio license from government has been secured while the application for a TV license is still progressing. Owner and co-owner have what it takes to make this venture an extremely successful one. They have worked and devoted almost their working life with the national broadcaster, the Tonga Broadcasting Commission (TBC). Sioeli Tohi since 1997 has held the post of Chief Engineer until March 23rd 2009. He now retires after serving at TBC for 29 years and now setting up BroadCom. His wife and co-owner Katalina Tohi has been on the post of Manager for Programs, News, Production Sales and Marketing for the last five years. She is also retiring to help her husband with the business. She has been with the Tonga Broadcasting Commission for 23 years. To achieve our objectives, BroadCom in addition to personal savings is seeking US\$40,000 in funding assistance for production equipment. This funding will allow BroadCom to be able to buy computers for news reporters, tape recorders, working tools for engineers, tapes and cds, OB equipment and other necessary equipment for the production unit.

10. SUSTAINABILITY:

In the long run, the BroadCom Limited would try and market the news and productions in order to get enough money to maintain the continuous flow of productions within the BroadCom as well as enough to maintain equipment and buy new ones when applicable.

11. FRAMEWORK OF MONITORING:

Project implementation will be monitored by Regional Adviser - Mr. Paul Hector in collaboration with UNESCO representative in Tonga - Ms. Lucy Moala.

12. EVALUATIONS CARRIED OUT:

Project submitters, Mrs. Katalina Tohi and Sioeli Tohi while working at the Tonga Broadcasting Commission(TBC) carried out customers satisfaction surveys which indicated the need for a diversity of sources of information for the people of Tonga. The most recent survey was carried out early 2009 and it was the third in a row beginning in 2003 with the second one in 2006. All studies indicated the need for other media organizations to be set up as a second and third choices for the people of Tonga. The studies also indicated the need for peoples voices to be heard rather than government having to tell people what to do all the time and as government personnel keeps changing from year to year, the media seems to be also changing too. However with this in mind, there is a strong urge to start promoting freedom of expression and diversity of views and opinions. The co-submitter, Mr. Sioeli Maka Tohi was involved with a UNESCO-TBC project on installation of NEWSBOSS in the newsroom which is still running up to now. Katalina Tohi on the other hand submitted a proposal to UNESCO for funding assistance to produce short documentaries on the alleviation of poverty. The project was approved and project completed.

12. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING:

Report on project progress on a four-month basis to UNESCO field office will be done and submit by Mrs. Katalina Tohi together with a comprehensive final report describing the extent to which the immediate objective of the project was achieved.

C. ADDITIONAL INFORMATION

BroadCom has taken the liberty of building the Radio and Television station. The station housed two on-air studios for Radio and Television, two production studios, a room for both radio and television transmitters, one recording studio, one workshop room and three offices for staff. BroadCom has also taken the liberty of buying initial all FM radio equipment to start the station. The expenses for both the building and the equipment was solely borne by the owners of BroadCom, Mr. Sioeli Tohi and Katalina Tohi. Expenses so far is amounted to US\$56,601.00.

Assistance provided by the IPDC in the past

PDC/7TON/01 350-TON-71	35,000	Tonga	1986 -1991
350-TON-81	40,000	Community Broadcasting	
350-TON-91	47,000		
PDC/13TON/01 352-TON-31	94,000	Video Production Development Project (TONGAVID)	1993 -1994
PDC/16TON/01 352-TON-61	66,000	News computerization project (TONGACOM)	1996 -1998
PDC/48 TON/01 354-TON-5041	18,000	TBC: Contributing to alleviation of poverty through media for outlying islands	2005-2006
Total Tonga: US\$ 300,000			

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)

I. Training component	Daily rates
One trainer - (5 days training at a rate of \$100 per day):	500

Training material and rental of training aids:	140
Local travel (\$30 x 15 participants + \$100 for one trainer):	550
Total training Costs:	1,190

II. Radio and TV production studio and broadcast transmitting equipment

Item	Quantity	Description	
1	1	Complete radio production studio	7,820
2	2	Marantz 630 flash recorders	1,600
3	4	Computers for newsroom	3,000
4	1	Video switcher	4,000
5	2	DSR-PD170P DVCAM camcorder	6,778
6	1	Outside Broadcasting (OB) mobile unit	4,824
7	1	OB FM link transmitter system	11,420
8	1	OB FM link receiving unit at radio station	4,100
9	1	DVCAM TV ENG unit	4,751
10	1	TV post-production editing unit	8,327
11	2	Apple Final Cut Pro sets for video editing	5,000
12	1	Stand-by generator	3,000
13	1	Digital receiver and antenna	350
14	2	Production studio furniture	1,600
		Total equipment costs	66,570
		TOTAL REQUESTED FROM IPDC	67,760

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

Staff costs (8 months x 3 staff members)	8,000
Project coordinator (7 months)	2,000
Communication costs (7 months)	1,000
Studio and station building renovation	7,000
On-Air Studio equipment	12,970
Transmitting system (transmitter, racks and antenna)	6,320
30 meter mast	5,000
On-Air studio furniture	1,600
Vehicle maintenance and local transport costs	2,000
Contingencies	1,000
Project reporting	300
TOTAL BENEFICIARY CONTRBUTION	47,190

