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INTERNATIONAL
PROGRAMME FOR THE
DEVELOPMENT OF
COMMUNICATION

**NEW PROJECTS SUBMITTED TO THE IPDC
FOR APPROVAL AND FINANCING BY THE BUREAU**

IPDC BUREAU
Forty-seventh meeting



UNESCO HEADQUARTERS, PARIS

29 - 30 MARCH 2004

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ALL MEDIA

ASIA AND THE PACIFIC

A. PROJECT IDENTIFICATION		
1.	TITLE	MEDIA EDUCATION IN THE PACIFIC
2.	NUMBER	PDC/24 RAS/01
3.	CATEGORY OF MASS MEDIA	All media
4.	IPDC PRIORITY AREA	Training
5.	SCOPE	Regional
6.	TYPE OF ASSISTANCE REQUESTED	Financial
7.	TOTAL COST OF PROJECT	US\$ 65 000
8.	AMOUNT REQUESTED FROM IPDC	US\$ 45 000
9.	BENEFICIARY BODY	Association of secondary schools of Pacific Insular Countries (ASP)
10.	IMPLEMENTING BODY	ASP and other secondary schools in the PICs UNESCO Offices for the Pacific States UNESCO Office New Delhi
11.	PROJECT LOCATION	ASP network UNESCO Offices for the Pacific States UNESCO Office New Delhi
12.	PROJECT PREPARED BY	On behalf of the Pacific ASP network, ACI, APA (Pacific) Director, UNESCO Pacific
DECISION OF THE BUREAU:		

B. PRESENTATION

1. BACKGROUND AND JUSTIFICATION:

In the Pacific islands region over the past twenty years, the media has grown significantly. There are more newspapers, radio stations, and television services. Even if TV is not in every island, video is common in many communities. It is possible to access video games and the Internet, especially in towns and cities. The media is an educator as well. Some people even speak about it as «the first curriculum» - the first source of information for young people about the world, because in one day, young people receive more media messages than their grandparents received in a week, month, or even year.

The IPDC sponsored « *Media Education in the Pacific. A Guide for Secondary School Teachers* » (2003) is the first Pacific island media education study book. It was developed particularly with the Pacific islands media, the needs of their education systems and cultural environment in mind, to help teachers in the Pacific introduce media education into their classrooms. The aim of the book is to empower students to take part in the media and understand its diversity.

The book is a joint venture between the UNESCO Office in the Pacific States and their Associated Schools (ASP) network and it was developed through a wide consultation in the course of two years. In June 2003, the book was launched in a regional meeting of the ASP coordinators and the first steps are now being taken in its practical use. In follow-up, this project suggests to organize eight national workshops to enhance the use and impact of the book in the national context.

Mass media education will have a positive role to play in providing a new generation of mass media users and future decision-makers with tools to understand how the media works. This is ever more so important with a view to the expansion of the new global media in the region.

2. DESCRIPTION OF THE TARGET GROUPS :

The immediate beneficiaries of the project are secondary school teachers and students. Through the improved understanding on how the media works and its role in a democracy, both media organizations and the society at large will benefit in long term.

3. IMMEDIATE OBJECTIVES:

Organize eight national workshops to enhance the use and impact of the “*Media Education in the Pacific. A Guide for Secondary School Teachers*”.

4. DEVELOPMENT OBJECTIVE :

The development objective is to help the new generation of mass media users and future decision-makers to take part in the media and understand its role, functions and diversity in a democratic society. An improved understanding of the role and functions of the media is beneficial for the media themselves, and will help them meet the information needs of their public as well as form a more solid basis for potential future media professionals.

5. PROJECT INPUTS :

Eight national workshops will be organized for secondary school teachers thus enhancing the use and impact of the “Media Education in the Pacific” guide. The workshops will involve an international media educator and the national ASP coordinators as trainers.

6. PROJECT OUTPUTS :

Eight times 15 secondary school teachers will have received further training in media education, using the “Media Education in the Pacific” guide.

7. ACTIVITIES :

- Recruit the international trainer
- Devise the workshop programme
- Selects the participants in the workshop in cooperation with the ASP coordinators.
- Organize and conduct the workshops.
- Assess and report on the achievements.

8. WORK PLAN :

The workshops will start two months after the allotment of the funds and will be conducted within the next 12-18 months.

9. INSTITUTIONAL FRAMEWORK :

The project will be implemented by the UNESCO Offices in the Pacific States (Education and CI sector) and New Delhi and the Pacific ASP network in cooperation with the National UNESCO Commissions concerned.

10. SUSTAINABILITY :

The “Media Education in the Pacific” has been planned for easy and immediate use in a classroom. However it will be important to follow this up through specific training for teachers notably as the subject is completely new in the Pacific islands.

11. FRAMEWORK OF MONITORING :

12. EVALUATIONS CARRIED OUT :

The book contains a questionnaire on how teachers will have used it. At the moment is it too early to expect feedback, because the book was launched only in June 2003.

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING :

Progress reports will be provided on four-month basis, and as needed by IPDC Bureau and Council.

C. ADDITIONAL INFORMATION

In 2001, IPDC provided a grant for project PDC20 RAS01 – 353RAS5001, “Media Education in the Pacific” to produce media education materials. Endorsed by the Pacific Directors of Education, the project started in March 2001, when the concept of media education was first introduced to some 30 ASP co-ordinators and teachers. Feedback was also collected on various educational approaches to the subject. Following the regional consultation, two more national consultations were held to in 2001, to ensure that the end product would be both educationally and culturally relevant for use in the Pacific. The content was then developed and the book was launched in June 2003. Throughout the process, the project has been received with considerable enthusiasm and support in the region. The project now under consideration is meant to build on this momentum and enhance the use and impact of the book on national level.

D. BUDGET

1. Breakdown of IPDC's contribution (in US\$):

Travel, national participants (average: 8 x 15 persons x 20)	2,400
Other host country costs (8x1,500)	12,000
Training consultant (Travel, DSA, fee – 8 x 3,400)	27,200
Counterpart trainer (8 x 300)	2,400
Monitoring	1,000
<u>TOTAL :</u>	<u>45,000</u>

2. Breakdown of the beneficiary agency's contribution (in US\$):

National coordination (8 x 1,000)	8,000
UNESCO (CI and Education)	12,000
<u>TOTAL :</u>	<u>20,000</u>

LATIN AMERICA AND THE CARIBBEAN

A. IDENTIFICATION OF THE PROJECT		
1. TITLE	UDELAS : FREEDOM OF EXPRESSION AND PRESS IN THE CONSOLIDATION OF DEMOCRACY	
2. NUMBER	PDC/24 RLA/01	
3. CATEGORY OF MASS MEDIA	Radio, television, written press and Internet	
4. IPDC PRIORITY AREA	Promotion of freedom expression and training of journalists	
5. SCOPE (NATIONAL, REGIONAL, INTERREGIONAL)	Regional	
6. TYPE OF ASSISTANCE REQUESTED	Financial	
7. TOTAL COST OF PROJECT	US\$ 81.000	
8. AMOUNT REQUESTED FROM IPDC	US\$ 51.000	
9. BENEFICIARY BODY	Universidad Especializada de las Américas (UDELAS), Panamá	
10. IMPLEMENTING BODY	Universidad Especializada de las Américas (UDELAS)	
11. PROJECT LOCATION	Panamá	
12. PROJECT PREPARED BY	NORMA NÚÑEZ MONTOTO ALEXIS RODRIGUEZ MOJICA	
DECISION OF THE BUREAU:		

B. PRESENTATION

1. BACKGROUND AND JUSTIFICATION :

The media – and especially the journalists – can change and consolidate conceptions and conducts of citizenship. Therefore, the right of the press to analyse, publish, think, criticize and report freely is one of the fundamental principles of a democratic society.

Freedom of expression and freedom of press exist in democratic societies ; they appear in the Constitutions, but their daily practice largely depends upon the diverse political and journalistic cultures. It is a right that must be planned, guaranteed and constantly defended, since it is a base for the consolidation of democracy and the pacific coexistence of citizens.

A free press, without ties but with a commitment with democracy, is essential for the development of a proper government management. The practice of journalism that follows ethical rules allows to provide information concerning political leaders, national and international issues, as well as the basic problems of tolerance and acceptance of social diversity.

2. DESCRIPTION OF TARGET GROUPS :

- The journalists of the national and foreign mass media : radio, television, written press and interactive mass media of the City of Panama, of eight provinces and three regions of the country, as well as journalists of the main media of Central America.
- The journalists who will take part in activities and debates proposed by the project should be recognized as real or potential leaders in communication ; they must be acquainted with the defence of journalism ethics and freedom of expression and represent various domains of communication : gender, geographic, social and ethnic.

3. IMMEDIATE OBJECTIVES :

- To provide to 60 journalists of Central America the theoretical, practical and technological skills for a suitable use of journalism ethics dealing with the freedom of press and expression in the process of consolidation of democracy in Central America ;
- To conduct a regional research on the extent and implications of journalism ethics in the achievement of freedom of press and expression, so as to identify relevant actions on communication and its implications in the transformation of the political Central American culture ;
- To organize two regional forums : the first one on journalism ethics, freedom of expression and freedom of press : the rights and responsibilities of the journalists in the process of transformation and strengthening of the democratic culture of Central America ;
- The second one on democracy, mass media and good governance, the social, institutional and educational role of journalists, will deal with the main concerns of the journalists involved in the project, who will exchange experience and views with professionals of journalism, nationals and foreigners. The forum will be the starting point for the creation of a journalistic network and an observatory of the performance and role of the mass media in the defence and guarantee of the rights of the citizens to take part, delegate and decide through a suitable political representation;

- To set up six national and regional workshops, with methodological strategies and suitable didactic, educational and journalistic materials, that will offer to 60 journalists the opportunity to strengthen their knowledge on ethics, freedom of press and expression in the mass media.

4. DEVELOPMENT OBJECTIVE :

To promote the exercise of ethics in journalism, the defence of press freedom and the preservation of the freedom of expression as a proper mechanism to strengthen democracy and the democratic culture of the region.

5. PROJECT INPUTS :

- Identification of professionals and trainers,
- Training of technological teams,
- Training in network journalism.

6. PROJECT OUTPUTS :

- 60 journalists will receive a journalistic formation directed to strengthening the exercise of an ethical and responsible journalism, adapted to the demands of the democratic contemporary society, the social needs of human development of the population.
- 200 journalists, journalism and communication students, politicians, teachers and investigators will extend their knowledge on the relationship between mass media, duties of the journalist and democracy through debates, discussions, papers and other activities articulated in two forums.
- A regional network integrated for 60 journalists,
- A regional observatory of Journalism, Ethics and Good governance,
- Final report.

7. ACTIVITIES :

Regional research on journalism ethics, freedom of press and expression in 6 countries : Guatemala, El Salvador, Honduras, Nicaragua, Costa Rica and Panama.

2 regional forums :

(I) Journalism ethics, freedom of press and expression : the rights of the journalists in the transformation and strengthening of the democratic culture of Central America,

(II) Democracy, mass media and good governance ; the social, institutional and educational function of the journalists,

6 seminars/workshops on network journalism, ethics, freedom of press and expression,
6 booklets on the relationship between ethics, freedom of press and expression,
6 training guides in ethics, freedom of press and expression.

8. WORK PLAN :

Months 1-3 : Research (prospects of press freedom in Central America) ;

Month 6 : 1st Forum (ethics, rights and responsibilities of the journalists) ;

Month 9 : 1st seminar/workshop (ethics and ICTs) ;

Month 12 : 2nd seminar/workshop (transnational media) ;

Month 15 : 3rd seminar/workshop (regulations, mass media and awareness-raising of citizenship) ;

Month 18 : 4th seminar/workshop (the challenges of journalism in the XXIst century : defence of cross-culture, diversity and tolerance) ;

Month 21 : 5th seminar/workshop (the ethical function of communication) ;

Month 24 : 6th seminar/workshop (citizenship, information and democracy) ;
2nd Forum (social, institutional and educational role of journalists).

9. INSTITUTIONAL FRAMEWORK :

The project will be implemented by the Office of Research Dean of UDELAS, under the coordination of the Rectory Adviser for communication matters. The Dean Office and the Adviser Unit will form a team for the execution of the project that includes diverse specialists in communication.

The institutional coverage of the project is being ensured.

10. SUSTAINIBILITY:

UDELAS is an educational innovative institution. Since its foundation, it has managed to foster prospects and educational actions aiming at the integration of various isolated social groups in the society.

Through its actions in the field of communication, the University intends to consolidate educational offers in the fields of research and divulgation, so that communication and its relationship with society plays a leading role in the transformation of Central American societies.

11. FRAMEWORK OF MONITORING :

Through its Communication Advisor, UDELAS supports a permanent interaction with persons, organizations and institutions in relation with social communication activities and having a extensive experience of regional realities.

12. EVALUATIONS CARRIED OUT :

The UNESCO Regional Office will carry out the evaluations.

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING :

The progress reports will be elaborated every 4 months, in coordination with the UNESCO Regional Office in Costa Rica.

C. ADDITIONAL INFORMATION

PREPARATORY ACTIVITIES COMPLETED PRIOR TO SUBMISSION OF THE PROJECT TO IPDC

UDELAS has recently carried out a seminar/workshop on Ethics and Journalism, jointly with UNESCO and the New Latin-American Journalism Foundation, with the participation of 28 journalists. At present, UDELAS conducts specialised courses on the coverage of lawsuits and electoral campaigns.

CONTRIBUTION FORESEEN BY THE BENEFICIARY AGENCY DURING THE PROJECT PERIOD

UDELAS will cover the expenses of the national coordination of the project and of the team involved in the activities of the seminar/workshop.

ASSISTANCE SOUGHT OTHER THAN IPDC

None.

D. BUDGET

1. BREAKDOWN OF IPDC'S CONTRIBUTION (in US\$) :

• 6 national reports (Guatemala, El Salvador, Honduras, Nicaragua, Costa Rica and Panama) :	12 000
• 2 regional Forums : Journalism ethics, freedom of Press, responsibilities; Democracy, mass media and good governance :	4 000
• 6 seminars/workshops :	12 000
• Teaching materials :	4 000
• Airfares (international participants and one specialist) :	10 000
• DSA for same :	5 000
• Final report :	3 000
• Monitoring :	1 000
	<hr/>
<u>TOTAL :</u>	<u>51 000</u>

2. BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION (in US\$) :

• Coordination team :	20 000
• Equipment, venues, transport, miscellaneous :	10 000
	<hr/>
<u>TOTAL :</u>	<u>30 000</u>

GHANA

A. PROJECT IDENTIFICATION		
1.	TITLE	TECHNICAL CAPACITY BUILDING
2.	NUMBER	PDC/24 GHA/01
3.	CATEGORY OF MASS MEDIA	Television and Print
4.	IPDC PRIORITY AREA	CAPACITY BUILDING
5.	SCOPE	National
6.	TYPE OF ASSISTANCE REQUESTED	Training /Equipment
7.	TOTAL COST OF PROJECT	US\$ 66,670
8.	AMOUNT REQUESTED FROM IPDC	US\$ 66,670
9.	BENEFICIARY BODY	Ghanaian Journalists (Independent /Public)
10.	IMPLEMENTING BODY	Ghana Journalists Association
11.	PROJECT LOCATION	Accra, GHANA
12.	PROJECT PREPARED BY	Ghana Journalists Association (GJA)
DECISION OF THE BUREAU:		

B. PRESENTATION

1. BACKGROUND AND JUSTIFICATION

The Ghana Journalists Association (GJA) emerged as a professional body representing the interest of journalists in the country in 1949. GJA is one of the most important civil society organisations in Ghana and a strong advocate of press freedom and freedom of expression. This professional body is known as a crusader for defending the general public against any form of media tyranny and for media accountability. As the main organisation representing media professionals as individuals, and specialist organisations as groups it upholds the professional and welfare interest of all journalists both in state and private sectors.

GJA has excellent relations with the Government of Ghana, which is one of the most open in West Africa. The Government has supported the efforts of the Association to strengthen and reinforce the role of the media in the democratic process in Ghana, including the provision of building facilities for the Association.

Ghana has two main media training institutions – Ghana Institute of Journalism and the School of Communication Studies, and the University of Ghana, Legon. In addition, there are also a few private institutions involved in training potential media practitioners. Many practitioners with tertiary level education acquire their training on-the-job making it necessary for a regime of continuing education to ensure that the capacity of media executives is adequate especially in utilising information and communication technologies (ICTs). Through professional training activities, these executives are able to keep abreast with the latest ICT developments world-wide thereby contributing to news production; bridging the digital divide, and advancing an exchange between professionals in the advanced and developing worlds.

Major news organisations such as the Graphic Communications Group, the New Times Corporation, Ghana News Agency and Ghana Broadcasting Corporation are all state-owned and equipped with ICT facilities. However, it is important to note that only senior journalists have access to the facilities in these media agencies. Very few privately owned media organisations, such as JOY FM, TV3 and TV-Africa, have Internet facilities for use by their professionals.

Out of the 50 publications (newspapers and magazines) registered with the National Media Commission, less than 10 per cent have direct access to the Internet. The same can be said of the 60 radio and 8 television stations operating throughout the country. It is important to note that more than 70 per cent of the media, which are also less endowed, are privately owned.

The GJA Internet Café has been disconnected since November 2003 due to the expensive charge equivalent to \$960 for the service provider – Africa-Online. The cost efficiency of the Internet Café can be met by increasing the number of computers to a total of 12 computer from the current half-size and increasing the number of paying users. The Internet Café will also be finance through fees charged to individuals and organisations for using the press conference and seminar hall of the Press Centre.

GJA is also looking forward to a more affordable deal with other service providers and the prospects are looking good.

The majority of Ghanaian journalists can at best be described as *semi-ICT-literate*. Where ICT facilities exist they are limited to an *elite group* — editors and senior management personnel. Many

of the media organisations cannot afford the cost of more than one computer, let alone, the cost of being connected to the Internet. Many of the journalists who go into the field do not have Internet access let alone a good working knowledge of ICTs.

To meet the challenge, individual journalists make a personal and *die-hard* effort to either win a prize by competing in awards provided by the Ghana Journalists Association, or to get a placement for training abroad where they can purchase a personal computer or lap-top.

This project therefore aims to leap-frog the use of ICTs by journalists, demystify the use of computers, and encourage journalists to employ ICT skills as a permanent research and working tool.

Trainees will be selected from media agencies throughout Ghana – that is from all the country’s 10 regions. It is envisaged that the facilities and the knowledge acquired would be placed at the disposal of both working and student journalists since the Press Centre offering both a degree and diploma course in journalism is next-door to the Ghana Institute of Journalism. Participants will be drawn from media houses throughout the country and those from outside Accra, the capital, will be provided with transport, accommodation and feeding allowance.

As an Association, GJA has had a long history of collaborating with various partners, especially UNESCO. Several training programmes and donations of office equipment have been made available to the Association. It is expected that this project will be another meaningful and beneficial activity which will help the Association in its efforts at improving the expertise and experience of its members.

2. **DESCRIPTION OF THE TARGET GROUPS**

Two main target groups will be identified from the state-owned and the privately-owned media.

State-Owned Media

Print
Radio / TV
News Agency

Privately-Owned Media

Print
Radio / TV

3. **IMMEDIATE OBJECTIVES**

- To conduct ICT workshops for journalists
- To enhance the performance of media professionals by improving their ICT capacity and strengthening their news gathering, processing and reporting functions
- To increase the number of journalists using ICTs

4. **DEVELOPMENT OBJECTIVE**

- To build the training capacity of the Ghana Journalists Associations

5. **PROJECT INPUTS**

- Provision of financial support
- Setting up of planning committee
- Identification of 4 resource persons
- Preparation of course content
- Conducting of training needs research
- Identification of conference facilities and training activity conducted

6. **PROJECT OUTPUTS**

- Project report produced
- Training manual produced
- 160 participants' ICT capacity enhanced
-

7. **ACTIVITIES**

- Consultation with UNESCO for final disbursement arrangements
- Setting up of a Planning Committee to identify resource persons
- Conduct training needs research
- Production of course materials
- Organise capacity building workshops to (a) improve journalists' capacity and understanding for effective use of the Internet and complex search engines, and (b) to improve journalists' use of computers for page planning, layout and design. The training workshops mainly target middle and lower level group of journalists of the independent media organs who are members of GJA. Such professionals are in the majority and the project intends to train **160** journalists through two training modules. Each module will consist of two groups of trainees of **40** persons each.
- Reports and manuals to be produced
- Evaluation of the project will be carried out

8. **OVERALL WORK PLAN**

Week 1	Establishment of Planning Committee and the holding of preliminary meetings
Week 2	Identification of Resource Persons and preparation of course materials
Week 3 – 5	Training needs research and report
Week 6 – 7	Identification of journalists in need
Week 8 – 15	ICT Workshops
Week 16	Report preparations & manuals production
Week 17	Evaluation of project

8. **TRAINING PLAN**

GJA intends to utilise the services of local ICT professionals. In all, four resource persons will be responsible for training the journalists in the following areas:

- a. Comprehensive use and understanding of the internet
- b. Comprehensive mastery in word-processing and a good knowledge of Microsoft Programmes, Word, Excel and PowerPoint
- c. Desktop publishing skills
- d. On-line publication and/or Broadcast

The resource persons will also be expected to provide basic hardware skills, especially in the area of troubleshooting, to reduce the dependence of computer users on computer technicians/engineers.

The course outline for each group will be presented in two main components, namely software and hardware.

The software component will involve training that enables a comprehensive use of the Internet as a resource base. The training will include:

- Comprehensive use of the internet as a resource base
- Ability to identify the various websites
- Ability to identify and use the search engines for diverse subject areas
- Ability to use the internet as a means of transmitting and receiving information for journalists and their media houses
- Ability to download relevant information
- Ability to use the internet to transmit stories, pictures and other news/information files
- Word-processing, PowerPoint, Excel and other Desktop Publishing programmes
- Ability to host a website for various media houses and the capacity to update such sites constantly and regularly

The hardware component will incorporate lessons on troubleshooting during Internet use and utilisation of applications. The course will involve lectures and practical training. Participants will also be given comprehensive handouts. Hardware professionals will increase their basic knowledge of hardware and the acquisition of troubleshooting skills for users of computers, printers and Uninterruptedly Power systems (UPS).

The workshops will take place over two-week periods for individual groups of 40 covering a total period of 8 weeks total. An interactive training approach will be used for the series of training workshops.

9. **INSITUTIONAL FRAMEWORK**

The GJA is experienced in co-ordinating training programmes for donor-sponsored training activities including UNESCO. It has the goodwill and capacity for identifying suitable resource persons to provide hands-on training and has an Internet Café which can be used as a complement for both training and post-training programmes. The Association owns modern premises which are managed full time by the Director / General Secretary. All activities will be conducted with the assistance of the UNESCO office in Accra, Ghana, which will play an oversight role.

10. **SUSTAINABILITY**

This training activity is expected to develop into further collaborative efforts with other development partners. The production of training manuals can serve as a means of training other practitioners. GJA's Internet Café is expected to provide further opportunities for training and retraining media practitioners.

11. FRAMEWORK OF MONITORING

The project will be monitored by the UNESCO Office in Accra, Ghana, with an evaluation to be undertaken by a local consultant. It is expected that the outputs will serve as an indicator for measuring the objectives, which will also be verified through the project report and the training manuals.

12. EVALUATION CARRIED OUT

It is expected that a local consultant will undertake the evaluation of the project and he is expected to function under the auspices of the UNESCO Commission in Accra, Ghana.

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING

GJA undertakes to provide interim and final reports that may be required during implementation of the project activity and upon completion of the project.

ADDITIONAL INFORMATION

1. Previous IPDC support received by Ghana

One of the early types of support received by the GJA was in 1996 when IPDC provided funds for the cost of a used mini-bus and to cover a survey research entitled: "Peoples Perceptions of Ghanaian Journalists". The Ghana National Commission on UNESCO and the Regional Communication Advisor for West and Central Africa have also, at various times, provided assistance to cover training and the purchase of office equipment.

2. Preparatory activities completed prior to submission of project to IPDC

The GJA has moved into new premises with modern facilities including a fully equipped and state-of-the-art Internet café. There are six flat screen computers which can serve as a basis for further equipment. The new premise also has room for both seminar facilities and for practical use of the computers.

D. BUDGET

A) BREAKDOWN OF IPDC CONTRIBUTION IN US DOLLARS

• Training needs research	-	7,000
• Material preparations, meetings	-	10,000
• Honorarium for resource persons	-	6,000
• Training costs(two workshops, 160 participants)	-	25,000
• Training equipment (computers and accessories)	-	10,000
• Project monitoring	-	<u>1,000</u>
T O T A L		<u>59,000</u>
<u>Project support costs (13%)</u>		<u>7,670</u>
Grand Total		US \$ <u>66, 670</u>

B) BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTIONS IN US DOLLARS

• Internet facility with satellite link, six flat-screens,		
• computers and accessories	-	40,000
• Staff salaries & allowances	-	5,000
• Auxiliary services (utilities accommodation, office equipment and security)		<u>5,000</u>
T O T A L		US \$ <u>50,000</u>

A. PROJECT IDENTIFICATION		
1.	TITLE	MEDIA PROGRAMMING DEVELOPMENT PROJECT
2.	NUMBER	PDC/24 FIJ/01
3.	CATEGORY OF MASS MEDIA	Radio, television, print media
4.	IPDC PRIORITY AREA	Community media programming development, Support for freedom of expression and pluralism, Human resources development
5.	SCOPE (NATIONAL, REGIONAL, INTERREGIONAL)	National
6.	TYPE OF ASSISTANCE REQUESTED	Financial (audience surveys, training)
7.	TOTAL COST OF PROJECT	US\$ 49 500
8.	AMOUNT REQUESTED FROM IPDC	US\$ 43 500
9.	BENEFICIARY BODY	Fiji media organizations (radio, TV, print)
10.	IMPLEMENTING BODY	UNESCO, in cooperation with the Fiji National Commission for UNESCO
11.	PROJECT LOCATION	SUVA
12.	PROJECT PREPARED BY	The Fiji National Commission for UNESCO
DECISION OF THE BUREAU:		

B. PRESENTATION

1. BACKGROUND AND JUSTIFICATION :

The first radio broadcasts in Fiji were conducted in 1935 by the then Fiji Broadcasting Company but the establishment of the first newspaper, the Fiji Times, in 1869, predated their transmissions. The Fiji national television service is a newcomer, which commenced demonstration transmissions in 1989. Media development has been along community lines with national and commercial radio broadcasting transmissions in English, Fijian and Hindustani. Newspapers follow the same language pattern with Fijian and Hindustani weeklies and three dailies in English. Television, however, is mainly in English and is progressing towards developing substantive vernacular elements. Despite an appreciable period of media organisation existence, there is a dearth of appropriate information concerning national media audience views and preferences relating to media programming content. In addition there has been little or no public discussion of local broadcast programming levels and content, public service broadcasting elements and print media content.

With local content levels waning, and the need for diversification of programming support to meet educational, social, economic and cultural development apparent, this project is designed to address the future development of media programming and content by conducting media audience surveys in the main centres of population and organising consultations between the mainstream media organisations, the general public, government representatives, non-governmental organisations including women's groups, educational institutions, business organisations, international agencies, and other interested parties. The surveys and consultations are aimed at identifying national goals, aspirations and formulating guidelines relating to national media programming and content.

The project will be organised in cooperation with local radio, television and print media organisations and the Fiji Media Council. The countrywide network offered by the mainline media organisations and their regional branches in cooperation with the Fiji National Commission for UNESCO, will provide the overall implementation framework which will comprise the national contribution to the project.

2. DESCRIPTION OF THE TARGET GROUPS :

There are two main target groups this project is aimed at. Firstly there are the radio, television and print media organisations of Fiji that will benefit through the provision to staff and management of updated information concerning the views of their listeners, viewers or readers. The media organisations will also benefit through professional media consultations with a view to reviewing their community and public service programming strategies.

The second main target group is the general public and communities of Fiji who can benefit through diversified programming as a result of their participation in audience surveys and national media consultations.

The expected results embrace the formulation of guidelines to contemporary media content as well as broadening the scope of national media operations so as to enhance public service elements and Fiji's movement towards "knowledge and information society" concepts.

3. IMMEDIATE OBJECTIVES :

- (a) Conduct national audience surveys in the main population centres of Fiji to obtain community views and preferences relating to future electronic media programming, print media content and media public service functions.

(b) Plan and conduct consultations, relating to electronic media programming and print media content, between national media organisations, the general public, government representatives, non-governmental organisations, women's groups, educational institutions, business organisations, religious organisations, international agencies, and other interested parties.

4. DEVELOPMENT OBJECTIVES :

The main objectives of this project are to conduct national activities with a view to media organisations formulating guidelines in consultation with all interested parties to review their main strategies relating to electronic media programming, print media content and public service functions. These elements will contribute strongly to the continuation of free, independent, pluralistic and democratised media operations.

5. PROJECT INPUTS :

- Cooperation consultations between UNESCO, the Fiji National Commission, Fiji media organisations and the Fiji Media Council for project organisation and implementation.
- Hire of local personnel for the media surveys and media consultation activities.
- Planning and conduct of media audience surveys in the main population centres of Fiji.
- Planning and conduct of media programming and content consultations between the media organisations, the general public, non-governmental organisations, government representatives, religious organisations, educational institutions, business organisations, UN and other international agencies and other interested parties.
- Preparation of reports and media programming guidelines elements.

6. PROJECT OUTPUTS :

- Training experience provided to media personnel concerning planning and preparing national media strategies.
- The formulation of national guidelines by media organisations for the diversification of media programming and production content in line with contemporary views and aspirations on "local content".
- Movement towards "knowledge society" and "information society" concepts.
- Consultation and planning for the implementation of the new programming and content strategies by the national media organisations.

7. ACTIVITIES :

National media surveys in the main centres of population – Suva, Nausori, Nadi, Lautoka, Labasa and Savusavu.

Media programming and content consultations between media organisations, members of the public, non-governmental organisations, women's groups, government representatives, educational institutions, business organisations, religious organisations, UN, international agencies and other interested parties.

8. WORK PLAN :

1st Quarter Confirmation of project funding by UNESCO/IPDC.
Preparatory consultations with UNESCO Adviser in Communication and Information. (ACI/UNESCO, Natcom, media organisations at project site).
Planning of national media surveys and identification of local

personnel required to complete activities.(ACI, Natcom, Media organisations)
Project monitoring by Fiji Media Council.

2nd Quarter Conduct of media audience surveys at main centres. (Natcom, ACI-UNESCO, media organisations).
Preparation of survey reports. (Media Organisations, Natcom, ACI).
Project monitoring by Fiji Media Council.

3rd Quarter Planning of national media consultations. (identification of sites and participants). (Natcom, Media organisations, ACI).
Conduct of national media consultations. (Natcom, media organisations, ACI).
Preparation of media consultation reports and media programming guidelines by media organisations.
Project monitoring by Fiji Media Council.

4th Quarter Consultations between National media organisations for the finalisation of reports and media programming guidelines.
Plans for the utilisation of the new programming guidelines and for the implementation of contemporary media programming strategies by National media organisations.
Final project monitoring report to UNESCO/IPDC by Fiji Media Council.

9. INSTITUTIONAL FRAMEWORK :

UNESCO will implement this project in cooperation with the Fiji National Commission for UNESCO, the mainstream media organisations of Fiji and the Fiji Media Council.

10. SUSTAINABILITY :

The project has in-built sustainability as the national guidelines formulated by the media organisations as a result of the media surveys and consultations, will become integral elements of the on-going operations of each media organisation.

11. FRAMEWORK OF MONITORING :

It is proposed that the Fiji Media Council performs the task of monitoring the implementation and progress of project activities. The Media Industry of Fiji established the Fiji Media Council. It is a national, formally registered body.

12, EVALUATION :

An allocation is included in the project budget for the purpose of evaluating this IPDC activity. It is proposed that the Pacific Island News Association (PINA) the largest professional media organisation in the Pacific islands region independently evaluates the project.

12. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING :

The professional beneficiaries of this project are the media organisations of Fiji. The Fiji National Commission for UNESCO in cooperation with Fiji Media Council will undertake to provide regular project progress reports.

C. ADDITIONAL INFORMATION

PREPARATORY ACTIVITIES COMPLETED PRIOR TO SUBMISSION OF THE PROJECT TO IPDC

Prior to the submission of this project proposal the mainstream media organisations in Fiji established the Fiji Media Council to support freedom of expression, freedom of the press and other professional areas of the electronic and print media. A “General Media Code of Ethics and Practice” has been issued covering wide areas of professional concern. The Council has also set up an elaborate mechanism to deal with complaints from the general public, business houses, the government and other sectors of society.

CONTRIBUTION FORESEEN BY THE BENEFICIARY AGENCY DURING THE PROJECT PERIOD

The local contribution to this project is assistance by the media organisations with the organisation and implementation of the media audience surveys. In addition they will contribute to the organisation and conduct of the consultations between the media organisations, and the interested sections of society. This contribution relates to surveys and reports in six population centres of the country and is valued at US\$ 6,000.

D. BUDGET

1. BREAKDOWN OF IPDC'S CONTRIBUTION (in US\$)

• Survey and consultation design consultants (2)	5,000
• Survey and consultation rapporteurs.(6)	6,000
• 30 Survey personnel (e.g. students)	6,000
• Local travel and per diem for consultants	5,000
• Local travel and per diem survey personnel	8,000
• Local travel and per diem rural consultation participants	7,000
• Questionnaire and Reports production costs	1,500
• Portable computer for survey and consultation reports	4,000
• Monitoring	1,000
<u>TOTAL :</u>	<u>43,500</u>

2. BREAKDOWN OF BENEFICIARY AGENCY'S CONTRIBUTION (in US\$)

• Planning and implementation of surveys	3,000
• Planning and implementation of consultations	3,000
<u>TOTAL :</u>	<u>6,000</u>

MARSHALL ISLANDS

A. PROJECT IDENTIFICATION		
1.	TITLE	YOUTH HEALTH AND SOCIAL ISSUES OUTREACH THROUGH MASS MEDIA PROJECT
2.	NUMBER	PDC/24 MAS/01
3.	CATEGORY OF MASS MEDIA	Radio, Television, and Newspaper
4.	IPDC PRIORITY AREA	Media pluralism and freedom of expression, development of human resources, community media
5.	SCOPE (NATIONAL, REGIONAL, INTERREGIONAL)	National
6.	TYPE OF ASSISTANCE REQUESTED	Financial
7.	TOTAL COST OF PROJECT	US\$ 105 900
8.	AMOUNT REQUESTED FROM IPDC	US\$ 24 800
9.	BENEFICIARY BODY	Youth to Youth in Health, Youth Health Peer Educators and Marshallese Youth
10.	IMPLEMENTING BODY	Youth to Youth in Health (<i>Jodrikdrik Ñan Jodrikdrik Ilo Ejmour</i>)
11.	PROJECT LOCATION	MAJURO
12.	PROJECT PREPARED BY	Ms Emi Chutaro, Youth to Youth in Health Volunteer
DECISION OF THE BUREAU:		

B. PRESENTATION

1. BACKGROUND AND JUSTIFICATION :

The development of mass media in the Republic of the Marshall Islands (RMI) is still in its infancy. There is only one independent newspaper, the Marshall Islands Journal (MIJ), one privately owned television company, Marshall Broadcasting Company (MBC), and five radio stations. One radio station is a national, government-owned and operated station, V7AB. Two are privately owned stations. The other two are church-owned and operated religious stations. There is limited and sporadic access to other print items such as books and magazines, which are mostly written and published outside of the RMI.

In the last decade, mass media in the RMI has become increasingly more pluralistic. However, there is still a significant amount of hesitancy within the mass media sector to discuss and publish news and issues that may be deemed politically controversial or culturally inappropriate. Yet, there is a push within sections of Marshallese society to promote open discussions on social issues, which must be discussed if the RMI is to promote freedom of expression and public awareness. Local NGOs like Youth to Youth In Health (YTYIH) and Women United Together in the Marshall Islands are proactive in opening community-wide discussions on social issues.

YTYIH's IPDC project proposes to utilize all three major areas of mass media to continue meeting its three primary objectives, and to provide the youth and communities with an unbiased and accurate platform for debate and open discussion. Access to all three forms of mass media is uneven throughout the RMI, and there is a lack of diversity of topics/issues covered. It is vital that YTYIH utilize a multi-faceted media approach to reach the broadest representation of targeted youth.

Providing a platform for open discussion is crucial to developing and strengthening community awareness, participation, and empowerment, to deal with the social problems that have a negative impact on the welfare of the youth. YTYIH makes a concerted effort to gather accurate information through community surveys, social research projects, and consultation with local experts, informing the Popular Educators (PEs) of this information, training them in presenting the information in an unbiased and open manner, and allowing them to disseminate this information through community outreach programmes and media products which they develop and produce.

Today, YTYIH is entering a period of its development where its current equipment base is out-of-date and in need of replacement or refurbishment. This is true of the equipment relating to mass media projects, which date back to the late 1980s and mid-1990s. The programme is in need of new radio and video editing equipment, microphones and microphone stands, drama props and health IEC teaching materials, battery packs for the video camera, multi-purpose printer, computer projector, and PC laptop. Most of the programme's computers date from the mid-1990s. We are unable to tap into new multi-media projects due to the limited capacities of the old computers to absorb new software.

This equipment is crucial in supporting YTYIH's efforts to increase both youth capacity and development, and increasing community awareness of social-health issues. Without this equipment, YTYIH will not have the ability to reach the youth throughout the RMI. The equipment will help YTYIH utilize the three mass media types in a cost-effective manner to achieve its three primary objectives, and to provide a base for quality skills training.

2. DESCRIPTION OF THE TARGET GROUPS :

The immediate beneficiaries of the project will be the PEs who are current members of YTYIH. They have already undergone intensive training in social health issues and community outreach techniques. They will be trained in the use of mass media equipment, and in developing and producing radio and television programs, and newspaper articles.

The primary target group of the project will be Marshallese youth between the ages of 14 and 30, inclusive. The project will target those youth who are school dropouts who are considered "at-risk". The scope of the project is throughout the RMI, with special emphasis on those who reside in the crowded urban slums of Majuro and Ebeye.

3. IMMEDIATE OBJECTIVES :

Objective 1 : Train 20 PEs in the utilization of mass media equipment and how to develop and produce mass media presentations on the radio, television, and newspaper. Three, two-week training workshops will take place with each two weeks concentrating on one of the main mass media topics. Local experts/consultants in each field will be asked to conduct the trainings. Equipment requested for the completion of this objective includes audio recording and video editing equipment. This equipment will be used for both training and presentation purposes.

Objective 2 : The PEs will aim to produce: 1) weekly radio programmes to be aired on the national radio V7AB, 2) once-a-month, full page presentation to be published in the MIJ, 3) 2 video programmes, and 4) one booklet containing the transcripts of the radio and video programmes, and original copies of all the newspaper articles published. 100 copies of this booklet will be distributed to the various local NGOs, schools, and health institutions. Equipment requested for the completion of this objective are the following: digital camera, multi-purpose printer, book binding machine, and miscellaneous office supplies.

4. DEVELOPMENT OBJECTIVE :

Due to the low level of social and political development in the RMI, mass media has not been utilized to its full potential, with little emphasis on presenting information that is important to strengthening community awareness of social health issues. Community ownership and participation in mass media has been poor. This project will help strengthen efforts to increase community awareness and participation through the increased capacities of youth to disseminate information effectively. This project will ensure democracy, freedom of expression, and improve the communicative capacity of the youth; empowering them to utilize the media in ways that are beneficial to Marshallese society. It will also provide them with employable skills.

5. PROJECT INPUTS :

- 3 local consultants/experts in the three fields of mass media
- 3 two-week training workshops, two weeks for each of the three areas of mass media
- 1 digital camera
- 1 multi-purpose printer/scanner/photocopier + black/tri-colour printer cartridges
- 1 PC laptop computer + computer projector
- Video editing and cassette tape recording equipment
- 3 microphone stands and 3 microphones
- 1 battery pack for video camera
- Blank cassette and video tapes
- Document binding machine and binder combs
- Office/workshop supplies
- Miscellaneous drama and health teacher aid props as needed for each programme presentation
- Radio/ TV/ newspaper slots for sub-projects (V7AB & MBC - free / MIJ - discounted fee)

6. PROJECT OUTPUTS :

- 10 young women and 10 young men will be trained to produce audio-visual programmes and newspaper articles on social health issues
- YTYIH's Media Section will be equipped and operational with new and updated equipment
- Produce two video programmes, 9 monthly series of newspaper articles to be published, and 36 radio programmes
- Conduct, at a minimum, 3 community and school outreach programmes

7-8. ACTIVITIES and WORK PLAN :

Months I-IV : Order and pay equipment.

Months V-VII : Install equipment.
Organize 3 x 2 weeks' training courses.
Produce first radio and video programmes and newspaper articles.

Months VIII-XII : Conduct three community and schools outreach programmes.
Continue producing media products.

9. INSTITUTIONAL FRAMEWORK :

YTYIH program has three primary objectives. Its first objective is to recruit and train youth to become Youth Health Peer Educators (PE). The second objective is to provide free medical services to youth for contraceptive, pregnancy, and STD counselling and treatment, and counselling services for problems relating to substance abuse, suicide, and violence. The third objective is to increase community awareness in social-health issues that have a significant impact on social development in the RMI. This is done through the active participation of the PEs in the development and dissemination of information to the various communities. The ultimate goal of YTYIH is to build capacity and understanding amongst the youth of the RMI to empower them to assist them attain a better quality of life for themselves and their families/communities.

YTYIH has been conducting youth health and mass media training workshops since 1989. It has developed a quality base for youth development and capacity building. It has built strong linkages with other community and national organizations that support its training and outreach efforts. It has already been producing several radio programmes on V7AB, with a radio slot for its exclusive use every Monday evening. YTYIH also has a strong relationship with the Ministry of Education's Media Centre, who has given technical support for the YTYIH projects. This is also true of the MIJ. YTYIH will work on building a stronger relationship with MBC to ensure the sustainability of video productions. From these organizations, local experts in each mass media field will be selected to conduct the training workshops, and to provide the technical assistance and "media space". YTYIH will coordinate the media workshop trainings, and make arrangements for the provision of media space and technical assistance. YTYIH will be responsible for monitoring and evaluating the progress of sub-projects to ensure quality outputs, and that all project objectives are met within the proposed timeframe.

10. SUSTAINABILITY :

This project is part and parcel with the core aims and objectives of YTYIH since 1989. This project will therefore be sustained beyond the life of the IPDC one-year project cycle.

11. FRAMEWORK OF MONITORING :

YTYIH has always been a self-monitoring organization, depending largely on the level of youth participation and community support as an indicator of the success of YTYIH in achieving and promoting its three primary objectives. However, YTYIH works closely with the RMI Ministry of Health. This is the only local organization that has the capacity and background to appropriately and effectively monitor the progress of YTYIH in achieving its stated project objectives.

12-13. EVALUATIONS CARRIED OUT and FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING :

Training evaluations will be carried out after each training workshop to assess the effectiveness of the trainers and the level of understanding of the PE trainees. A community survey will be carried out to see if YTYIH has been successful in promoting and disseminating its information through the three mass media mediums. YTYIH will report on project progress on a four- month basis (3 reports in one year).

C. ADDITIONAL INFORMATION

PREVIOUS IPDC SUPPORT RECEIVED BY THE COUNTRY

IPDC has supported training for several Marshallese journalists through IPDC's regional activities. Currently, there is one approved IPDC country project that is in the planning stages which will provide for in-country trainings of identified national radio and video persons in the RMI.

PREPARATORY ACTIVITIES COMPLETED PRIOR TO SUBMISSION OF THE PROJECT TO IPDC

- Conduct Youth Leadership and Training Seminar (May 19 – June 14, 2003)
- Construction of Media Centre in the YTYIH Building (to be completed by Dec. 2003)
- Purchase of health training aids (to be completed by Dec. 2003).

CONTRIBUTION FORESEEN BY THE BENEFICIARY AGENCY DURING THE PROJECT PERIOD

YTYIH will contribute the following: PE stipends (10 only), administrative assistants' salaries to assist implement and coordinate the workshop activities, purchase of health training aids, construction of YTYIH Media Centre, conducting of Youth Leadership and Health Training Seminars, and repair of musical instruments.

ASSISTANCE SOUGHT OTHER THAN IPDC

Other donors who have contributed prior funding to YTYIH are the following: UNFPA, WHO, US Department of Education, New Zealand and Australian High Commissions, and the Japanese government.

D. BUDGET

1. BREAKDOWN OF IPDC'S CONTRIBUTION (in US\$):

• Equipment :	6,000
• Project/office supplies :	3,500
• Contractual/consultancy/project fees :	6,000
• Training workshops :	3,000
• Transportation/travel (for training + activities) :	800
• Allocation for production :	4,500
• Monitoring :	1,000
<u>TOTAL :</u>	<u>24,800</u>

2. BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION (in US\$):

• Peer Educator (PE) stipends :	24,000
• Administrative salaries (3 full-time staff) :	21,600
• Health training aids :	17,000
• Repair of musical instruments (<i>estimate</i>) :	8,000
• Construction of YTYIH Media Centre (<i>YTYIH Contribution</i>) :	5,500
• Youth health leadership and training seminars :	5,000
<u>TOTAL :</u>	<u>81,100</u>

MEXICO

A. PROJECT IDENTIFICATION		
1.	TITLE	MEXICO : Policy design to strengthen the right of information and transparency culture and practices in Mexico
2.	NUMBER	PDC/24 MEX/01
3.	CATEGORY OF MASS MEDIA	All media
4.	IPDC PRIORITY AREA	Promotion, defense and enhancement of the expression and press (information) freedoms
5.	SCOPE (NATIONAL, REGIONAL, INTERREGIONAL)	National
6.	TYPE OF ASSISTANCE REQUESTED	Financial
7.	TOTAL COST OF PROJECT	US \$ 51,000
8.	AMOUNT REQUESTED FROM IPDC	US\$ 31,000
9.	BENEFICIARY BODY	UNIVERSIDAD IBEROAMERICANA, A.C. DEPARTMENT OF COMMUNICATION
10.	IMPLEMENTING BODY	[UNESCO REGIONAL OFFICE]
11.	PROJECT LOCATION	MEXICO
12.	PROJECT PREPARED BY	UIA, DEPARTMENT OF COMMUNICATION IBEROAMERICAN RIGHT OF INFORMATION PROGRAMME
DECISION OF THE BUREAU:		

B. PRESENTATION

1. BACKGROUND AND JUSTIFICATION:

More than two decades after its recognition in the Mexican Constitution, the right of access to public information has started its implementation in the political and social life of Mexico. On June 11, 2002, the Federal Transparency and Access to Public Governmental Information (the “Transparency Law”) was published in the Official Federal Gazette. The operation of the institutions and information systems created by the Law will gradually enter into effect over a period that must end on January 1, 2005.

Notwithstanding, the significant legal evolution step that the Transparency Law represents, Mexico has still a long way to go in order to achieve a real “transparency culture”. Our legal system, heir of the Roman and Napoleonic statutory systems, is more oriented to the confidentiality of the information than to its publicity.

Mass media (press, radio and TV), though legally free and independent, has not yet proved to become into the watchdog and socially responsible institution that it is meant to be. The benefits of the Transparency Law are not perceived yet by the Mexican society: Government and Media continue to behave as they did in the past. We have a unique opportunity that could be lost if additional proposals to strengthen a real and modern transparency and right of information culture are not developed.

Another important aspect that needs to be revisited, in the light of the experience obtained from the recent federal election process, is the reliance placed over media related mechanisms to achieve fair and transparent elections in Mexico. Over the years, equal access to radio and TV has been considered the core issue for achieving “fair play” political campaigns and electoral processes. However, the recent elections proved otherwise: the political campaigns lacked proposals; the only real interest of the media resided in becoming the recipients of the political advertising budget (financed with the public funds), while the electorate lost interest in the political process and decided not to cast its vote.

The change of circumstances characterized by the access to the public information to media and citizens in general; the development of alternative communication media such as the Internet, Satellite DTH networks, 3-G mobile networks, among others, obliges the Mexican society to analyze the new set of rules that must be applied to the evolving relationship between media, society and the government. As can be seen in recent public opinion studies, such as those of Transparency International, Transparency Mexico and the National Survey on Democratic and Citizen Practices in Mexico (ENCUP, 2001 and 2003), people in this country have very low levels of participation and a very high level of mistrust to almost all public organizations and bodies, from the president to the parties.

Therefore our main interest is twofold: on the one hand, to understand at which levels are constructed and located the perceptions and representations of the public world that discourage the willingness and interest of people to obtain public information (from how to start a request procedure to obtain licenses and permissions, to get acquainted with their citizen rights and obligations, and to ask for other sorts of information that may reinforce accountability in the conduct of their representatives). On the other hand, and as an outcome of our former goal, we want to design a set of policy recommendations in order to design more effective ways of motivating people to use and get used to regularly obtain public

information, and thus strengthen a civic and democratic culture and reinforce the process of public accountability.

2. DESCRIPTION OF THE TARGET GROUPS:

Firstly, the immediate beneficiaries of the project will be the academic and non governmental sectors engaged in the analysis and study of the development of a right of information culture.

Secondly, we think that the proposals to be announced thereon will be helpful to independent regulators such as the Federal Electoral Institute (IFE) and the newly created Federal Institute of Access to the Public Information (IFAI).

Finally, mass media and society in general will be benefited with the result of this research.

3. IMMEDIATE OBJECTIVES:

- Analyze the degree of penetration of the new “transparency culture” in the Mexican society and assess at which levels are constructed and located the perceptions and representations of the public world that discourage the willingness and interest of people to obtain public information, i.e. where are located the main obstacles faced by this process.
- Design and evaluate of measures to be adopted on the political and social spheres in order to accelerate the penetration of this culture in Mexico, including the actual use of the right of information by citizens and its correct and beneficial use by the media.

4. DEVELOPMENT OBJECTIVE:

- The achievement of the immediate objectives set forth above will create an opportunity to spur the discussions and analysis towards the public policies that the government must put in place in order to promote the freedom and right of information effectively among the Mexican population. This will enhance and strengthen a civic and democratic culture by making citizens to be used to access public information.

5. PROJECT INPUTS:

- Qualified personnel: trainers and trainees that will perform the design of the methodology to be followed, the data gathering process and the analysis and report process.
- International experts: that will be invited to discuss the conclusions of the investigations and to participate in the elaboration of proposals to be followed.
- Reporting Staff: that will summarize the experience and will elaborate a report containing relevant information, and that will keep track of the results (evaluation).

6. PROJECT OUTPUTS:

- Trainees
- At least one international Seminar Experience
- Valuable data base and methodology
- Report containing conclusions and recommendations

7. ACTIVITIES:

- Training period
- Data gathering period (both through existent survey analyses, as a starting point for designing and organizing qualitative technique methodologies, such as focus groups, since in the first place we are interested in understanding how perceptions and representations are built).
- Analysis of data and of legal and political aspects conditioning such reality.
- Elaboration of pre draft of report in order to design a Seminar
- Organization of Seminar
- Publication of final report and recommendations.
- In case they are implemented, an evaluation of the recommendation is strongly suggested.

8. WORK PLAN:

- Phase 1: Traing period
- Phase 2: Design of Focus Groups (selection of participants through the analyses of existent surveys).
- Phase 3: Data gathering period (organization of focus groups).
- Phase 4: Transcription and coding of results
- Phase 5: Analysis of data and of legal and political aspects conditioning such reality.
- Phase 6: Elaboration of pre draft of report in order to design a Seminar
- Phase 7: Organization of Seminar
- Phase 8: Publication of final report and recommendations.

RESEARCH CALENDAR*

	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
Phase 1	XXX								
Phase 2		XXX							
Phase 3		X	X	XXX	X				
Phase 4					XX	XXXX			
Phase 5							XXXX	XXXX	
Phase 6									XX
Phase 7									X
Phase 8									X

*Each « X » represents a week.

9. INSTITUTIONAL FRAMEWORK:

The Universidad Iberoamericana’s Department of Communication under its Right of Information Program will implement the project. The academic staff associated to the program will establish communication and links with public and private institutions, including media and non governmental organizations.

The seminar and conferences that could be developed within the scope of the project will be enhanced with the presence of distinguished experts in the field, ideally both from Mexico and abroad.

10. **SUSTAINABILITY:**

The Universidad Iberoamericana (UIA) has 60 years of existence as an excellence education institution. Over such period, the UIA has been a pioneer in the field of communication sciences.

The UIA's staff is integrated by renowned experts in the field, with experience in mass communication acquired in the media and in the government, as well as through academic activities.

Over the years, the UIA has established various links with similar institutions in Mexico and abroad. This inter-institutional long standing bonds will facilitate the diversity and quality of the project.

Finally, the UIA's Information Rights Program constituted an important academic instance that actively participated with other non governmental organizations in the previous stages that lead to the enactment of the Transparency Law.

11. **FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING:**

- The beneficiary agency undertakes to report on project progress on a four- month basis.

D. BUDGET

1. **BREAKDOWN OF IPDC'S CONTRIBUTION (IN US\$):**

Training of personnel	2,000
Selection of participants from databases	1,000
Organization of 25 Focus Groups	5,000
2 Lap top computers and 1 PC:	4,500
Transcription	2,500
Coding (includes buying the qualitative data program "The Ethnographer")	2,000
Analysis	3,000
Organization of Seminar (includes tickets and accommodation and meals for 4 foreign specialists)	7,000
Publication of final report edition (co-edition UIA/UNESCO)	3,000
Monitoring	1,000

TOTAL **US \$ 31,000**

2. **BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION (IN US\$):**

Monitoring of Research Project	2.000
Research Assistants	2.500
Project evaluation	1.000
Facilities and equipment	1.000
Logistic Expenditures (travels, gas and others)	5.000
Administration expenditures	5.000
Publication of final report edition (co-edition UIA/UNESCO)	<u>3.500</u>

TOTAL **US \$ 20,000**

GRAND TOTAL: **US \$ 50,000**

MONGOLIA

A. PROJECT IDENTIFICATION		
1.	TITLE	MEDIA FOR TRANSPARENT GOVERNANCE
2.	NUMBER	PDC/23 MON/01
3.	CATEGORY OF MASS MEDIA	ALL MEDIA
4.	IPDC PRIORITY AREA	Freedom of expression, training
5.	SCOPE (NATIONAL, REGIONAL, INTERREGIONAL)	National
6.	TYPE OF ASSISTANCE REQUESTED	Financial, training
7.	TOTAL COST OF PROJECT	US\$ 58 000
8.	AMOUNT REQUESTED FROM IPDC	US\$ 50 000
9.	BENEFICIARY BODY	GLOBE International
10.	IMPLEMENTING BODY	GLOBE International, in co-ordination with other Mongolian civil society organizations which are combating corruption, and in cooperation with the Press Institute and UNESCO ACI
11.	PROJECT LOCATION	ULAANBAATAR
12.	PROJECT PREPARED BY	Ms Naranjargal, Chair, GLOBE International, ACI, New Delhi
DECISION OF THE BUREAU:		

B. PRESENTATION

1. BACKGROUND AND JUSTIFICATION :

Corruption in Mongolia has thrived in the recent years on the opportunities presented by the transitional period. It had spread in the community and is assumed to be growing. Even if its exact extent is not known, almost half of the population think that corruption is “customary” and 44,2 % believe that it is “widespread”.

The parliament of Mongolia has focussed on this issue and approved the National Anti-corruption programme, in its efforts to foster democratic development and the rule of law. Anti-corruption work is also on the priority agenda of many international and Mongolian civil society organizations.

One of the most important aims of the anti-corruption programme is to increase the public awareness, support educational and preventive work, and promote anti-corruption activities in the society at large. Attention should be paid to changing the attitude of the public that corruption is inevitable.

The media will be an important instrument in this. It has a dual role to play. It can raise public awareness about corruption, its causes, consequences and possible remedies and help shape public not accepting such activities. It can also investigate and report incidences of corruption thus aiding other oversight bodies to achieve their goals.

This project suggests to encourage a anti-corruption information in the press, radio and TV, by sensitising publishers and editors to the issue and facilitating, if so agreed, the creation of an editors’ task force to plan strategies for media campaign against corruption; offering training in thorough collection of data and facts about corruption ; research and analytical processing of the data; drawing logical conclusions based on sound and balanced political and social judgments; and not least, on the legal and ethical framework of the investigative reporting, with the aim of encouraging accurate reporting and avoiding deficiencies in the reporting, which could be counterproductive if unsubstantiated allegations are published. The project also suggests producing radio and TV spots and newspaper articles on the nature of corruption, public accountability systems and the need to fight corrupted practices under theme “*Corruption is everyone’s personal concern*”. The action will be accompanied by training in media content analysis; the respective analysis of the media output on the subject over 12 months period covered by the project; and the publishing of the results.

Special attention will be paid to the inclusion of community media and reporters outside of the capital Ulaanbaatar, where the most influential media organizations continue to be strongly concentrated.

According to data collected in 2000, around 160 newspaper and 37 magazines were published in Mongolia. 28 radio and 29 TV stations were broadcasting in addition to 8 cable TV operations.

2. DESCRIPTION OF THE TARGET GROUPS :

Journalists will learn skills to expose corruption. Ultimately, the society at large will benefit from the project.

3. IMMEDIATE OBJECTIVES :

- 20-30 editors, radio and TV managers will be sensitised to the social and economic impact of corruption, followed by the creation of a Editors' Task force if so agreed;
- 20-30 newspaper, radio and TV journalists will be trained to investigate and raise public awareness about corruption and the problems it brings in fields such as education, health and other national development; call the community to join the fight against corruption, and encourage leaders to speak out;
- A number of news reports, radio and TV anti-corruption spots aimed at awareness-raising will be produced to be published/aired by radio and TV;
- An analysis of the media content on the subject will be conducted.

4. DEVELOPMENT OBJECTIVE :

Corruption (abuse of power for personal gain or for the benefit of a group to which one owes allegiance) is a serious development challenge. It undermines democracy and good governance by subverting formal processes. It also undermines the legitimacy of the government and such democratic values and trust and tolerance.

The media can be a force against corruption in both directly and indirectly. A direct impact manifests as a visible outcome from a particular news story of a series of stories. Enhanced political pluralism, transparency or sense of accountability among public bodies and institutions can be indirect by-products of investigative media reports.

5. PROJECT INPUTS :

- Training expertise in content analysis, anti-corruption, good governance; and investigative reporting.
- Sessions for editors on the challenge of, and building responses to corruption.
- Workshops for reporters on investigating the institutional pillars of the national integrity system; rules and practices for institutional pillars; as well as legal and ethical framework of reporting.
- Production of newspaper articles and radio/TV spots on corruption.
- Research into the media output on corruption over 12 months period.

6. PROJECT OUTPUTS :

- 2-3 media researchers will have been trained in content analysis methods. Methodology for the research will have been devised.
- 20-30 editors will have been sensitised to the socio-economic impact of corruption.
- 20-30 reporters will have received refreshment training in investigating corruption, law and ethics.
- Several newspaper articles will have been published; radio and TV spots will have been produced and aired as output of the training seminars.
- A research report into the media output on corruption will have been produced.
- A follow-up plan will have been designed.

1. ACTIVITIES and WORKPLAN :

Month 1 : Revision of the work plan; Session for editors; Workshop 1 for reporters on the nature and journalistic framework of investigating corruption; Production of reports and spots initiated; Research into the anti-corruption output of the Mongolian media starts.

Months 3-5 : Interim analysis of the media output will be published at a session for editors; 3 hands-on workshops for reporters on producing news, articles, spots on the subject, including the related legal and ethical aspects of the work; the production of media content on the subject continues.

Months 6-11 : Data collection on the media output will be finished by month 12.

Months 12-18 : The analysis of the media content will be completed. A report will be published. Final workshop to assess the results and decide on the follow-up.

9. INSTITUTIONAL FRAMEWORK :

The Globe International was founded in March 1999. It is socially oriented, non-membership, non-profit-making and tax-exempted public organization. Its mission is to sustain the Mongolian democracy and development of civil society through media and arts. During its operation, it has received support from and/or worked together with such organizations as AUSAID, MFOS and UNDP. An independent Board of management, which consists of 5 members, manages it. It has a permanent staff of 6 persons, led by Ms Naranjargal Hashhuu who is also the Chairperson of the Board. The training linked to this project would be conducted in consultation/ cooperation with Mongolian Press Institute and UNESCO ACI.

10. SUSTAINABILITY :

A sustainable response to the problem of corruption is possible only if it is tackled simultaneously on as many levels of the society as possible. The Mongolian National Anti-Corruption Plan as well as a number of other, civil society initiatives are steps to this direction. This project attempts to encourage the media practitioners to report professionally and independently of this problem, based on editorial independence and solid professional ethical values.

11. FRAMEWORK OF MONITORING :

Mongolian Foundation of Open Society.

12. EVALUATIONS CARRIED OUT :

Several surveys have been carried out on the nature and scope of corruption in Mongolia. The government has launched an Anti-corruption programme. No evaluation has been conducted on the project proposal itself.

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING :

The beneficiary agency undertakes to report on project progress on a four-month basis, and at request.

C. ADDITIONAL INFORMATION

PREVIOUS IPDC SUPPORT RECEIVED BY THE COUNTRY

In the past, the IPDC has supported the National News Agency MONTSAME, renovation of the print industry, the National Radio and TV and the Press Institute (including a PI community radio project).

PREPARATORY ACTIVITIES COMPLETED PRIOR TO SUBMISSION OF THE PROJECT TO IPDC

Several workshops/conferences have been held on national level to identify the problem and define an action-plan to tackle it. Globe International has been an active partner in this discussion.

CONTRIBUTION FORESEEN BY THE BENEFICIARY AGENCY DURING THE PROJECT PERIOD

Globe International has a permanent office equipped with modern office equipment and a staff of six persons in Ulaanbaatar, who will be in charge of the organizational aspects of the project together with UNESCO.

ASSISTANCE SOUGHT OTHER THAN IPDC

None.

D. BUDGET

1. BREAKDOWN OF IPDC'S CONTRIBUTION (in US\$) :

• Training in content analysis, methodology	5,000
• Research and report	4,000
• Sessions for editors	4,000
• Workshops for reporters, investigative reporting	13,000
• Workshops to produce media materials	15,000
• Media campaign (12 months)	8,000
• Monitoring	1,000
<u>TOTAL :</u>	<u>50,000</u>

2. BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION (IN US\$) :

• Staff, administrative/office space, office equipment, consumables	7,000
• Reporting on the project progress	1,000
<u>TOTAL :</u>	<u>8,000</u>

SOLOMON ISLANDS

A. PROJECT IDENTIFICATION		
1.	TITLE	Solomon Islands MEDIA TRAINING FOR PEACE AND RECONCILIATION
2.	NUMBER	PDC/24 SOI/01
3.	CATEGORY OF MASS MEDIA	All media
4.	IPDC PRIORITY AREA	Freedom of expression, pluralism, training
5.	SCOPE (NATIONAL, REGIONAL, INTERREGIONAL)	National
6.	TYPE OF ASSISTANCE REQUESTED	Financial, training
7.	TOTAL COST OF PROJECT	US\$ 88 000
8.	AMOUNT REQUESTED FROM IPDC	US\$ 81 000
9.	BENEFICIARY BODY	Media Association of the Solomon Islands (MASI)
10.	IMPLEMENTING BODY	MASI, in collaboration with UNESCO New Delhi
11.	PROJECT LOCATION	HONIARA
12.	PROJECT PREPARED BY	Julian Makaa, MASI
DECISION OF THE BUREAU:		

B. PRESENTATION

1. BACKGROUND AND JUSTIFICATION :

The ethnic problems that raged in Solomon Islands from 1998 to 2001 – and their repercussions are still felt – denied access to training for many of the Solomon Islands media organizations. Now the reconciliation has advanced. Subsequently, the Media Association of the Solomon Islands, MASI, has elected a new executive and is seeking support to meet the most important training needs of its media members.

Within the Solomon Islands media landscape, the positive thing is that even during the conflict the media was able to operate relatively freely, except for a few instances where the conflicting parties harassed media executives and reporters. The most difficult time was during the height of the crisis when attributing sources could endanger their lives. This, fortunately stopped after the signing of what is known as Townsville Peace Agreement

There are two newspapers and four radio stations now in the in the country. Solomon Star comes out five days a week and Solomon Express is a weekly. The national broadcaster, Solomon Islands Broadcasting Corporation is semi-governmental and covers the entire country through an AM and SW service. Since 1999, it is also providing an FM service called Wantok FM, which is mainly heard in the capital city Honiara. The other two FM stations are privately owned. All private FM services are music stations broadcasting news. Only Wantok FM is into programming.

Media freedom and freedom of expression are very much part of the media industry. However, there is a great need for a lot of training. Very few of the media workers are academically qualified. The bulk of them come to the industry from high schools. People are promoted to senior positions based how long they have been in the business. The media industry must have well qualified workers. There are just 3-4 academically qualified media workers in the Solomon Islands at the moment.

The immediate priority is to have in-country training of trainers workshops on a number of media skills, such as investigating, analysing and reporting socially and economically significant issues, editing, ICT skills and Internet assisted reporting. MASI views local capacity building as being the way forward, even if it cannot replace the need for more academically qualified journalists.

With the rapid changes following the ethnic problems and their repercussions it is most important that the media must build professional strength in order to meet be a positive force in the reconciliation and reconstruction of the society.

2. DESCRIPTION OF THE TARGET GROUPS :

The media workers of the Solomon Islands Broadcasting Corporation (SIBC), Paoa FM, ZFM 100, Solomon Star and Solomon Express (or other media that may emerge before the project starts) will benefit from the project. The aim is to cater for all media workers, not just journalists or programme-makers, as had been the case in the past.

3. IMMEDIATE OBJECTIVES :

Train ten media workers as trainers in five priority fields, where training is most needed.
Organize/conduct 30 training courses for the media workers in Solomon Islands.

4. DEVELOPMENT OBJECTIVE :

Consolidate the peace process and reconstruction of Solomon Islands and promote good governance and transparency, ensure democracy, freedom of expression and improve the communicative capacity of the people.

5. PROJECT INPUTS :

Conduct a survey on the training needs of the Solomon Island media in early 2005.
Recruit consultant trainers in five priority fields to train SI trainers.
Hold five training of trainers courses in the priority fields, conducted by the consultant trainers.
Hold 30 in-country training workshops in the priority fields, conducted by the local trainers.

6. PROJECT OUTPUTS :

An updated MASI survey on training needs will be produced as basis for the training programme.
Ten SI trainers will be trained in five priority fields.
Training materials will be produced and translated as relevant.
Over 100 media workers will be trained in the priority fields.

7-8. ACTIVITIES AND WORKPLAN :

Month 1 : Update the survey on training needs in the SI media.
Month 2 : Devise the updated workplan based on the needs assessment.
Month 3 : Identify the consultant trainers and participants in the training of trainers
Months 4-12 : Conduct five workshops for the trainers.
Months 6-18 : Conduct 30 in-country workshops for the local media workers.

9. INSTITUTIONAL FRAMEWORK :

MASI is the Media Association of Solomon Islands (established in 1982), representing 100 members working in the SI newspapers and radio. There is no TV at the moment. The current Board consists of six members, from Solomon Star, SIBC and a freelance/NGO reporter. MASI gets its funds through membership fees and other fundraising activities as and when the executive deems necessary.

10. SUSTAINABILITY :

It is the intention of MASI to continue to train media workers beyond the project. It will continue to raise its own funds through membership fees and fund raising activities.

11. EVALUATIONS CARRIED OUT :

The MASI executive made an initial assessment on the training needs in the SI in April 2003 but a more thorough survey will be conducted closer to the start of the project. .

12. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING :

MASI undertakes to report on project progress on a four- month basis and as required by IPDC and UNESCO.

C. ADDITIONAL INFORMATION

PREVIOUS IPDC SUPPORT RECEIVED BY THE COUNTRY

IPDC has supported two development projects for the national broadcaster SIBC. The project of SIWNET was cancelled due to the collapse of the SIWNET's institutional framework during the civil conflict.

PREPARATORY ACTIVITIES COMPLETED PRIOR TO THE SUBMISSION OF THE PROJECT TO IPDC

The MASI executive conducted an initial assessment of the training needs in April 2003.

CONTRIBUTION FORESEEN BY THE BENEFICIARY AGENCY DURING THE PROJECT PERIOD

MASI will update the survey on the training needs in 2005; identify the trainees for the training of trainers courses; be in charge of the local organizational aspects for all training ; monitor that the in-country training courses will be duly completed; and commit itself to seeking support for and conducting local training after the IPDC project has been completed.

D. BUDGET

1. BREAKDOWN OF IPDC'S CONTRIBUTION (in US\$) :

• Training of trainers workshops in five priority fields :	25,000
• Production of training materials :	10,000
• 30 in-country training courses :	45,000
• Monitoring	1,000
	<hr/>
<u>TOTAL :</u>	<u>81,000</u>

2. BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION (IN US\$) :

• Administration and reporting :	7,000
	<hr/>
<u>TOTAL :</u>	<u>7,000</u>

PAKISTAN

A. PROJECT IDENTIFICATION		
1. TITLE	FREEDOM OF EXPRESSION MONITORING PROJECT	
2. NUMBER	PDC/24 PAK/01	
3. CATEGORY OF MASS MEDIA	All media	
4. IPDC PRIORITY AREA	Media pluralism and freedom of expression ; development of human resources	
5. SCOPE (NATIONAL, REGIONAL, INTERREGIONAL)	National	
6. TYPE OF ASSISTANCE REQUESTED	Financial	
7. TOTAL COST OF PROJECT	US\$ 68 150	
8. AMOUNT REQUESTED FROM IPDC	US\$ 37 650	
9. BENEFICIARY BODY	Rural and urban journalists	
10. IMPLEMENTING BODY	The Pakistan Press Foundation (PPF)	
11. PROJECT LOCATION	Pakistan	
12. PROJECT PREPARED BY	The Pakistan Press Foundation	
DECISION OF THE BUREAU :		

B. PRESENTATION

1. BACKGROUND AND JUSTIFICATION:

Freedom of expression and the rights of journalists continue to be threatened in Pakistan, a country that – even with electoral processes in place – is only at best a struggling, emerging democracy. As is the case in many emerging democracies, the Pakistani media has evolved in an authoritarian environment and while elections are very important, they have not had enough impact to change autocratic attitudes and traditions. Thus the Pakistani press operates in an institutional environment that lacks the basic democratic traditions of tolerance. Political, ethnic and religious groups pressurise the press by threats, intimidation and violent attacks.

The last five decades has seen Pakistani journalists attempting to exercise their right of freedom of expression even though they become victims of many forms of harassment, including kidnapping, physical attacks, death threats, raids on homes, legal actions and attacks on relatives. Media organisations also face similar threats including attacks on offices, banning and suspension of publication, financial harassment, repressive legislation etc. In the last decade a number of Pakistani journalists were killed for attempting to report the truth. Recent attacks on freedom of expression in this country have been among the most serious reported anywhere in the world. Last year, many attacks threatened freedom of the press in the country.

Despite such attacks, Pakistan's press has refused to be cowed by criminals, militants, despots and tyrants. During long periods of dictatorship and authoritarian rule, the country's press has kept alive the hope of democracy. It has played a leading role in the campaigning against human rights abuses by exposing cases of extra judicial killings, rape and torture by law enforcement agencies and political groups. Freedom House in its current report asserts, *‘Pakistan's press is among the most outspoken in South Asia’*.

Rural journalists, in particular, face the challenge of having to work in an environment, which makes reporting unpleasant realities a dangerous undertaking. The Pakistan Press Foundation (PPF) has been managing and directing a press freedom training programme to educate local journalists about freedom of expression as a fundamental human right and to provide them with the skills necessary to enable them to stand up to authorities and feudal lords.

The project is being submitted to IPDC will enable PPF to train rural journalists in areas not yet covered by previous programme and to make them active participants in the national press freedom monitors network, so that attacks against freedom of expression can be monitored and defended throughout Pakistan.

Following is a summary of the project activities :

I. Freedom of expression workshops and seminars programme

The programme envisages the holding of 12 workshops in different parts of Pakistan. Included in the workshops will be sessions providing a general overview of human rights concerns and how human rights relate to the welfare of people. The workshops will also deal with the national and international concepts and instruments related to freedom of expression. They will cover forms of harassment that Pakistani journalists face both in the cities and rural areas. They will discuss the need for supporting press freedom and the modalities of how individual journalists, and press clubs and other media organisations can monitor attacks on press freedom, and how

they can support those who have been victimized. There will be practical exercises on the mechanics of reporting attacks and on effective advocacy techniques.

One national training of trainers' workshop will be organised under the programme. Twenty to twenty-five trainees will attend a 5-day workshop to impart skills to become trainers in their own communities.

PPF will supplement the workshops by distributing features, tips and guidelines on issues concerning freedom of expression.

II. National freedom of expression monitoring network

PPF, with the support of the International Freedom of Exchange (IFEX), is establishing a national network of freedom of expression to gather, document and monitor violations against the press. The network is on the pattern of IFEX that has proved to be very effective in highlighting attacks against the media.

Particular attention is being given to rural areas and smaller cities, where hundreds of attacks on freedom each year go unreported. Journalists in these areas have to face unchecked abuse of power from local authorities, feudal lords and politicians who have the means of delivering brutal private punishments.

The PPF relies on the network of press freedom monitors to collect information that it passes on to national and international organisations, human rights groups, media, and journalists to keep them informed of threats. Many respond with appropriate protests. The impact has been beyond PPF's most optimistic expectations and during the last eight years authorities have withdrawn almost all anti-press freedom actions.

2. DESCRIPTION OF THE TARGET GROUPS :

The primary target group of this project are the rural journalists who face abuses and intimidation in the performance of their work. This programme will give rural journalists an awareness of freedom of expression as a fundamental human right and provide the skill necessary to defend and protect these rights. The participants of the national training of trainers' workshop will become trainers themselves so that they can disseminate the information to a large number of journalists.

3. IMMEDIATE OBJECTIVES :

- To organise 12 regional workshops designed to raise the awareness of over 300 journalists, especially rural journalists, to issues concerning freedom of the press in Pakistan, and to impart skills to monitor and defend freedom of expression in Pakistan.
- To organise one national training of trainers workshop so that journalists in rural areas can further train other journalists to effectively defend and promote freedom of expression
- To strengthen the journalist network in Pakistan to monitor and defend freedom of expression and to campaign nationally and internationally to discourage attacks on journalists and media organizations.

4. DEVELOPMENT OBJECTIVE :

To strengthen democratic developments through the establishment of a network of journalists to monitor, defend and promote freedom of expression in Pakistan.

5. PROJECT INPUTS :

1. Training expertise
2. Training workshops in provinces
3. National Training seminar
4. Networking among journalists
5. Network coordination.

The Pakistan Press Foundation (PPF) will manage and provide resource persons, training material and other resources for effectively managing the project. (Please see Appendix A for background information on PPF). The coordinator of the programme will be Owais Aslam Ali, one of Pakistan's leading experts on freedom of expression. In addition, there will be a full-time instructor and researcher. The services of local resource persons and journalists will be acquired for the workshops.

A financial support of US \$ 36,650 is being sought from the IPDC.

6. PROJECT OUTPUTS :

- Three hundred journalists, trained in the defence of freedom of expression, in workshops organised under this programme.
- An ongoing regular network to monitor and exchange information and strategies on freedom of expression.

7. WORK PLAN AND ACTIVITIES :

Month 1 : Workshop preparation

Month 2 : Pilot workshop

Months 3-7 : Eleven workshops in the provinces

Month 8 : National workshop on freedom of the press and safety of journalists

Months 8-9 : Consolidation of the network.

9. INSTITUTIONAL FRAMEWORK:

The project will be implemented by the PPF, which has extensive contacts and credibility among journalists throughout the country. It has considerable experience in implementing training and capacity building projects.

10. SUSTAINABILITY:

PPF will continue to collect and disseminate information on freedom of expression through the freedom of expression network, and will manage the network as a regular ongoing activity.

11. FRAMEWORK OF MONITORING:

UNESCO Adviser for Communication and Information will monitor the project in collaboration with professional organisations and UNESCO Islamabad office.

PPF will provide four monthly progress reports to UNESCO.

12. EVALUATIONS CARRIED OUT:

PPF's has an institutionalised mechanism for continually evaluating the effectiveness of its freedom of expression activities, which include training material, seminars and workshops, and FOE monitoring and lobbying activities. The PPF will continue to evaluate the effectiveness of every training workshop and the freedom of expression network.

C. ADDITIONAL INFORMATION

PREVIOUS IPDC SUPPORT RECEIVED BY THE COUNTRY

In 1999, the IPDC approved the PPF Journalism Training Programme for Women for which funds were disbursed in 2002. The aim of the programme was to provide journalism training to women in rural, semi-rural, small towns and cities of the country so that they can project their viewpoint through the national media. Under this programme, ten workshops were organised and held between March-August 2002 by the PPF in which 255 women were provided practical training in journalism.

The programme admirably attained all the targets set for the project. The workshops enhanced the writing skills of participating women and gave them increased confidence in their abilities. The workshops were widely covered and appreciated by the national media. In view of the interest and impact of the workshops, PPF has decided to continue the programme as an ongoing activity aimed at promoting the induction of women in the Pakistani media.

PREPARATORY ACTIVITIES COMPLETED PRIOR TO SUBMISSION OF THE PROJECT TO IPDC

PPF has been involved in monitoring violations of freedom of expression since 1995. It also has extensive experience in training of journalists.

In 2021, PPF, with the support of UNESCO, Regional Office in New Delhi, published an Urdu language manual on the use of information technology to monitor and defend freedom of expression and organised a national conference for rural journalists on the use of ICTs to promote freedom of expression. The manual has reached a wide audience overcoming the language barrier and the conference introduced ICTs to rural journalists for the first time allowing for faster, easier correspondence between trainers and trainees.

The manual and the workshops generated a great deal of interest as a result of which PPF decided to continue organising workshops in the rural areas. PPF received support for the Ministry of Foreign Affairs of Finland to organise workshops in rural areas for journalists on monitoring violations of freedom of expression and to establish a Urdu language e-mail newsletter on freedom of expression.

The project being submitted to IPDC is critical for PPF to continue to develop its activities in areas that have not yet been covered by previous workshops and for establishing an effective nationwide network of freedom of expression monitors into an ongoing programme.

D. BUDGET

1. **BREAKDOWN OF IPDC'S CONTRIBUTION (in US\$) :**

• 12 workshops in the provinces (2 200 × 12) :	26 400
• 5-day national seminar :	10 250
• Monitoring :	1 000
<u>TOTAL :</u>	<u>37 650</u>

2. **BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION (in US\$) :**

• Staff costs :	18 000
• Computer equipment :	7 500
• Coordination :	4 000
• Final report :	1 000
<u>TOTAL :</u>	<u>30 500</u>

PHILIPPINES

A. PROJECT IDENTIFICATION		
1.	TITLE	Philippines: Improving the content and expanding the outreach of the Philippine Journalism Review
2.	NUMBER	PDC/24 PHI/01
3.	CATEGORY OF MASS MEDIA	Print Media/Radio/Television
4.	IPDC PRIORITY AREA	Media Freedom, Human Resource Development
5.	SCOPE (NATIONAL, REGIONAL, INTERREGIONAL)	National
6.	TYPE OF ASSISTANCE REQUESTED	FINANCIAL
7.	TOTAL COST OF PROJECT	US\$ 84,000
8.	AMOUNT REQUESTED FROM IPDC	US\$ 37,000
9.	BENEFICIARY BODY	Center for Media Freedom and Responsibility
10.	IMPLEMENTING BODY	Center for Media Freedom and Responsibility
11.	PROJECT LOCATION	Manila, The Philippines
12.	PROJECT PREPARED BY	Center for Media Freedom and Responsibility Ateneo Professional Schools, 130 HV de La Costa st., Salcedo Village, Makati City Manila, Philippines.
DECISION OF THE BUREAU:		

B. PRESENTATION

1. BACKGROUND AND JUSTIFICATION:

The formation of the Center for Media Freedom & Responsibility (CMFR) in 1989, following the overthrow of Marcos Dictatorship in the Philippines, addressed the critical issue of the media and the role of the free press in the development of Philippine democracy. Because the media are commercial enterprises, the drive for profit has often diminished the public service aspect of the news business. The national media neglects to focus with prime time and space the critical problems that beset the provinces where more Filipinos live. Cultural and religious minorities are marginalized in the news. The discussion in commentary and opinion columns is too often oblivious of context and perspective.

With so much violence unleashed by the push for separatism and with the continuing marginalization of certain cultural groups, the media has not helped to enlighten the public but has often stoked bias and prejudice to disfavor those in the minority.

Philippine experience showed that freedom alone does not solve the problems of the press. Press freedom to be meaningful must be involving a framework of accountable practice and ethical values.

CMFR's flagship programs include the bi-monthly Philippine Journalism Review (PJR) that focuses on developments, concerns and issues involving the press. PJR combines articles with a monitor of coverage in print and occasionally case studies in broadcast coverage. The other program is the Jaime V. Ongpin Awards for Excellence in Journalism which recognizes the best articles for the year in investigative and explanatory reporting. CMFR has sustained these two programs for fourteen years.

PJR reports on the media, thus providing a "watchdog" function in the practice similar to the role that the press claims to play for government and other sectors of power and influence. PJR has no power to punish or sanction misconduct or other failings in reporting; but relies simply on the power of education and moral persuasion. Apart from its corrective potential, the media monitor is necessary in nurturing a more mature and professional press.

A significant example is the correction of a habit in Philippine reporting of labelling those involved in crime as Muslim when they do not do so with other Filipinos. PJR targeted this practice since it began its monitor and has sustained its correction through the years. Now, no news reports no longer resort to the practice of calling subjects in crimes as "Muslim kidnappers" or "Muslim bandits." The 2003 coverage of war and crisis in Mindanao where the Muslim militants conduct an active insurgency has been giving voice to the civilian and non-combatant population. Sources are no longer limited to the military and other combatants but draws from a broader cross-section of society, including those affected by the war. This has followed the PJR critique of the coverage of Mindanao issues, especially the military offensive in 2003.

While it cannot claim to eradicate flawed, slanted, inaccurate and sensational reporting, PJR clearly provides a mechanism for self-evaluation and correction. In many cases, where journalists, even editors and publishers lack training, PJR serves as a learning tool, an instrument of continuing education for working journalists.

In contrast to Western democracies, journalists work with a paucity of learning resources, lacking opportunities for extensive and comprehensive discussions of their problems. PJR therefore serves as a valuable reference for working journalists who are confronted with ethical issues when they work.

At present, the PJR is sent free to some 600 journalists, including editors and publishers, all around the country. Unfortunately, this means sending only to the most senior members of the community. There is also a need to carry out more in-depth analysis on various fields of reporting and underreporting in order to critique different aspects of journalism practices. The publication is in English and therefore can be used by journalism training institutes through out Asia, as many related issues are common to neighbouring countries. CMFR will carry out an impact assessment towards the end of one year in order to judge to what extent the constant reviewing improves the journalistic practices and outputs.

Thus, CFMR now seeks support to expand the reach and the scope of PJR. Through increase of content and volume of the publication based on in-depth research into the media content, reporting and selection process of news. With IPDC support, CMFR will be able to expand its capacity in this area of media ethics in a sustained manner. This proposal seeks support to publish 24 issues of improved Philippines Journalism Review.

2. DESCRIPTION OF THE TARGET GROUPS:

- Editors, reporters and journalism training institutes in the Philippines

3. IMMEDIATE OBJECTIVES:

- 1) To expand the scope, volume and reach of the PJR (increase pages 60%)
- 2) To include in its monitor the coverage of the “other” as required by ethical values of journalism and to conduct more research in developing these case studies
- 3) To include articles on pluralism in the newsroom and in reporting (hiring more contributors)
- 4) To expand the reach by sending to 300 more working journalists, with focus on Mindanao-based journalists

4. DEVELOPMENT OBJECTIVE:

To strengthen the role of free press through professional awareness on the current inadequacies in media reporting and the needs of an inclusive democracy

5. PROJECT INPUTS:

- 1) Survey of new subscribers
- 2) Indepth research into news gathering, selection and treatment
- 3) Research on issues of pluralism as a cultural reality reflected or absent in the news Increase of media monitor to include failures in developing pluralistic media coverage
- 4) Increase of number of articles written on various aspects of media coverage
- 5) Increase of frequency of PJR

6. PROJECT OUTPUTS:

- 1) Improvement to the publication of bi-monthly Philippine Journalism Review, in terms of content
- 2) A stronger network of “trained” communities, the working press.
- 3) Improved press coverage on unreported-underreported issues

7. ACTIVITIES:

- 1) Survey on media practice on gathering and selection of news item
- 2) Review and expand the subscriber base of PJR
- 3) Increase the number of pages to accommodate articles/features covering both print and electronic media
- 4) Publication of the PJR every two months
 - a. Editorial Preparation
 - b. Layout Design
 - c. Printing
- 5) Planning Sections to Promote Pluralism and the “other” as an ethical basis for coverage
- 6) Circulation and Distribution
- 7) Impact assessment survey
- 8) Project evaluation

8. WORKPLAN

Month 1. Survey on under reporting in the Philippine press

Month 2. Review and expand the subscriber base

Month 2-3. Editorial preparation for an increased PJR coverage

Month 3. Introduction of the new PJR with increased coverage and content

Month 10. Survey among the subscribers responses and demonstrated improvements in the press

Month 15. Project evaluation

9. INSTITUTIONAL FRAMEWORK:

The project will be implemented by CMFR in close collaboration with the Philippine Press Institute, National Broadcasters Association (KBP), League of Foundations and Caucus of Development NGO (Code-NGO), selected schools and universities.

10. SUSTAINABILITY:

CMFR will apply resources to expand reader base by holding meetings with key groups in the media, journalism faculty, corporate and civil society leaders, introducing them to the concept of the media monitor and the PJR as an instrument for raising public awareness of press issues and media literacy. These meetings will be designed to increase *PJR* subscribers as well as to gain advertising support. The greater readership will help gain another aspect of sustainability which is to mainstream public evaluation of the press. The fund will also help CMFR systematize its knowledge of media ethics and pluralism in the media so these can become an integral part of journalism education as well as a critical public concern.

11. FRAMEWORK OF MONITORING:

A framework for monitoring can be established with consultation with the CMFR partners, the Philippine Press Institute (PPI), and the Kapisanan ng Brodkaster ng Pilipinas (KBP) and select civil society groups. It would involve roundtable meetings to get feedback on noted improvements in coverage.

12. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING:

CMFR will submit quarterly narrative reports as required by UNESCO with the copies of the publication.

C. ADDITIONAL INFORMATION

CMFR has conducted 5 content analyses of coverage of Mindanao, of Muslim and other cultural minorities as part of its ongoing evaluation and monitor of press reporting. It has held press briefings on its findings on the coverage of conflict in Mindanao.

CMFR will work on marketing for more advertising revenue.

CMFR has also sent a similar proposal asking for support for the *PJR* to the Communication Assistance Foundation / Stichting Communicatie Ontwikkelingssamenwerking (CAF/SCO – a Dutch foundation which supports independent media in countries in development) for support of its efforts to train journalists in media ethics and pluralism which also holds *PJR* as an activity component.

PJR was supported by initial funds from a Philippine-foundation the Jaime V. Ongpin Institute of Business and Government (now dissolved) and The Asia Foundation. CMFR has sustained it with project components of larger programs on governance, women and media etc. *PJR*'s core funding is an advertising contract with the Philippine Amusement and Gaming Corporation (PAGCOR)

Increased frequency gains currency for the *PJR* issues and its discussions. In a cheaper format, it may broaden the marketability of the publication as it may be more affordable by students and ordinary reading public. The cheaper production package however does not mean it is produced with less editorial work. The greater frequency actually involves more editorial and production work. (See Annex: Modified newspaper)

The Philippines has 75 dailies and 483 non dailies in print media, 599 radio stations out of which 40 are government owned and 108 television stations of which 98 are privately owned. (Asian Communication Hand Book – AMIC 2003)

The exuberance for press freedom is clearly evident in Philippine history as it is a current commitment in Philippine society up to the present. The growth of the press in the country was interrupted by the fourteen years of Martial Law and the more extended authoritarian one-man rule under the regime of Ferdinand Marcos.

The dictatorship and its cronyism ravaged the institutions of democracy with its attack on the democratic system of checks-and-balances and its corruption. The press was not exempt from the corrosive impact of the period. Who lesale payola and the recruitment of the press organizations for

purposes of propaganda disrupted the learning process and destroyed ethical values and the starting framework of professionalism.

During the massive protests against Marcos, a sector of the news media constituted the “alternative” or “mosquito” press, proving the much needed forum through which the dissident and disenchanted communities and communicate. When People Power finally brought down the dictatorship, the liberation of the press from government control sparked the explosion of media and press. The positive elements of alternative journalism mixed with the old habits in the media mainstream. In the exuberance of the period, the free press was shown how much it had to learn about being a “pillar” of democracy, providing information and building up knowledge for citizens of a sovereign republic.

D. BUDGET

Breakdown of IPDC's contribution during the year in question (in US\$):	US\$
<u>Description</u>	
1. Surveys on media practices	4,000
2. Improvements to the editorial content	20,000
3. Layout, design and printing	10,000
4. Circulation	2,000
6. Project monitoring	1,000
Total	37,000

2. Breakdown of the beneficiary agency’s contribution (in US\$):

Breakdown of the contribution of submitting agency during the years in question (in US\$):	US\$
Description	
1. Staff costs	24,000
2. Computer equipment	10,000
3. Coordination costs	12,000
4. Project reporting	1,000
Total	47,000

BROADCASTING MEDIA

ASIA AND THE PACIFIC

A. PROJECT IDENTIFICATION		
1.	TITLE	ABU : WORKSHOPS ON LOW-COST DIGITAL PRODUCTIONS SYSTEMS
2.	NUMBER	PDC/24 RAS/02
3.	CATEGORY OF MASS MEDIA	Radio/television
4.	IPDC PRIORITY AREA	Human Resource Development (Training)
5.	SCOPE (NATIONAL, REGIONAL, INTERREGIONAL)	Regional
6.	TYPE OF ASSISTANCE REQUESTED	Financial
7.	TOTAL COST OF PROJECT	US\$ 72 380
8.	AMOUNT REQUESTED FROM IPDC	US\$ 56 880
9.	BENEFICIARY BODY	Less affluent national broadcasting organizations in Asia and the Pacific
10.	IMPLEMENTING BODY	Asia-Pacific Broadcasting Union (ABU) Kuala Lumpur – Malaysia
11.	PROJECT LOCATION	Asia-Pacific region
12.	PROJECT PREPARED BY	Director, Technical Department, ABU
DECISION OF THE BUREAU:		

B. PRESENTATION

1. BACKGROUND AND JUSTIFICATION:

Broadcasters around the world are currently considering migration to a digital studio environment. Migration to digital production would be economical because of the decreasing prices of computer technologies. For example, compared to professional analogue tape recorders that would cost \$ 6,000 per unit, broadcasting stations can make use of PC based systems at much lower costs. Digital content production allows broadcasting organisations to put into place an effective collection of quality material from field units and to make available the final product for broadcast as well as for dissemination through wired/wireless networks. It could immensely contribute to the promotion of local content within and beyond the national boundaries. Moreover, it permits broadcasting organisations to preserve content in digital form compatible with cross platforms

Migration to digital environment is inevitable to all broadcasters, however, what is lacking with many broadcasting organisations in developing countries is the know how in specifying and designing the migration path to digital content production and selecting appropriate low-cost solutions. There are several considerations that must be thought through before taking the final step towards digital production systems. There are also various evolutionary paths that could be adopted and there are many design and installation criteria that must be resolved for a successful outcome of such a move.

The Asia-Pacific Broadcasting Union (ABU) is a professional association of over 100 broadcasting organisations in 38 countries of the Asia-Pacific region. The purpose of the ABU is to assist in the development of radio and television in the Asia and the Pacific, in the interest of the audience served by its members. Supporting member organisations in their efforts to enhance the technical capacity and therefore to migrate into digital production systems falls within the major objectives of ABU. The purpose of this proposal, therefore, is to seek funding to support less affluent broadcasting organisations in the region to acquire relevant know how and to design appropriate digital solutions for productions suitable to their financial resources.

For this purpose ABU requests IPDC assistance to hold two sub regional workshops on configuring digital production systems for ABU member broadcasting organisations in developing countries in the Asia-Pacific region.

2. DESCRIPTION OF THE TARGET GROUPS:

Broadcasting organisations in the following countries:

Afghanistan, Bangladesh, Bhutan, India, Nepal, Maldives, Pakistan, Sri Lanka (Workshop 1)

Cambodia, Vietnam, Laos, Mongolia (Workshop 2)

3. IMMEDIATE OBJECTIVES:

- To organize and conduct two sub-regional workshops on configuring low-cost digital production systems for less affluent broadcasters

4. DEVELOPMENT OBJECTIVE:

- To contribute to increase the communicative capacity of people through enhanced technical facilities for local production and dissemination

5. PROJECT INPUTS:

- 1) Consultants
- 2) Training workshops
- 3) Training material

6. PROJECT OUTPUTS:

At least 22 broadcasting technical professionals from 11 Asia-Pacific countries are capable of configuring appropriate low-cost digital solutions for broadcasting programme productions.

7. ACTIVITIES:

- Needs assessment
- Selection of workshop consultants
- Selection of participants
- Workshop planning meeting
- Preparation of training material
- First workshop
- Second workshop

8. WORK PLAN:

On receipt of approval and indication of availability of funds from IPDC, planning process will begin.

Month 1: Development of the workshop programme and engagement of consultants

Month 2: Coordination with venue host and calling for nominations from the designated countries.

Month 3: Finalisation of venue, and other logistics.

Month 4: Arrangement of travel plans for participants and experts.

Month 5: Finalisation of all other arrangements

Month 6: Conduct workshop

Month 7: Produce report for submission to UNESCO/IPDC

9. INSTITUTIONAL FRAMEWORK:

ABU in association with its member broadcasting organisations will select the participants, conduct training workshops and follow up with appropriate advise on digital production systems in line with specific requirements of the participant countries.

10. SUSTAINABILITY:

ABU will continue to collect, update and disseminate information on the digital production systems through its regular newsletter and the dedicated WEB. Furthermore ABU will provide advisory service to individual countries in their needs to migrate into digital production systems.

11. FRAMEWORK OF MONITORING:

The UNESCO Adviser for Communication and Information will monitor the project in close collaboration of broadcast organizations

12. EVALUATION CARRIED OUT

ABU has raised awareness of the utility value of digital production through various seminars and through dissemination of information among member broadcasting organisations.

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING:

ABU will provide brief implementation reports covering the activities conducted in each four-month period and a descriptive final report at the completion of the project.

C. ADDITIONAL INFORMATION

ABU was a beneficiary of IPDC project in 2003 to support the exchange of Children Television programme items in member countries. The project is waiting for funding.

Preparatory activities completed prior to submission of the project to IPDC:

ABU has conducted a regional workshop supported by UNESCO and ITU on "Enabling Implementation of ICT". The workshop covered various general topics on convergence between telecommunication, broadcasting, multimedia and information & communication technologies. The need for more focused workshops on specific themes such as digital migration to broadcasting productions systems were identified through these consultations.

D. BUDGET

1. Breakdown of IPDC's contribution (in US\$):

Expenditures for the two sub-regional workshops	
Travel (2x10 participants)	12,000
Travel (2x 3 Resource persons)	6,000
Honorariums (2x 3 Resource persons)	6,000
Hotel room charges (@US\$ 45 per night × 26 persons × 12 days)	14,040
Workshop facilities, training material (2 x 8 920)	17,840
Project monitoring	1,000
TOTAL	<u>56 880</u>

2. Breakdown of the beneficiary agency's contribution (in US\$):

Logistics, administrative support and communication	4,000
Staff salaries	10,500
Project reporting	1,000
TOTAL	<u>15,500</u>

ASIA AND THE PACIFIC

A. PROJECT IDENTIFICATION		
1. TITLE		MANAGING CHANGE IN BROADCASTING: MAKING BROADCASTING AUTONOMOUS AND ACCOUNTABLE IN THE ASIA-PACIFIC
2. NUMBER		PDC/24 RAS/03
3. CATEGORY OF MASS MEDIA		Radio and Television
4. IPDC PRIORITY AREA		Human resources Development, Training
5. SCOPE (NATIONAL, REGIONAL, INTERREGIONAL)		Regional
6. TYPE OF ASSISTANCE REQUESTED		Financial
7. TOTAL COST OF PROJECT		US\$ 50 500
8. AMOUNT REQUESTED FROM IPDC		US\$ 42,500
9. BENEFICIARY BODY		Broadcasting Organizations of SAARC, ASSEAN and Pacific Region
10. IMPLEMENTING BODY		AIBD
11. PROJECT LOCATION		Kuala Lumpur
12. PROJECT PREPARED BY		
DECISION OF THE BUREAU:		

1. BACKGROUND AND JUSTIFICATION:

The Asia-Pacific Institute for Broadcasting Development (AIBD) offers professional services to countries in this region including least developed countries and has organized over 2,000 training courses, seminars and workshops over the last 25 years.

Changes in Technology have been a constant in broadcasting since its inception. Change in the structure of the broadcasting industry within countries is a much more recent phenomenon. Twenty years ago the broadcasting industry in many Asia Pacific countries consisted of a monopoly government owned broadcasting system, which had a guaranteed place in the sun and did not have too much trouble achieving advertising revenue. Today in most countries competition between government and private owned broadcasters - both national and transnational- flourishes and most governments are anxious to reduce any residual funding contribution they make to the so called Public Service broadcasters.

Life has become much more hectic for all senior managers in broadcasting, and corporate and financial structures have been changing as fast as technology. Accountable Management in Broadcasting now requires contemporary finance, business development and management skills as much as a "feel" for content.

In all of the regions selected for this project, management is much more complex and demanding. Obtaining and maintaining revenue flows and restructuring the organization directly influence editorial independence and production values for all, programming. In working with Public Service broadcasters and government Departments, the AIBD always encounters the following questions from its member organizations:

What is the optimum structure for Public Service broadcasters to take account of technological change and competition? How should an organization go about planning for and implementing changes in structure? What are the funding model options for Public Service broadcasting organizations and what are the pros and cons of each? How can Public Service broadcasters maximize revenue while still maintaining public service programming and the ideals of public service broadcasting? What internal administrative and financial reforms could be considered? What is necessary to take on private national and international competitors and survive?