UZBEKISTAN

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	CAPACITY BUILDING OF YOUNG JOURNALISTS ON MEDIA COVERAGE OF GLOBAL CLIMATE CHANGES
2.	NUMBER	IPDC/54 UZB/01
3.	CATEGORY OF MASS MEDIA	Newspapers, radio, television
4.	IPDC PRIORITY AREA	Human resource development
5.	SCOPE (NATIONAL, REGIONAL, INTERREGIONAL)	National
6.	TYPE OF ASSISTANCE REQUESTED	Training support
7.	TOTAL COST OF PROJECT	US\$ 38,000
8.	AMOUNT REQUESTED FROM IPDC	US\$ 15,200
9.	BENEFICIARY BODY	IISTC (International In-Service Training Centre for Journalists, 26 Bukhara Str. Tashkent 100029, Tel/Fax (998 71)2339042 and (998 97)3323601, journal@bcc.com.uz)
10.	IMPLEMENTING OFFICE	UNESCO, Almaty
11.	PROJECT LOCATION	Uzbekistan
12.	PROJECT PREPARED BY	Dr. (Ms) Gulnara Babajanova, Director IISTC Mr Sergey Karpov, UNESCO Almaty
DECISION OF THE BUREAU:		

B. PRESENTATION

1. PROJECT JUSTIFICATION:

Mankind is seriously concerned about global climate change and its consequences. A number of international documents have been adopted in this connection, including most importantly UN General Assembly resolution (GA/10830/2009) and the Kyoto Protocol. Recently, UNESCO organized an International Conference on Broadcast Media & Climate Change in Paris (4-5 September 2009), in which a representative of Uzbekistan took part. The challenges related to climate change demand that mass media institutions be proactively involved in public awareness activities. As a consequence, high priority is given to comprehensive training programmes for young journalists of Uzbekistan. The state programme of training media workers of the Republic of Uzbekistan indicates the need to teach journalists how to address new challenges. There is a growing number of both state and non-state print media, TV and radio studios and growing competition in the media sphere. An analysis of the work of domestic media and of the level of professional skills of journalists working for them shows that the quality of materials and efficiency of their circulation both inside and outside the country do not meet in full the current requirements.

In the coverage of climate change and its consequences for Uzbekistan, special importance is given to improving the system of special training for journalists. The focus is on improving the skills of young journalists and to introduce new educational technologies aimed at increasing the quality of specialized education. It is also important to build up the skills of teachers to master new approaches in teaching journalism as well as to broadly apply interactive methods of teaching, to increase the number of master-classes headed by experienced practicing journalists, to use interactive games similar to real editorial activities, including releasing computer versions of training newspapers and preparing TV and radio programmes.

This project will address gaps in the media coverage of issues related to global climate change and environmental safety in Uzbekistan. The project will enhance the skills of national media trainers, journalism students and young journalists who require specialized training in environmental reporting and contribute to sustainable development at a national level

2. DESCRIPTION OF THE TARGET GROUP:

Journalism students and media professionals in Uzbekistan will be targeted.

The direct beneficiaries of the project are: 70 undergraduate and graduate level students of journalism departments of the National University and the University of World Languages, 20 young professional journalists and 10 Journalism department teachers of the universities of Uzbekistan including the Nukus State University.

3. DEVELOPMENT OBJECTIVE:

The project will contribute to improving access to accurate and balanced information about the climate change in Uzbekistan in order to increase environmental democracy in line with the Aarhus Convention on “Access to Information, Public Participation in Decision-making and Access to Justice in Environmental Matters” and the MDG 7 “Ensuring environmental sustainability”.

4. IMMEDIATE OBJECTIVES

The skills of 70 students of journalism departments, 20 young professional journalists and 10 teachers of the Journalism departments of universities in reporting on global climate change improved.

5. PROJECT INPUTS

- Expert and national trainers and for the workshops
- Conference rooms for the meetings and workshops
- Trainers' subsistence and transportation expenses
- Training material and equipment to carry out the workshops.

6. ACTIVITIES:

First phase

TOT for 10 teachers of journalism departments and mass media experts.

Month 2: A six-day training in print media and a 15-day practical training at media units. Administer a questionnaire among the participants. Start preparing a book of articles

Month 3: A six-day training in radio journalism, and a 15-day practical training at radio stations.

Month 4: A six-day training in TV journalism, and a 15-day practical training at TV station.

Month 5: Collection of articles on “Global climate changes: media coverage” and monitoring of the first phase of the project.

Months 2-5: Prepare a draft book based on materials elaborated by the experts and students during the project.

Months 1-5: Monitor quality improvement of the materials by project participants.

Month 6: To prepare intermediate descriptive and financial reports.

Second phase. The aim is to strengthen and further develop the skills of young journalists to prepare materials in a specific field.