The aim of this project is to sensitise managers and professionals in broadcasting organizations to the new industry structure and competition realities and alert them to some of the modern broadcast management attitudes and methods that may be required. The deliverable for this project is to leave participating management groups better equipped to deal with the complex structural, administrative, financial and policy challenges that face them in this globalized, competitive and increasingly commercial age. The final solutions for each organization may be unique but the set of questions posed to management by modern circumstance, and requiring to be addressed, are relatively universal. The better the managers' response to these challenges and questions, the better the programming and services to their audiences.

All the national Public Service Broadcasters in the Asia-Pacific region will fall under the spotlight of major structural change sooner or later. There is a sense of urgency among the member organizations to prepare for the management of such change.

2. DESCRIPTION OF THE TARGET GROUPS:

Middle and higher management of national public service Radio and Television organisations of Asia and the Pacific.

3. IMMEDIATE OBJECTIVES:

The workshops are designed to alert 50-60 broadcasting managers to the range of external pressures they will face and to help them cope with changing circumstances and adopt innovative strategies aimed at supporting greater independence, autonomy, self-reliance, productivity and accountability and responsiveness to audiences.

The objectives:

After completing the workshop, the managers (within their organizations) will be better able to :

Structural

- Manage change in the broadcasting structure
- Plan strategically to deal the changing circumstances
- Get staff and management sharing the same several goals

Financial

- Manage any required budget cuts strategically;
- Develop business and maximize revenue
- Identify and enter joint ventures
- Monitor and control costs in the staff, production, transmission and capital areas and, reduce overheads,

Production

- Create benchmarking and performance indicators (Performance measures, targets and industry benchmarks for staff and programmes);
- Decide whether and how to contract out;
- Develop staffing plans (fulltime, temporary, part-time, permanent, casual, contract, on staff);
- Decide on multi-skill or specialisation;
- Project and output budgeting and implementation;
- Identify, develop and manage revenue raising opportunities;
- Deal with organization's cultural and socio/political sensitivities and realities.

Content management

- Catalogue, store, retrieve and re-use material in the digital age.

4. DEVELOPMENT OBJECTIVE:

These workshops will over a period of time will prepare broadcasting managers of Asia-Pacific for the changing circumstances brought about by globalization, competition and technology advance. The national Public Service Broadcasting organizations in the Asia-pacific will be able to handle more autonomy and any de-linking between them and Governments regarding financial and administration decisions in their future years.

Creation of a team of managers at the end of each workshop will be more able to oversee phased implementation of new management methods and practices in the future years to come.

The best practices in some of the broadcasting organizations may act as examples for others to follow.

5. PROJECT INPUTS:

Each workshop is a 5-day activity oriented programme. Demonstration and group activities will go hand in hand. Moreover, a strong element of practical meta-plan method has been incorporated in each of the workshop.

6. PROJECT OUTPUTS:

In each workshop, between 15 to 20 managers will be given an overview of advantages, disadvantages and appropriateness of different generic management methods and practices. Suggestions for workable models for each country may be developed during the workshops. At the end of the workshop, the participants should be able to select some of the managerial strategies which best fit their local needs and working environment and act accordingly.

7. ACTIVITIES:

A five-day workshop for each sub-region is sufficient to reach the objectives. The workshop itself will be a mixture of practical demonstrations/inputs and experimentation of the participants with different management methods and practices.

8. WORK PLAN:

The project is spread out over 10 months and consists of three workshops and phases of review, evaluation and report writing.

9. INSTITUTIONAL FRAMEWORK:

The AIBD will be responsible for all planning, coordination and implementation of the project, as it has extensive experience in organizing training courses in the field of electronic media development.

10. SUSTAINABILITY:

- Support can be given by an Internet discussion forum and e-mail.
- It will be up to the management of the individual organizations as to what they choose to implement, but the AIBD will require reporting against a set list of outcomes so as to monitor the effectiveness of the exercise in instigating change.

11. FRAMEWORK OF MONITORING:

Monitoring will be handled by the AIBD.

12. EVALUATION CARRIED OUT

The AIBD carried out relevant research into the current situation of the electronic media of its member organizations one and a half years ago. AIBD gets constant feedback on this issue from the public service broadcasting seminars it organizes each year in the Asia and the Pacific. The matters to be covered by these workshops are consistent with the recommendations regarding Public Service Broadcasting in the Bangkok Declaration from the First Meeting of Ministers of the AIBD in May 2003.

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING:

Evaluation of the overall activity: see 8

Final report on the workshops: after all regional workshops

C. ADDITIONAL INFORMATION

Preparatory activities completed prior to submission of the project to IPDC:

The AIBD has run a number of workshops on the Modern Broadcast Management (1999-2002), which includes strategic management, accountable management, modern broadcast management, conflict management etc.

D. BUDGET

1. Breakdown of IPDC's contribution (in US\$):

• Budget for 3 Sub-regional workshops (5 resource persons, 15 days)	
• Airfare Europe-Asia (return) x 3:	3,500
• Air travel within Asia (3x300x5)	4,500
• Air travel within Pacific (x5)	6,500
• Honoraria (5x1 000x3)	15,000
• Per diem (160x5x5x3)	12,000
• IPDC monitoring	1,000
TOTAL :	<u>42,500</u>

2. Breakdown of the beneficiary agency's contribution (in US\$):

(Breakdown should include the budget line for regular reporting on project progress (see article 13))

• Consultants transport, visa and insurance	2 000
• Communication	2 000
• Material/photocopies/film processing etc.	4 000
TOTAL :	<u>8 000</u>

ARGENTINA

A. PROJECT IDENTIFICATION		
1.	TITLE	ARGENTINA : Learning with the Radio
2.	NUMBER	PDC/24 ARG/01
3.	CATEGORY OF MASS MEDIA	Radio broadcasting
4.	IPDC PRIORITY AREA	Freedom of expression
5.	SCOPE (NATIONAL, REGIONAL, INTERREGIONAL)	National
6.	TYPE OF ASSISTANCE REQUESTED	Financial, equipment
7.	TOTAL COST OF PROJECT	US\$ 65 000
8.	AMOUNT REQUESTED FROM IPDC	US\$ 32 000
9.	BENEFICIARY BODY	Cátedra Libre
10.	IMPLEMENTING BODY	Cátedra Libre
11.	PROJECT LOCATION	Buenos Aires
12.	PROJECT PREPARED BY	Silvia Bacher
DECISION OF THE BUREAU :		

B. PRESENTATION

1. BACKGROUND AND JUSTIFICATION :

Cátedra Libre has an extensive experience in rural and urban youth communication programmes. It considers a powerful highlight the 40 local stations that the National Radio has all over the country. At the moment, Cátedra Libre is trying to develop the isolated school radio experiences into a network which involves increased airing of youth voices in a two-way communication with listeners.

Through IPDC support, the National School Radio Network intends to develop the school radios into pilot community radio experiences and to establish linkages between different local experiences, thus enabling the community radio to extend the freedom of speech and right of information youth practice. For this purpose, the project seeks assistance to train local teacher radio broadcasters so as to develop a virtual site for training exchanges and other productions of training materials. More than half of the children and young people in Argentina live below the poverty line, and raising their living standards through capacity building for poverty reduction is a priority for development programmes.

The training will focus on producing innovative and participatory children and youth radio programmes involving teachers and communities. Eventually, the best practices adopted by the pilot sites will be documented and widely distributed as a handbook for other school radio experiences.

Cátedra Libre has devised an educational methodology that places a particular emphasis on workshops for teachers, connecting them all around the country, while at the same time strengthening the creativity and capacity of the children and young people. The programme encourages the formation of teachers and promotes children's and young people's participation in radio through the Second National "Learning with Radio" Contest, where they have to broadcast their own radio programmes. It will also create a National School Radio Network on the Internet for teacher and student use and for training primary and secondary teachers in radio issues.

Since 1996, Cátedra Libre has been hosting two radio programmes (on the National Radio since 1996 and on Continental Radio since 2002); in 2003, a TV programme called "Think More" was put on the air. Through these programmes, Cátedra Libre organised in 2002 the first National Contest "Learning with the Radio" which received 1500 students micro programmes broadcast by students from all around the country, including rural and urban areas.

2. DESCRIPTION OF THE TARGET GROUPS :

Teachers and young students in Argentina.

3. IMMEDIATE OBJECTIVES :

- To organise a database for national school radio;
- To convert classrooms into pilot radio practices;
- To organise training courses;
- To produce material on community and school radio for the training of teachers;

- To organise workshops in order to sensitise the school actors and communities on the importance of this channel for communicating and expressing their interests, needs and points of view;
- To carry out a pilot plan to test the material produced in nine workshops;
- To disseminate such material in the radio schools;
- To organise the Second National Contest “Learning with the Radio”.

4. DEVELOPMENT OBJECTIVE :

“Learning with the Radio” seeks to have impact in a broad range of fields, including the promotion of press freedom, media independence and pluralism: creating community media and developing human resources for the media. Its priorities are:

- To clearly promote freedom of expression and media pluralism;
- To foster the development of community media in rural and urban areas;
- To concentrate on human resource development (training, capacity building);
- To promote international partnership.

5. PROJECT INPUTS :

Equipment, organisation of workshops and production of training materials, database.

6. PROJECT OUTPUTS :

- Second National Contest “Learning with the Radio”
- National School Radio Network
- Web site “Learning with the Radio”
- Database from national School radios
- Teacher training workshops
- Increase of school radio broadcasts in number and in quality
- Eventually, the best practices adopted by the pilot sites will be documented and widely distributed as a handbook for the benefit of other school radios.

7. ACTIVITIES :

- Organisation of the Second National Contest “Learning with the Radio”
- Organisation of the **National School Radio Network**
- Database from national school radios (based on the 1500 micro programmes received on the occasion of the First National Contest “Learning with the Radio”, 2002).
- Production and dissemination of training materials for teachers on community and school radio.
- Nine workshops on the school radio for teachers.
- Increase of the frequency and quality of school radio broadcasts.

8. WORK PLAN :

March / July 2004: Second National Contest “Learning with the Radio”.
Database from national school radios (based on the 1500 micro programmes received on the occasion of the First National Contest in “Learning With the Radio”, 2002).

March '04 / March '05: Production and dissemination of training materials on community and school radio for teachers. Increase of school radio broadcasts.

Aug. '04 / March '05: Nine workshops on school radio.

9. INSTITUTIONAL FRAMEWORK :

Cátedra Libre (1994) is a communication and education organisation with experience in radio broadcasting and in education and communication projects. The First National “Learning with Radio” Contest – supported by the National Ministry of Education, National Radio (radio programme hosted by Cátedra Libre since 1996) and UNICEF – received 1500 programmes broadcast by youth from all around the country. After listening to them, Cátedra Libre decided to organise the Second National “Learning with Radio” Contest and to create a National School Radio Network in support of the training workshops on radio and ICT issues. The Ibero-American States Organisation, the National Radio, UNICEF, the Arcor Foundation, the Ministry of Education, the Secretary of Education of the Buenos Aires government, the General Direction of Schools of the Buenos Aires province will be involved in this step of the project. Cátedra Libre also ran the National Contest “Rural Schools Magazines”, supported by the Bunge and Born Foundation, that provided the skills to develop the programme.

10. SUSTAINABILITY :

The aim of Cátedra Libre is to create a space to strengthen young people participation, since radio and the ICTs are useful tools in the implementation of a long-term project. The database and the training materials, as well as the support from several institutions, will consolidate the viability of the project. At the moment, “Learning with the Radio” has received the support from the Ibero-American States Organisation, and from the Arcor Foundation. UNICEF supports the publication of a CD with micro programmes produced by children and young people. After the IPDC allocation, the sustainability of the programme will be guaranteed by governmental and intergovernmental financial supports.

11. FRAMEWORK OF MONITORING :

The University of Buenos Aires City or the Palermo University will perform the monitoring and evaluation. Cátedra Libre will provide three monthly brief implementation reports covering the financial and technical activities.

12. EVALUATIONS CARRIED OUT :

During 2001, Cátedra Libre was a lecturer in a Radio Teachers Conference. On that occasion, several participants asked for a regular teacher training support by radio. One year later, as an answer to that request, Cátedra Libre organised the First National Contest “Learning with the Radio”. In two months, Cátedra Libre received 1500 micro programmes broadcast by students from all around the country. Since many of them included letters asking for training, help and a regular communication in order to share experiences, it was finally decided that this project should be given priority.

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING :

A report will be sent every three months to the UNESCO Regional Bureau for Communication and Information and to the National Commission for Co-operation.

C. ADDITIONAL INFORMATION

PREPARATORY ACTIVITIES COMPLETED PRIOR TO SUBMISSION OF THE PROJECT TO IPDC

Cátedra Libre has an extensive experience in rural and urban youth communication programmes like the National Contest *Rural school Magazine* (2000), the project Young Media Space (UNESCO-GCBA), General Coordination Journalism, Communication and Education (1998 - 2001).

Cátedra Libre is presently trying to develop the isolated school radio experiences into a network, which involves increased airing of programmes produced by the young and a two-way communication with the listeners.

CONTRIBUTION FORESEEN BY THE BENEFICIARY AGENCY DURING THE PROJECT PERIOD

Cátedra Libre will coordinate all the steps of the project with the support of several institutions.

ASSISTANCE SOUGHT OTHER THAN IPDC

Since 1996, Cátedra Libre received support from UNICEF, and from the Ibero-American States Organisation. The National Parliament declared the first Contest "Learning with the Radio", supported by the Ministry of Education and the Arcor Foundation, an activity of *Cultural and Educational Interest*.

D. BUDGET

1. BREAKDOWN OF IPDC'S CONTRIBUTION (in US\$) :

• Preparatory workshops:	3 000
• Training and production consultants; workshops:	12 000
• Equipment (computer with peripherals, 17" monitor, scanner, printer, CD writer, sound and video editing card, appropriate Web software, video recording equipment, cassette recorders, minidisk, digital camera, microphones and related accessories:	5 000
• Implementation of the database and follow-up of the network:	1 000
• Production of a handbook:	10 000
• Monitoring:	1 000
<u>TOTAL :</u>	<u>32 000</u>

2. BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION (in US\$) :

Contributions from Cátedra Libre, the Ibero-American States Organisation, the Arcor Foundation, UNICEF, the Secretary of Education:

- Organisation of the Second National Contest “Learning with the Radio”,
- Coordination with the National School Radio Network,
- Publication and dissemination of radio programmes produced by students,
- Advisory services on communication and education,
- Broadcasting of “Learning with the Radio” by the National radio network (5' weekly),
- Communications, administrative expenses (12 months),
- Overall coordination,
- Implementation of the database,
- Production and dissemination of training materials,
- Print and virtual material for the workshop and the National School Radio Network.

TOTAL :

33 000

CAMBODIA

A. PROJECT IDENTIFICATION		
1. TITLE	CAMBODIA :ESTABLISHMENT OF THE LOCAL RADIO STATION OF RATTANAKIRI	
2. NUMBER	PDC/24 CAM/01	
3. CATEGORY OF MASS MEDIA	ELECTRONIC MEDIA	
4. IPDC PRIORITY AREA	Community Media/ Human Resource Development	
5. SCOPE (NATIONAL, REGIONAL, INTERREGIONAL)	National	
6. TYPE OF ASSISTANCE REQUESTED	Equipment and training	
7. TOTAL COST OF PROJECT	US\$ 47,400	
8. AMOUNT REQUESTED FROM IPDC	US\$ 26,500	
9. BENEFICIARY BODY	Rattanakiri Provincial Information Office	
10. IMPLEMENTING BODY	Ministry of Information, Govt of Cambodia.	
11. PROJECT LOCATION	Rattanakiri, Cambodia	
12. PROJECT PREPARED BY	Cambodia Communication Institute, under the guidance of ACI/Asia	
DECISION OF THE BUREAU:		

B. PRESENTATION

1. **BACKGROUND AND JUSTIFICATION:**

Rattanakiri is one of the most isolated and least developed provinces and remote areas in Cambodia located about 600 km from the capital city. It is a mountainous province in the northern part of the country sharing the border with Vietnam. What also makes the province different from the others is that it has eleven ethnic minorities including Vietnamese, Chinese, Laotians, Cham and the local ethnic minorities who speak different dialects. The majority of the people make their living on cashew farming.

The province has a total population of around 111,000, about 70% of whom, live by the low-lands along the two rivers called “Tonle Sesan” and “Tonle Srepok”. The population of the provincial town “Rattankiri” is around 30,000. Just in the provincial town, there are four local ethnic minorities who speak different languages other than Khmer: the Kreung; the Charay; the Tumpoon and the Preouv. These people need education, health and other valuable information but due to very high rate of illiteracy and diversity of ethnic minorities with different dialects make it necessary to have a source of information.

Basic communication facilities in the province are quite limited. It has one small and obsolete TV broadcast of 75w power, which is under the management of the Provincial Information Office. The TV basically broadcast the programmes received from the national television, TVK, Occasionally, few local programme produced by an NGO on health, education development are broadcast. Television reception is mostly limited to the Rathnakiri town and is often hampered by the sporadic power supply. There is no electricity supply outside the provincial town.

Although, the radio could be immensely useful, there is no local radio broadcast originated from the province. Nor the National Radio broadcast signal is accessible in many parts of the mountainous terrain. Short-wave Khmer language services offered by international broadcasters are audible in some parts but the content they offer are considered as distant from the people’s need for communication for development. In any case none of these services cater to the people in the province with close to a dozen diversity of cultures and dialects, who do not speak Khmer..

This proposal, therefore, seeks equipment assistance to set up a radio station in the province, which would cater to different multi-ethnic groups, with high degree of inputs from NGOs and agencies working on development issues. The station will be placed at the provincial information office, which has already established a small audio production team, of few of whom are from ethnic minorities. The project is developed as a result of a strong request from both the local government and the central Government, through the UNESCO National Commission. The Government agrees to seek UNESCO support to set guide lines on editorial independence of the radio station. Initially the station will cover the population center in the Rattanakiri where ethnic minorities are concentrated. The Government has set aside necessary resources for studio buildings and other infrastructure, what is sought from IPDC is equipment and training expertise.

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

The primary target of the project is the ethnic minorities living in and around the provincial town who neither speak nor understand Khmer and hence are more or less in a distance from the national culture and are at the same time striving to preserve their respective culture diversity. The whole population of the province will likely be the target group at a later stage as much as the general

situation would permit and the project can be expanded. The handful of the radio staff will also benefit from the project in terms of skills to be provided through training.

3. IMMEDIATE OBJECTIVES:

- a) To equip a FM radio station in the province.
- b) To train the local staff radio programme production especially participatory radio programme production
- c) To provide the local people more access to information and social education with good quality programmes
- d) To develop and implement guidelines for editorial independence of the radio broadcasts.

4. DEVELOPMENT OBJECTIVE:

To raise the living standards of marginalised ethnic groups by providing timely information and a participatory tool for communication.

5. PROJECT INPUTS:

- (1) Broadcast/production equipment (2.) Consultants (3) Training (4) Supporting materials (5) Training support costs

6. PROJECT OUTPUTS:

- Rathnakiri local radio established and operationalised.
- At least seven radio journalists are trained in participatory and development programmes.
- Quality programmes based on different languages are produced and disseminated.
- The first radio broadcast programme in different ethnic languages be provided to the provincial audience.

7. WORK PLAN and ACTIVITIES:

Month 1 & 2	Revise budget and activities in line with IPDC allocation
Month 3 & 4	Equipment specified and purchased
Month 5 & 6	Equipment delivered and installed, training outline formulated
Month 7	Training organized and conducted, guidelines formulated and implemented.
Month 8 & 9	Training continued / equipment and broadcast tested
Month 9-11	Programme production and full broadcast commenced
Month 12	Post evaluation

9. INSTITUTIONAL FRAMEWORK:

The provincial Radio of Rattanakiri is directly responsible to the Provincial Information Office and the Ministry of Information who will be implementing the project in consultation with the Adviser for Communication and Information for Asia. The Ministry of Information will assign the Cambodia Communication Institute, which is a media training center established as a joint project between UNESCO and the Government and fully recognized by the Cambodian media community, provide a consultant to make a training assessment, to organize and to conduct training and to prepare guidelines for editorial independence. The Cambodia Communication Institute will follow up with the radio programmes during the post training period and provide constant consultancy.

10. SUSTAINABILITY:

The local government is basically short of the major funding for the establishment of the radio station. However, with the financial support already secured from the central government for the construction of the building and the provincial staff already in place the recurrent cost for the operation of the radio station can be assured. In addition, once set up, the radio station is highly expected to receive a sponsorship from the local and international NGOs for education and development programmes as it will be the only major medium available and originated in the province.

11. FRAMEWORK OF MONITORING:

The UNESCO Adviser for Communication and Information will monitor the project in close collaboration of UNESCO Office in Phnom Penh and the Cambodia Communication Institute.

12. EVALUATION CARRIED OUT

A visit to the location recently by UNESCO short-term Consultant, Sek Barisoth, who was until recently National Officer in charge of the Cambodia Communication Institute, recognized the need for the local people in the province to have increased and regular access to information and that at least a local radio broadcast be available to the people so that they can be not only better informed of what happens in their own location but also what happens in the other parts of the country.

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING:

The CCI and the Provincial Information Office of Rattanakiri together with the Provincial Radio of Rattanakiri will provide joint implementation reports covering the activities conducted in each four-month period.

C. ADDITIONAL INFORMATION

Provide information on:

Cambodia is an LDC and has benefited from the following IPDC projects in recent years:

2	<i>PDC/20 CAM/01 353 CMB 01</i>	<i>WMC: Requesting radio equipment CAMBODIA2001</i>	<i>To improve the situation of women by providing awareness through electronic media, and give guidance to the public about the important role of women in society</i>	<i>\$ 27,000 Project completed</i>
3	<i>PDC/21 CAM/01</i>	<i>National Radio FM96: Increasing community participation and programme quality in National Radio FM96</i>	<i>To extend the choice available to listeners by offering a programme service which is not normally provided by the commercial broadcasters. To improve its output by providing advance training to its personnel, particularly in participatory programme production.</i>	<i>\$ 24,000</i>

4	<p>Royal University of Phnom Penh: Affiliation of the Cambodia Communication Institute with the Royal University of Phnom Penh</p>	<p>To improve the quality of media output and to increase the investigative capacity of independent and pluralistic media in Cambodia as a vital condition for a sustainable democracy.</p> <p>To launch the first two-year diploma course to be conducted by the Cambodia Communication Institute while affiliated with the Royal University of Phnom Penh</p>	Allotments awaited
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Preparatory activities completed prior to submission of the project to IPDC: The project idea had originally been raised by the Royal Government of Cambodia who later on formally requested to the UNESCO Adviser for Communication and Information during a visit to Cambodia in April last year through the National Commission for UNESCO. For their contribution to the project, the Government has already allocated a budget of USD 14,000 for the construction of two radio studios and the antenna mast. They have also formed the preliminary staff to be trained and worked with the radio project.

As for the local authorities, a special power line will be established exclusively for the radio and TV station. A deal on additional power supply to the province has already been made between the provincial government and the National Power Supply, which will be ready by the middle of next year. The local government has also planned to recruit a number of ethnic minority people to work for the radio.

D. BUDGET

1. Breakdown of IPDC's contribution (in US\$):

Production equipment	
1. Studio production and recording equipment	8,000
2. Field (portable) production equipment	4,000
Broadcast equipment	
1. 1Kw FM transmitter, antenna and accessories	10,000
Training	
1. Training consultant	2,000
2. Training workshop costs	1,500
Project monitoring	1,000
TOTAL	US\$ 26,500

2. Breakdown of the beneficiary agency's contribution (in US\$):

1. Construction cost of two studios	4000
2. Construction cost of a 75 m-high antenna mast	9000
3. Logistics administrative support	2,000
4. Supplies and materials	2,000
5. Staff salaries	3,400
4. Project reporting	500
TOTAL	US\$ 20,900

CAMBODIA

A. PROJECT IDENTIFICATION		
1.	TITLE	CREATION OF AN AUDIOVISUAL TRAINING, PRODUCTION AND DOCUMENTATION CENTRE
2.	NUMBER	PDC/24 CAM/02
3.	CATEGORY OF MASS MEDIA	Audiovisual (video, film)
4.	IPDC PRIORITY AREA	Vocational Training
5.	SCOPE (NATIONAL, REGIONAL, INTERREGIONAL)	National
6.	TYPE OF ASSISTANCE REQUESTED	Financial, equipment
7.	TOTAL COST OF PROJECT	US\$ 62 050
8.	AMOUNT REQUESTED FROM IPDC	US\$ 62 050
9.	BENEFICIARY BODY	<i>Association d'aide au développement de l'audiovisuel au Cambodge (AADAC)</i>
10.	IMPLEMENTING BODY	The Cambodian Association for the promotion of documentaries
11.	PROJECT LOCATION	Cambodia
12.	PROJECT PREPARED BY	AADAC
DECISION OF THE BUREAU:		

B. PRESENTATION

1. BACKGROUND AND JUSTIFICATION:

Cambodia has quite a short history of media experience. Practitioners are caught in a vice between the dominant «mass consumption» model and the fractured traditional culture, devastated by years of Khmer Rouge dictatorship. The country lacks technical resources, there is no film or cinema school and no infrastructure to support good quality, independent audiovisual production. There is, however, a lot to be done to bring various aspects of Khmer culture to the fore and map the evolution from traditional to modern living. Opportunities can be created for people to express themselves, offer opinions, share their views and experiences, communicate, and also, in turn, take a critical look at other societies.

Inspired by the efforts of film-maker Rithy Panh in Cambodia to promote cinematographic development and the emergence of original documentary production, the aim of the present project is to set up an Audiovisual Resource Centre in Cambodia. The Centre's mission will be threefold: to build up an audiovisual memory, provide audiovisual skills training and assist in the production of documentary films. It will, therefore, need the involvement of various partners.

Assistance from UNESCO is being sought for the «audiovisual skills training» component.

2. DESCRIPTION OF THE TARGET GROUPS:

Basic training for cinema students, sub-titling technicians and research assistants; advanced training for audiovisual technicians.

3. IMMEDIATE OBJECTIVES:

In the absence of audiovisual skills training, professionals are rare and their experience is often very empirical. The “training” aspect of the project is therefore central to the development prospects of the Audiovisual Resources Centre

<u>Length of training:</u>	One year.
<u>Number of trainees:</u>	10 per year
<u>Skills taught:</u>	Documentation/research, film-making, shooting and sound recording, lighting, editing, studio management, production.

Skills strictly related to the production of fiction have not been included in the project framework.

The various training programmes will be delivered by professionals using equipment purchased by the Centre: computer hardware and software for documentation and lightweight, technical equipment of professional standard for audiovisual skills training.

The training aspect complements the two other missions (archiving and production). As the Centre aims to become self-sustaining in the short term, it is vital to train people with the necessary competencies locally. The training provided will not only be technical in nature but trainees will also be required to follow theory courses designed for research assistants. This learning exercise in image perception is intended to imbue their professional lives with a strong sense of awareness of the message conveyed to the audience.

In the initial stages, the trainees will assist the production unit in its shooting activities. Depending on their interests and abilities, they will then be assigned to various functions within the production teams, while continuing to enhance their skills in visual analysis, and gradually bringing their own experiences to bear. Training, of one year minimum, will provide the trainees with the necessary theoretical and practical competencies to work as directors or technicians on feature-type productions. The Centre will offer those who choose the more demanding documentary option specific courses as well as the opportunity to participate in the production of creative documentaries.

4 DEVELOPMENT OBJECTIVE:

- To transfer skills and competencies from French to Cambodian professionals
- To raise the profile of audiovisual professions in Cambodia and assist Cambodian professionals in gradually:
 - achieving international standards of technical proficiency
 - having their professionalism recognized by making audiovisual productions of a sufficiently high standard for presentation at international festivals and by being involved professionally in the shooting of foreign productions in Cambodia
- To build the capacity of the Cambodian NGO to organize training on an autonomous basis, in liaison with the project partners
- To harness the skills of a panel of trained professionals invited to pass on their know-how by becoming trainers at the Centre

5. PROJECT INPUTS:

The documentary skills training section should have its own equipment. The permanent human and technical resources will be common to both the production and training activities. Given the constant pace of technical improvements to modern equipment, it would be advisable to spread investments over time so as to be able to capitalize on technological advances when meeting the Centre's needs as it grows and develops.

Human Resources:

The foundations of the audiovisual skills training unit are already in place in an informal fashion: a product of the *Varan Cambodia* workshop, placed under the responsibility of Rithy Panh between 1995 and 1996, the technical team with which he made his three recent full-length documentaries could be considered a forerunner of the training unit. The four contract technicians that comprise the team could, if they so desire, form the core of the training unit, this time in a permanent capacity. Their work will be coordinated by a director hired for the period covering the setting up of activities. The director would be required to train a Cambodian national to take over operational responsibility.

Depending on the resources of the Centre and on a needs basis, external personnel will be called in for specific missions of varying lengths: the key function of editing, for example, not currently covered by an identified Cambodian technician, will be filled through the recruitment, for a fairly long period, of a film editor/trainer who will also be in charge of lecturing on image perception in the Centre's various units.

Technical resources:

- Three complete shooting/editing units. The preferred choice will be lightweight digital DV-CAM type equipment: a hand held PD 150 Sony type camera and two DSR 570 Sony shoulder cameras, along with sound recording equipment.
- AVID X-Press type digital editing equipment that can be used to finalize a document in DV-CAM format. The consultants brought in to work on sub-titling should be able to come up with a means of adapting software to handle titling in Khmer and production of cast credits, if the equipment is not available on the market. In order to provide effective training in film editing, the Centre must be equipped with three editing benches each with a DV-CAM player-recorder.

6. PROJECT OUTPUTS:

- Enhanced profile of cinema professions and development of good quality documentary film production in Cambodia
- Strong project visibility in terms of knowledge and technology transfer
- Enhanced sustainability and prominence of an institution run by a Cambodian NGO, in partnership with the Cambodian Ministry of Culture
- Greater awareness and interest on the part of Cambodian cultural and educational bodies in audiovisual skills

7 ACTIVITIES:

Equipment will be purchased as soon as the funds are made available so that the relevant training could start without delay.

The setting up of training teams in the areas of documentation and audiovisual production skills working in synergy will be one of the major assets of the project. Indeed, the aim of the training programme will not only be to train competent technicians, but also to create genuine team spirit, which should go a long way to ensuring the viability of the Centre once it becomes self-sustaining. To facilitate exchanges among the various groups of trainees, joint visual literacy and image perception classes as well as film viewings followed by debates will be organized on a regular basis.

8 WORK PLAN:

1st and 2nd quarters 2004:

- Restoration of the building to house the Centre in Phnom Penh
- Selection of training facilitators: computer engineer, sub-titler
- Identification of trainers in image, sound recording, film-making and editing
- Specification of hardware and software prior to acquisition.

3rd and 4th quarters 2004:

- End of restoration and refurbishing works on the premises
- Recruitment of first batch of trainers and first batch of trainees
- Acquisition of equipment
- Organisation of the first training courses, in Paris and then in Phnom Penh for documentary skills
- Setting up of the first audiovisual skills training programmes in Phnom Penh

Years 2005/2006:

Continuation of the training already underway, introduction of training of research assistants, purchase of additional equipment and the gradual putting in place of relays to ensure the autonomy of the Centre.

9. INSTITUTIONAL FRAMEWORK:

L'Association d'aide au développement de l'audiovisuel au Cambodge/the Association to Aid Audiovisual Development in Cambodia (AADAC) is an association declared under the Law of 1901, registered on 3 June 2003.

<u>Honorary Presidents:</u>	Ieu Panaka and Rithy Panh
<u>President:</u>	Agnès Senemaud
<u>General Secretary:</u>	Pierre Wallon
<u>Treasurer:</u>	Liane Willemont

The project will be implemented by the NGO *Cambodian Association for the Promotion of Documentary Cinema*, which is a local antenna of AADAC, the project designer. AADAC will retain a majority position in the Executive Bureau of the NGO over a probationary period. At the end of the period, the Cambodian NGO will regain its autonomy. The French Embassy in Cambodia is represented on the Board of Directors of the Centre along with the Cambodian Ministry of Culture. The French Ministry of Foreign Affairs and National Audiovisual Institute (INA) are also partners. Partnership agreements are currently being negotiated with UNESCO and the National Cinematography Centre (CNC). Additional partnerships could also be envisaged.

10. SUSTAINABILITY:

The Cambodian NGO *Cambodian Association for the Promotion of Documentary Cinema* will run the training Centre in conjunction with the Cambodian Ministry of Culture and various other partners to obtain of operating subsidies. The Centre could become self-financing through the co-production of documentary films.

11. FRAMEWORK OF MONITORING:

A professional organisation selected in consultation with UNESCO will monitor the progress of the project.

12. EVALUATIONS CARRIED OUT:

Budget estimate (see document attached)

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING:

AADAC will prepare an activity report on a four-monthly basis as well as an annual report with detailed facts and figures.

D. BUDGET

1. Breakdown of IPDC's contribution (in US\$):

<u>Training Facilitators:</u>	
• Film-making and image:	5 000
• Sound recording techniques:	5 000
• Editing:	5 000
• 2 equipment managers:	1 200
• 6 trainees in training (<i>over 2 years</i>):	4 200
<u>Equipment:</u>	
• 2 shooting units:	11 600
• Editing unit:	8 500
• Sound recording equipment:	4 000
• Accessories and consumables:	1 250
<u>Miscellaneous:</u>	
• Studio management (<i>shooting costs</i>):	6 000
• 3 airline tickets Paris/Phnom Penh:	3 000
• Accommodation and per diem (<i>90 days</i>):	5 400
• 3 activity reports:	900
• Monitoring:	1 000
<u>TOTAL:</u>	<u>62 050</u>

2. Breakdown of the beneficiary agency's contribution (in US\$):

Not provided.

CAMEROON

A. PROJECT IDENTIFICATION	
1. TITLE	CAMEROON : STRENGTHENING THE INDEPENDENT MEDIA ARCHIVING CENTRE (IMAC)
2. NUMBER	PDC/24 CMR/01
3. CATEGORY OF MASS MEDIA	Audiovisual
4. IPDC PRIORITY AREA	Media pluralism/Human Resource Development
5. SCOPE (NATIONAL, REGIONAL, INTERREGIONAL)	National
6. TYPE OF ASSISTANCE REQUESTED	Equipment / Training
7. TOTAL COST OF PROJECT	US\$ 90.700
8. AMOUNT REQUESTED FROM IPDC	US\$ 50.000
9. BENEFICIARY BODY	Independent Media Archiving Centre
10. IMPLEMENTING BODY	Independent Media Archiving Centre / UNESCO
11. PROJECT LOCATION	Douala, Cameroon
12. PROJECT PREPARED BY	Independent Media Archiving Centre
DECISION OF THE BUREAU :	

B. PRESENTATION

1. BACKGROUND AND JUSTIFICATION

Since the promulgation into law of the bill on Communication and Social Liberties in 1990 and the publication of the Decree on Liberalisation the media landscape in April 2000, the media landscape in Cameroon has witnessed an upsurge of FM and Community radio stations which now augurs in a stiff competition for radio audience. Cameroon Radio Television which until 1990 commanded the media landscape now faces a tough fight for radio and television audience especially with the emergence of cable television. With this situation characterising the media landscape in Cameroon there must be a dire need for quality media content. From the national survey carried out on media content in Cameroon, it is observed that media content does not reflect the current evolution occurring in the media landscape in Cameroon. Even those media organs with appropriate resources (technical and human), still do not produce quality programmes for broadcast. In cases where programmes are produced by these media organs the problem of archiving is encountered despite the technical and human resources which some of these organs dispose like the state-owned Cameroon Radio Television (CRTV). Most broadcast programmes are not documented and quite often the tapes or cassettes are recycled for subsequent recording of new programmes. Availability or accessibility to some of the programmes can not be guaranteed. The question that arises here is how then can one ensure pluralism of information under such circumstances?

In these circumstances therefore, some nation or why not foreign media organs and/or researchers can not have access to vital information of historical importance which could be exploited. It is in light of the afore-mentioned that the *Independent Media Archiving Centre (IMAC)* is taking the initiative to develop an archiving centre which will provide free access to national and foreign media organs, students, journalists and researchers seeking vital information both at national, sub-regional or regional level. This Centre will also carry out production and exchange of programmes, documentaries and other media products with other professional media organs, institutions through established networks or partnership.

The present proposal recognises the importance of such a centre especially in promoting a free-flow of information among media organs, which corresponds to UNESCO's major priority (cf. Major Programme V) of promoting and improving media pluralism and the promotion of press freedom as defined in the 32 C/5 and also as stated in the Windhoek Declaration of 1991.

2. DESCRIPTION OF THE TARGET GROUPS

The target group will be journalists, media trainers, media organs, researchers and other information-needy individuals.

3. IMMEDIATE OBJECTIVES

- Develop a critical mass of information material that could be exchanged or disseminated to other media organs
- Establish a computerised information archiving and retrieval system
- Establish a partnership framework with other computerised information archiving and retrieval centres in other parts of the sub region or in Africa.
- Develop a website with free access to the media information content.
- Training of a core group of professionals with the needed skills to maintain and reactualise the information database.

4. **DEVELOPMENT OBJECTIVE**

This project seeks to develop a critical mass of informational data that could be disseminated both at the national and regional level so that the quality and volume of information flow between national and regional media organs in the Central African sub region could be enhanced. Also the project will seek to develop an information exchange network with existing media organs and information data bank projects in the sub region.

5. **PROJECT INPUTS**

Equipment

- Digital Radio Studio equipment
- Server + Hub + router + Cables
- 4 Pentium IV Computers with modem, soundcard and accessories
- Laser printers
- Digital TV Editing Unit/DV Camcorders with carrying case
- Digital cassettes / Cassette recorder
- DV Play back unit with studio sound monitors
- CD-Writer / Re-writeable CDs

Training

- Training of editors and Cameramen

1. **PROJECT OUTPUTS:**

- Installation of a post-production Unit
- 5 Editors / 4 cameramen trained
- 50 broadcast programmes to be produced annually
- Development and actualisation of the Centre's website

7 **ACTIVITIES / WORK PLAN**

- **Month 1** Review the level of funding provided by IPDC and revision of workplan. Elaboration of a list of equipment and placement of purchase Orders.
- **Month II** - Renovation of premises for the project
- **Month III** - Acquisition and Installation of Equipment
- **Month IV** - Organisation of Training Workshops
- **Month V** - Computerisation of Data , Design / Activation of Website

8. **INSTITUTIONAL FRAMEWORK**

The Independent Media Archiving Centre (IMAC) is an independent media organ based in Douala with qualified personnel operating the Centre. The implementation of this project will be carried out by this Centre with the technical backstopping UNESCO Yaounde

9. **SUSTAINABILITY**

The Independent Media Archiving Centre will provide the necessary human resources and recurrent expenditure to enable the Centre to be reinforced and sustained. As such no difficulties are foreseen to hinder the development of this project.

10. FRAMEWORK OF MONITORING

The framework for monitoring the implementation of the project will be the UNESCO Regional Office in Yaounde given that UNESCO Yaounde has the requisite expertise in the domain.

11. EVALUATIONS CARRIED OUT

Evaluation carried out focused on the state of the Centre's equipment and the need for a veritable framework for a free flow of information amongst media organs (newspapers, radio, television, News Agencies) in Cameroon. The lack of such framework inspired the undertaking of this initiative but this could not be realised with the current state of equipment which is not well adapted for an archiving and retrieval project as the one being proposed.

12. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING

The beneficiary agency undertakes to produce a quarterly progress report on the implementation of the project.

C. ADDITIONAL INFORMATION

IPDC has provided some assistance to both independent and public media organs in Cameroon especially in reinforcing the technical capacity of *The Herald* and the *CRTV's* Documentation Centre. However, IPDC's assistance for this project is being sought considering that this project focuses more on developing an information archiving system which is a priority area of IPDC, that of facilitating the free flow of information whether within or without national borders.

The Independent Media Archiving Centre (IMAC) has carried out a feasibility study on the requisite need for an information database which could serve as source for documented information. At moment, consultancy is being sought for the re-designing of the Centre

During the project period the beneficiary agency will contribute in providing

- Human resources
- Renovating the building/ Provision of furniture
- Installation of air condition system
- Recurrent costs (water, electricity, telecommunications, etc)

D. BUDGET

Breakdown of IPDC's contribution (in US\$):

Equipment	
Digital Radio Studio equipment	6.000
Server + Hub + router + Cables	3.500
4 Pentium IV Computers with modem, soundcard and accessories	6.000
Laser printers	2.000
Digital TV Editing Unit/DV Camcorders with carrying case	20.000
Digital cassettes / Cassette recorder	2.000
DV Play back unit with studio sound monitors	2.500
CD-Writer / Re-writeable CDs	3.000
Installation	1.000
Training	3.000
Monitoring of project	1.000
T O T A L	US\$ 50.000

Breakdown of the beneficiary agency's contribution (in US\$):

Personnel	13.000
Equipment/Accessories	15.000
Renovation of Building/Furniture	15.900
Water/Electricity/Telecommunication	4.500
Security	1.500
Reporting of progress of project implementation	800
T O T A L	US\$ 40.700

GAMBIA

A. PROJECT IDENTIFICATION		
1.	TITLE	ARCHIVING FOR GRTS RADIO
2.	NUMBER	PDC/24 GAM/01
3.	CATEGORY OF MASS MEDIA	Radio broadcasting
4.	IPDC PRIORITY AREA	Human Resource Development
5.	SCOPE (NATIONAL, REGIONAL, INTERREGIONAL)	National
6.	TYPE OF ASSISTANCE REQUESTED	Equipment, training
7.	TOTAL COST OF PROJECT	US\$ 92 035
8.	AMOUNT REQUESTED FROM IPDC	US\$ 83 505
9.	BENEFICIARY BODY	Gambia Radio and Television Services (GRTS)
10.	IMPLEMENTING BODY	Gambia Radio and Television Services (GRTS)
11.	PROJECT LOCATION	GRTS Building, Mdi Road, Kanifing
12.	PROJECT PREPARED BY	Gambia Radio and Television Services (GRTS)
DECISION OF THE BUREAU:		

B. PRESENTATION

1. BACKGROUND AND JUSTIFICATION :

The Gambia Radio first began broadcasting in 1962, three years before independence. Prior to 1962, the Gambians listened to radio services coming from countries in the sub-region, notably Senegal, where the same local languages are spoken. Coming during a period of major political change, GRTS Radio has had the opportunity of documenting much of the Gambia's recent history. As a repository of the country's audio archives, it is a priceless research resource for historians and guardians of the national heritage.

A library has existed at GRTS Radio since it moved from makeshift accommodation in Banjul to the present studio complex in Kanifing. Today, the library still holds tapes of irreplaceable historical and artistic documents.

Throughout the radio's existence, productions and news events have been recorded on the reel-to-reel magnetic tape format. Although audiocassettes have also begun to be used, much of the material constituting the archive still remains on reel tapes. This means that certain recordings are now nearly 40 years old. Throughout this time, storage conditions have been less than ideal. Central cooling has not always been available, the heat and humidity have had harmful effects on some of the archive material. Tape deterioration and frequent splicing have led to the loss of numerous priceless recordings, while the perennial shortage of blank tape for production has meant that the re-cycling of ancient tapes was often resorted to, with the dramatic result that important recording material has often been wiped out to make way for new programmes. In addition, with the growing bulk of the archives over the years, storing space is also now at a premium.

The availability of new digital technologies offers possibilities of efficient storage and quick retrieval. The solution proposed through this project is the transfer of all national radio archives from the age-old reel-to-reel and audiocassette formats to the modern and reliable digital audio tape (DAT) and compact disc formats. The project therefore seeks to procure a complete set of the computer and other necessary hardware and software for processing, restoring (in the case of badly damaged material), re-recording all radio archive material on minidisks and DAT, using the facilities of the Sadie software, and mastering it onto compact discs.

2. DESCRIPTION OF THE TARGET GROUPS :

- Programme makers of the national Radio and Television,
- Producers of community and private broadcasting radio stations in The Gambia,
- Researchers and history students,
- Likeminded and collaborating organisations in Africa and beyond, for exchange and experience sharing.

3. IMMEDIATE OBJECTIVES :

- To reorganise the structure and management of the GRTS Radio library through the introduction of modern digital archiving technology, and to facilitate access and retrieval of the audio archives;
- To enhance the opportunities and resources of GRTS producers by giving them instant access to archive material and permitting its incorporation into current programme-making;

- To give the GRTS regional stations, private radio operators and community stations access to the national audio archives held by GRTS Radio.

4. DEVELOPMENT OBJECTIVE :

- To save and preserve priceless archives documenting The Gambia's social, political, economic and cultural development over a period of some 40 years. These archives constitute an invaluable research resource for historians and for posterity. By transferring audio recordings from the antique and rapidly deteriorating reel-to-reel magnetic tapes to the DAT and CD-ROM formats, the project will give a new lease of life to the Gambia's audio heritage.
- To facilitate exchange with collaborating institutions in Africa and around the world.

5. PROJECT INPUTS :

Stereo amplifier, dehisser/declicker software, DAT recorders, blank minidisks, blank DAT, audio CD recorder, minidisk recorders, analogue sound processor, CD professional player, audio monitors.

Organisation of training sessions for system administrator and operators.

6. PROJECT OUTPUTS :

- More than 30 000 hours of national archive audio material would be transferred from analogue to digital storage formats. The library of the national Television station would subsequently reorganise its own storage system to the modern high-tech system of compact and minidisks supported by a computerised database.
- A core of at least five radio technicians to be trained in the operation and maintenance of a fully digitised audio library. The five trained operators would in turn train others.
- Faster and more efficient access to invaluable reference material for all radio and television programme makers across the country (and beyond), as well as to researchers and history students anywhere.

7. WORK PLAN and ACTIVITIES :

1st month: Ordering of equipment (finalisation of specifications, drafting and issue of contracts),

2nd month: Delivery, installation and testing of the archiving computer system and the Sadie sound processor,

3rd/4th months: Staff training and orientation,

5th/16th months: Re-recording, transfer, processing and mastering of the archive documents.

8. INSTITUTIONAL FRAMEWORK :

A trained and experienced staff that has been in the system for long enough to ensure efficiency manage the radio Library. The senior librarian and the three assistants who are presently in charge will be trained in the operation and maintenance of the new system.

9. SUSTAINABILITY :

The system proposed shall be manned by permanent GRTS staff; the task of re-recording / transferring Library material shall be part of their daily activities;

The technical maintenance of equipment shall be the duty and responsibility of IT experts during the project life span; thereafter, it will be placed under the control of trained and experienced engineers;

In its annual budget, the GRTS shall cater for the cost of maintaining the system, so that any major malfunction that requires the purchase of spares or other service shall be taken care of without delay.

10. FRAMEWORK OF MONITORING :

GRTS undertakes to report to UNESCO through The Gambia National Commission for UNESCO on a four-month basis.

C. ADDITIONAL INFORMATION

PREPARATORY ACTIVITIES COMPLETED PRIOR TO SUBMISSION OF THE PROJECT TO IPDC

Equipment suppliers contacted and quotes obtained; archive records organised, tape sorting and cataloguing done; "Avid" editing unit available and operational; software for data management installed.

CONTRIBUTION FORESEEN BY THE BENEFICIARY AGENCY DURING THE PROJECT PERIOD

Manpower in the form of library personnel, installation and maintenance engineers; project office accommodation; stationery and office logistics.

D. BUDGET

1. **BREAKDOWN OF IPDC'S CONTRIBUTION (in US\$) :**

• Marantz PM 4000 stereo amplifier:	200
• Cedar dehisser / declicker (*)	5 115
• 2 portable DAT recorders:	3 350
• 200 blank minidisks:	990
• 200 blank DAT cassettes:	1 055
• Sadie CD recorder:	815
• Sadie sound processor:	1 445
• 2 DAT players:	3 070
• Sadie 8-channel sound console:	50 100
• 3 professional CD players:	2 450
• 2 Tannoy audio monitors:	225
• 2 Tascam 24-bit CD recorders:	2 130
• 3 Tascam minidisk recorders:	1 560
• Training for system administrator and operators:	10 000
• Monitoring :	1 000
<u>TOTAL :</u>	<u>83 505</u>

(*) Used to "clean out" the sound of old and scratchy documents when re-recording.

3. **BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION (in US\$) :**

• 3 Library assistants (5 days/week, one year):	2 235
• Installation and maintenance engineer (one year):	1 555
• Operations and maintenance technician (one year):	812
• Office accommodation:	928
• Office furniture:	3 000
<u>TOTAL :</u>	<u>8 530</u>

KENYA

A. PROJECT IDENTIFICATION		
1.	TITLE	Audio-visual Media Training Project
2.	NUMBER	PDC/24 KEN/01
3.	CATEGORY OF MASS MEDIA	Broadcasting media
4.	IPDC PRIORITY AREA	Human resource development
5.	SCOPE (NATIONAL, REGIONAL, INTERREGIONAL)	National
6.	TYPE OF ASSISTANCE REQUESTED	Capacity enhancement for local production through training and advocacy for local content legislation
8.	AMOUNT REQUESTED FROM IPDC	USD 62,514
9.	BENEFICIARY BODY	Development Through Media (DTM), non-profit making, audio visual media organisation
10.	IMPLEMENTING BODY	Development Through Media With the assistance of UNESCO
11.	PROJECT LOCATION	DTM 1st Floor Fourways Tower Maktar Daddah Street P.O. Boc 34696, Nairobi Nairobi
12.	PROJECT PREPARED BY	DTM With UNESCO's assistance
DECISION OF THE BUREAU:		

B. PRESENTATION

1. **BACKGROUND AND JUSTIFICATION:**

Development Through Media (DTM) was established in 1996 as a non-profit organisation in Kenya. The organisation is among the first non-profit initiatives in Kenya to target audio-visual media as a vehicle for economic and social development. Legally registered under the Companies Act Chapter 486 of the Laws of Kenya, the organisation has a governing body of subscribers and members of the Advisory Board. The 7-member Board working on a voluntary basis is drawn from various professions in Kenya and the East African region. The Executive Director is an award-winning producer with overall responsibilities of coordinator and Secretary to the Board.

As much as possible, DTM works in collaboration with other organizations in pursuit of common agenda. This includes working closely with the Kenya Ministry of Tourism and Information in efforts to improve the broadcast industry in the country. In particular, DTM's programme: "*Reshaping Television Broadcasting in East Africa*", has been endorsed by the same Ministry in Kenya and as a regional programme, similar endorsements are expected from Uganda and Tanzania. The programme is directly connected to this proposal in that it aims to encourage sustained reforms in the broadcast industry with a view to creating an enabling environment that will allow the showcasing of works by audio-visual media practitioners, and consequently build their capacities.

Broadcasting is an important component of mass media. It is a medium by which society can be informed, educated, enlightened and entertained. The way it is handled and put to use will determine and reflect the way a society views itself, and subsequently how it will let others view it.

In Kenya, new developments have led to the setting up of independent radio and television stations. Viewers now enjoy a variety of listening and viewing options. However, the number of independent media professionals and establishments in Kenya is not increasing and the prospect of a positive impact on cultural, social, political and economic development are limited. Policies still need to be created to ensure that broadcast media can succeed in the liberalisation of airwaves, which is a very important aspect of local content production and broadcast.

Proposed Strategy:

In anticipation of improved broadcast legislation and policies that will encourage more local content, DMT foresees an urgent need to enhance the capacities of audio-visual media practitioners. Through appropriate training media practitioners will be able to produce high quality programmes that can fill gaps in local content programming. It is for this reason that DTM has developed an **Audio-visual Media Training Project (AVMT)** -- an important strategy to ensure positive and sustainable reforms in the broadcast and audio-visual media sectors.

AVMT Project aims to provide high quality training programmes to build the capacity of audio-visual media practitioners and artists with a special focus on innovative fiction films holding development messages. Trained media professionals will meet allocation of quotas by producing high quality local content. The project does not target entry-level trainees but complements other training initiatives currently concentrating on documentary production, an important stepping-stone for the trainees targeted under this project.

The project will be implemented in three-year cycles with each cycle broken down into yearly activities. During the first phase, which is also a pilot phase (details in Section 6 below), DTM will work at the national level,. Experiences and lessons learned will then be used to develop a regional programme which will be fully developed during the second phase.

2. DESCRIPTION OF THE TARGET GROUPS

- Kenyan audio-visual media practitioners and artists.

3. IMMEDIATE OBJECTIVES

- To organise regular and continuous capacity enhancement training programmes for audio-visual media practitioners and artists.
- To collaborate with other media trainers as well as training institutions within and outside Africa in order to encourage the transfer of knowledge of technical and human resource nature.

4. DEVELOPMENT OBJECTIVE

- To increase local content in media through the professional development of skills and content policies

5. PROJECT INPUTS

Equipment: Audio-visual media equipment for training purposes. These will include: 4 mini DV cameras with accessories and videotapes, one Avid Editing machine with accessories, 6 stills cameras with accessories, 4 televisions and video players, stationary and other training accessories.

Venues: Training venues to accommodate the various classes as designed

Trainers: The first lot of trainers will be selected from the international community. Kenyan understudies will be attached to the international trainers with a view to enabling them to undertake subsequent training sessions particularly in the project's second phase.

6. PROJECT OUTPUTS

During the pilot phase, the project will train 18 media practitioners in script writing, film directing and photography directing. At least 6 of these trainees will concentrate on the development of children's programmes. By the end of the first programme phase, at least five short TV features will be produced in addition to six children's dramas and one full-length feature film.

6.1 Number of people to be trained.

The total number of trainees expected to participate in the inaugural scriptwriting, directing and camera operations training sessions currently stands at approximately 36 people. It is however expected that the number of graduates of this project will continue to increase as funds continue to be available for a long-term project implementation to include actual productions of audio-visual media products based on the developed script using the skills of the trainees.

7. ACTIVITIES

- Preparatory activities and commencement of screenplay writing workshops.
- Directors' training workshops using the finished scripts in activity one.
- Director of photography (DOP) classes for directors and camerapersons.

The following is detailed information regarding the number of people targeted for training as well as the procedure to be used for their selection. DTM expects that the success of the first training session will encourage additional support to enable several training sessions for different sets of trainees to be conducted on a yearly basis. The proposed training activities have been designed as follows:

ACTIVITY ONE TRAINING FOR SCREENPLAY WRITING

This is, undoubtedly, the critical first step towards the proposed training programme. Already there exist several would be screenplay writers with ideas that need to be developed. Consequently, it has been proposed that this activity be conducted as follows:

- Through newspaper advertisement (support from a TV station to air electronic adverts is also being explored), calls for the submission of new script ideas (as well as partially developed scripts) will be sent out. All scripts submitted will go through a selection panel comprising four (4) creative writing experts/literature lecturers from higher institutions of learning to be appointed on consultancy basis. This will be in addition to project staff (UNESCO, DTM, etc.) The consultants who will work under the guidance of two (2) internationally renowned script consultants will be retained as supervisors to the twelve (12) writers of the scripts targeted for final selection. Out of the 12 scripts to be selected, six (6) will target children's programmes; five (5) will target short TV features while one (1) will target a full-length TV feature. All these programmes will be developed as information and entertainment tools.

The selected script ideas will then be taken through a rigorous development and writing process. This will be carried out in the sub-activities divided in three parts as described below, to be facilitated by the two (2) international consultants:

- A two-day training session on thorough introduction to the basic elements of screenplay writing. This is an introduction to script writing and will be open to screenplay writing aspirants as well as all members of the script selection panel. It is expected that this will be a bonus activity that will be beneficial to the overall project, as it will help in inculcating a screenplay writing culture in the country.

The subsequent activities listed below will only target the writers of the 12 selected scripts and the four consultants selected from institutions of higher learning, who will also understudy the international experts. The four consultants will be charged with the responsibilities of working closely with the selected writers in the subsequent script writing processes at the local level under the continued guidance of the international script consultants.

- This will be a five-day programme to build on points established during the first two days, as well as introduce some new subjects. The session will also be conducted by the two international script consultants.

- The first draft, re-writing, on-going script critiquing process, polish and final draft writing of the selected 12 scripts will be conducted over a six-month period as follows:
- The writing of the first drafts of the selected scripts.
- A reading of the first drafts of the 12 scripts by the international script consultants who will provide comprehensive critiques and suggestions for **re-writes**. These will be communicated through electronic and postal mails to the local understudies via DTM. The local consultants will then assign sessions with their charges for reviewing the notes.
- Rewriting of the second drafts.
- A reading of the second drafts by the international experts conducted the same way as above. This time, comprehensive critiques and suggestions for **script polish** will be provided.
- Rewriting of the third drafts.
- A reading of the third draft of each script by all participants.

The process described above will serve two purposes: (1) commence the development of expertise in script consulting services within the country for utilisation in the continuous script writing workshops expected to be conducted in this training project. Valuable lessons will be learnt from the expert advice given by the international consultants. (2) The reading of the official third draft by a selected panel will ensure authenticity and the credibility of the scripts within an African cultural context. Consequently, the members will be expected to provide comprehensive critiques for consideration during the final draft writing stages of the scripts

- The writing of the script final drafts.

ACTIVITY TWO DIRECTORS' TRAINING

The above finished scripts will be important tools for use during the Director's training sessions listed below. Participants to these sessions will be selected through open invitation in order to encourage the participation of those with burning desires to direct films but had so far, failed to get an opportunity to do so. The directors' training will target audio-visual media practitioners, stage play directors, advertising account executives and other communication professionals. The selection exercise will aim to identify twelve (12) directors for each of the twelve (12) developed scripts, through a pitching session before a selection panel of four (4) creative presentation experts in addition to other project staff (UNESCO/DTM). As in the script writing selection panel, the members of the directors' training selection panel will be retained throughout the proposed classes for similar reasons provided under screenplay training activities.

This intensive directors' training workshop to be conducted by an internationally renowned consulting director, has been divided into the following classes:

The Director's Journey

A comprehensive overview of the entire process, which will run for three days.

The Master Class

A two-day detailed lecture, demonstration and in-depth examination of the rehearsal process from script analysis to casting, rehearsal, staging and eventually the use of camera.

The Director's Workshop

A six-day workshop which will provide participants with an opportunity to take what they have learnt or experienced from the director's journey and the master class in order to apply the techniques in a hands-on situation.

The Director's Tool Kit

A three-day hands-on training workshop intended to give the participants an immediate and intimate experience in the directing process. As a component of the director's tool kit, aspects of camera techniques, actors' workshop, make-up wardrobe and set designing will also be included.

ACTIVITY THREE DIRECTOR OF PHOTOGRAPHY (DOP) CLASSES

This will be attended by twelve (12) camera operators with directors and scriptwriters as observers and staging models.

1. Project Equipment

With reference to the funds allocated in the budget to the purchase of equipment, DTM intends to carry out the training sessions in this programme on a continuous basis. The equipment to be used will therefore not be applied only for a one-time event but for recurring training sessions with an ever-expanding number of trainees over a long period of time. For this reason, DTM has proposed to allocate funds for the purchase of equipment given the key role that the equipment will play in the training process. Audio-visual media production being a practical skill, the lack of equipment will make a programme like this one difficult to conduct. In addition, dependency on rental equipment will in the long run be too expensive for the programme.

In as far as equipment maintenance is concerned, the country has a large number of technicians. DTM has access to these experienced technicians one of whom will be contracted as a member of the organisation's staff. The equipment will be maintained according to the manufacturer's specifications and equipment usage, and upgraded at regular intervals as may be required.

DTM does not currently foresee the termination of this programme, at least not in the next five years. Consequently, the most cost effective option to take in this programme is for the programme to own its equipment.

Audio-visual programme development and production is a practical skill. Consequently, it has been designed that actual productions be realised based on the developed scripts. Funding for the activities listed below will be sourced separately:

- Acting classes for actors and directors using the developed scripts.
- Production design classes for production designers, prop masters, art directors, wardrobe/hair/make-up artists and assistants.
- Production classes for all directors and all major production departmental heads including producers, production manager, location manager, transport co-ordinators, music composers, publicists and all the participants of all the above activities.
- Pre-production and production. Fundraising activities for the production of the 12 additional scripts will be an on-going feature once the writing of the final draft-scripts are completed and budgets developed. The budget of this activity is not included here. Successful fundraising will facilitate pre-production, production and post-production activities leading to the launch of the films, certificates of attendance and broadcast of the films.

8. WORK PLAN:

ACTIVITY	1	2	3	4	5	6	7	8	9	10	11	12	13
Preparatory activities and identification of trainers and trainees. Production fundraising activities commence.													
All training sessions conducted and production fundraising activities continue													
Mid-term progress report production													
Forward planning for second year training sessions and actual productions of the developed scripts													
Productions launch and end-year project report													

9. INSTITUTIONAL FRAMEWORK:

- DTM will identify and acquire all project personnel and resources, in consultation with UNESCO and other funding partners,
- DTM will be the lead organisation to oversee the day-to-day running of the project.

10. SUSTAINABILITY:

Donor assistance will be critical in the first project phase to enable the successful completion of the designed activities and thereby provide the project credibility and legitimacy. Thereafter, DTM intends to commence the process of seeking fee-paying students. This is feasible given the anticipated legislation on local content quotas, which will encourage broadcasters to seek quality productions, such as those that the graduates of this training project will produce. However, additional donor assistance may be required after the first project phase to bridge any funding gaps that may be experienced in the process of seeking self-sustainability.

11. FRAMEWORK OF MONITORING

Project monitoring will be continuous. This information will be contained in the sixth, eighth and twelfth months in the mid-term, forward planning and end-year reports. At the end of the first project phase, DTM will identify a professional organisation to be assigned by UNESCO for project evaluation purposes.

13. EVALUATIONS CARRIED OUT

DTM has carried out a television programming research, which has now inspired the commencement of legislation on local content. It is expected that this will encourage broadcasters to seek co-production opportunities with well-trained audio-visual media practitioners, and, hence, the need for this training project.

14. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING

Two progress and one end-year reports to be developed each year.

G. ADDITIONAL INFORMATION

Provide information on:

- Preparatory activities completed prior to submission of the project to IPDC:**
 - Identified the need for local content providers in the broadcast media through a qualitative and quantitative research programme.

-Commenced additional fund-raising activities for the project. The European Union Social Services department has been approached.

- **Contribution foreseen by the beneficiary agency during the project period:**

Part project, office and project staff and support costs.

- **Assistance sought other than IPDC:**

EU Social Services department has been approached through the EU office in Nairobi. Plans are also underway to approach other donors for additional funds to include production funds for the developed scripts.

D. BUDGET

1. Breakdown of IPDC's contribution (in US\$):

No	Description	Amount in USD
A	TRAINING WORKSHOPS	
1	Script writing workshop	
(a)	4 x local understudies @ USD278 per person x 4 pple	1,112.00
(b)	Training venue for 7 days	2,000.00
(c)	Workshop stationery/Material @USD278	278.00
(d)	Advertise for submission of script ideas	6,550.00
	Sub Total	9,940.00
2	Director's workshop	
(a)	Training venue for 14 days	3,889.00
(b)	Workshop stationery/Material @USD278	278.00
	Sub Total	4,167.00
3	Director of Photography's W/Shop	
(a)	Training venue for 7days	2,380.00
(b)	Workshop stationery/Material @USD278	278.00
	Sub Total	2,658.00
4	Workshops coordination	
(a)	Workshops coordinator	556.00
(b)	Project monitor (12 months)	7,776.00
	Sub Total	8,332.00
5	Training Equipment	
(a)	4 x Mini DV Cameras costs including freight, duty and insurance	10,000.00
(b)	6 x Still camera @ USD695per camera @25% contribution	1,042.50
(c)	TV/video player x 4 sets @25% contribution	625.00
(d)	Avid Editing studio machine with DV player @25% contribution	11,250.00
	Sub Total	22,917.50
6	Training Accessories (Video /still camera)	
(a)	24 x Mini DV 30 minutes tapes @USD28 per tape	672.00
(b)	Still camera accessories	737.00
	Sub Total	1,409.00
7	Traveling and Living Expenses	
(a)	Per diem Exps	1,600.00
(b)	Accommodation	4,300.00
	Sub Total	5,900.00
	TOTAL	55,323.00
	Project support costs (13%)	7,191.00
	Grand Total	62,514.00

2. Breakdown of the beneficiary agency's contribution (in US\$):

DTM will contribute USD 39,817.15 towards the total budget of the activities listed in this proposal. This will include contributions towards the cost of office running (furniture, computers, etc.) and other project support costs in the first year project period. Additional contributions towards project monitoring and reports are also included. These reports will indicate the number of people seeking training services as well as the number of trainees each year. In addition, the number of scripts developed and fundraising for the production of the developed scripts and for the subsequent year project implementation will also be reported.

PERU

A. PROJECT IDENTIFICATION		
1.	TITLE	PERU : STRENGTHENING PRODUCTION CAPABILITIES OF LOCAL TV STATIONS
2.	NUMBER	PDC/24 PER/01
3.	CATEGORY OF MASS MEDIA	Television
4.	IPDC PRIORITY AREA	Freedom of expression, community media, human resources development
5.	SCOPE (NATIONAL, REGIONAL, INTERREGIONAL)	National
6.	TYPE OF ASSISTANCE REQUESTED	Financial
7.	TOTAL COST OF PROJECT	US\$ 59 000
8.	AMOUNT REQUESTED FROM IPDC	US\$ 31 000
9.	BENEFICIARY BODY	TV Cultura Association
10.	IMPLEMENTING BODY	TV Cultura Association
11.	PROJECT LOCATION	LIMA
12.	PROJECT PREPARED BY	TV Cultura Association
DECISION OF THE BUREAU :		

B. PRESENTATION

1. BACKGROUND AND JUSTIFICATION :

During the last decade, an increasing number of local television stations have emerged in Peru. Today, more than 130 TV channels have capacity to produce local programmes. As private or municipal stations, they compete with commercial channels from Lima, due to the constant decreasing prices of audiovisual communication equipment. They are expanding, but without being contaminated by the style and content of the major channels operating in Lima.

The importance of the local news channels outside the capital (*noticieros locales*) is hardly perceived at the moment. These have very high-level ratings in their localities, but their impact is not yet taken into consideration in big cities like Lima.

This project proposes to contribute to the production of local TV news programmes that guarantee true information, present new voices, respect plurality of opinions, give priority to decentralization and development issues, promote accountability and civil society's social-watching activities, and strengthen democracy and citizenship. For this purpose, TV Cultura intends to improve the positive qualities of the local channels by upgrading capabilities and professionalism of the press teams through a training process that will include modern methods and techniques for the production of news reports. To meet these goals, the project will build on previous experience with RED TV, a national TV network which gathers 135 local channels throughout the country.

Staff members from local channels of the network have participated in 7 training workshops in which some elements of television for citizenship were worked out. These were conducted under the framework of various projects, such as : *Democracy yesterday and today*, *National campaign for a responsible and informed vote* and *Television for citizenship*. These projects constitute the backgrounds of the current proposal. They have demonstrated the possibility to produce programmes that encourage participation, educate, entertain and promote values and, in addition, that are appreciated by general public.

2. DESCRIPTION OF THE TARGET GROUPS :

The immediate beneficiaries of the project are journalists from 30 local television channels members of the RED TV network.

3. IMMEDIATE OBJECTIVES :

- To develop the capabilities of the press teams in 30 local channels participating in RED TV for the production of news programmes that build-up democratic values and promote knowledge of local and national realities and of decentralization process. Approximately 60 journalists and communicators will benefit from the proposed training.
- To strengthen RED TV as a co-ordination entity of democratic initiatives in audio-visual media.

4. DEVELOPMENT OBJECTIVE :

The project will be beneficial to the audience of the 30 mentioned channels, who will have a better access to information on the democratic transition and decentralization process in the country, and

who will watch its evolution at national and local levels. It is estimated that potential audience will reach more than 2 500 000 people.

The team in charge of the project will consist of 7 people: a director, a general coordinator, two trainers and three facilitators.

The training team will include the project director, the general coordinator, trainers and facilitators ; it will be in charge of designing training contents and methodologies, and will conduct the supervision and evaluation of the workshops.

5. PROJECT INPUTS :

Capacity building and professional training of journalists from local channels :

The beneficiaries will be journalists of 30 local channels members of RED TV. Two journalists from each channel will participate. The training proposal includes two regional workshops, for the northern and the southern areas. Each workshop will last two days and will gather a maximum of 30 participants. The project aims at developing approaches for selecting and dealing with the news. It is expected that news programmes will give priority to themes linked to strengthening democracy, to decentralization process and to building civil society's capacities.

The training process will focus on :

- Democratic values.
- Information knowledge and management on decentralization ; civil society participation in regional and local governments ; strategies for poverty alleviation ; experiences for reaching social agreements and social watching.
- Upgrading capacity building for social watching, identifying social expectations and concerns, violations of rights, securing freedom of expression and pluralism of opinions.

Two trainers will be in charge of developing methodologies, the progression of contents and the approach of the issues of the workshops. In addition, three facilitators will support training activities. Practical exercises will be combined with theoretical training. Participants will experiment the production of a mini news programme. A computer, a video projector and a printer will be rented. TV Cultura will provide video equipment.

Production of audio-visual spots :

As a result of the training process, journalists from the 30 selected channels will be able to include new contents to their ongoing local news or information programmes. They will be encouraged to conduct interviews of people from their locality, to disseminate information on the social-watching activities carried out by local civil-society organizations, and to offer spots to institutions and organizations so as to express their opinions on democratisation processes.

Monitoring, advising and evaluation :

Some 30 visits will be made to local TV channels. Monitoring will focus on compatible criteria with television for citizenship, and will identify any difficulties and interferences in production and broadcasting.

6. PROJECT OUTPUTS :

- 2 training workshops for journalists from 30 local TV channels.
- 60 journalists and communicators professionally trained in information and news management with a wide approach on issues such as democratic values, decentralization, accountability, social participation and social watching.

- 30 agreements signed with local TV channels (formal commitment of participation).
- 30 local TV channels producing information programmes reflecting the topics dealt with during the workshops.
- A video programme as a memorandum of the project.
- Follow-up reports according to schedule established by UNESCO.

7. ACTIVITIES :

Capacity building :

- Evaluation of news programmes produced by local TV channels.
- Production of training programmes and methodological proposal.
- Summoning of members of RED TV for their participation in workshops.
- Implementation of 2 training workshops, in northern and in southern Peru.
- 30 agreements for the participation of local TV channels.

Production of audio-visual spots :

- Approximately 480 audio-visual spots produced in the 30 local TV channels in news and other informative TV programmes (a minimum of one weekly broadcast, during four months, on 30 channels).

Monitoring, advising and evaluation :

- 30 follow-up and advice visits to TV channels, to monitor progress and improvement of production capacities (both on the technical and content levels).

8. WORK PLAN :

- Month 1 :** Base line of news programmes.
- Month 2 :** Contents design.
- Month 2 - 3 :** Summoning television channels ; agreements with channels.
- Month 2 - 4 :** Preliminary visits.
- Month 3 - 6 :** Training workshops.
- Month 4 - 8 :** Production of the TV spots.
- Month 8 - 9 :** Elaboration of project memorandum.
- Month 5 - 8 :** Monitoring and advising visits.
- Month 3 :** Follow-up report.
- Month 6 :** Follow-up report.
- Month 9 :** Technical and financial final report.

9. INSTITUTIONAL FRAMEWORK :

TV Cultura is a non-profit Civil Association dedicated, since 1986, to the development of alternative communication in Peru. Its objectives are to produce and disseminate education and cultural video programmes supporting development processes in Peru. It has organized a network of more than 135 television channels in the main cities of the country, through which it produces and distributes a wide range of education and cultural materials that are broadcast by these channels in the time cases dedicated to local programming. TV Cultura is affiliated to the National Association of Centres and to the World-Wide Association for Christian Communication (WACC). In addition, it maintains cooperation links with *USAID*, *Manos Unidas* (Spain), *CEBEMO* (The Netherlands), *Development and Peace* (Canada), *Broederlijk Delen*, Embassy of Spain, *DIAKONIA*, *CROCEVIA*, *Oxfam America*, *INTERMON* and *Evangeliches Missionwerk*.

10. SUSTAINABILITY :

The project proposes to train journalists from 30 local TV channels members of RED TV, currently producing their own news TV programmes. The project does not propose the creation of new time cases that would mean additional economic investments, but to take advantage of the already existing ones.

During the last four years, the majority of channels summoned to participate in the project have been working with TV Cultura in building up a television for citizenship.

11. FRAMEWORK OF MONITORING :

The monitoring team will include a project director and a coordinator. They will visit local TV channels, offering advice on matters that call for additional professional training. Support will allow making adjustments to the work carried out by journalists, including selection of news, sources and partners, as well as technical aspects such as production.

The progress and final reports will be established in collaboration with UNESCO.

12. EVALUATIONS CARRIED OUT :

TV Cultura has been working with TV channels of the RED TV network since 1999. 7 training workshops have been carried out for the joint production of television programmes in each locality. As outcomes of that process the following projects and results have been achieved :

Democracy yesterday and today : Implemented between May 1999 and April 2000, it aimed at generating space for public discussions about the essential aspects of democracy and building of citizenship in 20 cities.

National campaign for a responsible and informed vote : It has been developed by IDS, TV Cultura and IDL between January and June 2001 in response to the call to new general elections for the year following Fujimori's regime.

Television for citizenship : The objective of this project, conducted between August 2000 and November 2001, was to induce TV channels, members of the RED TV network to incorporate local development issues in relation with democratic interests and concerns. It was broadcast in 39 cities.

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING :

The progress and final reports will be elaborated according to UNESCO requirements.

C. ADDITIONAL INFORMATION

PREPARATORY ACTIVITIES COMPLETED PRIOR TO SUBMISSION OF THE PROJECT TO IPDC

Since 1999 TV Cultura has developed different projects with RED TV for building up television for citizenship. To date, this has meant 7 training workshops in Lima, Tarapoto, Cuzco, Arequipa and Trujillo ; joint production of 3 TV programmes: "*Democracy yesterday and today*" (10 broadcasts in 2000), "*Agenda electoral*" (6 broadcasts in 2001) and "*Pantalla viva*" [The living screen] (39 broadcasts in 2001) ; follow-up visits (technical and production aspects) during 4 years to television

transmitters ; distribution of various audio-visual materials (manuals, books, bulletins etc.) produced by TV Cultura and other institutions.

CONTRIBUTION FORESEEN BY THE BENEFICIARY AGENCY DURING THE PROJECT PERIOD

TV Cultura’s financial contribution to the project includes the costs of video equipment for the training workshops and two part-time assistants : a production assistant for the video memorandum and a monitoring coordinator.

D. BUDGET

1. BREAKDOWN OF IPDC’S CONTRIBUTION (in US\$) :

• Two 3-day preparatory missions to the host cities of the training workshops to coordinate logistics : accommodation, subsistence, equipment, etc. :	402
• 2 training workshops :	17 010
• Elaboration of the project’s memorandum (including a summary video) :	6 300
• Part-time production assistant :	1 000
• 30 follow-up missions to local TV stations (at the end of the training phase) :	3 288
• Part-time monitoring coordinator :	2 000
• Monitoring :	1 000
<u>TOTAL :</u>	<u>31 000</u>

2. BREAKDOWN OF THE BENEFICIARY AGENCY’S CONTRIBUTION (in US\$) :

• Video equipment for the workshops :	1 000
• Production of 480 television spots :	24 000
• Part-time production assistant for the video memorandum :	1 000
• Part-time monitoring coordinator :	2 000
<u>TOTAL :</u>	<u>28 000</u>

TONGA

A. PROJECT IDENTIFICATION		
1.	TITLE	Contributing to Alleviation of Poverty through Media for outlying Islands-Development and Disaster Program
2.	NUMBER	PDC/24 TON/01
3.	CATEGORY OF MASS MEDIA	Radio and Television
4.	IPDC PRIORITY AREA	Community media
5.	SCOPE (NATIONAL, REGIONAL, INTERREGIONAL)	National
6.	TYPE OF ASSISTANCE REQUESTED	Training and equipment
7.	TOTAL COST OF PROJECT	US\$ 124,424
8.	AMOUNT REQUESTED FROM IPDC	US\$ 40,000
9.	BENEFICIARY BODY	Tonga Broadcasting Commission, TBC
10.	IMPLEMENTING BODY	Tonga Broadcasting Commission and UNESCO
11.	PROJECT LOCATION	Tonga Broadcasting Commission
12.	PROJECT PREPARED BY	Katalina Uili Tohi, Chief Administration Officer, Tonga Broadcasting Commission
DECISION OF THE BUREAU:		

B. PRESENTATION

1. BACKGROUND AND JUSTIFICATION

Radio and Television broadcasting is significant for a country like Tonga where more than half of the population live in isolated islands separated by vast areas of seas. The communication value of radio and television broadcasting is essential for national integration providing education, information and entertainment, and to preserve cultural integrity for the people of Tonga.

The TBC is in charge of the national AM radio, an FM radio and TV. The AM radio is heard in all islands. The other media outlets are mainly heard in the capital island. These include: a religious foreign and two locally owned TV stations, three FM stations, one weekly government and one weekly private newspaper and two monthlies (a newsletter and a magazine).

The share of foreign content in the three privately owned TV stations is about 95%. TBC's TV Tonga is seeking to produce as much local content as possible. About 45% of its programmes is now local.

The mission of the TBC is to deliver to all people of Tonga quality programmes, education, news, information and entertainment. To be able to accomplish its task, TBC supports the freedom of expression and free flow of information. It seeks to develop its services to the best advantage of the Kingdom thus serving a pivotal role in the development of the country. It fills a major need in strengthening the nation's unity and solidarity by informing the public of the Government's policies and plans for improving people's lives. On the other hand, the public uses radio and television Tonga to communicate to government about what they think and how their policies might help or affect the people.

TBC's production unit produces programmes ranging from children's educational and women's developmental to agricultural, environmental, fishery, health and other community based programmes. Furthermore, TBC provides programme time to many government bodies and community groups, altogether 36 hours a week, and organizes panel discussions, interviews with citizens at random as well as telephone talk back shows on current affairs issues that affect their lives. This way, TBC promotes the free flow of information, freedom of speech and expression.

To further promote this pivotal role, this project seeks support for the TBC programme unit in form of both training, equipment and support to the production. The equipment is necessary to maintain the programme production levels both in terms of quality and quantity. The programs to be produced under this project will be simulcast on both radio and television. The TBC has always wanted to carry out these productions but related problems have made it impossible.

2. DESCRIPTION OF THE TARGET GROUPS

This programs that will be produced will benefit the following target groups:

- | | | | |
|-------|----------------------------|---|--|
| (i) | Agriculture | : | Growers |
| (ii) | Water supplies, irrigation | : | Growers, community at large |
| (ii) | Fisheries | : | Fishermen |
| (iii) | Tourism | : | Tourist Operators, Community based tourist operators |
| (iv) | Handicrafts | : | Families, Home economy |
| (v) | Nutrition, Food Security: | | Families, Home economy |

- (vi) Drinking Water : Families, Home economy
- (v) Health, hygiene : Families
- (vi) Environment : Community at large
- (vii) Drugs, Alcohol : Youth, children.
- (ix) Early warning on natural disasters and other urgent government messages : Community, country at large

3. IMMEDIATE OBJECTIVES

- Upgrade selected pieces of equipment.
- To produce local content on development topics including (i) 24 TV and radio programs will be produced on topics listed in point 2 above; (ii) another 24 radio and TV programs will be produced with particular attention to the women's participation in community development and alleviating poverty; and (iii) 260 TV and radio programs will be produced on the impact of poverty on young people and children.

4. DEVELOPMENT OBJECTIVE

- Improve access to information by communities.
- Create awareness on models projects seeking to raise living standards of the people.
- Contribute to poverty alleviation by advancing community capacity to wealth sharing.
- Promote positive government participation in community development.
- Promote national integrity, solidarity and unity through community approach.

5. PROJECT INPUTS

- Equipment
- TBC trainer to train staff in how to use the equipment
- External trainer to train staff in production techniques
- Staff salaries for the TBC trainer, trainees/production teams
- Travel costs of the production teams to the outer islands
- Production materials
- Editing costs, transmissions of the programs

6. PROJECT OUTPUTS

- Six staff members will be fully trained for the production
- Production and broadcasting of 48 TV and radio programmes at 30 minutes each
- Production and broadcasting of 260 TV and radio programmes for youth and children
- (All produced TV programs will be dubbed for radio purposes.)
- The share of local TV content will increase from 45% to 90%, including 20 % of news.

7. ACTIVITIES AND THE WORKPLAN

- Month 1: The work plans will be reviewed and revised in line with IPDC funding level. Approval of the equipment specification, ordering of the equipment. UNESCO in collaboration with TBC will identify the trainer in programme production.
- Month 4: Install the equipment. Organize training by TBC trainer in the use of the equipment.
- Month 5: TBC production teams (2 team x 3 members - a producer, a cameraman, a director) will make the basic research for the programmes and prepare first outlines for them.

Organize the first training course in programme production for six staff members of the production unit, including elaboration of the outlines for the first programmes and other pre-production topics.

- Month 5-6: TBC teams will conduct the field research and shoot the related materials in the outer islands. TBC teams will finalize the scripts, overlay, audio etc.
- Month 6: Organize the second training course, including review of the manuscripts, the editing of the first programs on DV CAM tapes, and editorial review of the programmes.
- Month 7: Adjust the audio of the first programs for radio
- Month 7-8: TBC will start broadcasting the first programs.
- Months 8-18: TBC will finalize and broadcast the full series of programmes over a period of 18 months.
- Month 12: Organize the third training workshop to evaluate the project results by then and recommend corrective action for the remaining period.

8. INSTITUTIONAL FRAMEWORK

The TBC management will order the necessary equipment and train staff in their use. UNESCO will identify an expert on program production to train six staff members of the Production Unit. The execution of the project will be managed by TBC and there will be a consultative committee composed of the representatives from the following government departments: Agriculture, Health, Environment, Women's and Youth representatives. This committee will contribute their expertise to the programs and identify key people in the islands to be involved. The programs will be participatory in order to ensure that the voice of the communities will be heard.

9. SUSTAINABILITY

The TBC staff will maintain and make use of both the equipment and the training programs.

10. FRAMEWORK OF MONITORING

Monitoring of the project will be carried out by UNESCO.

11. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING

The Tonga Broadcasting Commission will submit to UNESCO a report on project progress on a four- monthly basis, after the implementation of the project, and at request.

C. ADDITIONAL INFORMATION

Provide information on:

a) Previous IPDC support received by the country

Project code	Name	Amount
IPDC/7TON/01	Community broadcasting	122000
IPDC/13TON/01	Video Production Development Project (TONGAVID)	94000
IPDC/16TON/01	News computerization project (TONGACOM)	66000

b) Preparatory activities completed prior to submission of the project to IPDC

TBC management committee has endorsed the proposed project. A Production Unit comprising of six people has been set up. A series of meetings with key people from various government and non-

government organizations has been held to seek their views on the project. Identification of cheap equipment is in process. Talks have been held with the National Commission for UNESCO.

c) Contribution foreseen by the beneficiary agency during the project period

Provide location for training; Pay staff salaries; Help in installation of equipment; Maintain equipment; Coordinate the implementation of the project; Report on the implementation.

d) Assistance sought other than IPDC. None

D. BUDGET

1. Breakdown of IPDC's contribution (in US\$):

Description	Costs
Non-Linear Editing:	
1 G4 Apple Computer with final Cut Pro 2 / 1 Printer	
1 TV Monitor	10,000
Logging:	
1 DSR – 30 Recorder	
1 TV – Monitor / 1 Computer with Printer	10,000
TOTAL equipment	20,000
Training	
3 Return Airfares for the extenal trainer	4,500
Fee (6 weeks, including preparation and distance training)	7,000
Per diem : 1 trainer x 4 weeks	3,500
Training and production m aterials	4,000
Monitoring	1,000
TOTAL Training	US\$ 20,000

2. Breakdown of the beneficiary agency's contribution (in US\$):

<p>a) Staff 5 Programmers: 30,000</p> <p>b) Travel 2 Airfare – Nuk/Niuatop/Nuk:970 2 Return Airfare– Nuk/Niuafou/Nuk : 1,106 Per diem : 2 staff @ 14 days each: 2,240 2 Return Airfare Nuk/Vava'u/Nuk: 600 2 Return Airfare Nuk/Ha'apai/Nuk: 350 Per diem 2 staff for 16 days each: 2,560 2 Return Airfare – Nuk/Pangai/Nuk: 350 2 Per diem for 7 days: 1,120 Transport Costs to 'Uiha, Ha'afeva, Ha'ano & Nomuka: 500 Per diem for 2 staff (10 days each): 1,600 2 Return Airfare to 'Eua: 128 Per diem for 2 staff for 7 days: 1,120</p>	<p>c) "ON AIR" COSTS 48 TV programmes of 30mins each @ \$100 per 30 mins : 4,800 260 TV progs @ 1hr @ \$200 : 5,200 Radio Programmes: 24 radio progs at 30mins for development : 2,400 24 radio progs at 30 mins for women : 2,400 260 radio progs at 1 hr : 26,000</p> <p>d) Proposed Sharing Budget Capital Costs : 20,000 Training : 20,000 On-Air Costs : 39,800 Salaries/Trav. Allowances : 43,624 Total Cost : 124,424 Financial Assistance Sought: 40,000 TBC Cost : US\$ 84,424</p>
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VIETNAM

A. PROJECT IDENTIFICATION		
1.	TITLE	Improving Youth News at VTV
2.	NUMBER	PDC/24 VIE/01
3.	CATEGORY OF MASS MEDIA	Television
4.	IPDC PRIORITY AREA	Human resource development
5.	SCOPE (NATIONAL, REGIONAL, INTERREGIONAL)	National (with possibility of expanding to regional)
6.	TYPE OF ASSISTANCE REQUESTED	Financial assistance for survey on TV programmes, training and pilot program production
7.	TOTAL COST OF PROJECT	US\$ 48,300
8.	AMOUNT REQUESTED FROM IPDC	US\$ 29,000
9.	BENEFICIARY BODY	Vietnam Journalists Association (VJA) 59 Ly Thai To St. Hoan Kiem Dist. Hanoi, Viet Nam.
10.	IMPLEMENTING BODY	UNESCO
11.	PROJECT LOCATION	Hanoi, Vietnam
12.	PROJECT PREPARED BY	VJA in consultation with UNESCO Hanoi Office, and ACI for Asia
DECISION OF THE BUREAU:		

B. PRESENTATION

1. BACKGROUND AND JUSTIFICATION

This project seeks IPDC support for Vietnam Television to develop new youth programme formats particularly in news and current affairs areas for the young population in Vietnam as a specific target group.

Central Vietnam Television (VTV) is at the moment telecasting over five channels, with a total daily airtime of more than 60 hours. VTV has additionally a network of both regional and provincial TV-stations. Approximately 85 per cent of Vietnams population of 80 million people has access to VTV channels. The development of cable networks in major cities is at an early stage with 30,000 subscribers.

Lack of visual and content quality does not yet match up with the quantity of the broadcasting. The range of broadcasted programs is wide, with entertainment programs as most popular. A burning issue and serious problem is the lack of interest among the viewers to watch news programmes. Surveys show that the rating figures of the daily newscasts (of total 2,5 hours) are less than 10 %. The focus of domestic news and current affairs programmes has been on reporting central level politics. VTV has recognized the problem and is urging the news departments of VTV to have a more down to earth approach and to do more reporting on the ordinary life of people.

Vietnam is a very youthful nation, as nearly 1/3 of the population are in the 10-24-age bracket. Rapid social change in Viet Nam places much stress on young people, who find themselves caught between traditional values and emerging new ones. It would be of a great importance for mass media, and especially for the television to reach the young population and to enhance their interest in news and current affairs, i.e. societal issues. At the moment there are no news and current affairs programs on the television targeting the youth. Issues and topics that are relevant to and important for the young are also not given a high priority in the existing news programming. The project will survey and analyse the youth perceptions on current programmes and identify their discrepancies, conduct training for producers and TV staff on innovative approaches programme production and support the production and testing of at least 14 of pilot programmes targeted at the youth, eventually to use as training aides.

2. DESCRIPTION OF THE TARGET GROUPS

The training course of the project involves professional news journalists, producers, TV-directors and technical staff (editors/cameramen), as well as trainers of journalists. The participants represent not only central VTV, but also regional and provincial TV stations, as well as training institutions of journalists, both from VJA and other establishments. The ultimate beneficiaries of the project are the young of the country.

3. IMMEDIATE OBJECTIVES

- To train the 15-20 media professionals in youth news program production and to acquaint them to new ways of presenting and producing television programs. The training course will last for altogether 4-5 weeks.
- To produce and broadcast pilot youth news and current affairs programs which are relevant and appealing to the youth.

4. DEVELOPMENT OBJECTIVE

- To strengthen the capacity of VJA as well as the professional know-how of trainers at the VJA training centre;
- To promote the efforts of diversifying and strengthen the role of VTVs news sections, both central and provincial, with a public service mandate in mind;
- To advance young peoples understanding about the world they live in and to serve their needs of information:
- To provide the young a platform for expressing themselves;
-

5. PROJECT INPUTS

- Trainer (s)
- Training facility and equipment
- Training courses
- Support to production of pilot programs

6. PROJECT OUTPUTS

- TV-program analysis on youth perceptions on TV news and current affairs
- 15-20 TV producers trained in producing improved news and current affairs programmes
- Innovative news and current affairs program format targeted at the youth are developed, tested and introduced.
- 14 pilot programmes of high viewer appeal produced and broadcast produce as models
- Approaches to the production of TV news programmes are improved

The tangible result of the course is pilot productions of the youth news and current affairs program format developed by the course participants.

The project will additionally result in information about the needs and expectations of the potential audience of youth news and current affairs programs. A survey on this will be executed as part of the preparation of the training course.

Developed training methods and materials will be used for further training of media personnel.

7. ACTIVITIES

- Survey among youth perceptions on current programmes
- Preparation of training course curriculum
- Training course
- Project evaluation

8. WORK PLAN

Month 1-2	Survey on young peoples perception on television programmes
Month 3-4	Preparation for training courses
Month 5-6	Training courses conducted
Month 7-8	Production and evaluation of TV programmes
Month 8	Introduction of new programme formats into VTV broadcasts
Month 12	Project evaluation

9. INSTITUTIONAL FRAMEWORK

An established workgroup consisting of members from Vietnam Journalists Association, Vietnam Television and UNESCO Hanoi Office, will oversee the execution of all components of the project under the supervision of Adviser for Information and Communication..

10. SUSTAINABILITY:

As the National Broadcaster the VTV will ensure the sustainability of the newly introduced programmes.

11. FRAMEWORK OF MONITORING

Adviser for Communication and Information in Asia will monitor the project in close collaboration with UNESCO Hanoi Office.

12. EVALUATIONS CARRIED OUT

Evaluation of previous IPDC projects:

1. Building of a School for the further training of Radio reporters (PDC/11 LIFE/01) ;

Conclusions: All of the project objectives were achieved. Studio and field equipment are fully used and the stage is now set for the Radio the Voice of Vietnam to update its newscasts and present them in a modern journalistic style. It is also better equipped to organise training and orientation placement and to take the best advantage of the training opportunities provided by outside organizations.

2. Non-formal education by radio and television (PDC/14 LIFE/01)

Conclusions: The project achieved its objectives in Hanoi and Hatay provinces. However, as neither stations has long distance transmission capacity, so that they are restricted to urban areas, the evaluator suggests that the next phases of the project should be devoted to enhancing production facilities in the field in order to increase the level of public participation and make the new function more efficient.

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING:

VJA will provide progress report to UNESCO in every four months after the commencement of the project. Any deviation from the work plans will be discussed and agreed upon with UNESCO before implementation.

C. ADDITIONAL INFORMATION

Previous IPDC Projects in Vietnam (since 2000)

1. 352VIE91 – Ho Chi Minh Broadcasting Training College Project (US\$ 46,000)
2. 353VIE5011 Vietnam News Agency: catalysing talent and application of modern technologies. (US\$ 31,000)

VJA has not been a beneficiary of IPDC projects in recent years.

The experience from other countries show that there is a high demand of youth news and current affairs programs and that such programs are relevant for the fulfilment of the public service mission of the national television corporations. The VTV programmes can be improved to include the

following elements: a) Providing background information to current events and news stories, b) while at the same time showing the relation between individual events and context. c) Topics that are relevant and important to the youth are given as much attention as the main news subjects covered by the regular news shows. d) Special emphasis is put to the visual and textual (spoken) storytelling. d) The programs give a voice to young people by providing opportunities for them to express their thoughts and concerns. e) Some kind of interactive elements are usually incorporated in the program formats.

The Vietnam Journalists Association is currently strongly developing its capacity in training media professionals in collaboration with the French L'Ecole Supérieure de Journalisme de Lille. The training centre of VJA was established in 1999 and is currently being equipped with modern technology for both printed and electronic media work. The participants of the training courses arranged at the centre usually represent different organizations. This secures a more broader diffusion of the generated new knowledge and know-how outcomes, in comparison to regular in-house training schemes.

D. BUDGET

1. Breakdown of IPDC's contribution (in US\$):

1. Survey on youth perception on television programmes	3,000
2. Training and production consultants	8,000
3. Training Course costs	10,000
4. Production cost for pilot programmes	7,000
5. Project monitoring	1,000
TOTAL	29,000

2. Breakdown of the beneficiary agency's contribution (in US\$):

1. Logistics, administrative support and communication	5,000
2. Staff salaries	10,000
3. Project reporting	1,500
TOTAL	16,500

PRINT MEDIA

ASIA AND THE PACIFIC

A. PROJECT IDENTIFICATION		
1.	TITLE	Newspaper Management for Women Journalists in Asia
2.	NUMBER	PDC/24 RAS/04
3.	CATEGORY OF MASS MEDIA	Print Media
4.	IPDC PRIORITY AREA	Human resource Development and Promotion of Media Freedom
5.	SCOPE (NATIONAL, REGIONAL, INTERREGIONAL)	Regional (Southeast Asia and South Asia)
6.	TYPE OF ASSISTANCE REQUESTED	Capacity Building of Women Journalists in Developing Countries in Asia
7.	TOTAL COST OF PROJECT	US\$ 70,740
8.	AMOUNT REQUESTED FROM IPDC	US\$ 55,740
9.	BENEFICIARY BODY	Asian Media Information & Communication Centre (AMIC)
10.	IMPLEMENTING BODY	AMIC, Jurong Point PO Box 360, Singapore 916412, Singapore. Tel: +(65) 67927570 Fax: + (65) 67927129
11.	PROJECT LOCATION	Southeast Asia and South Asia (Workshop in Bangkok, Thailand)
12.	PROJECT PREPARED BY	Jose Maria G. Carlos, AMIC Secretary General
DECISION OF THE BUREAU:		

B. PRESENTATION

1. BACKGROUND AND JUSTIFICATION:

Media has played a significant role in addressing women living in Asia. Women struggle to make their voices heard in societies that are deeply rooted in their socio-cultural traditions. Similarly, those employed in the media find themselves working in rigid media environments which are invariably male dominated. In the newspaper industry, more women are increasingly being employed, and those who manage to climb to important decision making roles face problems of working with staff who are steeped in socio-cultural traditions of the society which see women as inferior to men. This from a management perspective is a difficult scenario of having to work with mindsets that seem to reinvent the traditional idea about women found in the society into the organizational set up of media/press rooms they work. It is manifested in a variety of ways such as differences in wages/salaries, sexual harassment, lack of support mechanisms for workingwomen, and unequal opportunities for promotions and training.

Despite the small successes of women's involvement in the print media, women journalists continue to face problems that hinder the advancement of their status and the attainment of equal status as that of their male counterparts.

Men and women have equal rights in the media. The attainment of freedom within the work environment and achieving equal status cannot be achieved in isolation from one another. If women do not enjoy the same opportunities for access and expression as men, media freedom will not be achieved. To address the unequal opportunities in promotion and training among women and rectify misconceptions about their capabilities within media environments, we propose to hold a five-day workshop on newspaper management for women editors/journalists in the region. Using a combination of theory and practice, the workshop will cover contextual topics such as what makes a good newsroom manager, how to manage newspaper's human resources and how to promote a better work environment that is gender sensitive, and how to develop and implement an editorial policy and how to manage change, crisis and conflict. It will have management skills upgrading exercises such as in effective interpersonal communication, team building and leadership styles. The project will also facilitate better improvement in the investigative capacity of women who will identify, analyze and synthesize management dilemmas and responses. This exercise will produce case studies and best practice models/scenarios within the context of their country's developments and industry practices.

The methodology will include discussion of management issues, and sharing of experiences and insights, and training by the case study/best practice approach. The project will produce case studies and best practice models of effective newsroom management, which will serve, as tools for the discussion and for a book publication to be disseminated to selected newspaper companies and academic institutions in the region. We will conduct a post-training survey among the participants after 3-4 months on how they used the training they received from the workshop in their work situations and what were the results and their suggestions for future work in this area. Recommendations will be incorporated in the book.

2. DESCRIPTION OF THE TARGET GROUPS:

The immediate beneficiaries of the project are the following:

- Women News Editors
- Senior Journalists identified as potential supervisors

(Two women participants will be invited from India, Pakistan, Nepal, Bangladesh, Sri Lanka, Malaysia, Philippines, Thailand, Indonesia, Cambodia, and Vietnam)

3. IMMEDIATE OBJECTIVES:

- Train 22 journalists/news editors from 11 Asian countries in a five-day workshop
- Publish 700 copies of a book on newspaper management.(contents will be drawn from the workshop)
- Distribute the book to selected individuals and institutions in media and academe in the region.

4. DEVELOPMENT OBJECTIVE:

- To further train women journalists/news editors in newsroom management, enhance their investigative capacity in identifying and analysing management dilemmas and responses, thereby empowering women to increase their participation and decision making in newspaper operations, and to enjoy equal opportunities for access and expression as men, necessary as a whole for the attainment of media freedom in the region.

5. PROJECT INPUTS:

- Two Trainers (a specialist in management & communication and the other in gender issues)
- Two Resource Persons
- 22 Women Journalists/news editors

6. PROJECT OUTPUTS:

- 22 women Journalists/news editors will be further trained in newsroom management
- 22 Case studies (including best practice models) on newsroom management dilemmas and responses from 11 countries in Asia will be generated from participants as part of the project's aim to enhance their investigative capacity in identifying and analyzing management dilemmas and responses in Asia.
- At least 4 Discussion papers from trainers and resource persons/experts will be produced
- Book on newspaper management in Asia will be published.