Activities

Month 7: A six-day training on the “Impact of global climate change on the economy” followed by a three-week practical training in a media unit. Two Uzbek-speaking and two Russian-speaking groups will be formed; the course will be conducted by four local trainers.

Month 8: A six-day training on the “Impact of global climate change on social sphere of life” followed by a three-week practical training in a media unit. Two Uzbek-speaking and two Russian-speaking groups will be formed; the course will be conducted by four local trainers.

Month 9: A six-day training on the “Impact of global climate change on education” followed by a three-week practical training in a media unit. Two Uzbek-speaking and two Russian-speaking groups will be formed; the course will be conducted by four local trainers.

Months 7-9: A monitoring of the press of Uzbekistan based on the materials developed by project participants.

Month 10: Reports by all trainers. Analysis of the final questionnaire by participants. Analysis of the press monitoring based on materials by project participants. Presentation of the book of articles. To prepare descriptive and financial reports and present them to donors.

7. PROJECT OUTPUTS

- 10 experts and teachers trained in new methods of teaching to write items on the project (TOT)
- 70 students of journalism departments acquired new knowledge in the field of print media and electronic media, Internet

- 20 young professional journalists trained
- A book based on materials by participants in training published

8. WORK PLAN:

ACTIVITIES / MONTHS	1	2	3	4	5	6	7	8	9	10	11	12
Elaboration of training modules, interview forms, training manuals, selection of trainers. Training for trainers.												
Training programs for students.												
Interview of learners.												
Preparation and presentation of collection of articles.												
Monitoring												
Mid-term review												
Round tables												
Preparation of final report												

9. INSTITUTIONAL FRAMEWORK:

The UNESCO/IPDC project will be implemented by the International In-Service Journalists Training Centre (IISTC) in Tashkent. The project coordinator has a 10-year experience in working with international grants. No comprehensive environmental educational projects with students of journalism departments had been held before in Uzbekistan. This is the first multi-stage project aimed at developing the professional skills and knowledge of students of journalism and including practical training at editorial units. The project partners are the National University and the Tashkent University of World Languages of Uzbekistan.

10. SUSTAINABILITY:

TOT will enable trainers obtain new methods of teaching while students will be able to get jobs at media units and work anew.

11. FRAMEWORK OF MONITORING:

The project will be monitored by UNESCO Almaty office through interim and final reports on activity.

12. EVALUATIONS CARRIED OUT:

No evaluations carried out.

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING:

The reporting will be done in two stages. An interim report will be provided to UNESCO Almaty/IPDC once preparations for the workshops are completed and a final report provided once activities are completed.

C. ADDITIONAL INFORMATION

Preparatory activities completed prior to submission of the project to IPDC

- A series of workshop programmes for regional reporters and producers have been conducted by IISTC lead by national and International experts.
- Initial discussions with the social research groups and media organizations
- The conference rooms for training sessions have been agreed;
- Trainers and experts in training programming, practical training at media units and monitoring have been negotiated.

Contribution foreseen by the beneficiary agency during the project period

IISTC Tashkent will form the project team to provide project / financial management, undertake overall supervision and project report writing and make available its office accommodation for project implementation.

Assistance provided by the IPDC in the past

PDC/17UZB/01 352-UZB-71	55,000	Uzbekistan Establishment of a Media Resource Centre	1997-1999
PDC/21 UZB/01 353-UZB-5011	25,000	Innovative training and learning programme for journalists	2003 -2004
PDC/52 UZB/01 353-UZB-5071	16,500	UZBEKISTAN : ENHANCE ACCESS TO INFORMATION IN THE ARAL SEA BASIN	2008 -2009
Total Uzbekistan: US\$ 96,500			

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)	
TOT – 10 participants (Meal \$6 *12 persons * 3 days; Coffee \$3 *12 *6 times; Master Trainer Fee - \$200 *3 days; Co-trainer Fee – \$100 * 3 days; Training service: 2 persons * \$50 * 3 days; Tickets Nukus \$80, DSA 2 participants *80 * 3 days)	2,450
Training courses 90 participants (Trainers [Fee: Environment \$50* 6 days; 2 Journalism * \$50 * 6 days * 3 times; 2 ICT * \$50 *9 days]; 5 Lunches = \$6 * 92 people * 7 times)	6,850
Trainees results report (Compiling of the collection of articles - \$500; Editing - \$500; English & Russian languages translation \$500; Eng/Rus Printing – PDF & 50 hard copies \$600)	2,100
Logistics and (Print 90 copies: Media as partners \$540/ Other materials \$1000/ Communication \$300/ meal and coffee \$1260; Miscellaneous \$500;))	3,200
Monitoring and Reporting (2 news items with digital photos; 2 substantive monitoring reports; 1 financial report)	700

<u>TOTAL :</u>	<u>15,200</u>
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BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION (In US dollars)	
Office running administration costs (Coordination \$3000 / Accountant \$2500/VAT \$4700)	10,100
National and International trainers' fees: (input to be provided by media stakeholders)	12,900
<u>Sub-total :</u>	<u>23,000</u>
<u>TOTAL :</u>	<u>38,200</u>