7. ACTIVITIES:

- Preparation and identification/invitation of participants, and resource persons
- Preparation and submission of case studies from 11 countries
- Planning and Organization of the 5-day seminar/workshop
- Consolidation and finalization of manuscripts for the book
- Project Evaluation
- Book Editing/printing and distribution

8. WORK PLAN:

- Preparation/Invitation of participants: Month 1-2
- Case study preparation/ submission Month 2-4

- Planning/organization of workshop Month 5-6
- Manuscript consolidation Month 7-9
- Editing/printing/distribution Month 10-14
- Project Evaluation Month 14 (will be done concurrently)

9. INSTITUTIONAL FRAMEWORK:

- The Asian Media Information and Communication Centre (AMIC) will implement the project. It will identify the participants, trainers and experts in the region with consultation from UNESCO and AMIC country representatives. AMIC is a non-government and non-profit organization committed to the development of media professionalism in the region. It has partnerships with regional and international institutions and close collaboration with the School of Communication and Information, Nanyang technological University, Singapore (where it is located) in the area of research, publications and conferences.
- AMIC is a major resource for communicators in Asia. It serves as a clearinghouse of information, an initiator and implementor of research activities, seminars and training workshops, a publication house specializing in communication issues and a focal point for communication scholars and practitioners to exchange ideas and experiences, as well as to plan and work for the future.

10. SUSTAINABILITY:

- Since AMIC is a major resource for communicators in Asia, the initiatives taken under this project will be sustained through follow up efforts and projects. Specifically, AMIC's newsletters, bulletins, journals and website will continue to focus on the subject even beyond the period of the proposed project. Through its country representatives in the region, AMIC will pursue local initiatives and funding to holding similar workshops on newspaper management for women journalists.

11. FRAMEWORK OF MONITORING:

The UNESCO Adviser for Communication and Information will monitor the project.

12. EVALUATION CARRIED OUT

The Swedish International Development Cooperation Agency (SIDA) evaluated the AMIC projects they funded in the years 1991 and 2001. They included a series of research work and seminars on the role of media in promoting human rights, good governance, and freedom of information in Asia. The evaluation was carried out to improve SIDA's initiatives in the region and strengthen partnerships with NGOs and other institutions in the region. Final evaluation report is due in December 2003.

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING:

AMIC undertakes to report on project progress on a four -month basis

C. ADDITIONAL INFORMATION

- AMIC received IPDC support for the training of journalists on management of environmental information resources (352RAS81) approved at the 18th IPDC session. IPDC also approved in

its Council meeting in March 2003 an AMIC project on promoting editorial independence and pluralism through research, regional workshop and media kit production. Funds have yet to be received for this recent project.

- AMIC will provide logistical support, cover most of the staff costs during the implementation of the project. Moreover, AMIC vast resources on media issues will be used to add substance to the workshop and its wide networking in Asia will be exploited to identify qualified participants and resource persons/experts.
- No financial assistance has been sought for this project other than from the IPDC

D. BUDGET

1. Breakdown of IPDC's contribution (in US\$):

Description	Budget in US\$)
Planning and organization of workshop	3,300
Regional Training Workshop and Book Publication	50,440
Project Monitoring	1000
Communication	1000
TOTAL	55,740

2. Breakdown of the beneficiary agency's contribution (in US\$):

Description	Budget in US\$)
Logistics, administrative support	4000
Staff salaries	10000
Project reporting	1000
TOTAL	15000

DETAILED BUDGET

US\$

Breakdown of IPDC Contribution

1. Planning and Organization of Seminar/Workshop

Preparatory Meeting with trainers to cover	
airfare	1,500
hotel accomodation	1,000
meeting meals	500
ocal transportation	300
SubTotal	3,300

2. Regional Seminar/Training Workshop (Bangkok)

Honorarium for Trainers (2 persons x 1,500 @)	3,000
Preparation/Writing of Case Studies (US\$300@ x 22 journalists)	6,600
Airfare (20 participants from 11 countries x average US\$700@)	14,000
Airfare for 2 trainers, 2 resources persons/experts and 2 AMIC staff	4,800

Hotel Accommodation (26 participants x 7 nights x US\$70)	12,740
Per diem (26 participants x US\$30 x 6 days)	4,680
Meal Package (US\$20 x 6 days x 28 participants)	3,360
Audio visual rental (computers, printer and LCD projector)	3,000
Local Transportation	1,000
Book Publication/Distribution	10,000
cover design and copy editing	1,500
Typesetting	2,500
Book printing	4,500
Distribution/mailing	1,500
SubTotal	50,440
3. Project Monitoring	1,000
5. Communication	1,000
TOTAL	55,740

Breakdown of AMIC Contribution	US\$
Logistics, Administrative support (to include use of office space and supplies, computers and printer, photocopy of papers	4,000
– Staff salaries	10,000
– 1 senior coordinator	5,000
1 junior coordinator	3,000
finance executive	2,000
– Project Reporting	1,000
TOTAL	15,000

ASIA AND THE PACIFIC

A. PROJECT IDENTIFICATION		
1.	TITLE	Cross-border journalism in South Asia
2.	NUMBER	PDC/24 RAS/05
3.	CATEGORY OF MASS MEDIA	Print Media
4.	IPDC PRIORITY AREA	Media pluralism
5.	SCOPE (NATIONAL, REGIONAL, INTERREGIONAL)	Regional (South Asia)
6.	TYPE OF ASSISTANCE REQUESTED	Financial support for research and writing 'cross-border' reporting projects
7.	TOTAL COST OF PROJECT	USD 67,600
8.	AMOUNT REQUESTED FROM IPDC	USD 32,800
9.	BENEFICIARY BODY	South Asian 'gatekeeper' professionals in media, academia, government, business and activism.
10.	IMPLEMENTING BODY	Himal (South Asian) Magazine GPO Box 7251, Kathmandu, Nepal Tel- 977-1-5543333, Fax: 5521013
11.	PROJECT LOCATION	Kathmandu, Nepal
12.	PROJECT PREPARED BY	Editors of Himal (South Asian)
DECISION OF THE BUREAU:		

B. PRESENTATION

1. BACKGROUND AND JUSTIFICATION:

Since 1988, Himal magazine has played a pioneering role in promoting “cross-border journalism” in South Asia, seeking to keep the door open in an era when the sharing of information, news and opinion between the countries of the region has been increasingly constricted. Even though the volume of news and opinions being printed and aired is bigger than ever, it is also more ‘one-sided’ than ever. This media one-way street makes for a dangerous situation because of the regularity with which the region is encountering geopolitical flashpoints.

Since it converted from a Himalayan to a South Asia magazine in March 1996, Himal has been developing further the concept of ‘journalism sans frontiers’, where independent opinion and dispassionate reportage go against the tide of ultra-nationalism, communalism, and societal short-sightedness of all kinds. Himal’s specialty has been to provide extended space to allow good reporters and essayists to present their ideas in full. Financial constraints related to publishing a ‘serious’ publication with cross-border vision has kept us from providing such assignments.

Himal South Asia plans to select some of the best writers and journalists of South Asia and giving them extended reporting assignments, including travel, to deliver full-length, gripping accounts of a few of the many cross-border issues that exist in the region. It is in this connection Himal South Asia requests IPDC’s support to make possible to six full-length essays/reports, based on in-depth research, cross-border travel and extended reporting. The magazine will reach about 12,000 readers, but will have an immediate impact (though readership in libraries and multiple use among students) on about a hundred thousand critically important decision- and opinion-making categories of South Asia

2. DESCRIPTION OF THE TARGET GROUPS:

The immediate beneficiary is the significant ‘gatekeeper’ readership of Himal magazine, concentrated in the main metropolis of South Asia, which is made up of decision- and opinion-makers in media, academia, bureaucracy, business and activism. By sensitizing these groups to issues raised by the various components of the project, Himal hopes to bring about definitive changes in the societies concerned, so as to positively impact the larger mass population.

3. IMMEDIATE OBJECTIVES:

To support for six writers/authors in their research and travel over a 12-month period, to produce well researched investigative content on in-depth cross-border coverage in the following areas:

1. Satellite Media News and the South Asian Footprint
2. Gas Pipelines and the Peace Pipe
3. The Dead Rivers of South Asia
4. The English Press and the ‘Language’ Press.
5. Culture across political boundaries
6. The Agricultural Neglect

4. DEVELOPMENT OBJECTIVE:

To help develop a regional awareness and sensibilities on crucial issues and thereby to build empathy among the various population groups in South Asia for a shared vision.

5. PROJECT INPUTS:

Honorarium for authors
Photography support
Communication support
Travel support
Research support

6. PROJECT OUTPUTS:

Six full-length essays/reports will be published in Himal magazine; also, special mailers to key players, website projection, and cross-border debate in print and on website. The longer-term output includes continuation of discourse beyond Himal, leading also to talks, lectures and workshops by the reporters and essayists..

7. ACTIVITIES:

- Six essayists/reporters to be handed assignments according to the subject-areas described.
- Editing, publication and distribution of the essays/reports through Himal magazine, followed up by various activities to continue the discourse.

8. WORK PLAN:

Month 1: Selection of writers
Month 2-3: Travel grants for research
Month 3: Commencement of reporting and assignment assessments
Month 4 - 9: Publication of articles in Himal South Asia
Month 5-9: WEB publishing of articles
Month 10: Project evaluation

Each writer/researcher to be provided with a two month period to research and one month for writing and for editing. Assignments to be spaced so that one article is published every other month at the maximum.

9. INSTITUTIONAL FRAMEWORK:

This project will be implemented through the existing editorial and management structures of Himal magazine for effectiveness, efficiency and punctuality. The editorial and managerial processes of research, scouting, assignment, editing, printing and distribution already available at the magazine will be utilised to complete the project, which will also, most importantly, ensure the 'journalistic flavour' of the output.

10. SUSTAINABILITY:

Himal magazine hopes to take advantage of this project to provide its select readership with the kind of articles it has not always been able to produce due to financial shortfall. The IPDC support, if provided, would give Himal with the momentum to continue with this kind of assignment in coming years on its own.

11. FRAMEWORK OF MONITORING:

UNESCO Adviser for Communication and Information, based in Delhi, would be requested to monitor the project, by demanding a report every four months with information on each of the six subjects of coverage proposed.

12. EVALUATION CARRIED OUT

Till a few years ago, Himal magazine had received some support from The Ford Foundation as well as NORAD. Evaluations in the past have been done by those organizations. However, Himal today runs without funding support and as its output is continuous (every month), it receives continuous evaluation from its own readers as media critics.

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING:

The beneficiary agency undertakes to report on project progress on a four-month basis. In addition, the UNESCO Adviser for Communication and Information would be provided with copies of the issues of the magazine in which the essays/reports have been published with the support received, as well as information on all other relevant output.

C. ADDITIONAL INFORMATION

- The preparatory activities completed prior to submission of the project to IPDC include continuous activities by the editors of Himal to research the six subjects areas for coverage, including background research, identification of writers/reporters, collection of source materials, and so on.
- No assistance has been sought from sources other than IPDC.
- Previous IPDC support received: none

D. BUDGET

Breakdown of IPDC's contribution (in US\$):

Description	Budget in USD
Honorarium for writer/reporter (6x \$2200)	13,200
Travel expenditure for w/r (6x \$1,000)	6,000
Photography support (6x \$500)	3,000
Research assistance (6x \$500)	3,000
Communications (6x \$500)	3,600
Incidentals (6x \$600)	3,000
Project monitoring	1,000
Total	32,800

Breakdown of the beneficiary agency's contribution (in US\$):

Description	Budget in USD
Quantification of regular editorial support: (6x \$500)	3,000
Special editorial support for one year	15,400
Prorated management and admin. costs (6x \$500)	3,000
Secretarial support	5,000
Overheads	4,000
Special mailers, communications and web support	4,400
Total	34,800

TOTAL COST OF CROSS-BORDER JOURNALISM PROJECT: USD 67,600

Attachment

Suggested topics for Reportorial Essays in Himal (South Asian)

Suggested are subject areas of critical importance for the evolution of a) information- and knowledge-based society, and for peace and security in South Asia in the current context. Above all, the role of culture and its evolution in the modern context is critical for reinstating a sensibility of tolerance among the national societies of South Asia. The following are all individually important topics, and their full-length coverage is something no existing publication other than Himal is geared to at present. Himal will seek some of the best minds among reporters and essayists in the region to complete these projects.

1. Satellite Media News and the South Asian Footprint. Who presents television news that all of South Asia watches and who are the commentators? What kinds of news programmes are aired, and what is their ‘parochial’ content? What is the long-term impact of the existing news programming? Is there a ‘dissonance’ between the advertising market and the reach of satellite television? How do the international channels such as CNN and BBC differ from the ‘regional’ ones? What is the difference in satellite channel viewership in North-South Asia and South-South Asia? What is ownership structure of the major news channels?

Reporting requirement: Meeting with owners of satellite media proprietors, media personalities and producers, as well as media scholars. Travel mainly to North India, South India and Pakistan. Preferred reporter/essayist: a well known former television personality who has ‘moved on’.

2. Gas Pipelines and the Peace Pipe. If it is true that economic interaction will promote political cohabitation, then the best prospects for peace in South Asia may come from economic and infrastructural activity across the national frontiers. One such could be the proposed natural gas pipeline from Iran to India, which would have to pass through Pakistani territory. With Pakistan required to provide international guarantees for the pipeline, and the Indian economy accessing natural gas more economically and efficiently, are there prospects for reduction of tension between these two adversaries of South Asia? An ancillary piece would delve into the export of Bangladesh’s natural gas to the surrounding states of India and beyond.

Reporting requirement: Travel to Teheran, Karachi, Islamabad, New Delhi and Bombay. Meeting current and former diplomats, economists, ‘high-end’ businessmen and women, and ‘fixers’. Preferred reporter/essayist: print journalist with experience packaging full-length articles for ‘review magazines’

3. The Dead Rivers of South Asia. The plight of the South Asian rivers reflects the dislocation being faced by the people whose very civilization began along their banks. While the focus of river activism has mostly been on dam projects, the question of diversion of flows and the resultant shrinking of the rivers has not been a subject that has raised much public concern or activism. Thus, whether it is the flow of the Ravi by Lahore and (further downstream) Multan, the Bagmati by Kathmandu, or the Jamuna by Delhi, the rivers are a trickle of their former selves, devastated by lack of flow, untreated sewage, leaching pesticides, and so on. How does the ‘death’ of these rivers affect the people and the larger environment?

Reporting requirement: Travel along the main (plains) flow of the Ganga and Indus, through towns such as Sialkot, Faisalabad, Multan, Lahore (Pakistan) and Delhi, Agra, Patna, Benaras (India), and

so on. Preferred reporter/essayist: a well-known raconteur author with good grasp of economics, environment, history and culture.

4. The English Press and the ‘Language’ Press. The so-called ‘vernacular’ or ‘language’ press of the northern half of South Asia (Hindi, Nepali, Bangla and Urdu) are generally considered conservative, and sometimes are said to contribute to incendiary communal situations. While this may be true to some extent, the quality enhancement in this sphere has been left almost entirely in the hands of the market. As a result, the evolution of the Hindi and Urdu press, for example, has been tardy, and the ‘vernacular intelligentsia’ in India and Pakistan and elsewhere therefore does not have access to the intellectual resources that have been made available to those who read the English press. What are the trends in the ‘language’ press of the northern half of South Asia and how will it effect the society and geopolitics in the years to come?

Reporting requirement: research in New Delhi (Teen Murthi Library and elsewhere) and travel to the main media centers, including Kathmandu, Dhaka, Karachi, Lahore, Calcutta, Delhi, Lucknow. Preferred reporter/essayist: a media critic.

5. Culture across political boundaries. While recognizing the political boundaries of India, Pakistan and Bangladesh as sacrosanct, the processes of cultural separation which have been ongoing for the past five decades have to be studied for the kind of impact it will have for long-term peace. Can we look forward to the day when there will be enough peace between the nation-states of South Asia that the cultural heritage of these separated parts will once again mingle? This assignment would be divided into two segments, one dealing with Punjab province and Punjab state, and the other with West Bengal and Bangladesh, as well as Northeast India.

Reporting requirement: Research and writing in Lahore, Amritsar, Chandigarh, Calcutta, Dhaka. Meeting cultural personalities, academics, politicians. Preferred reporters/essayists: scholar/cultural expert from in University of Panjab (Chandigarh) supported by a researchers in the University of Lahore, the University of Dhaka, and a research center in Calcutta.

6. The Agriculturalists’ Neglect. All across South Asia, the importance of agriculture as an activity that sustains more than 90 percent of the population – or more than one billion people – has been neglected. The importance given to agriculture in the development discourse itself has slipped, and the liberalisation and globalisation agenda has diverted attention from the one sector that would touch the lives of most people of South Asia. The fact that the national media in each of the country is understandably urban-centric and tends to be English-language dominated also means that the press has not addressed agriculture properly. While ‘glamorous’ and no-doubt-important issues such genetic modification or trade possibility receive relative attention, everyday issues such as famine amidst plenty, misconceived irrigation practices, ground-water depletion, salinisation, loss of agricultural biodiversity, and so on are not being covered with the same diligence. Lack of coverage of agriculture, in the final analysis, means neglect of the agriculturalist. This overall phenomenon will be covered in the proposed essay.

Reporting requirement: Library research and field visits to the most populated but economically depressed rural areas of Bangladesh, India, Nepal and Pakistan, buttressed by discussions with social scientists, cultural historians, and other thinkers. Preferred reporters/essayists: a cultural historian with grasp of economics and sociology.

ASIA AND THE PACIFIC

A. PROJECT IDENTIFICATION	
1. TITLE	JOURNALISM ASIA FORUM 2004: MEDIA ETHICS AND PLURALISM IN ASIA
2. NUMBER	PDC/24 RAS/06
3. CATEGORY OF MASS MEDIA	Print Media
4. IPDC PRIORITY AREA	Media Freedom, Human resource Development
5. SCOPE (NATIONAL, REGIONAL, INTERREGIONAL)	Regional
6. TYPE OF ASSISTANCE REQUESTED	FINANCIAL
7. TOTAL COST OF PROJECT	US\$ 71,500
8. AMOUNT REQUESTED FROM IPDC	US\$ 41,000
9. BENEFICIARY BODY	South East Asian Press Alliance (SEAPA)
10. IMPLEMENTING BODY	SEAPA, 55, Mansion 8, Rajdamnoen Ave, Bangkok , Thailand. Tel: + (66) 2 6290022 Fax: + (66) 2 2800 337
11. PROJECT LOCATION	Manila, The Philippines/SEAPA, Bangkok
12. PROJECT PREPARED BY	SEAPA with ACI Asia
DECISION OF THE BUREAU:	

B. PRESENTATION

1. BACKGROUND AND JUSTIFICATION:

The experience of the Asian press holds a wealth of lessons for countries around the region. The different situations on liberation of the free press in individual countries illustrates the need for regular engagement of the press community across the region in the establishment of a free and accountable press in the course of democratic development. The South East Asian Press Alliance (SEAPA) and its constituent organizations represent an effort from within the press community to strengthen and protect the autonomy of the press from government as well as to promote a framework of ethics and accountability for the media.

As such, the SEAPA experience has provided relevant lessons to other emerging democracies in the region. SEAPA has focused on the need for ethics and professional values as a basis for better journalism. Some of its key partners have produced training modules in ethics in various areas of media coverage: women and gender-awareness, peace and conflict resolution, terrorism, disaster and crisis.

Because the press in Asia grows out of various societal landscapes, SEAPA has also been sensitive to need for promoting greater solidarity among journalists in the region, sharing lessons and learning from the diversity of experience in the different countries of Asia.

SEAPA has established a regional network of concerned journalists and media organizations in the advocacy for press freedom protection. This has involved examining other relevant issues and areas of concern through a regional prism.

Because of this experience, SEAPA supported partner efforts to establish the Journalism Asia Forum and Journalism Asia as an annual publication on the state of the press and its shared concerns in Asia. The annual Journalism Asia forum was held in Manila (2001), Bangkok (2002) and Bali (2003). On its fourth round in 2004, to which the IPDC support is sought, Journalism Asia forum intends to examine the role of the press as a critical tool or mechanism for building knowledge and pursuing development in different kinds of political systems.

This forum provides a yearly venue for reviewing or revisiting a press/media issue or problem from the Asian perspective and based on the realities of Asia. The framework of discussion is a confidence building measure for press communities in emerging democracies. It also provides a reality check for journalists who work in democracies of longer record. The contact with those working in more controlled systems is mutually beneficial, engaging journalists from either side in establishing a “common ground” or articulating shared aspirations or values.

The forum initiates the discussion of the issues reflected in the news and other developments during the past year. The publication creates another level of exchange with the collection of papers and addition of other related material about the state of journalism in selected Asian countries.

This program involves two annual activities. One involves a meeting of journalists, members of academe and civil society in Asia to discuss current issues of the press in different countries in Asia.

Another activity is the publication of an annual report on the state of the press in Asia and a review of the issues as raised by the developments in the region.

CMFR seeks IPDC support to expand **Journalism Asia** by increasing the number of journalists attending the forum from other countries, in particular from Bangladesh, Bhutan, Cambodia, China, East Timor, Mongolia, Myanmar, Nepal, Pakistan, Sri Lanka and Vietnam and increasing the production and distribution of the **Journalism Asia** publication.

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

- Journalists and journalism organizations in Asia.

3. **IMMEDIATE OBJECTIVES:**

- 1) To organize and conduct a workshop conference on the issues of pluralism in selected Asian countries.
- 2) To identify “best practice” models in news coverage that enhances a greater understanding of the “other”—the cultural, ethnic and religious differences as enrichment of Asian communities.
- 3) To discuss through workshop the ethical basis for promoting pluralism in journalism.
- 4) To incorporate the discussion of these principles in articles and case studies to be included in the yearly publication of Journalism Asia 2004.

4. **DEVELOPMENT OBJECTIVE:**

- 1) To promote greater interaction among press communities in Asia, enhance their learning through shared experiences and broaden the media coverage of issues critical to human development in Asian countries.
Recognizing the lack of mutual understanding underlies much of the violence that wracks Asian societies, to focus the Journalism Asia discussion on the role of the press media in promoting pluralism in the newsrooms and in the news process.

5. **PROJECT INPUTS:**

- 1) Regional discussion with content inputs and workshop to promote pluralism in the news practice based on country experiences
- 2) Background Papers on selected issues of pluralism
- 3) Associated workshop that will come up with strategies for promoting the “other” in the news
- 4) Financial support to increase the volume and the quantity of Annual Forum Asia publication

6. **PROJECT OUTPUTS:**

- 1) Network of Asian journalists established to promote media pluralism and ethics
- 2) Publication of Journalism Asia which will include the Forum report, articles and selected writings resulting from the discussion

7. ACTIVITIES: and WORKPLAN

August -- September 2004

E-mail consultation on papers/resource persons/additional themes
Selection of Venue Conference Organization

October -- November – December 2004

Assignment of Papers
Invitation of Participants
Finalization of Conference Schedule

End of February

Conference/Workshop Proper

February – May 2005

Editorial Preparation
Lay out Design
Printing of Journalism Asia 2004

8. INSTITUTIONAL FRAMEWORK:

This program will seek institutional partners around the region i.e. SEAPA affiliated organizations and other academic institutions such as ASEAN Mass Communication Studies and Research Center (AMSAR) at University of the Philippines

10. SUSTAINABILITY:

The Journalism Asia Forum and publication has been established as an annual event since 2001 providing a platform for professional discussions among journalists in Asia. SEAPA will continue to work with its partners to ensure that the event is held annually.

11. FRAMEWORK OF MONITORING:

UNESCO is invited to establish monitoring visits and participation in the activity. CMFR will monitor the implementation of the project.

12. EVALUATION CARRIED OUT

The response received for previous forums demonstrate the need to hold this annual forum

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING:

CMFR/SEAPA will submit quarterly narrative reports as required by UNESCO with the copies of the publication

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C. ADDITIONAL INFORMATION

Print media situation in Asia varies from countries to country. While there are increased improvements to press freedom in some countries there are still a number countries in which press freedom is restricted. The prospects for the ASEAN media were encouraging, and in keeping with the worldwide trend towards liberalization and that had been noted by International media watch organizations. However the events in September 11 has impacted on these developments. In some countries one of the results has been to encourage media repression. During the 2002 Journalism Asia Forum on Media and Terrorism held in Bangkok, the common conclusion was that the “war on Terrorism” was likely to have an impact not only on the state of press freedom, but also on the new challenges to the media it had brought in terms of the need to provide their respective audiences the balanced, fair and accurate reporting, needed for them to understand terrorism and put in perspective, while defending citizen’s rights and preserving the media’s own autonomy. In 2003 Journalism Asia forum revisited the same theme, primarily because the problems and the challenges to media generated by the world’s transformation have not only remained but also even intensified. Among these are the need for the mass media to strike a balance between, on the one hand, recognizing the legitimacy of the demands of marginalised groups, while on the other, recognizing and condemning the use of terrorist methods for political ends. In this context Asian mass media are still besieged by a host of professional and ethical problems.

D. BUDGET

1. Breakdown of IPDC's contribution (in US\$):

Description	Budget in US\$)
1. Participant travel costs	16,000
2. Honorarium for Resource Person	2,000
3. Seminar/ Workshop expenses	13,000
4 Communication and production of background papers	4,000
5. Journalism Asia publication	5,000
6. Project Monitoring	1,000
Total	41,000

2. Breakdown of the beneficiary agency’s contribution (in US\$):

Description	Budget in US\$)
1. Staff costs	18,000
2. Computer equipment	7,500
3. Coordination	4,000
4. Project reporting	1,000
Total	30,500

MALI

A. PROJECT IDENTIFICATION		
1.	TITLE	Learning about Newspapers and Citizenship
2.	NUMBER	PDC/24 MLI/02
3.	CATEGORY OF MASS MEDIA	Print media
4.	IPDC PRIORITY AREA	Freedom of expression and media pluralism
5.	SCOPE (NATIONAL, REGIONAL, INTERREGIONAL)	National
6.	TYPE OF ASSISTANCE REQUESTED	Equipment and training
7.	TOTAL COST OF PROJECT	US\$ 55 800
8.	AMOUNT REQUESTED FROM IPDC	US\$ 48 500
9.	BENEFICIARY BODY	Students, teachers, journalists
10.	IMPLEMENTING BODY	Association "Journal à l'Ecole/Education aux media" (AJEM)
11.	PROJECT LOCATION	BAMA KO
12.	PROJECT PREPARED BY	AJEM
DECISION OF THE BUREAU:		

B. PRESENTATION

1. BACKGROUND AND JUSTIFICATION:

In any democracy, the media play a leading role in instilling the principles of democracy and governance. The AJEM Association (*Newspapers in Education/Media Education*) has undertaken to implement a project aimed at strengthening this function. AJEM is an organization run by journalists, publishers, teachers, researchers in information and communication sciences and technologies and education sciences.

Democracy in Mali brought with it freedom of speech and paved the way for the emergence of privately-owned broadcasting and print media companies. In fact, freedom of the press is enshrined in the Constitution of Mali. The appearance of independent newspapers at the end of the 1980s marked an important milestone in Mali's contemporary history. The fall of the dictatorship in 1991 and the National Conference convened in July/August 1991 further facilitated the process, leading first to a boom in privately-owned print media and subsequently to the emergence of FM radio stations as the airwaves were liberalized. From a mere 3 to 5 privately-owned newspapers in the country in 1990/91, today some forty newspapers and periodicals are published in the capital and provinces. There are also more than 120 privately-owned radios at present. Quite naturally, alongside this array of independent media, the public service media has its place.

However, the press in Mali faces the problem of the small size of the reading public, particularly in the school system. In response to this difficulty, AJEM has drawn up a cooperative project involving the training of teachers, schoolchildren and journalists in newspaper design, assembly and content. The IT and printing equipment requested by AJEM under this project will bolster its efforts to improve the quality and quantity of its output.

It is in this context that AJEM has drawn up the project, *Media and Citizenship*, which combines a series of training components, designed for journalists, teachers, and young people, with the purchase of appropriate equipment and the supply of teachers and learners with interactive teaching materials

However, the press in Mali faces the problem of the small size of the reading public, particularly in the school system. In response to this difficulty, AJEM has drawn up a cooperative project involving the training of teachers, schoolchildren and journalists in newspaper design, assembly and content. The IT and printing equipment requested by AJEM under this project will bolster its efforts to improve the quality and quantity of its output.

2. DESCRIPTION OF THE TARGET GROUPS:

Students, teachers and journalists.

3. IMMEDIATE OBJECTIVES:

- Develop a taste for reading in young people
- Develop critical-thinking skills, a culture of peace and democratic citizenship in schoolchildren, students and young people through reading

4. DEVELOPMENT OBJECTIVE:

Meeting these objectives will serve to build awareness of democracy and freedom of expression in the country while strengthening communication capacity.

5. PROJECT INPUTS:

- 6 training sessions
- 10 trainers

6. PROJECT OUTPUTS:

- Training 8,000 schoolchildren from around a dozen establishments in the three main regions of Mali: the District of Bamako, and the region of Sikasso and Segou
- Providing specialization courses for 20 to 30 journalists in the three regions
- Instilling the culture of peace and democratic citizenship
- Disseminating the concept of learning about citizenship through learning about the media
- Making newspapers a supplementary teaching tool for use in the classroom
- Stimulating the interest of the media in promoting human rights

7. ACTIVITIES:

- Training teachers
- Publishing the student workbook
- Distributing national newspapers to schools for teaching purposes
- Preparing the interactive teaching tools
- Follow-up and evaluation

8. WORK PLAN:

Months / Activities	Jan 04	Feb 04	March 04	April 04	May 04	June 04	July 04	August 04	Sept 04	June 05	April 06
Purchase of equipment and launch of the project											
Bamako CI and CII											
Bamako CIII and C IV											
Bamako CV and CVI											
Segou and Sikasso											
Preparation, production and circulation of a teachers' manual											
Training of the partner schools											
Evaluation of all the partner schools											

9. INSTITUTIONAL FRAMEWORK:

The project will be implemented by AJEM in collaboration with the National Network of Journalists for Peace, Integration and Development.

10. SUSTAINABILITY:

Over time, AJEM is to be transformed into *IDEM* (the *Institute for Democracy and Media Education*), and will continue to work with all its partners. It is also worth mentioning that this will open up new prospects for media development through the multiplier effect of the schoolchildren and trainers.

11. FRAMEWORK OF MONITORING:

The Malian National Commission for UNESCO will monitor project progress.

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING:

AJEM undertakes to report on project progress on a four-monthly basis.

C. ADDITIONAL INFORMATION

PREPARATORY ACTIVITIES

AJEM has conducted numerous missions and has participated in several meetings on this subject, notably in Rio de Janeiro in 2000, Cape Town in 2001 and Rennes in 2002. Further, the Association has contacts with various bodies such as the World Association of Newspapers (WAN), the Regional Press Education Youth Association (ARPEJ), the Association of Francophone Newspapers of Belgium (JFB) and the best-selling French newspaper *Ouest France*, to name but the main ones.

D. BUDGET

1. Breakdown of IPDC's contribution (in US\$):

EQUIPMENT	
1 Risograph	4 000
4 Computers and accessories	10 000
1 Scanner	2 000
1 Overhead projector	2 500
1 TV set and VCR	1 000
Training (6 sessions)	24 000
Production and distribution of the student workbook and the local newspapers	4 000
Monitoring	1.000
TOTAL :	US\$ 48,500

2. Breakdown of the beneficiary agency's contribution (in US\$):

Production and distribution of the student workbook and the local newspapers	2 000
Organization of special events	1 500
Preparation, production and distribution of a teachers' manual	1 000
Production of the activity reports	2 800
<i>TOTAL :</i>	US\$ 7 300

MONGOLIA

A. PROJECT IDENTIFICATION		
1.	TITLE	Mongolia: Photo journalism education development project
2.	NUMBER	PDC24 MON/02
3.	CATEGORY OF MASS MEDIA	Print, online media
4.	IPDC PRIORITY AREA	- Media pluralism and freedom of expression, - Development of human resources (training)
5.	SCOPE (NATIONAL, REGIONAL, INTERREGIONAL)	National
6.	TYPE OF ASSISTANCE REQUESTED	Financial support
7.	TOTAL COST OF PROJECT	US\$ 68 927
8.	AMOUNT REQUESTED FROM IPDC	US\$ 39 575
9.	BENEFICIARY BODY	School of Journalism, Press Institute of Mongolia
10.	IMPLEMENTING BODY	Press Institute of Mongolia
11.	PROJECT LOCATION	Ulaanbaatar, Mongolia
12.	PROJECT PREPARED BY	M.Munkhmandakh, (Ms) Managing director, Press Institute of Mongolia
DECISION OF THE BUREAU:		

B. PRESENTATION

1. **BACKGROUND AND JUSTIFICATION:**

The Media in Mongolia have undergone significant changes since the beginning of the social transformation end of the 80-s. The new constitution adopted in 1992 guaranteed the freedom of expression and the right to seek and receive information. This basic freedom has been specified in the Media Freedom Law passed in 1998. The main issues in this law were to prohibit censorship and to free all state owned media from government control.

The legal environment for media, determined by the new constitution and the Media Freedom law, as well as the increasing number of pluralistic media that promotes various interests and represent different viewpoints display, that the basic principles of democracy and free press became true in Mongolia, and the freedom of expression is not only a formal right. Many Mongolians are taking real advantage of this right.

Nevertheless, acute problems of strengthening media freedom both in respect of improvement of the legal environment and in respect of the realization of the explicit rights in the practice still face journalists and media workers. The legal environment for media has to be improved and the image and credibility of the media and journalists have to be strengthened by enhancing the ethics and responsibility in journalism, developing sound media research, and raising the educational level of journalists. In particular, the unstable situation of the media market makes it necessary to intensively continue the training of newcomers in journalism. As a consequence, the freedom of expression, articulated in the enormous increase of media outlets, people with different educational background and level have entered into the field of journalism. Add to this, that the old professional standards and values have lost their appeal and the principles of democracy and pluralism have to be learnt and applied in practice.

As of 2002, over 20 state and private schools and universities provide graduate training related to journalism. A survey conducted by the Mongolian Foundation for Open Society in 2001 among journalism schools in Mongolia has shown that only few of them have curriculum matching present needs of the media. The survey also revealed a lack of key documents in most of these schools. The private schools do not have full time teachers in their professional staff, meaning that practicing journalists with no knowledge of teaching methods are invited to give lectures to students. The consequence is, that the education lacks concrete objectives and logical coherence. To provide an adequate basic knowledge of the theory of journalism as well as updated practical education do require a modern curriculum and expertise on the part of teaching staff.

Lack of educational level and professionalism are one of the main factors negatively affecting the image of journalists and consequently the assesment of press freedom by the public. Improvement of the knowledge and skills of journalists through the improvement of the education of journalists in compliance with modern requirements under the present conditions is thus one of the key issues of the development of free and independent media in Mongolia. To meet this challenge, Press Institute aims to establish a Journalism School, which will set new standards of curriculum for journalism education in Mongolia and become a model of modern professional training.

Preparatory activities for setting up the School of Journalism have begun in 2002 and at the present stage, the Press Institute is seeking financial support for the development and technical preparation of a number of special courses necessary for providing a full professional education in accordance with the proposed curriculum. Development of photojournalism and digital editing courses takes priority on the list of activities to be done within the frame of this work. Photo and journalism are inseparable and thus the theory, art and techniques of photojournalism belong to one of the important areas to be learnt during the study. On the other hand, the existing schools of journalism do not provide any education in photojournalism due to the lack of qualified staff, facilities and financial means. Almost all photo journalists working in the print media are amateurs, and editors and reporters do not usually have specific knowledge and skills to work with a photo camera.

Before the collapse of the communist regime photo journalists have been trained at the Universities and Professional Schools of Eastern European countries, but since 1990 this system broke down. Meantime, the emergence of digital technique raise new challenges to journalists and media organizations, but not every media can meet the current needs due to the lack qualified staff.

The School of Journalism to be established at the Press Institute will among others provide a full Photo Journalism program, including the basics of the theory and techniques of the conventional photo journalism as well as introduction to new trends and technologies, specific qualities, advantages and disadvantages of digital techniques, digital editing and photo design. Emphasis will be given to the latest trends and techniques of photo journalism. The Photo Journalism course will together with other components of the curriculum ensure the realization of the goal to provide a top-quality journalism education based on systematic, subsequent and interrelated training methods, subjects and procedures.

The Photo Journalism course preparation and development include both preparation of the content and purchase of equipment. In contrast to other courses to be developed and offered at the School of Journalism, the Photo Journalism course presupposes availability of modern technical facilities and equipment to apply the “learning by doing” principle and ensure full involvement of students. The equipment components of this project are thus the precondition for the proper implementation and thus inseparable from the project. On the other hand, part of the Photo Journalism course equipment, first of all computers and software will be used for other courses of the curricula such as newspaper design courses and computer training, so that the full implementation of this project will be a serious contribution towards of the School of Journalism in general.

2. DESCRIPTION OF THE TARGET GROUPS:

The immediate beneficiaries of the project are all students of the School (40 students per year). Participants in various training courses for working journalists and newcomers, which will continue parallel to the regular program of the School of Journalism will benefit from the resources. Since the aim of the Journalism School is to serve as a platform for exchange and introducing new training standards and modules for other schools, students and trainers from other schools will benefit, too.

3. IMMEDIATE OBJECTIVES:

* The preconditions for introducing the Photo Journalism course include the development of the detailed schedule / content of the course ; preparation of training materials including handouts for students ; purchase of equipment and other facilities (professional photo camera, accessories / fittings for the photo laboratory, film processor and printer, scanner, digital camera, computers).

* 40 students of the School of Journalism and 20 students of the 6 month Diploma course offered at the Press Institute will be able to participate in the first Photo journalism training courses.

4. DEVELOPMENT OBJECTIVE:

The Photo journalism course development shall fill the existing gap in the system of journalistic education and training in Mongolia and make it possible that through better trained journalists with sound knowledge and well developed skills of photo journalism the media are able to use the power and influence of photography in the implementation of their role as the forth estate.

5. PROJECT INPUTS:

Course description, syllabus, detailed schedule ; Training materials and handouts for students ; Training of teachers ; Equipment .

6. PROJECT OUTPUTS:

The detailed course description will have been completed; A handout for students with reading texts, examples of pictures, instructions will have been developed; 2 trainers will have been trained in teaching methodology and new trends of photo journalism; All equipments and technical facilities necessary for the course will have been purchased.

7. / 8 ACTIVITIES / WORKPLAN (in 2005)

January - April : Development of the detailed schedule / content of the course

April- July : Preparation of training materials /Handouts; Layout & Printing: 500 copies

January – June : Training of teachers

June : Preparation of the physical space for the photo laboratory: room renovation

July–August : Purchase of equipment, installation

September : Official opening / Inaugural ceremony / First lectures

9. INSTITUTIONAL FRAMEWORK:

In the course of a wide range of activities having been carried out by the Press Institute for 7 years, significant experiences have been accumulated by PI staff. The Institute has gained a solid reputation in the society and the media industry and built up a capable staff and substantial material resources. The well trained trainers' team, experiences in organizing training courses, the research department regularly providing the Institute with objective data on the state of media development and market needs, the material resources including own TV and radio studio for training purposes, the library and press archive, internet room and press conference hall and, most importantly, own premises, make the Press Institute to the strongest national organization in the media sector. The strenght of the Insitute in relation to the above mentioned points, as well as the current media situation and the urgent need to improve the quality of journalistic education in Mongolia constitutes the reasons for the establishment of the School of Journalism at the Press Institute, important component of which is the project proposed here.

10. SUSTAINABILITY:

The Photo Journalism course developed within the frame of this project will be an integral part of the curriculum of the BA degree School of Journalism being set up at the Press Institute. The idea of setting up the School of Journalism is based on the current needs of the journalism and media in Mongolia as well as with regard to the long term policy of Press Institute to strengthen own capacity and self-sustainability in order to continously provide contribution to the development of media professionalism. In accordance with the long term development policy of the Press Institute, a comprehensive development program has been launched, aim of which is to diversify Press Institute's revenue base, focusing the Institute further towards the needs of media industry, invigorating and expanding the Institute's activity areas and improving its internal structure and functioning. Realization of this long term development program will make the Press Institute capable of fulfilling its mission

utilizing revenue from own activities so that from the end of 2005 training activities of the Press Institute including the Photo journalism course at the School of Journalism will run on a self-sustainable basis.

C. ADDITIONAL INFORMATION

* Press Institute received IPDC support for the implementation of the project “Establishment of community radio in Uvurhangai” for reaching out to rural population in 1999.

* Press Institute has been developing the curriculum, conducting the need assessment surveys, study tours to Missouri University and Danish School of Journalism for exchange of experiences to establish a School of Journalism. The points listed in the Institutional framework will be the real asset to the new school.

* Press Institute will cover running costs for the project period including communication and secretariat costs, heating, electricity, consultancy costs for the purchase of equipment, as well as costs for equipment transportation and installation.

* Press Institute has approached various international organizations such as the Soros Foundation in Budapest, Mongolian Foundation for Open Society in Ulaanbaatar and USIS seeking funding for different parts of the preparatory work to set up the Model School of Journalism.

Regarding the project proposed here Press Institute did not apply for funding other than IPDC

D. BUDGET

1. Breakdown of IPDC's contribution (in US\$):

		Unit	Price	Total
1	Project officers (2 teachers x 9 months)	2 pax – 9 m	2.8	8 500
2	Textbooks	25	25	625
	Handouts (translation/printing)	80 p/500 copies	14	2 800
4	Teaching materials / facilities			500
5	Library (photo archive, magazine subscription etc)			6 000
6	Training of teachers			
6.1	Travel and accommodation for external trainers			4 000
6.2	Trainers' fee	5 days	400	2 000
6.3	Translation for the training	5 days	50	250
7	Room renovation (for photo laboratory)		2000	2 000
8	Purchase of equipment			
	Professional camera	5 cameras	120	600
	Digital camera	5 cameras	600	3 000
	Accessories / fittings for the photo laboratory			3 500
	Film processor	1 processor		900
	Printer	1 printer		1 200
	Scanner (Scan to web)	1 scanner	1500	1 500
	Scanner (Photo shop)	1 scanner	1200	1 200
	Monitoring			1 000
	TOTAL			US\$ 39 575

2. Breakdown of the beneficiary agency's contribution (in US\$):

1	Running costs	Unit	Price	Total
2	Rooms including cleaning, heating, electricity	9 m	1176	10 584
3	Administrative support (secretariat, comm., interpretation)	9 m	900	8 100
4	Installation of equipment			6 000
5	Consultancy for purchase of training facilities and equipment			1 200
6	Official opening of the photo laboratory			
7	Advertisement / Promotion			500
8	Inaugural ceremony			300
9	Progress report 10%			2 668
	TOTAL			US\$ 29 352

PAKISTAN

A. PROJECT IDENTIFICATION		
1.	TITLE	PAKISTAN: Nawa-I-AhmedpurSharqia, from weekly to a daily
2.	NUMBER	PDC/24 PAK/02
3.	CATEGORY OF MASS MEDIA	Print, Community Media
4.	IPDC PRIORITY AREA	HRD Development, Training
5.	SCOPE (NATIONAL, REGIONAL, INTERREGIONAL)	National
6.	TYPE OF ASSISTANCE REQUESTED	Financial , Equipment
7.	TOTAL COST OF PROJECT	US\$ 31,750
8.	AMOUNT REQUESTED FROM IPDC	US\$ 18,750
9.	BENEFICIARY BODY	NAWA-I-AHMEDPURSHARQIA
10.	IMPLEMENTING BODY	NAWA-I-AHMEDPURSHARQIA KATCHERY ROAD OPPOSITE CANAL REST HOUSE AHMEDPUR EAST DISTT BAHAWALPUR PAKISTAN PHONE: 00 9251 698-73092 FAX: 00 92 51 698-72560
11.	PROJECT LOCATION	Bahawalpur, Pakistan
12.	PROJECT PREPARED BY	
DECISION OF THE BUREAU:		

B. PRESENTATION

1. BACKGROUND AND JUSTIFICATION:

The weekly Nawa-I-Ahmedpur Sharqia, is an independent rural newspaper that has been published in Urdu language at Ahmedpur East. The area of distribution of the newspaper is in the most impoverished parts of the country and to a high degree, is still defined by feudal structures consciousness and change of these conditions and structures is being stimulated by the newspaper.

The newspaper is published on a weekly basis. The circulation of the newspaper has risen from 2200 copies to 4300 copies, after it received a modest IPDC support (\$ 15,000) in 1998 to upgrade equipment. . In the coming October this rural newspaper will be celebrating its 14th anniversary.

In this proposals we seeks IPDC support to convert the weekly Nawa-I-Ahmedpur Sharqia into a daily newspaper. In particularly, the support is sought to purchase paper cutting machine, initial news print stock and establishment of distribution system.

With the intention to publish the daily the newspaper recently acquired its own printing facility. After the setting up of the printing press, the problems connected to the printing of 4 pages paper were solved but in the absence of a paper cutting machine, we can not publish our newspaper on six pages, which is essential for the daily newspaper.

Along with the paper-cutting machine we would like to acquire a stock of printing papers to ensure that the daily is published uninterrupted, during the initial gestation period of six months after which we hope the daily will be well established. The Nawa-I-Ahmedpur Sharqia is serving the rural areas which is distributed in the far flung locations of Bahawalpur district. The weekly newspaper was distributed through postal system as parcels but a daily newspaper cannot be distributed in the same manner and transportation in the rural Bahawalpur area is unreliable. Therefore we also seek support for the establishment of distribution system which included a rented vehicle.

2. DESCRIPTION OF THE TARGET GROUPS:

The primary target of the project is the rural populace in Bahawalpur district. It will impact on Seraiki, Punjabi and Urdu speaking communities and policy makers of Tehsil Municipal administration AhmedpurEast and district Government Bhawalpur.

3. IMMEDIATE OBJECTIVES:

- To convert the weekly “Nawa-I-Ahmedpur Sharqia “ into a daily newspaper
- To increase the circulation up to 6000 copies initially and for that purpose to establish an effective distribution mechanism.

4. DEVELOPMENT OBJECTIVE:

To help establish democratic participation in the governance and to promote a transparency of development initiatives in rural areas through a rural newspaper which would provide increased opportunities to report and follow up sociopolitical issues in rural areas.

5. PROJECT INPUTS:

1. Paper Cutting Machine
2. Establishment of Distribution System
3. Digital Photography Equipment
4. Newsprint
5. Chemical.Plates
6. Colour Television
7. One Computer
8. One Printer
9. Generator
- 10-Upgradation of Old Computers

6. PROJECT OUTPUTS:

Conversion of the weekly newspaper into a daily.

Increased distribution of the daily newspaper initially from 4000 to 6000 and within two years to 15,000.

7. WORKPLAN AND ACTIVITIES

Month1- Installation of Paper cutting Machine and other technical equipment

Month2+3 Training of Staff in Lahore

Month4 Establishment of Distribution System to overcome the problems of distribution of newspaper in rural area.

Nawa-I-AhmedpurSharqia will start as Daily Newspaper.

Paper cutting and binding operation of the printing press on commercial basis

Month13-Project Evaluation

9. INSTITUTIONAL FRAMEWORK:

National Press Union will cooperate with the management of Weekly Nawa-I-Ahmedpur Sharqia regarding the establishment of distribution system and installation of the paper cutting machine.

10. SUSTAINABILITY:

After the procurement and installation of the equipment, printing press income will be increased. It will print advertisements from the government and NGOS as well as from private parties. The present number of four pages of the newspaper will be extended to six and colour prints will be made use of. Colour printing has also the aim to attract more advertisers and to raise the number of readers in order to increase the financial stability of the newspaper.

11. FRAMEWORK OF MONITORING:

The UNESCO Adviser for Communication and Information will monitor the project in close collaboration of professional organizations.

12. EVALUATION CARRIED OUT

Nawa-I-AhmedpurSharqia s own evaluation of the ongoing project has been positive. It is working as an informal center for the new rural journalists. Chief editor is member of International Press Institute (IPI) Austria, Commonwealth Journalists Association (CJA) UK, and Committee to Protect Journalists (USA). Nawa-I-AhmedpurSharqia has kept close liaison with World Association of Newspapers France, International Freedom of Exchange (IFEX) Canada, and International Center for Journalists (ICFJ) USA. Newspaper celebrates World Press Freedom Day every year on 3rd May and produces its brochure, while three training workshops were held in past five years with the collaboration of national and International professional organisations. Commonwealth Journalists Association United Kingdom organised Four days long Investigative Journalism Training Workshop from 16th June in AhmedpurEast on the proposal of the management of Nawa-I-AhmedpurSharqia, which was led by British journalist and Broadcaster Michael Griffin

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING:

Management of Rural newspaper Nawa-I-AhmedpurSharqia will provide four monthly implementation and final reports at the completion of the project as per rules

C. ADDITIONAL INFORMATION

- Nawa-I-AhmedpurSharqia was a beneficiary of IPDC project in 1998, which provided US\$ 15,000 to improve the quality of the weekly paper.
- Preparatory activities completed prior to submission of the project to IPDC.
- The management of Nawa-I-AhmedpurSharqia has established contacts with the vendors of the abovementioned equipment.
- The training of the staff will be imparted in Lahore.

After the formation of district governments by president General Pervez Musharraf, the localization of news has assumed single importance. The regional and local newspapers are giving coverage to the activities of the district governments whereas the portions of national newspapers covering regional news embody only, crime, politics but the woeful state of the rural masses 70 percent of the country population vis-à-vis police excesses and demands for development projects are conveniently overlooked.

As a result of 2001 local bodies elections, 2200 councilors were elected in district Bahawalpur. Five Tehsil Councils and 107 Union Councils were established. In this way, 631 councilors were elected only in Subdivision Ahmedpur East. 31 Nazims (Administrators) were also sworn in Tehsil Ahmedpur East. Union Councils regularly held their monthly meetings in which development schemes and problems confronted by rural folk are dilated upon the theardbare. Similarly, on the instruction of local government department ,meetings of Tehsil and district councils take place regularly. The rural Weekly Nawa-I-AhmedpurSharqia gives due coverage to the standpoint and demands of all the councilors representing rural and far-flung areas. But due to appearance of only four issues a month, it is

impossible to cover all the development plans and rural people grievances of the whole district. Union and Tehsil councils etc insist that the matters concerning their spheres of activity should appear in the newspaper very next day so the powers that be learn of them as soon as possible. During the October 2002 general elections the bigwigs and the commoners of rural areas had vehemently demanded the conversion of this weekly into rural daily to enable them to give vent to their feelings in these days of modern means of communication. This would make this newspaper as watchdog over the good deeds and misdeeds of the union, Tehsil and district councils as the Government under the devolution of power plan, has conferred vast powers on them so far as administrative and financial matters are concerned. They have been entrusted with large amounts of funds for the execution of various development projects which previously were carried out under the supervision of the provincial and central governments.

D. BUDGET

1. Breakdown of IPDC's contribution (in US\$):

Description	Budget in US\$)
1. Equipment (Paper Cutting Machine, Digital Photographic equipment, One computer and a laser printer and TV	7,250
2. Newsprint for initial six month period	8,000.00
3. Chemicals and plates	1,300.00
4 Establishment of the Distribution systems	1,200.00
Project Monitoring	1,000
Total	18,750

2. Breakdown of the beneficiary agency's contribution (in US\$):

Description	Budget in US\$)
1. Staff costs	6,000
2. Computer equipment	3,000
3. Coordination	3,000
Project reporting	1,000
Total	13,000

SUDAN

A. PROJECT IDENTIFICATION		
1.	TITLE	SUDAN: Training of independent print journalists in Sudan
2.	NUMBER	PDC/24 SUD/01
3.	CATEGORY OF MASS MEDIA	Print media
4.	IPDC PRIORITY AREA	Human resources development and capacity building
5.	SCOPE (NATIONAL, REGIONAL, INTERREGIONAL)	National
6.	TYPE OF ASSISTANCE REQUESTED	Training and journalism equipment
7.	TOTAL COST OF PROJECT	US\$ 45 500
8.	AMOUNT REQUESTED FROM IPDC	US\$ 45 500
9.	BENEFICIARY BODY	Journalist students of the Sudan University College for girls
10.	IMPLEMENTING BODY	Journalist Departement
11.	PROJECT LOCATION	Ryad Town, Khartoum 143 Khartoum, sudan TEL : 0024911 224180 FAX : 235 298
12.	PROJECT PREPARED BY	Sudan university college for girls (SUC)
DECISION OF THE BUREAU:		

B. PRESENTATION

1. BACKGROUND AND JUSTIFICATION:

The Windhoek Declaration of May 1991, stresses the need to provide basic training for journalists from the African press. It also has been noted that the specialization of African journalists in fields of particular interest to their countries and sub-regions leaves a lot to be desired. Scholarships to study abroad are increasingly rare, given the high costs of accommodation in the host countries and the continuing decline in offers from the countries of the North. African journalists, therefore, have to depend on training organized locally, thus making it possible to acquire basic and advanced training in writing, editing and interviewing techniques to the highest number.

In most North African countries and particularly in Sudan, governments try to ensure that there is no discrimination related to sex, religion or race. Within the Arab and Islamic world, Sudan has led the way with regard to ensuring the exercising of women's social, political and economic rights.

Nevertheless, women in media remain underrepresented, seldom have decision-making responsibilities and only a few are qualified journalists. Unless women media practitioners are properly trained and have equal opportunities with their male colleagues in order to take their due place in the Sudanese media landscape, media will never be truly democratic and pluralist. The project will be implemented by the only College in the country, specialized in training of women journalists since 1991. There the future women journalists get training in the use of new communication technologies as well.

2. DESCRIPTION OF THE TARGET GROUPS:

-Young women and girls who want to enter the journalist profession and work in the print and/or electronic media ;

3 . IMMEDIATE OBJECTIVES:

- To develop training plan for women journalists in the print and electronic media.
- To increase girl's skills in the technical use of computers, writing, editing, interviewing as well as digital audio and video production;
- To initiate strategies to forecast needs and trends with the aim of addressing special educational and social requirements for women journalists
- - To provide an entry point for girls in the participating countries to access and use new and traditional media creatively (newspapers, radio, television/video, internet)

4. DEVELOPMENT OBJECTIVE:

- To increase opportunities for the advancement of women journalists in rural and isolated/remote areas ;
- To encourage more women to enter journalism profession and thus create a critical mass of female journalists;
- To enhance democracy and freedom of the press and information by introducing qualified journalists without distinction of their sex or race, and prepare them for management and decision-making positions ;

- To promote gender equality and freedom of expression by improving women journalist's capacities in reporting on issues of concern to women and improving the portrayal of women in the media in general.

5. PROJECT INPUTS:

- Trainers
- Equipment: Computers, printers, videos, radio and TV, camera,

6. PROJECT OUTPUTS:

Training of the students of the high Education University Sudan College during their Academic studies

7. ACTIVITIES:

- training for students/girls in basic computer literacy, writing and editing skills, digital radio production and digital video production ;
- build technical skills in the use of ICTs;
- build research capacities among local researchers involved
- mentorship and leadership training for the participating girls, drawing on the skills
- establishing partnerships with similar educational institutions

8. WORK PLAN:

To cover the programme of study for four years in the College mentioned which is the only institution of Higher Education specialized in education and training of women journalists in Sudan.

9. INSTITUTIONAL FRAMEWORK:

The project will be implemented by the UNESCO International Programme for the Development of Communication (IPDC) in collaboration with Higher College for Girls, the journalists' associations and other experts in communication and information.

10. SUSTAINABILITY:

The Journalism Department has demonstrated its commitment to the project and the College for Girls has an excellent cooperates with the education authorities in the country. The College aims at enhancement and permanent monitoring of high Academic Standards by contributing effectively towards the implementation of government policies.

11. FRAMEWORK OF MONITORING:

It is proposed that the National Commission in Sudan should be assigned to monitor the project together with UNESCO Regional Office for North Africa.

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING:

The University of Sudan, College for Girls, a non government National Institution

C. ADDITIONAL INFORMATION

Assistance provided by IPDC in the past:

Sudan has benefited on a number of occasions by the IPDC assistance.

Contribution of the requesting institution during the project duration:

The training programme will be developed by the Department of Journalism as a result of large exchange of views in order to ensure that the project activities will have a multiplier effect.

Requested assistance from other sources than IPDC

Not indicated

D. BUDGET

1. Breakdown of IPDC's contribution (in US\$):

1 Curricula Development Workshop	18,000
Curricula development workshop cost	6,000
Consultant's fee for two months	12,000
<u>Training equipment :</u>	
6 Computers and laser jet printers x 1,000 USD	14,000
2 Camcorders	4,500
Video Projector	5,000
Sound mixer (4 tracks)	1,000
3 microphones with stands	1,000
2 audio recorders	1,000
Accessories	500
Monitoring	1,000
TOTAL in USD:	US\$ 45,500

COMMUNITY MEDIA

CAMEROON

A. PROJECT IDENTIFICATION		
1.	TITLE	MEIGANGA COMMUNITY MULTIMEDIA CENTRE
2.	NUMBER	PDC/24 CMR/02
3.	CATEGORY OF MASS MEDIA	Community media
4.	IPDC PRIORITY AREA	Community media/ Human resource development
5.	SCOPE (NATIONAL, REGIONAL, INTERREGIONAL)	National
6.	TYPE OF ASSISTANCE REQUESTED	Training/Equipment
7.	AMOUNT REQUESTED FROM IPDC	US\$ 70,060
8.	BENEFICIARY BODY	The Gbaya, Foulbe and Mboum Communities
9.	IMPLEMENTING BODY	Radio Tikiri FM Management Committee and UNESCO
10.	PROJECT LOCATION	Meiganga (Adamaoua Province), Cameroon
11.	PROJECT PREPARED BY	Radio Tikiri FM Management Committee
DECISION OF THE BUREAU:		

B. PRESENTATION

1. BACKGROUND AND JUSTIFICATION:

The creation of private and FM community radios has been encouraged in Cameroon since the promulgation of the mass media law in 1990 followed by the liberalization of the media landscape in 2000 after the publication of the text of application. However, in spite of this liberalization, access to the new information and communication technologies in Cameroon remains limited to the main metropolitan areas of Douala and Yaounde. In response to the lack of appropriate mass media structures, the aim of *Radio Tikiri FM* is to transform itself into a community radio equipped with a Multimedia Centre based in Meiganga, in the Adamaoua Province of Cameroon.

With the financial support of the United Nations system in Cameroon, UNESCO, as executing agency, is currently installing fifteen community radios with a view to strengthening the democratic process and further enriching the media landscape in Cameroon. In this regard, *Tikiri FM* community radio will develop activities that can play a significant role in poverty alleviation.

As a Community Multimedia Centre, *Radio Tikiri FM* will face numerous challenges related to computer literacy as mastery of the French language among the adult and young population of the northern regions is low. These challenges will be faced by organizing free training sessions and producing multilingual radio programmes that promote a democratic culture and influence an increase in the participation of rural women and young people in social discourse and decision-making.

2. DESCRIPTION OF THE TARGET GROUPS:

The project is aimed primarily at young people (male and female) and rural women irrespective of the type of activity they are engaged in or their level of education.

3. IMMEDIATE OBJECTIVES:

- To organise regular capacity building programmes for young people and radio managers, presenters, and technicians
- To utilise NICTs to increase awareness and intercultural dialogue on social issues including HIV/AIDS, drugs, prostitution, early marriage and retention of school drop outs.

4. DEVELOPMENT OBJECTIVE:

To increase the participation of young people and rural women in the production of local broadcast programmes.

5. PROJECT INPUTS:

A- Training

Training will be carried out by trainers of the Cameroon Radio Television's Audio-visual Training Centre where professionals from neighbouring countries have been undergoing series of training. With the collaboration of UNESCO Office in Yaounde a contractual service will be established for consultants from this Centre to implement the training Focus will be on:

- Training in the use of NICTs for young people, presenters, technicians and managers of community radios and Community Multimedia Centres (CMCs) in the Adamaoua Province

- Training in the design and production of radio programmes
- Training of maintenance technicians

B- Equipment

- **Computing**
 - 4 computers
 - 2 printers
 - 4 UPS systems
 - 1 photocopier
 - 1 server
 - 1 television set
 - 1 VCR

6. PROJECT OUTPUTS:

- 20 community radio and CMC operators will be trained in the Adamaoua Province
- At least 100 young people will be trained in computing
- 1000 young people will have access to the Internet and to the NICTs
- Acquisition and enhancement of the equipment of *Radio Tikiri FM*
- A CMC equipped with a television set, a VCR, and 4 fully-loaded computers with Internet access will be set up
- A virtual documentation centre to enable young people's access to varied information will be established
- Creation of a forum for intercultural dialogue between the young people and women of Adamaoua and the rest of the country.

7. ACTIVITIES:

- Acquisition of radio and computer equipment
- Installation of equipment
- Training of young people (male and female) and women in NICTs and radio broadcasting
- Preparation and production of radio programmes for young people and women
- Training of maintenance technicians, presenters and managers
- Drafting of activity reports

8. WORK PLAN:

- **June 2004** : Ordering of equipment
- **September 2004** : Delivery and installation of equipment
- **October 2004** : Trial run of installed equipment
- **November 2004** : Training of maintenance technicians
- **December 2004** : Training in the NICTs and in the design and production of radio programmes

9. INSTITUTIONAL FRAMEWORK:

Management of the Community Multimedia Centre is to be placed under the responsibility of the MEIGANGA Community which will be in charge of implementing the project through its various statutory bodies such as the General Assembly and the Management Committee. The Community

will also receive technical support from the UNESCO Office in Yaounde and the Cameroon Ministry of Communication.

10. SUSTAINABILITY:

The running costs (payment of salaries of the permanent staff, utilities expenses such as electricity, water, telephone charges) and other miscellaneous expenses are borne by partners (rural municipalities and development associations). Future plans for self-sufficiency are being formulated.

11. FRAMEWORK OF MONITORING:

The UNESCO Office in Yaounde will be responsible for monitoring and reporting on project progress.

12. EVALUATIONS CARRIED OUT

An evaluation was carried out among the rural population, which highlighted the difficulties of young people having access to the media and NICTs in the Northern Provinces of Cameroon as well as the lack of functional literacy support facilities.

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING:

The Management Committee will be responsible for preparation and submitting of quarterly reports on project progress to the UNESCO Office in Yaounde.

C. ADDITIONAL INFORMATION

1. Assistance sought from sources other than IPDC:

No assistance has been sought from sources other than IPDC.

2. Preparatory activities completed prior to submission of the project to IPDC:

Various meetings were held to prepare the project implementation strategy. In view of the fact that the community already has a radio, a study was conducted to examine the feasibility of transforming the existing radio into a Community Multimedia Centre.

3. Contribution foreseen by the beneficiary agency during the project period:

The community will contribute to the basic infrastructure (office space, telephone, water and electricity connections).

4. Other assistance sought:

No assistance other than that of the IPDC has been sought thus far.

5. Parameters and criteria used by the beneficiary agency to assess project costs:

The cost of the project was estimated on the basis of prevailing costs in the national market.

D. BUDGET

1. **Breakdown of IPDC's contribution (in US\$):**

Description	Cost (US\$)
Training workshops for community radio and CMC staff in the Adamaoua Province :	
1. Consultants (4 CRTV Trainers)	5,500
2. Training	
• Training in the management of a CMC (1 week)	8,000
• Training of presenters and young people in NICTs (3 weeks)	12,500
• Training of presenters in design and production of radio programmes (1 week)	8,000
• Training of maintenance technicians (2 weeks)	8,500
• Development of training materials and publication	2,500
B. <u>Equipment</u>	
• 4 computers (with accessories and software)	4,000
• 2 printers	2,000
• 4 UPS systems	1,000
• 1 SONY TV	1,000
• 1 SONY VCR	500
• 1 photocopier	3,000
• 1 server	1,500
• Internet access	2,000
• Installation of equipment	1,000
Monitoring	1,000
Total	62,000
Project support costs (13%)	8,060
Grand Total	70,060

2. **Breakdown of the beneficiary agency's contribution (in US\$):**

Description	Cost (US\$)
Community radio (already operational)	35,000
Fitting up of premises (offices, toilets, other spaces)	28,500
Equipment :	
• Satellite dish and subscription to programmes and images	2,500
• Offices equipped with partitioned work tables + chairs	2,858
• Water + electricity connection	715
Working capital (upkeep, water and electricity bills, security, etc)	4,284
Regular activity reports	2,143
Total	76,000

COLOMBIA

A. PROJECT IDENTIFICATION		
1.	TITLE	COLOMBIA : PRODUCTION OF RADIO PROGRAMMES FOR THE PACIFIC COEXISTENCE OF INDIGENOUS COMMUNITIES
2.	NUMBER	PDC/24 COL/01
3.	CATEGORY OF MASS MEDIA	Community radio
4.	IPDC PRIORITY AREA	Freedom of expression and media pluralism /; community media
5.	SCOPE (NATIONAL, REGIONAL, INTERREGIONAL)	National
6.	TYPE OF ASSISTANCE REQUESTED	Financial
7.	TOTAL COST OF PROJECT	US\$ 47 779
8.	AMOUNT REQUESTED FROM IPDC	US\$ 29 912
9.	BENEFICIARY BODY	Ministry of Culture Ministry of Communications
10.	IMPLEMENTING BODY	Ministry of Culture
11.	PROJECT LOCATION	BOGOTÁ
12.	PROJECT PREPARED BY	Ministry of Culture, Direction of Communications
DECISION OF THE BUREAU:		

B. PRESENTATION

1. BACKGROUND AND JUSTIFICATION :

Colombia counts more than 590 citizen stations, whose primary role is to attend public interest issues, taking into account the ethnical diversity and the citizenship plurality of the country. The Ministry of Communications has initiated a public process to create 500 new community radio stations. Those that are already operational represent a considerable potential for the freedom of expression and for the citizens' awareness of the values of coexistence and democracy.

The creation of radio spaces of citizen participation for indigenous populations of Latin America has meant, in most cases, advances in community participation in processes where an agreement is needed and in the decision-making regarding the states of the country and the official institutions, based on their own social, economic, political, and cultural dynamics. This has led to their empowerment as peoples and cultures at the local, regional, and national levels, based on their conception of reality, their cultural projects of society, politics and economics. This has also allowed the recognition of their identity and culture and the strengthening of their autonomy.

In spite of the efforts made since the Constitution of 1991 making of Colombia a country that respects ethnic diversity and citizen pluralism, the participation of the population has been limited, generating exclusions and denial of certain sectors. The high rates of violence are closely linked with this problem, differences are not widely identified, and the conflicts are not usually submitted to public discussions that could allow for a pacific settlement.

Radio is a privileged space to foster coexistence and the pacific resolution of conflicts, as well as the various approaches to cultural creation. This project is proposed within the framework of the "*National Plan of Culture 2001 – 2010 : Towards a Democratic and Cultural Citizenship*", and the "*National Development Plan : Towards a Community State*".

2. DESCRIPTION OF THE TARGET GROUPS :

The project will be implemented in collaboration with the 16 radio stations of Phase 1 of the "Community" Programme that are already operational. Besides, the project will include the indigenous communities of the Wayuu people in the Guajira, Embera Chamí of Cristianía (Antioquia), and Coyaima – Natagaima (Tolima).

3. IMMEDIATE OBJECTIVES :

- To train 20 leaders of the indigenous communities as Coexistence Managers in radio production.
- To train 200 members of different sectors of the indigenous communities through the Coexistence Managers so as to produce radio programmes under the thematic scope of culture and coexistence and in accordance with the principles of the UNESCO Peace/Culture Programme.
- To advise and support the production and broadcasting of 160 radio programmes with the participation of different sectors of the indigenous communities (coexistence promoters).
- To promote the exchange of experiences of the communities in radio production, in order to grant awards to the best programmes produced within the framework of the project.

4. DEVELOPMENT OBJECTIVE :

- To promote and propitiate the creation of cultural spaces and practices of coexistence that incorporates various approaches in the settlement of conflicts in a non-violent and creative manner.
- The cultural diversity in the media and in the public sphere will make it possible to broaden the scope of democratic participation. The programmes produced from, with and for the communities will become the tools through which diversity can be recognized.

5. PROJECT INPUTS :

- To promote and increase, through the training of indigenous communities in radio production, their participation in the media of Colombia.
- To strengthen the integration process of the indigenous cultures of the country.
- To organize a training workshop on radio programming for indigenous leaders.
- To design and develop 20 local meetings in which diverse sectors of the community can participate, in order to discuss and select topics related to “coexistence within diversity”.
- To design and develop 60 workshops for 200 members of indigenous communities in order to train them as coexistence promoters and producers of radio programmes dealing with issues related with the project.
- To produce and broadcast 160 radio programmes to promote the cultural identity of each community within the context of the national cultural diversity.
- To organize a workshop for 40 members of the indigenous communities to exchange views on perspectives and provide conceptual and technical tools for the analysis of the conflicts which derive from the coexistence under diversity.
- Local encounters will study solutions to the conflicts and their settlements to be dealt with by the local stations.

6. PROJECT OUTPUTS :

- Production of radio programmes devised to foster a free, informed and tolerant democracy.
- Strengthening of the freedom of expression and of independent media.
- Promotion of an effective democratisation of the media by strengthening the radio potential of the indigenous communities.
- Contribution to the integration and pacific coexistence of Colombia by means of radio production.

7. ACTIVITIES :

- Workshop for 20 “Coexistence managers” (one manager in 20 towns).
- Local meetings on “Culture and coexistence” (in 20 towns, 50 participants = 1000 community members).
- 3 workshops on radio production (× 20 towns) ; 8 programmes produced per town (= 160 productions broadcast by the local community stations). Estimated audience : close to 300 000.

➤ “Best Programme Award” in each of the 20 towns.

➤ 6 regional visits for monitoring and evaluation.

8. WORK PLAN :

Month 1 : Selection and convocation of participants.

Month 2 : Training of managers (1 workshop for 20 managers)

Months 3 - 4 : Meetings.

Months 3 - 6 : Training ; production and broadcasting of the programmes.

Month 7 : Grant of awards.

Months 2 - 7 : Coordination and monitoring.

9. INSTITUTIONAL FRAMEWORK :

The Direction of Communications of the Ministry of Culture, together with the Ministry of Communications, shall determine the guidelines and terms of reference for its implementation. The Ministry of Culture will :

➤ Perform directly the training of managers of the indigenous towns.

➤ Advise and support the “coexistence managers” in the implementation of the project.

➤ Coordinate the monitoring and evaluation process.

10. SUSTAINABILITY :

The sustainability of this project is based on the participation and the exercise of the communities’ right to communicate. On the other hand, this project is expected to be implemented with the co-financing and institutional support of the local governments of the participating indigenous communities.

11. FRAMEWORK OF MONITORING :

A specialised professional selected by the project or by UNESCO will be in charge of the monitoring.

13. FRAMEWORK OF BENEFICIARY AGENCY’S REPORTING :

Under UNESCO conditions.

C. ADDITIONAL INFORMATION

PREVIOUS IPDC SUPPORT RECEIVED BY THE COUNTRY

In 1989, the Organization *Acción Cultural Popular de Colombia* was conferred the IPDC Rural Communication Award.

PREPARATORY ACTIVITIES COMPLETED PRIOR TO SUBMISSION OF THE PROJECT TO IPDC

The project is an adjusted amplification of the pilot project presented by the Ministry of Culture, together with the Office of the High Commissioner for Peace. This pilot project was oriented towards community stations and was developed in 44 municipalities of 20 departments. Through this pilot, 40 coexistence managers and 1799 coexistence promoters were trained, 853 of which were in charge of the production of 300 radio programmes about coexistence. It is estimated that the total audience of the programmes reached more than 520 000 listeners.

CONTRIBUTION FORESEEN BY THE BENEFICIARY AGENCY DURING THE PROJECT PERIOD

The local governments of the indigenous communities are expected to support and follow the local implementation of this project through co financing and institutional back up.

D. BUDGET

1. BREAKDOWN OF IPDC'S CONTRIBUTION (in US\$) :

• Training workshop for managers :	7 509
• 20 local meetings on “ <i>Coexistence and Diversity</i> ” :	2 800
• 60 training workshops for coexistence promoters and programme production :	8 435
• Broadcasting of the productions by the local stations and design of strategies that call for the participation of the audiences :	2 800
• Support and development of programme content :	7 368
• Monitoring :	1 000
<u>TOTAL :</u>	<u>29 912</u>

2. BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION (in US\$) :

• Coordinator of the group of Policy, Research and Management of the Ministry of Culture :	2 456
• Specialised professional (Ph.D.) with experience of social problems dealt with by the project :	1 854
• Technical assistance and secretariat :	1 297
• Office equipment, communications :	7 000
• Logistic support for the local meetings :	1 060
• Logistic support for training/production :	1 400
• Broadcasting by 20 community radio stations :	1 400
• “Best Programme” awards :	1 400
<u>TOTAL :</u>	<u>17 867</u>

COSTA RICA

A. PROJECT IDENTIFICATION	
1.	TITLE COSTA RICA : STRENGTHENING THE INDIAN COMMUNITY RADIO STATIONS IN COSTA RICA
2.	NUMBER PDC/24 COS/01
3.	CATEGORY OF MASS MEDIA Community Radio
4.	IPDC PRIORITY AREA Community media
5.	SCOPE (NATIONAL, REGIONAL, INTERREGIONAL) National.
6.	TYPE OF ASSISTANCE REQUESTED Economic.
7.	TOTAL COST OF PROJECT US\$ 51,000
8.	AMOUNT REQUESTED FROM IPDC US\$ 31000
9.	BENEFICIARY BODY Instituto Costarricense de Enseñanza Radiofónica
10.	IMPLEMENTING BODY UNESCO Regional Office.
11.	PROJECT LOCATION
12.	PROJECT PREPARED BY ICER, Lic. Miguel Jara Chacón, Executive Director.
DECISION OF THE BUREAU :	

B. PRESENTATION

1. BACKGROUND

The Costa Rican population is pluricultural and multicultural. We Costa Ricans are profoundly identified with the ideals of peace and democracy. This has helped develop a strong national identity which has benefited the country's popularity as ambassadors of peace as well as of environmental protection.

Costa Rica has an aboriginal population distributed in small isolated communities in different regions of the country. Most of them live in the 22 Indian territories established by law in 1976, agreement 169 of the OIT (International Labor Organization). The agreement protects the lands and the Indian cultures. Some of these cultures can be found in three separate regions: the Bribris and Cabecares in the Talamanca region; in the Southern Pacific coastal area, the Borucas, Térrabas and Guaymíes. There are also some Bribri and Cabecares settlements in this region. The Guatusos still maintain their language, in spite of being a very small population. Maleku and their culture and traditions. They are in the county of Guatuso in the northern part of the Alajuela province.

Experience of ICER

ICER is a private non profit, non commercial Association founded in 1973. It is headed by an assembly that appoints the Directive Board. The members are nominated for one year but can be reelected. ICER Association has fourteen affiliates, twelve of which are the community radio stations. The other two are environmental education centers. Each affiliate has an assembly and a directive board made up of leader of the community. The Board is in charge of the administration of the local radio station.

The Instituto Costarricense de Enseñanza Radiofónica through its program El Maestro en Casa (The Teacher at Home) gives the student the opportunity to go from learning to read and write up to the completion of the high school degree. El Maestro en Casa is an educational program for adults and young people offered in cooperation with the Ministry of Public Education. At present, there are almost one hundred thousand students unrolled in the system. Thanks to this system, age, level of education, occupation, difficulty of transportation or distance of residence from educational centers are no longer obstacles for studying in the rural areas of Costa Rica.

ICER is projecting towards the rest of Central American countries by offering training to similar institutions working in communication education and community radio stations. We offer support to Instituto Guatemalteco de Enseñanza Radiofónica (IGER), Instituto Hondureño de Enseñanza Radiofónica (IHER), IPER in Panamá and in the year 2003 El Maestro en Casa in Nicaragua began its program.

ICER is the practical executor of the agreement between Costa Rica and Liechtenstein governments (under laws 6606 and 7299). Among others, the main purpose is to promote the installation of community stations primarily in Indian communities. The small cultural radio stations project (Pequeñas Emisoras Culturales), has reached remote communities offering distant educational opportunities that combine radio programs, textbooks and tutorial presence through El Maestro en Casa programs. They also offer programs such as Escuela para todos. The small cultural station has become an intercommunicator, the indispensable means of communication in every region where it is present, whether a rural or Indian community, the two types of communities that are beneficiaries of this project. The cultural radio stations have a potential audience of have a million people.

Each cultural radio station is responsible in financing the daily expenses salaries, light, telephone, water bills, as well as others necessary services. This effort is very significant if we take into a count that the cost of operating a radio station is very high. Local donations and sponsor provide most of the income for it to operate. They also organize special activities like bingos, festivals, raffles, bull fights, local festivities and other activities to obtain resources for the functioning of the station. All the cultural radio stations are connected to the 110 and 220 voltage public electric system.

Importance of the project

In spite of the efforts the communities make, the installations and the technical equipment of the Indian community radio stations are outdated. This includes 23 year old transmitters that have been in continuous operation over the years.

For this reason the first community radio station inaugurating on February 11, 1979 La Voz de Talamanca was chosen to start the project. Twenty three years later it has not been updated with the new technology it to enable to achieve more success in less time and at a lower cost. Moreover it is urgent to offer continuing training to those responsible for the community radio station. This requires that the training be centered around the use of modern equipment and modern technologies in computing and internet.

Why renew the equipment?

A small radio station is an effective way of strengthening democracy. Democracy feeds upon dialogue, on respectful exchange of opinions, on contrasting points of view. Communication is fundamental to an active and participative democracy like the Costa Rican system. Point technology facilitates communication.

2. DESCRIPTION OF THE GROUP OBJECTIVES

ICER is inspired and centered around the young people and adults that due to work, family obligations, physical limitations and other reasons unable to participate in the formal education system. The ICER study plan permits students to attain intellectual, social and individual training in their own environment, develop as well as to preserve their multiple autochthonous values that are part of the national patrimony. ICER also make sure and facilitates the integration of its program to the needs idiosyncrasies and the Costa Rican lifestyle. This is to promote communication and stimulate the values, customs and traditions of the Costa Ricans.

But we are particularly thinking about the Indian communities that could have access to internet and communicate to the rest of the world. Through the internet we could open the door that would not only to give access to this globalized world, but above all reflect the whole idiosyncrasies that the community radio stations are already promoting, apart from sharing with other communities over the internet.

Ethnic groups benefitted

Bribris
Cabécares
Malekus
Bruncas
Térrabas
Guaymíes

Community radio

La Voz de Talamanca, Cultural Buenos Aires and Boruca.
La Voz de Talamanca, Cultural Buenos Aires and Boruca.
Cultural Maleku.
Cultural Boruca.
Cultural Boruca.
Cultural Corredores.

3. IMMEDIATE OBJECTIVES

1. Renew the transmission equipment in La Voz de Talamanca community radio station using point technology.
2. Begin a training process in all the community radio stations that are in Indian communities.
3. Convert five radio stations to automatic system.
4. Begin exchanging radiofonic production among all the community radio stations via internet.

5. DEVELOPMENTAL OBJECTIVES:

- a. Improve the quality and quantity of programs produced by the community radio station.
- b. Use point technology to update the five community radio station located in Indian communities.
- c. Prepare the different Indian communities for the new way of communicating which is to use the transmission and communication equipment of the new generation.
- d. Have the ideal set of tools to produce and edit the programs of community radio stations.
- e. Promote greater spreading of the folk community knowledge and expression using the MP3 format to exchange local radio production with other communities.
- f. Prepare the different communities through training of the use of new technologies to develop a new way of communication in the rural areas of Costa Rica.

6. PROJECT CONTRIBUTION:

Equipment for five community radio station:

- 1 Solid State FM, 1 KW Transmittor and the ASR Yagui Directional antenna with coaxial cable and the connectors for La Voz de Talamanca.
- 2 sets of computers with automatization programs to digitalize the small cultural radio stations: La Voz de Talamanca, Radio Cultural Corredores, Radio Cultural Buenos Aires, Radio Cultural, Boruca y Radio Cultural Maleku.

Training

During the first year at least three training sessions will be necessary to prepare the cabin operators of the radio station in the proper use of the new system. It is anticipated that each training workshop should last one week to allow time to acquire the necessary skills in the use of computer units, to edit and to produce radio programs.

7. EXPECTED RESULTS:

1. Installation of a solid state transmitter in Radio Cultural La Voz de Talamanca to obtain a wider coverage more time on the air, better reception and reduce the consumption of electricity.
2. Add 10 more hours to the programming of Radio Cultural La Voz de Talamanca.
3. Promote de creations of at least 2 new weekly opinion and popular participation programs.
4. Equip five station in Indian communities with point technology and access to internet.
5. Train fifteen operators and broadcasters in the use of the computer and the automatization of the radio, especially in the editing of programs using the computer.
6. Give three training workshops during the first year each lasting one week.
7. Create a weekly radio program with topics suggested by the cultural radio stations situated in the Indian communities.
8. Give coverage to national Indian laws through announcements in the five Indian languages in Costa Rica Bribri, Maleku, Cabecar, Guaymí and Brunca.
9. Plan three forums centered around Indian topics with expert as guest speakers. All will be transmitted simultaneously over the five Indian communities radio stations. The audience will have the opportunity to ask questions.
10. Transmit the news of the local municipality and associations that administrate the Indian territories.

8. ACTIVITIES

1. Plan the project.
2. Gather the best opinions about the equipment before deciding which to buy.

3. The equipment will be brought to the ICER central office to be tested and for the training of three persons from each station.
4. Take the opportunity to do training at each site while they are installing the equipment.
5. A mid project evaluation will be carried out to correct the mistakes and to meet the objectives.
6. Several visits to each of the radio station will be necessary to carry out a follow up and to assess the adequate appropriation of the new technology.
7. Once the automatization process has been completed there will be an evaluation to see how well it is advancing.

8. WORK PLAN

The following is the proposed chronogram.

Task	Time in weeks
Project planning	3
Purchasing of equipment	3
Testing equipment	4
Designing of training	3
Development of the first course	1
Installation of the equipment	5
Second workshop	1
Third workshop	1
Mid project evaluation	4
Forums	4
Exchanging of programs	12
Maintenance visits	8
Final project evaluation	5
Final written document	2

9. INSTITUTIONAL FRAMEWORK

ICER will be the institution responsible for the execution operation follow up and evaluation of the project in all the stages.

10. SUSTAINABILITY

The directive board of the station will administrate each one. The community will provide the rest. This is how it has been operating from the beginning of the project to avoid paternalism and for them to be active participants as well as for them to value the means of communication for their community. Over the two decades this communities have demonstrated their capacity to obtain the necessary resources to maintain the radio station. This through sponsors, donations, community activities and others.

The advantages the community radio station have over those with nationwide coverage can be summarized as follows:

The community radio station can adapt its programming and schedule to the local conditions and can easily vary them upon request.

The community radio can so be at service to the community, gain its confidence, its cooperation and its trust. It has a familiar characteristic because de audience knows the broadcaster personally.

11. MONITORING FRAMEWORK

It is not considered necessary to assign a professional dedicated to such a small and specific project, like this one, because it is easy to monitor its progress through regular visits to the station.

12. FRAMEWORK OF REPORT OF BENEFITTED INSTITUTION

Every four months ICER will present a report on the progress of the project.

C. ADDITIONAL INFORMATION

In 1994, UNESCO's International Program for Development of Communication (PIDC) supported, along with Radio Netherland Training Center the preparation of a series of ten documentals on human rights entitled "Women's rights beyond words" and another series call "Speaking right"; two manuals were produced "Radiofonic campaigns" and "Management for the rural station", within the project strengthening of the Costa Rica rural stations.

D. BUDGET

1. Budget breakdown in U.S dollars.

• 1 FM 1 KW solid state (transistorized) with an ASR Yagui Directional Antenna, the coaxial cable and other equipment.	14,400
• 5 automatic systems to broadcast from the cabin, that include: the Program and card program. Pentium 4 computer with seventeen inches monitor, Windows 2000 80 GB disk, keyboard and mouse	
Production of programs on CD for each radio station	15,600
• Monitoring	1,000

Total to the PIDC UNESCO **US\$ 31,000**

Breakdown of the contribution from the benefited organization in US dollars

Monitoring and follow up	2,000
Three training session ICER	2,000
Evaluation of project	1,000
Installation of equipment	3,000
Electrical materials needed for installing the equipment	1,000
Operational expenses (per diem, visits, fuel unexpected expenses)	4,200
Administrative and personnel expenses	5,000
Other expenses	<u>1,800</u>
Total given by ICER	20,000
Total project	US\$ 51,000

FIJI

A. PROJECT IDENTIFICATION

1.	TITLE	WOMEN SPEAKING TO WOMEN IN FIJI
2.	NUMBER	PDC/24 FIJ/02
3.	CATEGORY OF MASS MEDIA	Community radio
4.	IPDC PRIORITY AREA	Community media, media pluralism and freedom of expression, training
5.	SCOPE (NATIONAL, REGIONAL, INTERREGIONAL)	National
6.	TYPE OF ASSISTANCE REQUESTED	Financial, training, equipment
7.	TOTAL COST OF PROJECT	US\$ 102 500
8.	AMOUNT REQUESTED FROM IPDC	US\$ 68,500
9.	BENEFICIARY BODY	FemLINKpacific
10.	IMPLEMENTING BODY	FemLINKpacific
11.	PROJECT LOCATION	SUVA
12.	PROJECT PREPARED BY	Sharon Bhagwan Rolls Coordinator, femLINKpacific

DECISION OF THE BUREAU:

B. PRESENTATION

1. BACKGROUND AND JUSTIFICATION :

Since mid-70s the deregulation of the Fiji media industry has given rise to a number of daily newspapers, commercial radio and finally TV in the early 90s. Still the Fiji society has predominantly remained passive consumers of the evolution of our media industry.

The deregulation of the radio industry and public sector reforms has resulted in a transformation of the radio field. Due to reduced government funding, radio automation has led to reduced staff rather than to an efficient or public service-driven programming. One could argue that the technical advances have produced more benefits for the commercial advertisers than anyone else.

In terms of public service broadcasting there is a positive exception. The Fiji Broadcasting Corporation Limited (the former government radio) has a contract with the Government to operate two public service radio stations (in Fijian and in Hindi) over a certain period of time. This arrangement allows more analytical information to be disseminated than the commercial radio format.

Fiji's political history of internal conflicts has brought about not only new social and economic problems but also the need for people and communities to be able to articulate their views on issues and stories, and thereby participate in the social and political development processes. However there is very little participatory radio production and the community radio sector is hardly existing in Fiji, limited mainly to the USP university campus radio.

The femLINKpacific : "Media Initiatives for Women" has advocated and implemented the concept of community media since it was founded in September 2000 – as a women's response to the civil coup of May 2000. The femLINK accordingly seeks to provide alternative and additional viewpoints to the mainstream media coverage, particularly on issues related to the culture of peace and other issues that are of concern to Fiji women. It has produced a range of community-based videos and radio-programmes and, to intensify its work in the communities, is now planning to establish its own mobile community radio unit ("Radio in suitcase").

2. DESCRIPTION OF TARGET GROUPS :

The beneficiaries will be rural and semi-urban women whose stories and issues do not make the news or even NGO information networks. NGO, government and regional partners working with grassroots women will be able to benefit from the facility to received feedback from the communities and disseminate their development information.

3. IMMEDIATE OBJECTIVES :

- Establish a mobile community radio unit.
- Commence initial training with a pool of community media volunteers from NGOs represented in the femLINK management collective.
- Undertake field visits to the Western and Northern Divisions, to network field contacts.
- Prepare and organize community radio training for the local network.
- Produce and broadcast a series of "Women's Weekend Radios", involving 24 hours of programming per weekend.

4. DEVELOPMENT OBJECTIVE :

The traditional decision-making structure does not allow women, especially from the rural population and the poor, to communicate openly on common matters. By taking a small mobile radio unit out to women and the communities, femLINK will give them a “safe space” to articulate and exchange their viewpoints. Through the low-power transmitter, we will encourage women to speak to each other and with their communities. Once people are able to share their opinions freely and safely, then we can say we are truly experiencing democracy.

5. PROJECT INPUTS :

‘A radio in suitcase’ unit.
Field recording equipment for six communities.
A utility vehicle.
Training in radio production for the management committee and NGO volunteers.
Field visits and community training.
Resources and materials for programme production.

6. PROJECT OUTPUTS :

A mobile community media unit will have been established.
Six volunteers in Suva and six volunteers in the field will have been received advanced training in radio production.
Six women’s groups in the communities will have been equipped with field recording equipment.
About 30 other community members will have been trained in the concept and principles of community radio.
A series of “*Women’s Radio Weekends*” will have been produced in four different locations.

7-8. ACTIVITIES AND WORKPLAN :

Months I-III : Purchase equipment. Undertake field visits.
Month III-IV : Training of volunteers in Suva.
Programme production and broadcasts commence.
Produce “*Women’s Radio Weekend*” in Suva.
Interim report.
Months V-VIII : Community training and training of volunteers outside Suva.
Programme production outside of Suva commences.
Produce “*Women’s radio Weekend*” and broadcast in such locations as Nausori, Labasa, Nadi, Lautoka and Suva.
Months IX-XII : Continue reinforcing radios skills and produce programmes.
Month XII : Final report.

9. INSTITUTIONAL FRAMEWORK :

The project will be implemented by femLINKpacific that is a duly registered NGO. The femLINK finance subcommittee will monitor the project funding to ensure that all financial matters are conducted in a transparent way. The project team, supported and advised by the management collective, will identify the priority issues to be addressed, make the basic research, and initiate responses to the issues. The project team together with the volunteers will produce and broadcast the programmes.

10. SUSTAINABILITY :

femLINKpacific has introduced a new concept of media advocacy to its community partners in Fiji and the donor community. It cannot expect the target audience alone to sustain the project financially. femLINK therefore works on project by project basis, seeking additional sponsorships and grants from among the national and international development agencies.

11. FRAMEWORK OF MONITORING:

It is suggested that UNESCO will monitor the project.

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING :

femLINKpacific undertakes to report on project progress on a four-month basis and upon request.

C. ADDITIONAL INFORMATION

PREVIOUS IPDC SUPPORT RECEIVED BY THE COUNTRY :

IPDC has supported the Fiji media development through four national and several regional projects.

PREPARATORY ACTIVITIES COMPLETED PRIOR TO SUBMISSION OF THE PROJECT TO IPDC :

femLINKpacific has applied for a broadcast licence from the Ministry of Communication for a Mobile Radio in Suitcase, which – as of August 2003 – is in pipeline and likely to be issued later in 2004. In September 2003, it organized initial training in community radio concepts and principles for its management committee as well as women's workers in the government and NGOs, with support from UNESCO. Radio programmes were produced for broadcast through mainstream radio stations.

CONTRIBUTION FORESEEN BY THE BENEFICIARY AGENCY DURING THE PROJECT PERIOD :

femLINK has an office and equipment in Suva ; its staff undertakes all its project work including fund-raising and its volunteers and community media volunteers contribute their time, knowledge and skills.

ASSISTANCE SOUGHT OTHER THAN IPDC :

None.

D. BUDGET

1. BREAKDOWN OF IPDC'S CONTRIBUTION (IN US\$) :

• "Radio in suitcase" unit and freight	8 500
• Vehicle	8 000
• 6 x field recording equipment	6,000
• Training for NGOs etc	10,000
• Training in communities	15,000
• Production	20,000
• Monitoring	1,000
<u>TOTAL :</u>	<u>68,500</u>

2. BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION (IN US\$) :

• Staff	24,000
• Office, resource centre, equipment	10,000
<u>TOTAL :</u>	<u>34,000</u>

EAST TIMOR

A. PROJECT IDENTIFICATION		
1. TITLE		NATIONAL COMMUNITY RADIO DOCUMENTARY PRODUCTION TRAINING PROGRAMME
2. NUMBER		PDC/24 TMI/01
3. CATEGORY OF MASS MEDIA		Radio broadcasting
4. IPDC PRIORITY AREA		Community media
5. SCOPE (NATIONAL, REGIONAL, INTERREGIONAL)		National
6. TYPE OF ASSISTANCE REQUESTED		Financial, equipment
7. TOTAL COST OF PROJECT		US\$ 63 476
8. AMOUNT REQUESTED FROM IPDC		US\$ 50 956
9. BENEFICIARY BODY		East Timor Community radios
10. IMPLEMENTING BODY		Community radio Association (CRA), with Community radio stations (principally Radio Comunidade Los Palos [RCL] and Radio Rakambia), and UNESCO
11. PROJECT LOCATION		East Timor
12. PROJECT PREPARED BY		James Scambary, UNESCO trainer and facilitator at RCL
DECISION OF THE BUREAU:		

B. PRESENTATION

1. **BACKGROUND AND JUSTIFICATION :**

East Timor emerged from Indonesian occupation in 1999 with 75% of its infrastructure destroyed, and a legacy of repression and secrecy. With no tradition of a free and open media, almost all the institutions and organs of an independent media had to be built from scratch. Three years later, there are two national newspapers and a number of smaller publications, a state-owned national radio and TV station, and about seventeen community radio stations. However, few people can afford TV receivers, and without any organized national distribution system for the print media and low literacy levels, radio remains the main source of news and information.

As yet, there does not appear to be any concerted attempt to censor the press, but the potential exists. For example, the national TV and radio outlets set up by UNTAET were to be handed over to an independent broadcasting authority, but the Management Board for the government appointed this authority. East Timor's defamation laws are also a cause for concern, being too open for interpretation. Another problem is that most community radio stations are operating without a licence. At time of writing, it is believed (or hoped) that the old licensing arrangement under the UNTAET mandate has been extended. New legislation to deal with this hiatus was written but never enacted. This situation requires urgent clarification, as the penalty for operating without a valid license is severe, leaving open the possibility of a selective application.

The radio sector in East Timor consists, as earlier described, of one government station *Radio Timor Leste (RTL)*, and some 16 community stations. Mostly UNESCO, USAID and the World Bank established these community radio stations with assistance from a variety of donors, but many or most of these face a variety of problems, particularly in terms of sustainability and retention of trained volunteer staff. A less immediate but still important problem is the paucity of quality news and current affairs programmes, and the lack of critical reporting. While this can be attributed in part to conditioning of the past, it is also a product of lack of training, experience and confidence.

As a new nation, East Timor faces a host of decisions regarding development paths and the nature of its political, economic and legal structures. It is vital that these decisions be made within an atmosphere of open discussion enabled by a free and robust media.

This project seeks to enhance media pluralism in East Timor through a comprehensive community radio journalist training programme. Trainers would be drawn from different community radio stations throughout East Timor, as would a group of 12 trainees. Training would be carried out by journalists experienced in quality current affairs reporting and documentary production, and the participating NGOs would give the trainees stronger skills in writing, research and analysis. NGO workers would also be given media training through an exchange with the stations.

In the process of training, the trainers and trainees would produce a monthly pre-recorded one-hour radio programme on current affairs, to be distributed nationally. It could be later expanded to a weekly programme. It would be coordinated by a Committee composed of members of Timorese civil society, NGO's involved in community radio and representatives from the community media, such as the Community Radio Association (CRA). This Committee could remain a loose association, or become an organisation in itself.

The alternative would be to wait for the Timorese media to develop the necessary experience and maturity over time, as they will, but with such long-term projects as the *Timor Gap Treaty* being decided now, it is vital to develop without delay such a vehicle for public debate. Although RTL have both the experience and resources to provide critical evaluation of such complex topics, it is vital to develop community radio as an alternative and independent voice within the Timorese media.

Most radio stations in East Timor operate with limited means. Quality equipment is in short supply and shared by many, so the purchase of extra equipment for the objectives of this project is essential. Journalists will require open access to computer facilities and recording equipment, and bulk purchase of such materials as blank CDs is essential for the purposes of national distribution, as are minidisks and floppy disks for maintaining an archiving system.

2. DESCRIPTION OF THE TARGET GROUPS :

- Journalists from stations around East Timor through training in current affairs documentary production,
- People of East Timor through increased access to balanced but critical current affairs programming,
- Timorese civil society NGO's through media training and through having a single forum to discuss issues of national significance.

3. IMMEDIATE OBJECTIVES :

- To set up a community radio national current affairs programme coordinated by actors from the Timorese civil society,
- To train 12 community radio journalists per year in critical current affairs reporting and documentary production, and 12 Timorese civil society NGO staff in basic media skills.

4. DEVELOPMENT OBJECTIVE :

- To expand the pool of Timorese journalists skilled in advanced current affairs reporting,
- To enhance media pluralism by strengthening community radio as an alternative and critical voice within the Timorese media,
- To improve the democratic process by encouraging vigorous and open debate about issues of national concern.

5. PROJECT INPUTS :

- Six trainers from radio stations, NGO's and community media,
- 12 journalists from various community radios,
- 12 Timorese NGO staff,
- 2 mobile phones and phone cards,
- 3 minidisk portable recorders and microphones,
- 300 recordable CDs,
- 50 floppy disks,
- 100 mini disks,
- Pentium 4 computer with CD recorder,
- UPS unit.

6. PROJECT OUTPUTS :

- 12 community radio journalists trained per year in critical current affairs reporting, documentary production, enhanced skills in research and analysis,
- Audio and text archive of material on minidisks and floppy disks,
- Coordination of different NGO's in East Timor into a combined radio programme,
- Improved ability for journalists to intercommunicate,
- National distribution of copies of the programme.

7. ACTIVITIES :

- Meeting of interested NGO's, CRA and representatives from radio stations, selection of Coordinating Committee, detailing of the work plan,
- Meeting of Coordinating Committee, selection of trainers, selection of training candidates from other stations, selection of journalists and issues for first broadcast, organization of distribution network,
- Beginning of training ; research, interviews,
- Production of first programme,
- Burning of programme on CD,
- Distribution and broadcast of the first programme.

8. WORK PLAN :

20 Jan. 05 : Meeting of interested NGO's and representatives from community media; selection of Coordinating Committee,

27 Jan. : Meeting of Coordinating Committee, selection of trainers, selection of journalists and issues for broadcast, selection of training candidates from other stations, allocation of staff for internships and organization of distribution network,

4 – 19 Feb. : Beginning of training : research, interviews,

20 - 27 Feb. : Production of first programme,

28 Feb. : Burning of the first programme on CD,

1st March : Distribution and broadcast of the first programme.

All activities except point one to follow a monthly cycle.

9. INSTITUTIONAL FRAMEWORK :

A meeting will be held with all interested groups to decide how much resources each group can commit in time and personnel, and what role each group will play e.g. if they take a direct role in programming or purely a training or advisory role.

A Committee would then be formed by election or nomination from each group to coordinate the programme. The Committee would meet on a monthly basis to decide on selection of trainees, trainers and journalists to be involved in project, training venues, selection of topics to be broadcast, people to be interviewed.

A project coordinator would be selected to run the project for three days a week.

Organisations and representatives involved so far :

Enrico Pereiz, Manager, *Radio Rakambia*

Indra Monemnasi, Trainer/Coordinator *Radio Timor Kmanek*

Rafael Goncalves, Manager, *Radio Tokodede Liquica*
Alfredo De Araujo, Manager, *Radio Comunidade Los Palos*
Pedro De Oliveira, President, *Community Radio Association*
Joey Borges, Community Radio Facilitator, *Radio Lorika Lian, Radio Falintil*
Zesopol Carlito Carminha, Editor, *Talitakum*, (*investigative current affairs magazine*)
Charles Scheiner, Coordinator, *La'o Hamutuk*, (*economic analysis and NGO monitoring group*)
Nelson Belo, Deputy Director, *Judicial Systems Monitoring Programme*
Manuella Leong, Coordinator, *FOKUPERS*, (*Women's advocacy and gender training group*)
Jose Luis, Coordinator, *Yayasan Hak* (*Human Rights monitoring and training group*)

10. SUSTAINABILITY :

After one year in operation, enough people will be trained to take these skills back to their own community radio stations and train others, thus ensuring a constant pool of reporters with the necessary skills and experience to continue the tradition of critical reporting. Once the initial expenditure has been made in training and equipment, it is believed that those NGO's involved will be able to attract further grants from international organizations for this programme or even to continue this programme free of external funding if necessary, through the pooling of resources with community radio stations.

11. FRAMEWORK OF MONITORING :

Monitoring to be carried out by UNESCO.

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING :

The selected Project Coordinator will report on project progress on a four-month basis, and as required by IPDC and UNESCO.

C. ADDITIONAL INFORMATION

PREPARATORY ACTIVITIES COMPLETED PRIOR TO SUBMISSION OF THE PROJECT TO IPDC

Comprehensive consultations with all NGO's involved, TLJA and the Community Radio Association ; drafting of project summary and translation into Indonesian language; evaluation of cost of equipment required.

D. BUDGET

1. BREAKDOWN OF IPDC'S CONTRIBUTION (in US\$) :

• 3 trainers, 3 days / week, US \$20 / day (48 weeks):	8 640
• 12 trainee journalists, 3 days / week, US\$ 10 / day (48 weeks):	17 280
• Coordinator, 3 days / week, US\$ 30 / day (48 weeks):	4 320
• Computer with CD recorder:	1 800
• UPS unit:	250
• Minidisk recorders:	1 800
• 100 minidisks:	550

• 3 microphones:	700
• 50 floppy disks:	70
• 300 recordable CDs:	825
• 2 mobile phones:	400
• Phone cards:	300
• Monitoring:	1 000
• Stationery:	1 000
• Petrol (<i>US\$ 15 a day</i>):	6 480
• Administration (<i>10%</i>):	4 541
• Monitoring:	1 000
<u>TOTAL:</u>	<u>50 956</u>

3. BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION (in US\$) :

• Training facility at Radio Lorika Lian (<i>US\$ 30 / day*</i>):	4 320
• NGO internship training of reporters (<i>US\$ 20</i>):	1 440
• Reporting on project progress:	1 000
• Accommodation for trainees or NGO staff at residence of Dili community radio (<i>US\$ 10 / week</i>):	5 760
<u>TOTAL:</u>	<u>12 520</u>
<i>(*)Trainee travel expenses to and from training venues to be drawn from DSA as per budget.</i>	

INDIA

A. PROJECT IDENTIFICATION		
1.	TITLE	TRAINING AND SKILLS DEVELOPMENT FOR SMALL NEWSPAPERS IN SOUTH INDIA
2.	NUMBER	PDC/24 IND/01
3.	CATEGORY OF MASS MEDIA	PRINT
4.	IPDC PRIORITY AREA	HUMAN RESOURCES DEVELOPMENT
5.	SCOPE (NATIONAL, REGIONAL, INTERREGIONAL)	NATIONAL (SOUTH INDIA)
6.	TYPE OF ASSISTANCE REQUESTED	FINANCIAL
7.	TOTAL COST OF PROJECT	50,700
8.	AMOUNT REQUESTED FROM IPDC	34,200
9.	BENEFICIARY BODY	STAFF OF SMALL NEWSPAPERS
10.	IMPLEMENTING BODY	AMIC-INDIA C/o Anugrah Madison Advertising Pvt. Ltd Geo Towers, 465 (Old No.319), Anna Salai, Chennai 600 035 Tel: 00 - 91 - 44 - 24342917 / 4363625 Fax: 00 - 91 - 44 - 24320610
11.	PROJECT LOCATION	SOUTH INDIA
12.	PROJECT PREPARED BY	AMIC-INDIA
DECISION OF THE BUREAU:		

B. PRESENTATION

1. BACKGROUND AND JUSTIFICATION:

Almost 75 percent of newspapers in India are in the medium and small sector. A large number of these are in the local languages and are based in the towns and are run mainly by a single person and with under-skilled staff and outdated technology. But in a large diverse country like India, they are the key voices that reflect local concerns, issues, development and people. They are small in circulation (up to 25,000), affected by changing market trends and lack of expertise and training and regular inputs.

However, because of the increasing literacy in India, and the vibrant local self-governments, these small newspapers (circulation between 1000 to 10,000 copies daily / weekly) have the potential to become more effective, democratic tools in the local governance. While some of these papers are independent, some others are run by local politicians/ businessmen and do come under pressures. Nonetheless the small newspapers reflect the local concerns of different communities, especially in the vernacular area.

Training of editorial staff in these newspapers have become vital because of the potential influence these newspapers have in combating ignorance and promoting transparent governance in rural and marginalised areas.

This project aims to provide professional training, to the small and medium newspapers, in editorial and management techniques. In doing so, the project aims to improve editorial content and coverage, administration and circulation and greater community participation.

These solutions are vital for two reasons - there is a need for small and simple media for the growing literates and a space for community issues / concerns which are not reflected in bigger newspapers, that are highly commercialized. As panchayats (local civic governments) become stronger and vibrant and more people seek space for voices, vibrant small media is most important.

The project will organize and conduct eight training courses for small newspaper operation and management in south India (states of Tamil Nadu, Karnataka, Andhra Pradesh, Kerala).

2. DESCRIPTION OF THE TARGET GROUPS:

- The project focuses on training staff at small and medium newspapers, and also developing into formal newspapers, the newsletters or other small media run by NGOs and community groups who have the potential to run small media in towns and villages, and for community leaders and youth who can be involved in the production of the newspaper.

3. IMMEDIATE OBJECTIVES:

- To train at least 1000 journalists and media managers (25 each from each of the four south Indian states) on editorial skills and newspaper management from small newspapers
- For this purpose to conduct eight workshops of three to four day duration in the four states of south India..

4. DEVELOPMENT OBJECTIVE:

- To expand the pluralistic media into rural areas, develop professional media skills and to increase the communicative capacity of rural people

5. PROJECT INPUTS:

1. Training consultants
2. Training material and equipment.
3. Training workshops.

6. PROJECT OUTPUTS:

- Nearly 100 Journalists and media managers from small/medium newspapers acquire professional skills (in reporting, news gathering, editing, page layout, use of pictures, production and printing,) capable of improving the content quality of the small newspapers.

7. ACTIVITIES :

Step 1 - Identify small/medium newspapers in each of the four states of south India who need professional training, skills and inputs.

Step 2 - Put together the resource people who handle training, lectures, etc. at the workshop envisaged.

Step 3 - Create the resource material required for the trainees at the workshop.

Step 4 - Conduct two workshops in each of the 4 states.

Step 5 - Follow-up at the workplace with the trainees/newspapers and assess the improvements made by the newspaper.

8. WORK PLAN:

Month 1: Preparatory activities and selection of small/medium newspapers in each state

Month 2: .Recruitment of Consultants

Month 3 Training course preparation and material production

Month 4 - Eight training courses organized and conducted

Month 9-11. Training impact assessment

Month 12 – Project evaluation

9. INSTITUTIONAL FRAMEWORK:

The project will be implemented by Asian Media Information and Communication Centre of India (AMIC-INDIA). AMIC-INDIA is well known amongst international agencies, the Indian Government, academia, industry and fellow NGOs for their contribution in the communication development field. The nature of AMIC-INDIA- is a voluntary organization with individual and institutional members all across the country, naturally lending itself to taking on, co-ordinating and executing all tasks envisaged with the help and assistance of its member institutions in India.

10. SUSTAINABILITY:

The training of the small and medium newspapers in India is a felt need. The improved skills in the small newspapers will make a definite contribution to the sustainability of the sector as a whole.

AMIC- India will continue to monitor the progress made by the newspapers involved. Those who benefit from the workshop will continue to get resource material and information from AMIC on advance training possibilities.

11. FRAMEWORK OF MONITORING:

- Submitters suggest that the Press Institute of India headed by the respected and veteran editor Ajit Bhattacharjea, be designated as the project monitoring body. The Press Institute of India based in New Delhi runs a print publication called Grassroots, which highlights developments in rural India and often includes items published in small newspapers from rural India.

12. EVALUATIONS CARRIED OUT

In 2002, AMIC India implemented an IPDC project on Communication Education needs in India. Also a preliminary study carried out by AMIC-INDIA revealed the need for professional training for journalists working on small and medium newspapers.

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING:

- AMIC-India undertakes to report on project progress on a quarterly basis.

C. ADDITIONAL INFORMATION

Previous IPDC Projects in India since 2000)

1. 352IND91 – Communication, Education and Media Needs (US\$ 30,000)
2. 353IND01 – Namma Dvani Community Radio production center (US\$ 17,000)

According to the annual report of 2001 published by the Registrar of Newspapers of India, out of the 5,915 newspapers, 295 were big, 1,095 were medium and 4,525 were small.

India's grassroot democracy is vibrant with the enactment of new decentralization and freedom of information laws. Also, each region has its own issues, concerns, unique communities and democratic bodies. A small newspaper undoubtedly is a part and parcel of this community.. Through them the local issues can be communicated to people, their opinions can find a public voice in the paper of their own. Most such communities in India now do not have a voice in state run radio or state-run and private TV. A local newspaper is the best option for free expression and communication. This will lead to increased economic, social and educational development because the local paper can provide platform to discuss, policies and issues and bring development initiatives closer to the aspirations of the people.

D. BUDGET

1.

Breakdown of IPDC's contribution (in US\$):	
1. Training consultants	7,200
2. Training facilities for 8 workshops	6,000
3. Training course costs for 8 workshops	20,000
4. Project monitoring	1,000
TOTAL	34,200

2. Breakdown of the beneficiary agency's contribution (in US\$):

Breakdown of the contribution of submitting agency during the years in question (in US\$):	US\$
1. Logistics, administrative support and communication	5,000
2. Staff salaries	10,000
3. Project reporting	1,500
TOTAL	16,500

1 Detail Breakdown of IPDC's contribution (in US\$):

1. Staffing	
1. Salary for project consultant/s @ \$400 per month for one year	7,200
2. Equipment - hiring costs	6,000
3. Training (Skills for small newspapers - editorial, managerial and production)	
• Domestic train fare for 25 participants in each workshop (\$30 X 25 participants X 8 workshops)	6,000
• Local transportation @ \$100 per workshop (\$100 X 8 workshops)	800
• Accommodation and per diem of participants (\$15 per day X 25 participants X 8 workshops X 2 days)	6,000
• Workshop lunches and tea (\$5 X 25 participants X 8 workshops X 2 days)	2,000
• Supplies and materials (\$175 X 8 workshops)	1,400
• Preparation and dissemination of resource material	2,500
• Follow-up visits to work spots	1,200
4. Communication and co-ordination	3,000
5. Monitoring	1,000
TOTAL	34,200

KYRGYZ REPUBLIC

A. PROJECT IDENTIFICATION		
1.	TITLE	Kyrgyz Republic : ESTABLISHMENT OF A COMMUNITY MEDIA CENTRE FOR THE TALAS REGION
2.	NUMBER	PDC/24 KYZ/01
3.	CATEGORY OF MASS MEDIA	Radio broadcasting
4.	IPDC PRIORITY AREA	Community media
5.	SCOPE (NATIONAL, REGIONAL, INTERREGIONAL)	National
6.	TYPE OF ASSISTANCE REQUESTED	Equipment, training
7.	TOTAL COST OF PROJECT	US\$ 38 000
8.	AMOUNT REQUESTED FROM IPDC	US\$ 31 000
9.	BENEFICIARY BODY	The Talas State University
10.	IMPLEMENTING BODY	National Commission of the Kyrgyz Republic for UNESCO
11.	PROJECT LOCATION	Talas province
12.	PROJECT PREPARED BY	National Commission of the Kyrgyz Republic for UNESCO
DECISION OF THE BUREAU:		

B. PRESENTATION

1. BACKGROUND AND JUSTIFICATION :

Rural communities of such small countries as Kyrgyzstan often undergo a shortage in information that is relevant for improving their living standards and eradicating poverty. Such shortage is due to insufficient ICT infrastructures and by the increasing digital divide. However, the country intends to join the world knowledge society by creating a Community Media Centre (CMC) intended to 'include the excluded'. One of the main conditions to raise the capacity of disadvantaged people in the field of ICT is to promote establishment of a multimedia centre including a community radio station and a community telecentre. Although the region is mostly mountainous, it remains suitable for FM broadcasting.

The recent years have witnessed progress of ICTs in the country, together with the development of an appropriate legislation and a high educational level. But this did not noticeably affect the rural areas, where the majority of the population lives. Remote areas residents do not have PCs and other access to modern information technologies. In some regions, there are even no local electronic mass media. The Talas province is one of them. Located on the border with Kazakhstan, Talas was selected as the first venue for the establishment of a community multimedia centre, since it is one of the most disadvantaged as well as one of the politically stable regions in the country.

The venue where the project will be implemented is the Talas State University, which includes four faculties: the Faculty of Economy and Ecology, the Pedagogical Faculty, the Faculty of Philology and the Technological Faculty, attended by some 2500/3000 students, the majority of whom being rural areas residents. Since 2000, the University operates an Internet centre allowing practical classes on the Internet, in addition to its own computer classes. The students, teachers, pupils as well as the citizens of Talas can have access to the Centre. Since KyrgyzTeleCom, one the main ISPs in Kyrgyzstan has its branch in Talas city, there are no problems to access Internet, and the costs of Internet services are the same throughout the country.

The administration of the University agreed to take over some operational expenditure, such as power supply, security guards etc. for the future CMC as it does for the Internet centre. Besides, the University will provide premises for the CMC. The University students are the main potential volunteers who will work at the CMC as programme producers, reporters, studio technicians and ICT trainers. As the majority of them are rural residents, they expressed willingness to serve their community's interests. However, the collaboration of outside specialists and experts will also be possible.

2. DESCRIPTION OF THE TARGET GROUPS :

The Talas State University and the whole Talas rural area community.

3. IMMEDIATE OBJECTIVES :

- Negotiations with the concerned authorities to obtain FM frequency and license.
- Renovation of the premises and fitting out of the Community Multimedia Centre.
- Training workshop for the staff of the Centre and for the journalists of the Talas region.

4. DEVELOPMENT OBJECTIVE :

- The pilot project will create a stable operational information and communication mechanism that will add a valuable contribution to poverty alleviation in rural areas.
- The creation of the Community Multimedia Centre will lay the foundation for the further development of information and communication technologies in the rural areas.
- The role of mass media will considerably improve the everyday life of the rural population through the provision of educational, cultural and scientific information.

5. PROJECT INPUTS :

- Obtaining FM radio frequency and license.
- Equipment: Radio transmitter (“Suitcase broadcasting station”), computers (for administrator and for users), printers (monochrome and colour), software, scanner, modem, digital video camera, digital photo camera, digital projector, hub and net connection, spare parts.
- Training workshop for the staff of the Community Multimedia Centre and local journalists.
- Professional trainers.

6. PROJECT OUTPUTS :

- Talas rural community provided with access to information relevant to improving their living standards.

7. ACTIVITIES :

- Purchase of equipment,
- CMC staff training,
- Local seminar with participation of community representatives,
- Organization of focal group discussions in cooperation with local authorities,
- Translation of CMC materials into the Kyrgyz and Russian languages,
- Sustainability trainings,
- Production of programmes disseminating basic knowledge in the field of digital technologies,
- Production of programmes for women, children, orphans and disabled people,
- Production by the Community Multimedia Centre of a series of CDs containing information in the fields of education, culture and science.

These activities will be implemented in close cooperation with governmental and non-governmental organizations.

8. WORK PLAN :

Jan. 2004: Gathering the required documents for the License and FM frequency.

Feb./March: Granting of the License and FM frequency.

May: Acquisition and testing of the equipment.

July: Training workshop for the prospective personnel of the Multimedia Centre.

August: Inauguration of the Centre.

9. INSTITUTIONAL FRAMEWORK :

The UNESCO Almaty Office will monitor the implementation of the project.

The Kyrgyz National Commission for UNESCO will organize and implement the project. It will also take the necessary steps for the License and FM frequency, the purchase, installing and testing of the equipment, will organize the training workshop for the staff of the Centre and proceed to the launching of the Centre.

10. SUSTAINABILITY :

The Talas State University will meet all the running costs (power supply, central heating, cold and hot running water, rent of the premises and security guards).

According to a preliminary agreement, the IREX/IATP Internet Centre will meet the charges for the use of the Internet.

It is planned that advertising on the radio channel will cover other expenses by support of sponsors, international organizations (grants) and local authorities.

11. FRAMEWORK OF MONITORING :

A professional organism (e.g. the UNESCO Almaty Office) could be assigned to monitor the project progress.

12. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING :

The beneficiary agency undertakes to report on project progress on a four- month basis.

C. ADDITIONAL INFORMATION

PREPARATORY ACTIVITIES COMPLETED PRIOR TO SUBMISSION OF THE PROJECT TO IPDC

A joint mission of specialists from the UNESCO Almaty Office and the National Commission of the Kyrgyz Republic for UNESCO visited Talas to examine the situation in the field of ICTs. Negotiations were held with UNDP in Bishkek and IREX/IATP, dealing with the provision of computers, office equipment and the Internet.

Negotiations were also held with representatives of Kyrgyztelecom, the State Agency for communications and the authorities in charge of the frequencies and the broadcasting licenses.

CONTRIBUTION FORESEEN BY THE BENEFICIARY AGENCY DURING THE PROJECT PERIOD

The Administration of the Talas University agreed to cover some operational expenditure such as electricity, security guards etc. for the future CMC. In addition, the University will provide premises for the CMC.

ASSISTANCE SOUGHT OTHER THAN IPDC

Successful negotiations are being held with the UNDP Office in Bishkek on the possibilities to finance the purchase of additional computers. Providing Internet services to the future Multimedia Centre is discussed with IREX/IATP. Negotiations are also conducted with the local authorities with regard to the allocation of a FM frequency and a broadcasting license.

D. BUDGET

1. BREAKDOWN OF IPDC'S CONTRIBUTION (in US\$) :

<u>Equipment:</u>	
• 30-Watt FM "Suitcase" broadcasting transmitter:	4 470
• PC server (for CMC manager):	1 100
• 4 PCs for CMC users:	3 800
• Telephone modem:	100
• LAN hub and wiring:	200
• Printers:	500
• Flatbed scanner:	200
• Standard software package:	2 250
• Digital camera:	480
• Digital projector:	1 900
<u>Training:</u>	
• Training workshop for CMC staff and local journalists, trainers, international experts, consultants, transport, administrative expenses	15 000
• Monitoring:	1 000
<u>TOTAL :</u>	<u>31 000</u>

4. BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION (in US\$) :

• Rent of premises (over 2 years):	3 600
• Salaries of the maintenance team (over 2 years):	1 200
• Running charges (over 2 years):	600
• Transport:	1 600
<u>TOTAL :</u>	<u>7 000</u>

KYRGYZ REPUBLIC

A. PROJECT IDENTIFICATION		
1. TITLE		KYRGYZ REPUBLIC: PRODUCTION AND DISSEMINATION OF AUDIO-VISUAL DEVELOPMENT-ORIENTED INFORMATION FOR COMMUNITIES IN REMOTE REGIONS OF KYRGYZSTAN
2. NUMBER		PDC/24 KYZ/02
3. CATEGORY OF MASS MEDIA		Television
4. IPDC PRIORITY AREA		Community media
5. SCOPE		National
6. TYPE OF ASSISTANCE REQUESTED		Equipment, training
7. TOTAL COST OF PROJECT		US\$ 67 130
8. AMOUNT REQUESTED FROM IPDC		US\$ 49 770
9. BENEFICIARY BODY		The Kyrgyz-Russian Institute of Distant Education (KRIDE)
10. IMPLEMENTING BODY		The Kyrgyz-Russian Institute of Distant Education (KRIDE)
11. PROJECT LOCATION		Bishkek
12. PROJECT PREPARED BY		The International University of Kyrgyzstan and The Kyrgyz-Russian Institute of Distant Education
DECISION OF THE BUREAU :		

B. PRESENTATION

1. BACKGROUND AND JUSTIFICATION :

After their independence in 1991, the States of the Central Asian region of CIS, in particular the Kyrgyzstan, have chosen the way to democratic development and have engaged into political and economic reforms. But these countries have now to face the huge problems related to the transition to market economy.

Inaccessibility and remoteness, severe climatic conditions, social and information isolation, weak control and management, economic backwardness, transform the mountains of Central Asia into centres of poverty and conflicts.

The considerable progress of information and communication technologies characterises the global development in the 21st century. Modern information systems, dissemination of knowledge and exchange of experience through communication networks play an important role in the preservation and development of the cultural heritage, the strengthening of the traditions of tolerance, and the progress of sustainable development and poverty alleviation.

This project aims at developing, producing and transmitting information / training audiovisual materials for the populations living in the mountains, through the network of the Kyrgyz State Television (KST) or through mobile units in the remote areas where the access to KST transmissions is limited.

2. DESCRIPTION OF THE TARGET GROUPS :

Namely the populations of the mountainous areas of Kyrgyzstan, Kazakhstan and Tajikistan. The first target groups will be the local community leaders, so as to facilitate the introduction of innovations in the mountain districts. The working language is Russian. However, it will be possible to translate materials and information into Kyrgyz and other local languages.

3. IMMEDIATE OBJECTIVES :

- Elaboration of the pilot / training modules, using appropriate distant education technologies.
- Creation of ground TV stations in the target regions.
- Production of 6 audio/video modules for 2 months.

4. DEVELOPMENT OBJECTIVE :

The project aims at extending development-oriented information and educational modules towards the populations who live in the remote mountainous regions of Kyrgyzstan.

5. PROJECT INPUTS :

- Purchase of the equipment and materials for the development and distribution of the programmes.
- Production of the modules; publication of the training and information materials; transport and other administrative charges.

6. PROJECT OUTPUTS :

- Conception of a pilot scheme for the people of the mountainous areas, which will serve as a reference for other republics of Central Asia.
- Improvement of the educational level of the target population, so as to foster its social mobilization for poverty alleviation.

7. ACTIVITIES :

Study of working conditions, selection of the target groups, development of training programmes, manufacture, purchase and installation of equipment, delivery of the information/educational programmes directly to the target groups.

8. WORK PLAN :

- Month 1:** Study of working conditions. Selection of target groups.
Months 1-2: Survey devised to identify the training and information needs. Selection of experts, technicians and trainers.
Month 2: Drawing up of the training plan.
Months 1-4: Purchase, installation and testing of equipment.
Month 3: Training seminar for the experts on the development of educational video materials. Training seminar for the personnel of the regional bases.
Months 3-5: Development of the training modules, production and duplication of video materials.
Months 5-11: Transfer of the programmes directly to the mountain communities.
Months 2-12: Monitoring and evaluation.
Month 7, 11,12: Activity appraisal.
Month 12: Final report.

9. INSTITUTIONAL FRAMEWORK :

The Kyrgyz-Russian Institute of Distant Education (KRIDE), a non-commercial educational institution, was jointly created with the Modern Humanitarian University (MHU), Moscow and the International University of Kyrgyzstan. Its main purpose is to grant quality educational services in the remote regions of Kyrgyz Republic. During the *Global Mountain Summit*, KRIDE educational technologies were recognized as the best for the mountain regions of Central Asia and it was awarded with the honourable diploma from UNEP.

10. SUSTAINABILITY :

The viability of the project will be ensured through a competent management, highly skilled personnel, a strict observance of the working plan and a further transition to partial payment for distant courses.

11. FRAMEWORK OF MONITORING :

UNESCO will determine the expert in charge of the project evaluation.

12. EVALUATIONS CARRIED OUT :

The analysis of a Mountain forum (2002) has shown that the mountain people who live away from the political and cultural centres meet difficulties not only due to economic development

and maintenance or insufficiency of the state control, but also related with information deficiency and the lack of access to modern educational technologies.

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING :

The executive body will forward a follow-up report to UNESCO every 4 months.

D. BUDGET

1. BREAKDOWN OF IPDC'S CONTRIBUTION (in US\$) :

<u>Equipment -1:</u>	
• PC video station:	4 500
• 2 digital video cameras:	5 600
• 2 S-VHS recorders:	1 800
• 2 sets of lighting equipment:	1 800
• 2 microphones:	600
• 50 digital tapes:	500
• 100 S-VHS tapes:	900
• 300 VHS tapes:	600
• Accessories (tripods, batteries):	2 700
• Furniture:	600
<u>Equipment -2:</u>	
• 3 PC servers with PentaNet:	2 700
• 3 TV kits:	2 820
• Furniture:	1 500
• Set-up:	600
<u>Training:</u>	
• Development of video materials	5 400
• Kit of education handouts:	4 900
• Support of regional complexes:	1 050
• Monitoring and evaluation:	2 200
<u>Travel:</u>	
• 2 experts from Moscow (1½ week):	3 200
• 6 persons from regional complexes (1½ week):	3 600
• Selection of target groups and courses:	1 200
• Monitoring:	1 000
<u>TOTAL :</u>	<u>49 770</u>

5. BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION (in US\$) :

• Rent of space:	12 000
• Running charges:	400
• Transportation services:	700
• Internet:	1 200
• Library:	600

• Service and technical staff:	670
• Renting of a State TV channel:	1 300
• Trainee stipend:	490
	<hr/>
<u>TOTAL :</u>	<u>17 360</u>

MALI

A. PROJECT IDENTIFICATION		
1.	TITLE	MALI: ESTABLISHMENT OF <i>ECHO FM</i> INDEPENDENT RADIO STATION
2.	NUMBER	PDC/24 MLI/01
3.	CATEGORY OF MASS MEDIA	Broadcasting
4.	IPDC PRIORITY AREA	Community media
5.	SCOPE (NATIONAL, REGIONAL, INTERREGIONAL)	National
6.	TYPE OF ASSISTANCE REQUESTED	Equipment, training
7.	TOTAL COST OF PROJECT	US\$ 41 485
8.	AMOUNT REQUESTED FROM IPDC	US\$ 41 485
9.	BENEFICIARY BODY	Population of Bafoulabé
10.	IMPLEMENTING BODY	PANOS/COMNAT Bamako
11.	PROJECT LOCATION	Bafoulabé
12.	PROJECT PREPARED BY	
DECISION OF THE BUREAU:		

B. PRESENTATION

1. BACKGROUND AND JUSTIFICATION:

Mali enjoys an enviable situation in which political pluralism, freedom of expression and press freedom thrive. There are close to 80 political parties, 120 privately-owned radios and more than 40 newspapers and periodicals. Added to that, there is strong demand for the establishment of privately-owned TV stations and for even more local radios. In the print media sector, over 180 licences have been granted for setting up privately-owned newspapers. Today, in addition to the public service media, some 40 newspapers are published regularly, and that is without counting the national language press. Further, freedom of the press is guaranteed by the Constitution of Mali promulgated in 1992.

Foreign radio stations are either totally or partially relayed by national stations, both public and private, although this activity is not yet formally regulated. Further, although the State still has a monopoly on television broadcasting, two privately-owned channels—MULTICANAL SA and TV KLEDU—rebroadcast via terrestrial TV. They entered the market offering viewers scrambled packages of foreign televisions stations.

This change has come about at a moment when, for the first time in the history of the country, the State no longer has a monopoly on communication. It now shares the press and electronic media sector with two new operators: private entrepreneurs and political parties. What is more, there are more privately-owned than State-run newspapers and radio stations. FM radio enjoys much greater popularity than newspapers. The media sector in Mali is free and pluralistic.

This project falls within the category of community radios. Its aim is to offer the «voiceless» an opportunity to express themselves, to serve as a mouthpiece for the oppressed and to be a development tool.

2. DESCRIPTION OF THE TARGET GROUPS:

The immediate beneficiaries of the project are the men, women and young people of the commune of Bafoulabé. These target groups comprise farmers, herders, fisherfolk, craftspeople, schoolchildren and students.

3. IMMEDIATE OBJECTIVES:

- To help break the isolation of the commune
- To set up a community radio station in Bafoulabé
- To train the staff of the radio station: five presenters and a Manager

4 DEVELOPMENT OBJECTIVE:

The establishment of an FM radio in this area will help bring about behavioural change and, above all, reemphasize traditional values. Once set up, the *Echos FM* communication network will serve as an economic and social development tool by giving the target groups a forum to address their own problems as well as development topics such as agricultural, health and environmental issues.

5. PROJECT INPUTS:

- Building of the premises for the station
- Equipment
- Training

6. PROJECT OUTPUTS:

- Completion of the building to house the radio station
- Installation of the equipment
- Training of the staff to improve their production capacity, mastery of the different styles of radio broadcasting, usage and mastery of computing equipment.

7. ACTIVITIES

- Preparatory meetings
- Setting up of the Management Committee
- Sourcing of funding
- Preparation of the building site
- Carrying out of the works
- Monitoring and inspection
- Acceptance of the building:
 - a) initial
 - b) final at the end of the guarantee period

8. WORK PLAN:

<u>January - April 2004:</u>	Preliminary meetings
<u>May - July 2004:</u>	Setting up of the Management Committee
<u>August - Nov. 2004:</u>	Securing financing
<u>December 2004:</u>	Preparation of the building site
<u>January - March 2005:</u>	Carrying out of the works, monitoring and inspection
<u>April 2005:</u>	Acceptance of the building; evaluation

9. INSTITUTIONAL FRAMEWORK:

Echos F.M. radio will be entirely apolitical. It will broadcast all information that can contribute to local and national development. The organizations involved in implementation of the project are as follows:

- Bafoulabé rural commune: the Mayor has already allocated a piece of land for the station
- Civil society (men, women and young people), whose specific role is to provide human resources for the building of the premises
- The Bafoulabé People's Association for the purchase of building materials.

10. SUSTAINABILITY:

- Availability of the promoter's share
- Securing funding
- Social cohesion
- Absence of other radios in the area
- Meeting financial commitments on schedule
- Involvement of all stakeholders

11. FRAMEWORK OF MONITORING:

URTEL/Mali (Union of Free Radios and Televisions) will monitor project progress.

12. EVALUATIONS CARRIED OUT:

On completion of the building works, the entrepreneur, operator, Management Committee, the Communal Council and URTEL will conduct a preliminary evaluation and initial acceptance of the premises.

IPDC will be carry out final acceptance.

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING:

The Management Committee and the Management of *Echos F.M.* radio undertake to report on project progress on a four-monthly basis.

C. ADDITIONAL INFORMATION

PREPARATORY ACTIVITIES

- Information – Sensitization
- Preliminary meetings
- Setting up of the Management Committee
- Putting together of own resources

CONTRIBUTION FORESEEN BY THE BENEFICIARY AGENCY DURING THE PROJECT PERIOD

During the project period, *Echos F.M.* will provide human resources and purchase the building materials. It will oversee the proper functioning of the station.

D. BUDGET

1. Breakdown of IPDC's contribution (in US\$):

<u>Broadcasting Centre:</u>	
• Tower, aerials, feeders, wiring and connectors, stabilizer and accessories:	10 200
<u>Studio and operations:</u>	
• Sound console, microphones, tape recorders, newsgathering equipment, mini-disc, receiver, headsets, furniture, miscellaneous accessories:	9 230
<u>Power Supply Equipment:</u>	
• Solar modules, batteries, connection boxes, regulators, installation:	15 145
<u>Training:</u>	
• Trainers, facilitators, teaching material:	5 210
• Follow-up:	700
<u>Monitoring:</u>	1 000
<u>TOTAL:</u>	<u>41 485</u>

2. Breakdown of the beneficiary agency's contribution (in US\$):

Not specified.

NIGERIA

A. PROJECT IDENTIFICATION		
1. TITLE	NIGERIA : CREATION OF SAGAMU PILOT COMMUNITY RADIO	
2. NUMBER	PDC/24 NIR/01	
3. CATEGORY OF MASS MEDIA	COMMUNITY RADIO	
4. IPDC PRIORITY AREA	COMMUNITY MEDIA	
5. SCOPE (NATIONAL, REGIONAL, INTERREGIONAL)	NATIONAL	
6. TYPE OF ASSISTANCE REQUESTED	EQUIPMENT /TRAINING	
7. TOTAL COST OF PROJECT	US\$ 65.000	
8. AMOUNT REQUESTED FROM IPDC	US\$ 49.000	
9. BENEFICIARY BODY	VOICE OF NIGERIA	
10. IMPLEMENTING BODY	VOICE OF NIGERIA	
11. PROJECT LOCATION	SAGAMU, OGUN STATE, NIGERIA	
12. PROJECT PREPARED BY	VOICE OF NIGERIA	
DECISION OF THE BUREAU:		

B. PRESENTATION

1. BACKGROUND AND JUSTIFICATION:

Nigeria is Africa's most populous democracy and failure of democracy in Nigeria will be a colossal disaster in Africa and the world. More than 65% of Nigeria's population still live in rural areas which include sub-urban communities.

On the advent of democracy in Nigeria on the 29th of May 1999, the first ethnical religious outbreak of violence occurred in the Sagamu community (with its 33 rural community townships, and over 500 villages which largely depend on agricultural economy) in the first quarter of the 2000 and many lives and properties were lost. This situation was engineered from outside the Sagamu community and outside the Southwest region of Nigeria. The Hausa and Fulani residents in the Sagamu community are in their sixth generation in the community.

The quality of democracy, good governance and integrated development a nation enjoys is reflected in and determined by its communications practice which must be interactive and participative. Community radio is an idea supported and recognised by UNESCO, United Nations Development Programme etc, whose time has come in Nigeria.

The pilot Community Radio station in Sagamu will be a critical tool and active agent for conflict management, crisis resolution and peace keeping amongst the inhabitants of the community as well as an enduring medium for sensitizing and mobilising the community against HIV/AIDS, cholera, malaria and for encouraging integrated development.

2. DESCRIPTION OF THE TARGET GROUPS:

In Nigeria, there are over 97,000 communities and over 250 ethnic groups being the primary target groups with the advent of Community Radio Services in the country. Naturally, the entire UN System including UNESCO cannot continue to ignore such a mammoth target group. The target groups to be focused in this project are

1. grassroots population
2. women
3. and the youths who constitute a vulnerable group for all sorts of social ills.

3. IMMEDIATE OBJECTIVES:

The immediate objectives of the Community Radio Service and more particularly the Pilot Community radio project will be

1. to promote and sustain local governance, democracy, and the mobilisation of the local communities towards the fight against the HIV/AIDS epidemic.
2. promote amongst the grassroots population a culture of peace and tolerance with a view towards avoiding tribal conflicts

4. DEVELOPMENT OBJECTIVE:

The Pilot Community Radio will seek to develop a philosophy of good neighbourliness by using the radio as a tool for conflict management crisis resolution, promoting peace and encouraging the institutionalisation of local governance and democracy.

5. PROJECT INPUTS:

The inputs essential for the project implementation are

1 Equipment

- FM Transmitters
- Antenna System
- Studio equipment including microphones
- Audio cassette racks
- Medium capacity Generator
- Limited Furniture

2. Training

- Capacity building especially Computer network technology
- Training in Community Radio Broadcasting

6. PROJECT OUTPUTS:

The expected project outputs of the pilot community radio will include:

1. increased sensitisation of the rural population for conflict resolution and management and the integrated rural community development.
2. provision of vital and much needed health educational and informational resources for the rural communities
3. improved self reliance concept for the local, village, and community populations towards ensuring food security and resource management.
4. increased awareness about and for concrete and enduring initiatives to ameliorate living conditions through poverty alleviation.
5. Improve the imbalance in rural and community access to national communications media.

7. ACTIVITIES:

Preparatory activities completed prior to the submission of this project are:

1. Full and exploratory consultations with the Communication Development Division of UNESCO in Paris (France) in September 2002.
2. Consultation and deliberation with the Communication and Information Adviser in the UNESCO Yaounde Office
3. Leading promoter of Community Radio Service in Nigeria, 1976
4. The Federal Government of Nigeria has show political will for community Radios under the auspices of UNESCO in Nigeria
5. The law establishing the National Broadcasting Commission has by Statue recognized and accepted Community Radio Service in Nigeria.
6. The Nigerian Government has accepted to host a Presidential Forum on “Broadcasting in Development” in mid-2003 in Nigeria.

8. WORK PLAN:

- January –March 2004 : Acquisition and refurbishing of building for the Community Radio
- March – June 2004 : Acquisition of technical equipment
- June – July 2004 : Installation of equipment and testing
- July – August 2004 : Training for Radio broadcasters and technical personnel
- September 2004 : Effective launching of broadcast.

9. INSTITUTIONAL FRAMEWORK:

The implementing agency will be the Voice of Nigeria with the active technical backstopping of UNESCO YAOUNDE and where for every community radio, there will be a local management Committee.

10. SUSTAINABILITY:

The Nigerian Government has shown the political will and the sustainability of the project will be borne by the communities who are the direct beneficiaries of the project. This will be done

through the provision of premises by the local communities, taking of the running costs (electricity, water , communication[telephone/Fax], paying stipends for voluntary staff. On the other hand, the Voice of Nigerian will provide professional and technical training with UNESCO monitoring the activities.

11. FRAMEWORK OF MONITORING:

Voice of Nigeria which is the external Radio Broadcasting Network has appropriate structures which will facilitate its monitoring of the activities of the project once it would have been launched. This will be done in close collaboration with the rural communities through the local management committee

12. EVALUATIONS CARRIED OUT

Over the years, especially in the last four years, evaluation carried out towards the imperative need of the Community Radio Service in Nigeria revealed amongst others:

- The need to provide a unique service for rural and community dwellers through information, education and entertainment in indigenous dialects.
- The need to provide practical information by and for rural citizens about farming techniques, adult literacy, distance learning, basic health delivery system, good governance, integrated development and democracy.
- That such Community radio Services exist and are functioning in other African countries.

C. ADDITIONAL INFORMATION

In Nigeria, there is a regulatory framework for the encouragement and establishment of Community Radio as entrenched in the Statue establishing the National Broadcasting Commission. There is now in existence a strong political will by the Presidency and the Federal Ministry of Information towards the establishment of Community Radios. Nigeria has six geo-political zones, 36 States, 774 Local Governments, 97.000 Communities and over 250 ethnic groups. UNESCO has facilitated and/or funded Community Radio Stations in Cameroon, South Africa, Senegal, Mali, Benin, Côte d'Ivoire, Gambia, Kenya, Ethiopia Namibia, and Togo. It would be rational, that this initiative be encouraged given that the Federal Government has expressed the determination in establishing Community Radio Services.

D. BUDGET

1. Breakdown of IPDC's contribution (in US\$):

Equipment	40.000
• FM Transmitters	
• Antenna System	
• Studio equipment/microphones	
• Audio cassette racks	
• Generator	
Training	8.000
Monitoring	1.000
T O T A L	<u>49.000</u>

2. Breakdown of the beneficiary agency's contribution (in US\$):

• Building to accommodate the Radio	2.500
• Personnel	6.000
• License Fee.....	500
• Telecommunications/Water/Electricity	2.500
• Maintenance and other overhead costs	4.500
T O T A L <u>16.000</u>

VIETNAM

A. PROJECT IDENTIFICATION		
1. TITLE		COMMUNITY RADIO DEVELOPMENT
2. NUMBER		PDC/24 VIE/02
3. CATEGORY OF MASS MEDIA		Radio
4. IPDC PRIORITY AREA		Human resource development ; community media
5. SCOPE (NATIONAL, REGIONAL, INTERREGIONAL)		National
6. TYPE OF ASSISTANCE REQUESTED		Financial assistance for workshops, material and training
7. TOTAL COST OF PROJECT		US\$ 50 500
8. AMOUNT REQUESTED FROM IPDC		US\$ 34 000
9. BENEFICIARY BODY		Local stations of “Radio Voice of Vietnam”
10. IMPLEMENTING BODY		“Radio Voice of Vietnam”, in co-operation with Viet Nam National Commission for UNESCO, UNESCO Hanoi office, Ministry of Education and Training and Ministry of Culture and Information.
11. PROJECT LOCATION		Central Highlands, Vietnam
12. PROJECT PREPARED BY		Viet Nam National Commission for UNESCO, in co-operation with UNESCO Hanoi Office and advise from ACI.
DECISION OF THE BUREAU:		

B. PRESENTATION

1. BACKGROUND AND JUSTIFICATION :

The proposed project aims at developing the community radio in Vietnam by converting commune radio into community radio and building up a link between the *Community Learning Centres* (CLC) in Central highlands of Vietnam.

Radio The Voice of Vietnam (VoV) has an extensive network of stations for local broadcasting with over 500 district stations and 5,000 public address systems, known as commune radio at village level. These commune radio stations have mostly been airing messages from the local authorities and relay national and provincial programmes. Through the support from IPDC, the VoV intends to develop the commune radio in the Central Highlands into pilot community radio stations with low power on air transmission facilities, and to establish linkages with Community Learning Centres thus enabling community radio to extend the functions of community learning centres.

For this purpose the project seeks assistance to train local commune radio broadcasters and facilitators of community learning centres on community radio programming and to equip pilot commune radios with low cost transmitting facilities. On sight training activities of this project will be implemented in at least three pilot sites located in the Central Highlands Provinces: namely Kon Tum, Gia Lai, Lam Dong, Dak Lak and Binh Phuoc. These provinces are home to nearly four million ethnic minorities of Viet Nam. They are some of the poorest areas of Viet Nam, and raising the living standards of ethnic minorities through capacity building for poverty reduction is a priority of the development programmes.

The training will focus on producing innovative and participatory community radio programmes involving community-learning centres. Eventually, the best practices adapted by the pilot sites will be documented and widely distributed as a handbook for other commune radio stations to learn.

The project is based upon the idea of combining the existing network of CLCs, with commune radio stations that specifically work on the commune level directly with the population, as a platform for the development. Improving of both the technical capacity of the commune radio and the substance of the productions would directly benefit the targeted marginalized population.

2. DESCRIPTION OF THE TARGET GROUPS :

The immediate beneficiaries of the project are the listeners of the commune radio stations in the pilot sites located in the Central Highlands, particularly ethnic minorities. In the end the people of the local communities are the final beneficiaries of the outcome of the project, as it involves both training of the communities on how to use media channels to improve the quality of life of these communities, and by resulting in radio programming that directly aims at strengthening the life skills of the population.

The developed forms of cooperation between the commune radios and CLCs in the pilot areas, as well as programme formats and individual programmes will be distributed to all commune stations and CLCs in the country.

3. IMMEDIATE OBJECTIVES :

- To convert commune radio stations into pilot community radio in combination with community learning centres.
- To organize training courses for staff members of the commune radios in three target provinces in producing community radio programmes in cooperation with staff members of the CLCs.
- To organize workshops in the target provinces on the access to radio in order to sensitise the communities in the importance of this channel for communicating and expressing their interests, needs and points of view.
- Production of a handbook in cooperation between commune radios and CLCs.
- To provide low power on-air transmission facilities to the pilot project sites.

4. DEVELOPMENT OBJECTIVE :

To increase the communicative capacity of disadvantaged people and to provide them with opportunities to seek, impart and exchange information vital to their development needs.

5. PROJECT INPUTS :

- Consultant for leading the planning of and overseeing the training courses ;
- Preparatory workshop ;
- Trainers ;
- Training workshop in each of the three chosen target provinces ;
- Training courses in each of the three chosen target provinces ;
- Technical support for three community radio units to produce pilot programmes ;
- Production and distribution of the handbook ;
- Low cost transmission equipment.

6. PROJECT OUTPUTS :

- Three training workshops productions in the target provinces conducted and at least 45 commune broadcasters and CLC resource persons are trained in community radio production.
- At least 30 pilot programmes produced, broadcast and distributed among other commune stations as samples.
- A handbook explaining the project methodology is produced and distributed to commune radios and CLCs in the provinces not involved in the project.
- Low-cost transmission facilities installed and operational at the pilot sites.

7. WORK PLAN :

- Establishment of working group lead by appointed consultant for planning the cooperation between the commune radios and CLCs.
- Initial workshops in three target provinces.
- Training courses in three target areas.
- Productions of pilot programmes.
- Production and distribution of the handbook.

8. ACTIVITIES :

- Months 1-4 :** Planning workshops in cooperation with commune radio and CLCs;
Months 2-4 : Improving transmission facilities;
Month 4 : Implementation progress report;
Months 5-7 : Training courses in the pilot sites;
Month 6 : Project progress review by UNESCO and Viet Nam National Commission for UNESCO;
Months 7-8 : Production and distribution of pilot programmes;
Month 8 : Implementation progress report;
Months 9-12 : Production and distribution of the handbook ;
Months 12-14 : Project evaluation.

9. INSTITUTIONAL FRAMEWORK :

Viet Nam National Commission for UNESCO will co-ordinate the implementation of the project, in cooperation with the Ministry of Culture and Information, Ministry of Education and Training, Radio Voice of Vietnam and UNESCO Hanoi office. The provincial and commune levels of the above mentioned national agencies will be involved strongly also in the planning phase.

10. SUSTAINABILITY :

The project will result in a handbook and reports on the activities, which can be utilized on a broad front by the commune radios and CLCs not participating in the project. The Ministry of Education and Training together with central level of Radio Voice of Vietnam will play a crucial role in promoting a wider use of the developed models.

11. FRAMEWORK OF MONITORING :

Adviser for Communication and Information will monitor the project in close collaboration with UNESCO Office in Hanoi and Viet Nam National Commission for UNESCO. Project progress reports will be prepared and submitted to UNESCO and Viet Nam National Commission for UNESCO every four months.

12. EVALUATIONS CARRIED OUT :

1. Building of a School for the further training of Radio reporters.

Conclusions : All of the project objectives were achieved. Studio and field equipment are fully used and the stage is now set for the Radio the Voice of Vietnam to update its newscasts and present them in a modern journalistic style. It is also better equipped to organise training and orientation placement and to take the best advantage of the training opportunities provided by outside organizations.

2. Non-formal education by radio and television.

Conclusions : The project achieved its objectives in Hanoi and Ha Tay provinces. However, as neither stations has long distance transmission capacity, so that they are restricted to urban areas, the evaluator suggests that the next phases of the project should be devoted to enhancing production facilities in the field in order to increase the level of public participation and make the new function more efficient.

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING :

The Voice of Viet Nam will provide four monthly brief implementation reports covering the activities conducted in each location.

C. ADDITIONAL INFORMATION

PREVIOUS IPDC SUPPORT RECEIVED BY THE COUNTRY

352VIE91 – Ho Chi Minh Broadcasting Training College Project (US\$ 46,000)

353VIE5011 Vietnam News Agency : Catalysing talent and application of modern technologies. (US\$ 31,000)

PREPARATORY ACTIVITIES COMPLETED PRIOR TO SUBMISSION OF THE PROJECT TO IPDC

Radio The Voice of Vietnam (VoV) has an extensive network of stations for local broadcasting with over 500 district stations and 5,000 public address systems at village level. The commune radio stations have mostly been airing messages from the local authorities and relayed national and provincial programmes. At the moment VoV is trying to develop the commune radio into community radio, which involves increased airing of locally produced programmes and two-way communication with listeners.

CONTRIBUTION FORESEEN BY THE BENEFICIARY AGENCY DURING THE PROJECT PERIOD

As of May 2003, there are more than 800 Community Learning Centres, CLCs in the country and the government has set a target of establishing 1,500 CLCs by September 2003. Community Learning Centres are increasingly accepted as important channels for providing non-formal learning opportunities to both out-of-school children and youth, and illiterate or under-educated adults. A CLC is defined as a local educational institution outside the formal education system, for villages or urban areas, usually set up and managed by local people to provide various learning opportunities for community development and improvement of people's quality of life. The CLC provides various kinds of non-formal learning opportunities ranging from literacy and post-literacy programmes to training in life skills and income-generation skills for the empowerment of all people within a community, aims to improve their quality of life, and the resulting community development promotes social transformation and poverty reduction among the disadvantaged population.

D. BUDGET

1. BREAKDOWN OF IPDC'S CONTRIBUTION (in US\$) :

• Preparatory workshops :	7 500
• 3 training courses :	12 000
• Training consultants :	6 000
• Equipment (3 low-cost transmitters and accessories) :	7 500
• Project follow-up :	1 000
<u>TOTAL :</u>	<u>34 000</u>

6. BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION (in US\$) :

• Logistics, administrative support and communication :	5 000
• Staff salaries :	10 000
• Final report :	1 500
<u>TOTAL :</u>	<u>16 500</u>

NEWS AGENCIES

CHAD

A. PROJECT IDENTIFICATION		
1.	TITLE	CHAD: STRENGTHENING THE CAPACITY OF AGENCE TCHADIENNE DE PRESSE (ATP)
2.	NUMBER	PDC/24 CHD/01
3.	CATEGORY OF MASS MEDIA	News agencies
4.	IPDC PRIORITY AREA	Media pluralism
5.	SCOPE (NATIONAL, REGIONAL, INTERREGIONAL)	National
6.	TYPE OF ASSISTANCE REQUESTED	Equipment, training
7.	TOTAL COST OF PROJECT	US\$ 34 400
8.	AMOUNT REQUESTED FROM IPDC	US\$ 30 400
9.	BENEFICIARY BODY	Agence Tchadienne de Presse
10.	IMPLEMENTING BODY	Agence Tchadienne de Presse (Ministry of Communication)
11.	PROJECT LOCATION	N'Djamena
12.	PROJECT PREPARED BY	The Management of Agence Tchadienne de Presse
DECISION OF THE BUREAU:		

B. PRESENTATION

1. BACKGROUND AND JUSTIFICATION:

Agence Tchadienne de Presse (ATP) is a national news agency. Like many of the national news agencies in developing countries, ATP faces a huge uphill struggle to keep its operations running.

ATP lacks the resources needed to play its information-gathering and circulation role properly. Further, like all other national news agencies, it publishes a daily news bulletin. Producing the news bulletin is difficult as all the production equipment is showing its age and needs to be replaced. The Agency also has a newly-built photography laboratory and studio but, unfortunately, the lab is not equipped.

All the Agency's activities are carried out by journalists, photographers and stringers. The staff needs specialized training or on-the-job refresher courses in order to upgrade their skills. However, for some time now, the national budget has been unable to accommodate training scholarships. In view of this situation and cognisant of the fact that the national budget alone cannot meet the cost of certain investments, the Agency has turned to UNESCO in an effort to find a solution.

The project involves:

- a) equipping the Central Desk with data entry, processing and production computer equipment and appropriate consumables for the news bulletin,
- b) equipping the seven Regional Bureaus with fax machines and generating sets to facilitate communication with outlying areas (Abeche, Sarh, Moundou, Faya, Am-Timan, Mongo and Bongor), and
- c) training a number of journalists in the new communication technologies.

2. DESCRIPTION OF THE TARGET GROUPS:

Agence Tchadienne de Presse and its 7 Regional Bureaus.

3. IMMEDIATE OBJECTIVES:

- To strengthen the capacity of the regional bureaus to gather news and information and make it available to customers using appropriate equipment
- To increase the capacity to transmit news and information to the capital rapidly by acquiring high-performance communication tools
- To train ATP's N'Djamena-based and regional correspondents to use modern equipment

4. DEVELOPMENT OBJECTIVE:

To ensure regular, good quality production of the daily bulletin so as to attract additional customers and advertisers. This will put the Agency in a position to renew its own equipment and provide training for its personnel.

5. PROJECT INPUTS:

- Maintenance of the equipment acquired

- Acquisition of a 5-KVA generating set for the N'Djamena Desk
- Purchase of equipment for the photo laboratory
- Staff refresher training

6. PROJECT OUTPUTS:

- Improved capacity to gather and transmit news and information from the regional bureaus to N'Djamena so as to provide public and private media as well as other customers with up-to-date news and information from all across the country
- Improved quality and higher print run of the newspaper to cover the whole country and face up to increasing competition
- Training correspondents from the 7 Regional Bureaus to use and upkeep the new equipment

7 ACTIVITIES

- Acquisition of the equipment for N'Djamena
- Installation of the equipment at the N'Djamena Desk and in the seven ATP Regional Bureaus
- Training the correspondents to use and maintain the equipment

8 WORK PLAN:

Implementation of the project will begin as soon as the funding is obtained and will last three months. The planned activities are: purchasing of computer and communication equipment and generating sets, as well as training of staff to use and maintain the equipment.

9. INSTITUTIONAL FRAMEWORK:

The Head of *Agence Tchadienne de Presse* will be responsible for project implementation under the overall supervision of the line Ministry and the Chadian National Commission for UNESCO. Communication and maintenance specialists from the Ministry and other specialized organizations will be called upon to train the staff.

10. SUSTAINABILITY:

This project will help the Agency improve its products and enhance the skills and competences of its personnel. In so doing, the Agency will be able to strengthen its customer base and generate income to support further development. In the medium term, the Agency will be able to draw on its own resources to meet the cost of equipment maintenance and renewal.

11. FRAMEWORK OF MONITORING:

Project progress will be monitored by the Ministry of Communication and the Chadian National Commission for UNESCO.

12. EVALUATIONS CARRIED OUT:

The Chadian National Commission for UNESCO will be entrusted with evaluating the project once it has been completed.

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING:

The financial and technical reports will be prepared by *Agence Tchadienne de Presse*.

D. BUDGET

1. Breakdown of IPDC's contribution (in US\$):

<u>Equipment:</u>	
• 3 Compaq Presario computers:	8 490
• 3 HP 110 printers:	1 500
• 3 UPSs:	1 000
• 7 HONDA 5-KVA generating sets:	8 160
• 7 Zero 490 fax machines:	5 425
• Risograph consummables (masters, ink):	2 325
<u>Training:</u>	
• Facilitators, training materials:	2 500
Monotoring:	1 000
<u>TOTAL:</u>	<u>30 400</u>

2. Breakdown of the beneficiary agency's contribution (in US\$):

• Transport and installation of the new equipment at the N'Djamena Central Desk and in the 7 Regional Bureaus:	2 500
• Fuel, lubricants and upkeep:	1 500
• Making available qualified personnel for training and maintenance	
<u>TOTAL:</u>	<u>4 000</u>

CUBA

A. PROJECT IDENTIFICATION		
1.	TITLE	CUBA: PRESS TRANSLATION CENTER
2.	NUMBER	PDC/24 CUB/01
3.	CATEGORY OF MASS MEDIA	News Agency
4.	IPDC PRIORITY AREA	Freedom of expression and freedom of the press
5.	SCOPE (NATIONAL, REGIONAL, INTERREGIONAL)	National
6.	TYPE OF ASSISTANCE REQUESTED	Financial
7.	TOTAL COST OF PROJECT	US\$ 165 632
8.	AMOUNT REQUESTED FROM IPDC	US\$ 26 940
9.	BENEFICIARY BODY	National News Agency (AIN), Cuban Mass Media of the Community and other Mass Media of the Caribbean region
10.	IMPLEMENTING BODY	National News Agency AIN
11.	PROJECT LOCATION	
12.	PROJECT PREPARED BY	Lic. Esteban Ramírez Alonso Director General of the National News Agency AIN
DECISION OF THE BUREAU:		

B. PRESENTATION

1.-BACKGROUND AND JUSTIFICATION:

The world is going through a globalizing context that results, among other aspects, from the great changes that have happened in the area of telecommunications, nevertheless this context is excluded for the Third World nations, which do not have neither the resources or the appropriate technologies with which to deal with the cultural and ideological invasion coming from the more developed countries, in such a way that there will be a free flow of information more just and balanced.

The use of the INTERNET as a support and main scene for this confrontation, brings up in a way that can not be set aside, the need to translate into the English language the maximum amount of contents possible, because in that Network, the INTERNET, 90 percent of the contents are in English, 80 percent of the users are English speaking, and a significant percentage of the rest of the users are able to communicate in English too.

In Cuba today there are two national daily newspapers, five national weeklys, 15 provincial weeklys, a magazine edited every fortnight and more than 300 other publications of different frequencies and formats; there are two news agencies, and only a single one of all these publications is totally edited in another language that is not Spanish. Cuba also has an international broadcast station, six national radio networks, eighteen provincial radio networks, and 45 municipal community radio stations. There are also three national TV networks and 14 provincial TV stations. More than 90 of these mass media have their own WEB site, but less than one percent of what they published is translated into English and other languages due to the lack of translators, not having enough computers available or the software and other resources required.

Creating at the National News Agency, (AIN, Agencia de Informacion Nacional) an on line translating service into English and other foreign languages that will use translators that have English as their native language, Cuban translators and students of the School of Foreign Languages for the digital editions of the Cuban and Latin American and the Caribbean mass media that may be distributed abroad via the INTERNET, will help to solve this problem in the most rational way possible from a practical, technological and economic under the present circumstances.

2.- DESCRIPTION OF THE TARGET GROUPS:

The more than 90 Cuban mass media that have WEB sites are going to be the ones that will receive the benefit of the project in a more significant way, due to the fact that the Translating Center will allow them, at a very low cost, to multiply the potential recipients of their services and the reach of their contents, when they will be capable of publishing them in a language that is used by more than 80 percent of the users of the INTERNET, while at the same time they can translate into Spanish from English contents that are important to their national or foreign users.

Publications from the Caribbean and the rest of the World, that need to translate contents from Spanish to English and viceversa, can also extend the outreach of their messages beyond the national borders.

The National News Agency will give continuity to its technological development and at the same time will provide its subscribers in Cuba and the World with its contents in a second language, making an effective contribution to multiplying the reach of those media and for that reason to a more balanced flow of information facing the globalizing tendencies of the international news agencies and the large information monopolies.

3.- IMMEDIATE OBJECTIVES

- 1) Founding and starting up a Press Translation Center with the use of the latest ICT's that will allow access to the INTERNET of media production written originally in Spanish , that when translated to English will then reach a larger number of readers around the whole world, making in this way a contribution to the reduction of the digital gap, and strengthening the process of democratization, development and defense of the freedom of expression and freedom of the press in the world.
- 2) Provide training to 18 (eighteen) journalists in the use of the software programs and the ICT equipment , as well as in the specific use of the languages that will be translated, by means of on the job teaching and also by running two specialized seminars dealing with the above mentioned contents that will have a one week duration.
- 3) Use the Press Translation Center (PTC) as an institution devoted to the training of no less than three students from the Schools of Foreign Languages and Social Communications of the University of Havana, with the objective of preparing them as the future work force that will then provide specialized services at the PTC as need arises with future development of the institution.
- 4) Translate on a daily basis no less than 1400 (fourteen hundred) lines of journalistic text with the required quality standards.

4.- DEVELOPMENT OBJECTIVE

- 1) To create an ON LINE specialized translation service for the national and Latin American-Caribbean press, in such a way that those media may have a more significant presence and competitiveness on the INTERNET and other supports, hereby contributing to the democratization and strengthening of the freedom of expression, and more balanced flow of information and to increase the communications capability towards a larger number of readers , providing them with an equally balanced access to information.
- 2) Increase the quantity and quality of the translated materials for distribution on the INTERNET and other supports.
- 3) Train the personnel in the use of technologies and advanced software considering their continuous development
- 4) Develop and renovate the technologies and software as the program advances and the number of languages to translate is increased, and also in correspondence with the need to upgrade the equipment initially used at this institution.
- 5) To guarantee the sustainability of the PTC with the services that it will provide, something that will allow the continuity of the project starting from the initial investment.

5.- PROJECT INPUTS:

The financing requested for this project will be invested in El financiamiento solicitado para este proyecto se invertirá en:

1)Technological equipment:

- 17 Computers for processing and translating text
- 1 Server
- 1 Láser printer
- 1 Dot matrix printer
- 1 24 position switch
- 1 3 tons capacity air conditioning system.
- Up to date software specific to the project
- Dictionaries

2) Training:

Provide training in the use of the software and the technologies to be used in the project, during two different time frames of the first year of operation in order to train the personnel that will be working at the PTC. Pre-professional training of 6 University students each semester.

3) Monitoring and project evaluation:

It is foreseen that the expenses of monitoring and evaluating will be assumed by the project. The actual evaluation of the project is to be done by an expert of the UNESCO IPDC division.

6.- PROJECT OUTPUTS

- 1) Create a translating center and to install modern equipment and software, that will allow increasing the presence of news items of the Cuban, Latin American and Caribbean press on the INTERNET and other Spanish speaking supports and vice-versa in a second language, hereby increasing the scope and for that same reason the outreach to more readers, contributing to the reduction of the digital gap, that will strengthen the process of democratization, development and defense of the freedom of expression and freedom of the press in the world,
- 2) Increase the presence of the Cuban, Latin American and Caribbean community media on the INTERNET and other supports by means of translating the news items.
- 3) Place at the service of the media directors a capacity to translate on a daily basis no less than 1400 lines of text, that will be increasing as the personnel is trained both in the use of the equipment and in the requirements of the communications language.
- 4) Train 18 workers and 12 students of the School of Foreign Languages of the University of Havana in the use of both the equipment and the software used by the project..
- 5) Implement two training seminars during the first year of operation, each one lasting one week and targeted to the personnel that will be working at the PTC.

7.- ACTIVITIES

- 1) Planning of the project.
- 2) Finding the options for the equipment and decision making process to buy and install it at the National News Agency.
- 3) Finding the native speaking translators in the Caribbean or other regions, as well as those in the country.
- 4) Coordinating with the University of Havana School of Foreign Languages and selection of 4th and 5th year students that will do their pre-professional training at the PTC..
- 5) Training of the personnel, including the students in the operation of the equipment at the moment of its installation.
- 6) Training in technology, use of software and specific aspects of the communications sector language.
- 7) Promotion of the PTC among the Cuban press and also in Latin America and the Caribbean, before, during the start up and once the center is operational..
- 8) Do an evaluation at the half-way point that will allow to make the necessary corrections in order to achieve the objectives of the institution.
- 9) Final evaluation of the project

8.- WORK PLAN

The working chronogram that is foreseen is the following:

Task	Time in weeks
1) Planning of the project	2
2) Finding the Cuban translators	4
3) Finding native speaking translators	4
4) Buying and installing the equipment	4

- | | |
|--------------------------------|---|
| 5) Personnel training | 2 |
| 6) Getting the workplace ready | 3 |

9.- INSTITUTIONAL FRAMEWORK

The National News Agency will be responsible for the implementation of the project during all of its stages , will assume the representation and organization of the center , as well as the expenses that will result from the payment of salaries, communications ,food, maintenance to the network, preparation of the workplaces ,etc.The Agency will be also responsible for monitoring and evaluating the project at each of the stages of its implementation.

10.- SUSTAINABILITY

The Board of Directors of the National News Agency will manage the PTC. Each executive direction of Cuban, Latin American and Caribbean media will select and send to the PTC using electronic communications systems (e-mail or direct links) the materials that must be translated , that once translated will be sent back to them using the same communications links, so that they may update their website editions within a very short time frame and with equal quality of translations for all of them.

The advantages that the PTC provide are that by concentrating a minimum amount of equipment, specialists and resources at a single location, the demand for translations of a great number of media can be met, and for that reason their outreach can be increased while at the same time using human , technical and financial resources in a much more rational way, thus saving each media from having the need to create their own translating facility.

According to the technologies that will be used, the project is sustainable , and although its main objective is of a not for profit organization, in order to guarantee a rational and collective use of resources , once the project is operational it will be sustainable , because the expenses used by the PTC in national currency will be balanced by what would be charged to the national media, while the services provided to foreign media and charged in foreign currency will guarantee the upgrading of equipment, maintenance and repairs, plus the upgrade of the software and other expenses.

11.- FRAMEWORK OF MONITORING

It is assumed that UNESCO will assign an IPDC specialist for the monitoring and evaluation of the project.

13.- FRAMEWORK OF THE BENEFICIARY AGENCY'S REPORTING

The National News Agency will distribute every four months a progress report about the state of the project to be sent to the IPDC, the Cuban National Commission of UNESCO, the office of the Consultant for Communications of UNESCO for Latin America with venue in San Jose , Costa Rica, and to the Cuban Association of Journalists (UPEC). e Cuba (UPEC)

C. ADDITIONAL INFORMATION

In 1997 the International Program for the Development of Communication, IPDC, of UNESCO, provided the funding of the project known as automatization of the National News Agency and its Field Offices, that was implemented in a satisfactory way, and laid the groundwork for future projects like the PTC.

D. BUDGET

1.-Details of the budget (In US dollars)

Equipment	
17 Computers	12 000.00
1 File server computer	5 500.00
1 Láser printer	550.00
1 Dot matrix printer	250.00
1 24 position switch.	380.00
1 Air condition unit of 3 tons capacity	1 370.00
Subtotal	20 050.00
Furniture	
18 Executive type office chairs	1 530.00
18 computer bureaus	1 350.00
1 table	140.00
4 chairs with armrests	160.00
1 filing cabinet	210.00
2 bookshelves	300.00
2 small tables	100.00
1 bureau	100.00
Subtotal	3 890.00
Subtotal de equipment and furniture	23 940.00
Training	2 000.00
Monitoring	1 000.00
Subtotal	3 000.00
Total	26 940.00

2.- Distribution of the contribution by the beneficiary agency (In US dollars)

Distribution of expenses	Value
Salaries	92 172.00
Payment of housing rent	35 520.00
Air tickets for translators	4 000.00
Operational expenses, per diems, fuel and unexpected	4 000.00
Project's progress reports	1 000.00
Other expenses	2 000.00
Total	138 692.00

ECUADOR

A. PROJECT IDENTIFICATION		
1. TITLE	ECUADOR: STRENGTHENING OF THE COMMUNITY ELECTRONIC INFORMATION SYSTEM	
2. NUMBER	PDC/24 ECU/01	
3. CATEGORY OF MASS MEDIA	News agencies	
4. IPDC PRIORITY AREA	DEVELOPMENT OF COMMUNITY MEDIA - STRENGTHENING OF FREEDOM OF EXPRESSION	
5. SCOPE (NATIONAL, REGIONAL, INTERREGIONAL)	NATIONAL	
6. TYPE OF ASSISTANCE REQUESTED	FINANCIAL	
7. TOTAL COST OF PROJECT	US\$ 38,850	
8. AMOUNT REQUESTED FROM IPDC	US\$ 29,550	
9. BENEFICIARY BODY	ASOCIACION DE TRABAJADORES AGROPECUARIOS SANTA ISABEL DE MACAS (ATASIM)	
10. IMPLEMENTING BODY	ASOCIACION DE TRABAJADORES AGROPECUARIOS SANTA ISABEL DE MACAS (ATASIM)	
11. PROJECT LOCATION	Macas, Ecuador	
12. PROJECT PREPARED BY	ASOCIACION DE TRABAJADORES AGROPECUARIOS SANTA ISABEL DE MACAS (ATASIM)	
DECISION OF THE BUREAU:		

1. **BACKGROUND AND JUSTIFICATION:**

In Ecuador there are at present 7 TV stations of national coverage and 18 of regional coverage, more than 1,000 radio stations, 8 national and 30 regional newspapers for a population of around 12 million inhabitants.

Due to the economic and social crises Ecuadorian people have lost credibility in several institutions including the press, since it, in some cases, is not linked to public needs and is separated from reality. In addition to this criticism some voices denounce the link of the media to some economic, political or social sectors, thus favoring specific power groups. Besides, it is affirmed that a lot of media depend on public advertisement provided by the sectional and provincial governments, a fact that reduces the journalist's freedom of expression and of opinion and obliges him to self-censorship.

Thus, some journalists that perform their professional tasks are subjects of pressures, as indicated in the report of Journalists without Frontiers in 2002: "Freedom of the press in Ecuador, punctually questioned in 2001 due to a new social crisis, shows good behavior. However, in the future, the threatening could come from a justice that, and this is a surprise, passes jail sentences for press transgressions". This report includes on-going persecution cases against journalists of Morona Santiago province in Ecuador.

In this sense, journalistic research has been consolidated in some written-press media as a tool to censure authorities without disesteeming the interest of common citizens, the daily facts and the cultural identity in this frame of weakening and crisis of traditional political institutions and other public-representation instances that no longer fulfill their mediating function.

This way the community media have become a strategic space from which they mediate the discourses of the different actors of society, thus propitiating the participation of population in important decision-making for community as well as the approach, the discussion and the joint search for solutions, the appearance of social movements, the definition of cultural, social and political identities, the wide expression of diverse and plural, institutional, and individual actors of civil society.

Other advantage of community media is the production of programs with rural and not only urban approach, the comprehension of the problems of each province, its dynamics and individual aspirations, avoiding the excessive centralization of news and its sources thus consolidating themselves as free and pluralistic media.

Based on this, the "Asociación de Trabajadores Agropecuarios Santa Isabel de Macas (ATASIM)" (Association of Land and Cattle Workers Santa Isabel de Macas) manifests that there is a lot of ways to search for and consolidate a free and pluralistic press that fits into the present needs for the development of Ecuador, a development with respect for human beings and with social sensibility.

We also consider that in a society that faces structural conflicts but that pretends to go ahead towards the strengthening of democracy, the media play an essential role in the strengthening of those democratic processes through the consolidation of a real public opinion. That is why we look for the ethical engagement of media owners and journalists, in addition to a greater development of the critical capacity of the community members in order to demand from them responsibility and morally and socially sanction them if they do not comply with it.

ATASIM proposes the development of a project on community strengthening that foresees, among other actions, the creation of alternative media as community radio and Internet. In this frame, with the support of the International Programme for the Development of Communication (IPDC), we look for implementing a proposal aimed to the strengthening of a community news agency in Internet that includes a practical training program involving not only the participants and the collaborators, being most of them volunteers, but also other communicators of the Morona Santiago province.

For this purpose we have started the process with the creation of the Web page of ATASIM Foundation (www.atasim.interconnection.org) and with the beginning of activities of its News Agency (www.moronasantiago.interconnection.org), whose purpose is to reach a world-wide public but, particularly, the emigrants from the Morona Santiago province by using the most-modern world-wide media: Internet. With this we bet for this new communication tool for community development that will allow us to periodically maintain and update our Web page and the information of the news service.

Besides, we consider that no other medium as Internet has allowed to bring into reality in such an ample way our freedom of opinion; this goes beyond the existing national and cultural limits. No other media allows to reach such quantity of people at a so low cost and, in this sense, the project gives new life to the principles of freedom of expression and of opinion. That is why ATASIM believes that Internet has a great potential that can foster an equitable and sustainable social development.

Among the problems that led us to design this proposal we can mention the lack of a local and regional news agency of community interest in Internet, the absence of resources and tools to obtain updated information of general interest, such as the touristic promotion of Morona Santiago province, the lack of promotion of Internet benefits inside the community and the absence of local electronic media allowing the expression of a wide range of opinions.

2. DESCRIPTION OF THE TARGET GROUPS:

- This proposal looks to benefit all the participants and collaborators, being the major part of them volunteers, of the “Asociacion de Trabajadores Agropecuarios Santa Isabel de Macas (ATASIM)” (Association of Land and Cattle Workers Santa Isabel de Macas), the communicators of Morona Santiago province and the emigrants of the province that are disseminated throughout the world.

3. IMMEDIATE OBJECTIVES:

- To strengthen the community electronic information system.
- To provide basic equipment to the “Asociacion de Trabajadores Agropecuarios Santa Isabel de Macas (ATASIM)” (Association of Land and Cattle Workers Santa Isabel de Macas) for a better use of new technologies.
- To create new resources for the Web page including discussion fora for the ATASIM news agency.
- To carry out five training courses/workshops on subjects related to the strengthening of freedom of expression and the development of production capacities for media-related contents.

4. DEVELOPMENT OBJECTIVE:

In general terms the project's objectives point out towards communication at the service of development with the aim to facilitate the execution of activities destined to the searching of a better *life quality* for population. We also look for the expansion of informative options underlining community achievements to reach integral welfare by putting emphasis on the equitable growing of society, the strengthening of democracy, the participation of citizens, the defense and revalorization of multiculturalism and freedom of expression.

5. PROJECT INPUTS:

- 20 rural communicators trained in journalistic writing, research journalism, community-journalism resources and digital photography.
- Consolidation of a community electronic information system by means of the improvement of its technological, technical and human-resources capacities.
- Strengthening of the services provided by ATASIM to the population of Morona Santiago through the creation of new resources for its Web page.
- Creation of a data bank in digital format on subjects related to the Morona Santiago province.

6. PROJECT OUTPUTS:

- Strengthening of the Community News Agency (technical and technological techniques).
- Improvement of the Web pages of both the Association and the News Agency.
- Production of weekly informative notes and creation of a news bank.
- 20 social communicators trained, who will then be able to train the staff of their respective work centers.

7. ACTIVITIES:

- Conformation of a work team that will coordinate the above-mentioned actions and, likewise, will follow-up and accompany the activities of trainers and trainees in their corresponding tasks as correspondents.
- Selection of offers for equipment to finish the equipping of the production and news center. Later, and after analyzing the proposals, we will proceed to buy and set up the equipment and start the production of informative news.
- Revision, updating and redesigning of the Web sites.
- Identification of trainers and designing of work documents for the five training courses/workshops.
- Designing and implementation of a digital archive with images and texts prepared by ATASIM and by the trained staff.
- Implementation of an electronic distribution system of news as well as of a diffusion strategy for the journalistic productions.
- Production of a CD-ROM with the memories of the project that will contain the courses/workshops' productions, diagnoses, reports and documents produced with IPDC support.

8. WORK PLAN:

MONTH 1	Conformation of a work team. Collection of offers for equipment. Evaluation of the current Web pages.
MONTH 2	Selection of the best offer, purchase and setting up of equipment.
MONTH 3	Holding of the first training workshop. Starting of a data bank of communication networks in Ecuador.

MONTH 4	Implementation of new designs and starting of informative production. Starting of the creation of the data base for the distribution of the informative service.
MONTH 5	Holding of the second training workshop. Starting of the registration of companies and institutions that could cooperate with the Association (technically and financially).
MONTH 6	Starting of the activities related to the conformation of the digital archive. Launching of the new Web pages.
MONTH 7	Starting of the distribution of the project's communicational products. Holding of the third training workshop.
MONTH 8	Starting of the information exchange with national networks.
MONTH 9	Identification of regional communication networks. Holding of the fourth training workshop.
MONTH 10	Starting of the compilation of products and documents for the project's memories.
MONTH 11	Holding of the fifth training workshop. Starting of the information exchange with regional networks.
MONTH 12	Delivery of the project's final report and memories.

9. INSTITUTIONAL FRAMEWORK:

ATASIM is a peasant non-governmental organization that looks for fighting against poverty by means of the implementation of productive and community-promotion projects. It was created by means of Resolution No.092 of 9 April 2001 of the Ministry of Agriculture of Ecuador.

The project will be administered and coordinated by the "Asociación de Trabajadores Agropecuarios Santa Isabel de Macas (ATASIM)" (Association of Land and Cattle Workers Santa Isabel de Macas). It will also directly implement some of the project's activities. Since one of the project's objectives is institutional and community-capacity strengthening, a good part of the activities will be executed by volunteer social communicators.

The informative activities foreseen will be led by the ATASIM News Team and the Web page's designing and maintenance will be carried out by Interconnection.org, a community-support organization that collaborates with ATASIM.

As already mentioned, we consider that the achievement of the objectives points out towards the strengthening of two elements: the reflexive capacity of people in relation with their present and future situation and the way they relate to others, with their problems and solutions. Here the News Agency has a crucial role to perform since we look for integrating communication with dialogue, participation, deliberation and harmonization processes allowing to create a public transparent space articulated around solidarity, and integrate new communication and information technologies as input for knowledge.

Thus, the project points toward the consolidation of a popular medium that must become one of the new representation instances. The communicational and educational actions are directed towards the change into a more fair and meritorious society for all, by means of the promotion of a democratic culture based on participation, dialogue and tolerance.

10. SUSTAINABILITY:

ATASIM will create a marketing system allowing to receive advertising not going against its freedom, human rights and democracy action lines, and promote small micro-enterprises, local governments, NGOs and donations allowing for self-sustainability.

11. FRAMEWORK OF MONITORING:

The usual one for projects submitted to international organizations in the Latin American region. We will take into account the standard costs of inputs and activities and the concepts of expenses used by international organizations, especially UNESCO and IPDC. Likewise, ATASIM will submit a progress report on the project each four months. The monitor will be in charge of carrying out the evaluation of the project's development according to IPDC criteria.

12. EVALUATIONS CARRIED OUT:

The project born from a series of meetings held among ATASIM members and social communicators. Those encounters aimed to analyzing the situation of the Morona Santiago province, the integration processes in the Amazonian region, the situation of community participation in the production of communicational messages for the media, the need of maintaining and revalorizing the local cultures and the situation of the emigrant people.

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING:

The beneficiary will submit a progress report each four months or in the periods to be established by UNESCO.

C. ADDITIONAL INFORMATION

It is important to highlight that ATASIM's land and cattle production and alternative-communication programs are supported by Spanish NGOs such as Roviralta Foundation, AMSALA, PROCLADE and ECOSOL, IUCN-TRP from The Netherlands and INTERCONNECTION.ORG from the United States.

D. BUDGET

1. Breakdown of IPDC's contribution (in US\$):

EQUIPMENT:

ITEM	COST
1 computer Pentium 4, 2.6 Ghz , 256 kb of cache memory, 512 MB Ram, 1,44 Mb drive, 80 GB hard disk, Video card SVGA 64 Mb, CD Rom, CD-Writer, video camera, speakers, keyboard, Fax/MODEM card of 56 Kbps, network card, 19" monitor	1,200.00
Photograph editing programs: Adobe Photoshop 7.0 + Plug-in + Photoshop Upgrade	900.00
Sound Forge audio program	450.00
Plug in (Noise reduction)	300.00
Software MULTIPISTA VEGA	500.00
1 Scanner	150.00
1 UPS	100.00
1 semi-professional digital camera, with a minimum of 5 mega pixels with accessories (Canon PS G5, 5 mega pixels, teleconverter, memory card, charger, additional batteries, close up lens, flash)	1,600.00
3 digital cameras of 3.2 mega pixels minimum (Sony P72 or Canon A60)	1,500.00
5 digital handy recorders	650.00
Subtotal	7,350.00

PRODUCTION:

	ITEM	COST
Evaluation and redesigning of ATASIM's Web site		400.00
Coordination and updating of the Web site		600.00
Production of 300 training manuals (60 for each course or workshop)		1,200.00
Production of diffusion materials in printed (1,000 copies) and electronic versions		1,000.00
Writing of the project's memories		3,000.00
	Subtotal	6,200.00

TRAINING:

	ITEM	COST
Course on electronic design and its different formats		3,000.00
Workshop on digital photography		3,000.00
Workshop on journalistic writing		3,000.00
Course on community journalism		3,000.00
Course on research journalism		3,000.00
	Subtotal	15,000.00
	Monitoring	1,000.00
	T O T A L	29,550.00

2. Breakdown of the beneficiary agency's contribution (in US\$):**EQUIPMENT:**

	ITEM	COST
1 Computer P4 ,1,5 Ghz, 256 MB of RAM		1,500.00
Honoraria of an informatics technician		1,200.00
	Subtotal	2,700.00

PRODUCTION:

	ITEM	COST
Design, maintenance, hosting of the Web page		3,000.00
Coordinator of the project		1,200.00
	Subtotal	4,200.00

TRAINING:

	ITEM	COST
Internal mobilizations		1,200.00
Coordination assistant		1,200.00
	Subtotal	2,400.00
	T O T A L	9,300.00

PARAGUAY

A. PROJECT IDENTIFICATION		
1.	TITLE	PARAGUAY: YOUNG CORRESPONDENT NET FOR JAKU'ÉKE PARAGUAY- INFORMATIVE AGENCY
2.	NUMBER	PDC/24 PAR/01
3.	COMMUNICATION MEDIA CATEGORY	News Agency
4.	PRIORITY AREA OF PIDC	Promotion of expression freedom and informative pluralism. Community media development. Human resources development in communication areas.
5.	SCOPE (NATIONAL, REGIONAL, INTER REGIONAL)	National
6.	KIND OF REQUESTED ASSISTANCE	Financial assistance
7.	AMOUNT REQUESTED TO PIDC	US \$ 32.200
8.	BENEFICIARY INSTITUTION	Jaku'éke Paraguay Informative Agency
9.	IMPLEMENTING INSTITUTION	FM Trinidad/UNESCO Office in Quito
11.	PROJECT LOCATION	Asuncion, Paraguay
12.	PROJECT PREPARED BY	UNESCO Office in Quito
BUREAU DECISION:		

1. **BACKGROUND AND JUSTIFICATION:**

Young people are one of the sectors in Paraguay facing obstacles to expressing their own views and preoccupations, in spite of representing more than 65% of the total population. As a result, the image of youth in Paraguay is built from the outside and not in their own name. This phenomenon acquires more intensity in rural zones, where, except for local broadcasts, almost there are no media with their own production of news and rural youth are basically excluded from the communication process.

Jaku'éke Paraguay is an independent Information Agency for youth that was created in June 2002 by radio FM Trinidad in order to take into the account this reality. The news agency, which is located in the facilities of FM Trinidad, currently employs 5 youth correspondents and relies as well on 3 community volunteers and 10 volunteer correspondents from the interior of the country. (Please see section 9 – Institutional Framework for more detailed information)

Jaku'éke Paraguay main goals are to involve youth in social debate and to promote their participation in the communication media. Jaku'éke proposes to constitute a link between the different organizations that work in youth sector, by easing the interchange of information and learning experiences. Today, Jaku'éke Paraguay has also incorporated activities developed in the area of women's and gender issues, and it plans to extend to the childhood sector.

The major news media in Paraguay focus their coverage on national events, and in recent years, the amount of space and air time devoted to the interior of the country, as well as to themes related to youth and gender, have diminished. The proposed project seeks to rectify this trend by focusing its news coverage on youth and gender issues written and produced for and by young people from all geographical and ethnic sectors of the country, with a gender balance among the young correspondents. In this way, the project intends to diversify and increase news coverage not only of youth and gender issues but also of events taking place in the interior.

Jaku'éke Paraguay distributes information to local and international media via different platforms: a monthly magazine, weekly electronic bulletins, daily dispatches of news and radio programme recorded on CD's that are distributed to radio stations subscribing to the service.

Jaku'éke's new bulletins are distributed to more 400 email recipients, and in addition, its dispatches are sent by fax to a variety of media organizations: 8 newspapers, 10 magazines, 100 weeklies and other publications, 5 TV stations, 125 commercial radios and 72 community radios. The large number of media and other recipients already taking Jaku'éke Paraguay's news and information is the strongest indicator that the coverage generated by the network of young correspondents will be carried by a wide variety of news organizations and become part of the main news stream of the country.

Jaku'éke Paraguay, therefore, needs to strengthen its network of young correspondents. Up to this moment, the Informative Agency has worked with a volunteer corps of young people but it faces difficulties because of the lack of regularity and the quality of dispatches sent. This project seeks to provide young people in the country with the opportunity to develop and circulate news relevant to their own reality by interchanging experiences and knowledge with other young people and by articulating their initiatives in function of common goals. Its goal is to develop an intensive training program that will provide young people with knowledge and tools that will

make them able to produce news with acceptable quality levels. Through these activities of journalist training, we hope to form a stable team of correspondent young people in each one of the Departments in Paraguay and which will regularly provide Jaku'êke Paraguay with news on their communities.

2. TARGET GROUPS DESCRIPTION:

Immediate beneficiaries of the project are youth from 15 to 29 years old, both men and women, who live in the 17 administrative departments in Paraguay. Paraguay is a multicultural country and the youth selected as participants, in addition to representing the geographical diversity of the country, will also be representative of Paraguay's ethnic and linguistic diversity. There are currently 17 indigenous groups in Paraguay and five major linguistic families.

The participants – five from each department for a total of 85 - will be selected from a contest of aptitudes among high school and university students, young teachers in educational institutions, non governmental organizations and youth groups. Five young people will be selected for each department, taking into account the equity of gender. This way, the project will have 85 immediate beneficiaries.

The immediate beneficiaries of the project are all the young people, from 0 to 29 years old, that live in Paraguay (64,4% of the total population in the country). According to the data from the last national census (2002) they are distributed by department as follows:

Asuncion	330.628
Concepcion	116.098
San Pedro	205.298
Cordillera	151.214
Guaira	113.994
Caaguazu	289.145
Caazapa	89.671
Itapua	298.436
Misiones	66.739

Paraguari	145.875
Alto Parana	362.599
Central	878.028
Ñeembucu	49.419
Amambay	73.343
Canindeyu	90.514
Pte. Hayes	52.728
Boqueron	29.377
Alto Paraguay	9.665

Total of Paraguayan young people: 3.352.771

Source: Dirección General de Estadísticas y Censos.

Paraguay Total Preliminary Results and Youth in Ciphers. Asuncion, 2003

3. IMMEDIATE OBJECTIVES:

- To train 85 young people between 15 and 29 years old, coming from the 17 departments in the country (five from each department) during one year, in order that they may acquire knowledge and skills necessary to produce information on their own communities and put them in circulation through the informative supports of Jaku'êke Paraguay.
- To enlarge and diversify the informative contents of Jaku'êke Paraguay through the contributions of the network of correspondents in the interior of the country.
- To promote freedom of expression and pluralism in the media through the aforementioned diversity of contents, including greater cultural pluralism.
- To promote greater awareness of youth and gender issues
- To promote greater regional and cultural diversity of news coverage within Paraguay

4. DEVELOPMENT OBJECTIVES:

The development objectives are framed within the general goals of Jaku'êke Paraguay that, as an informative agency, seeks to promote the democratization of communications in Paraguay by means of the circulation of news produced by groups generally excluded from the media, such as young people, women and children.

We promote the diversity of subject matters and opinions indispensable to build a democratic and pluralistic society. In addition to assuring the freedom of expression for these groups, Jaku'êke Paraguay constitutes a communication channel facilitating the articulation of common objectives. The proposed project will also contribute to the "descentralization" and pluralism of the media, now concentrated in the capital. In this way, freedom of expression and participation of youth in communication will be strengthened.

5. PROJECT INPUTS:

Training: With the support of a training technique team, the project will develop journalism courses and follow-up workshops for young people that will integrate a correspondents network in each department of Paraguay. **Production of materials:** The project will produce pedagogic materials for young people and trainers in order to support their formation and contribute to the realization of similar experiences in other contexts.

6. PROJECT RESULTS:

- 85 young people, between 15 and 29 years old, pertaining to the 17 departments in the country, in possession of knowledge and skills necessary to produce information on their own communities and put them to circulate through the informative supports of *Jaku'êke Paraguay*.
- Informative contents of *Jaku'êke Paraguay* enlarged and diversified through the incorporation of the contribution of the members of a stable network of correspondents, facilitating and promoting the communication among young people from the different communities in the whole country.
- Young people throughout the country communicating among themselves, with the possibility to exchange experiences and knowledge and to articulate their common interests.
- Communication media with information available on the reality of youth from all over Paraguay.
- The citizenry better informed on the matters that affect young people.
- Development of a complete pedagogic plan for the formation of young journalists
- *Manual for young journalists* (Text will include information on subjects related to the youth journalism).

7. ACTIVITIES:

a) Production of materials.

<i>Central activities</i>	<i>Itemized description</i>
a.1 Elaboration of the pedagogic plan for the course and workshops for journalistic training.	Incorporation of specialist in didactics of communication / Definition of objectives, contents, methodologies, didactic resources, ways of evaluation and timetable for the course and workshops / Redaction and designs of document with the complete planning of the course and workshops / Printing of document.
a.2 Production of didactic materials for the	Conceptualization and redaction of <i>Manual for Young Journalists</i> / Design,

journalistic training course.	production of originals and text printing.
a.3 Production and distribution of materials for spreading of the convocation.	Design and production of posters / Design and production of radial “spots” / Distribution of posters and radial spots in broadcastings, social organizations, universities and municipalities in the country.

b) Training

<i>Central activities</i>	<i>Itemized description</i>
b.1 Identification and incorporation of teachers.	Convocation and selection of specialists in communication with pedagogical capabilities / Introduction to the project workshop.
b.2 Selection of participants of the journalistic training course.	Presentation and diffusion of solicitation for candidates /Reception and selection of participants / Diffusion of convocation results.
b.3 Logistic organization of the journalistic training course.	Agreements with Universites to develop the courses / Preparation of materials / Disposition of transport, housing and feeding for participants / Coordination of activities with participants.
b.4 Realization of the journalistic training course.	Realization of two courses of journalistic training, of one week each one, according to the designed planning.
b.5 Organization of logistic of follow-up and evaluation workshops.	Preparation of materials / Disposition of transport, housing and feeding for trainers / Coordination of activities with participants
b.6 Realization of follow-up and evaluation workshops.	Realization of 17 of follow-up and evaluation workshops., one by each department, according to the designed planning.
b.7 Incorporation of pieces of news from the young correspondents to the informative supports of Jaku’éke Paraguay.	Strengthening of young correspondent network / Reception of news from 17 departments / Diffusion of the news through informative supports of Jaku’éke Paraguay: monthly magazine, electronic bulletins, press dispatches, radio programmes.
b.8 Installation of news produced by young people form the country in national communication media.	Meetings with directors, press chiefs and journalists form the principal media / Identification and register of published news.

c) Monitoring

c.1 Monitoring.	Realization of monitoring according to appointed specifications on the point 11.
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8. WORK PLAN:

Activity	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12
a.1 Elaboration of the pedagogic plan for the course and journalistic formation workshops.												
a.2 Production of didactic materials for the journalistic formation course.												
a.3 Production and distribution of spreading materials for the convocation.												
b.1 Identification and incorporation of teachers.												
b.2 Selection of participants of the journalistic formation course.												
b.3 Logistic organization of the journalistic formation course.												
b.4 Realization of journalistic formation course.												
b.5 Organization of workshop logistic for follow-up and evaluation.												
b.6 Realization of workshops for follow-up and evaluation.												
b.7 Incorporation of news from the young correspondents to Jaku’éke Paraguay.												
b.8 Installation of news produced by young people from the country in national communication media.												
c.1 Monitoring.												

9. INSTITUTIONAL FRAMEWORK:

The project will be executed jointly by FM Trinidad and Jaku'éke Paraguay, which FM Trinidad created as an autonomous entity in June 2002. FM Trinidad, based in the Trinidad section of Asuncion, itself was founded on 1 June 1995, originally as a community radio. At the end of October 2001, FM Trinidad received legal recognition from the telecommunications authority and was granted frequency FM 90.1. It transmits in a radius of 40 kilometers covering the city of Asuncion and the adjacent metropolitan area. FM Trinidad currently has 18 paid employees and more than 80 volunteers.

Both FM Trinidad and Jaku'éke Paraguay are independent entities and do not receive any government support. FM Trinidad maintains itself through the sale of ads from local enterprises, radio productions for NGOs and other parties, renting of its studio equipment, design and production of information campaigns and through financing received for the execution of some social projects. Jaku'éke Paraguay has received a three year grant, through December 2004, from the Spanish cooperation agency, Manos Unidas. The news agency also receives some financing through the selling of advertising for its magazine of the same name, design and implementation of information campaigns and from provision of training courses.

The radio's facilities include a press room, an editing and recording room, a broadcasting studio, meeting and reception rooms, and a training classroom. FM Trinidad's equipment includes 12 networked computers also with internet connections; printers, photocopiers, equipment for editing and recording radio programmes as well as producing CD-ROMS, a radio transmission facilities and three vehicles.

The project administration will be totally assumed by FM Trinidad. As a public service broadcaster, its programming aimed towards civil society emphasizes care of the environment, democratic values and human rights, gender equality, reproductive health, anti-corruption and the building of citizenship. FM Trinidad has also developed activities in the field of education. A team of trainers works to design and conduct courses on communication addressed to young people that are offered through cooperation agencies, educational institutions and social organizations.

10. SUSTAINABILITY:

It is foreseen to create a fund that will allow a small remuneration to correspondents by each published note. This way, we aim to validate the work of the young people that take part actively in the project and to maintain the stability of the network. This fund will be created by the sale of advertising space to small enterprises that face economic obstacles to insert their advertisements in big communication media. To this, a third strategy will be added that consists in working with young people involved in other NGOs in Paraguay in order to link communication activities to wider range of projects.

11. MONITORING FRAMEWORK:

Monitoring will be carried by experts familiar with projects by UNESCO and other international organizations in Latin America. Progress reports will be presented every four months. Evaluations will be carried out according to IPDC criteria.

12. CARRIED OUT EVALUATIONS

Previous activities developed by *Jaku'éke Paraguay* that assure the proposal viability are as follows:

- Installation of News Agency for Young People with four basic communicational supports: dispatches of regular news, electronic bulletins every other week, monthly magazine, web site.
- Creation of a stable team of young communicators.
- Articulation of *Jaku'éke Paraguay* with other organizations that work similar subjects.
- Incorporation of gender thematic to the news production.
- Incorporation of childhood thematic de to the news production.
- Incorporation of radiophonic format to the basic supports of news distribution (radial informative bulletins that are spread by the radios in the country).
- Institutional participation of *Jaku'éke Paraguay* in different seminaries and conferences on communication carried out in the country.

13. FRAMEWORK OF BENEFICIARY INSTITUTION REPORTS:

The beneficiary institution will present a report on the project progress every four months in principle or whenever UNESCO deems convenient.

C. ADDITIONAL INFORMATION

FM Trinidad and *Jaku'éke Paraguay* have strengthened their relationships with other organizations which will promote a favorable outlook for the project. Some of these organizations and activities are:

- UNICEF – Training course in design and production of programs for radio (2002 – 2003)
- UNESCO – Seminar – Workshop Citizen Inter-mediation and Peace Culture (2003)
- Municipality of Asuncion and “Federación de Entidades Vecinalistas de Zona Metropolitana y Bajo Chaco” – First Citizen Forum on Participating Budget. (2003).
- Club 2/3 – International Contest of Toys Manufactured with Recyclable Material (2002 – 2003)
- Club 2/3 – Internship of Young People from Quebec “Access of Young People to TICs” (2003)
- OIT / IPEC – Multimedia Informative Campaign for the Eradication of the Infantile Work (2003)
- ACIDI – Informative Campaign to fight against the infantile sexual exploitation (2003).
- Deutsche Welle – Training course in form of radio-phonic magazine (2002)
- AECI - Informative campaign “To educate the country, you must to be trained” (2003)
- European Union - Pedagogic and Communicational support to Eco Student Meetings in the Chaco (2002)
- World Bank – Radio Neighbor Forum. Strengthening the Citizen Participation (2002).

Initiatives related to the project include Info Express (a radio browsing service for young people and children from low-resource schools); Voices of Hope (A radio program produced by inmates of Women Correctional Facility “Buen Pastor”); Computing workshop for Interns of Women Correctional “Buen Pastor”. *FM Trinidad* and *Jaku'éke Paraguay* have close relationships with Columbia University of Paraguay and “Universidad del Cono Sur de las Américas”, which will provide an academic framework for the project.

D. BUDGET

1. Budget breakdown (in US dollars):

ACTIVITY	AMOUNT
Production of materials	
a.1 Elaboration of the pedagogic plan for the course and workshops for journalistic training (Hiring of specialist in didactic of communication / Hiring of the services of graphic designer / Production of document with the complete course planning / Printing of document)	2.500 us\$
a.2 Production of didactic materials for the journalistic training course (Hiring of a redactor-editor for the <i>Manual for Journalist Young People</i> / Design and production of originals / Text printing)	3.000 us\$
a.3 Production and distribution of spreading materials for the convocation (Posters design / Production of originals / Printing of 1.000 units / Distribution of posters to communication media, social organizations, universities and municipalities in the country)	500 us\$
Training	
b.1 Identification and incorporation of teachers (Convocation, selection and hiring of specialists in the areas of: journalistic correspondence, redaction of news, investigative journalism and journalistic formats / Convocation, selection and hiring of trainers for follow-up workshops)	10.000 us\$
b.3 Logistic organization of the journalist training course (Coordination of activities / Transport, housing and feeding for participants / Several office items)	8.000 us\$
b.4 Realization of journalist training course (Coordination of activities, acquisition of several consumers for the realization of the courses)	500 us\$
b.5 Logistic organization for follow-up and evaluation workshops (Coordination of activities / Transport, housing and feeding for trainers / Several office items)	800 us\$
b.6 Realization of follow-up and evaluation workshops. (Coordination of activities, acquisition of several consumers for the realization of workshops, feeding of participants)	2.200 us\$
Monitoring	
c.1 Project monitoring	1.000 us\$
Project support costs (13%)	3,700us \$
TOTAL	32,200us\$

2. Breakdown of the contribution of beneficiary organism (in US dollars):

ACTIVITY	AMOUNT
Production of materials	
a.1 Elaboration of pedagogic plan for the journalist training course and workshops (General coordination of activities / Communications by phone and internet / Transport)	750 us\$
a.2 Production of didactic materials for the journalistic training course (General coordination of activities / Communications by phone and internet / Transport)	900 us\$
a.3 Production and distribution of spreading materials for the convocation (Conceptualization and production of spreading radial spots / Distribution of materials to broadcastings in the	600 us\$
Training	
b.1 Identification and incorporation of teachers (Realization of introduction to project workshop)	300 us\$
b.3 Logistic organization for the journalistic training course (Utilization of office for coordinator team / Management to obtain a room within an academic institution / Computing equipment / Transport / Communications by telephone and internet)	1.500 us\$
b.5 Organization of logistic of communications by telephone follow-up and evaluation workshops (Utilization of office for coordinator team / Transport / Communications by telephone and internet)	2.000 us\$
b.7 Incorporation of the news from young correspondents to the informative supports of Jaku'éke Paraguay (Use of press room for practices / Use of radiophonic equipment for practices / Advising of members of the team of Jaku'éke to young correspondents)	6.000 us\$
b.8 Installation of news produced by young people in the country in national communication media (Follow-up of publication of news in national communication media).	500 us\$
Monitoring and project management	
c.1 Project monitoring (Assignment of coordination assistant, accountant, secretary and driver for the project / Realization of project progress reports)	3.000 us\$
TOTAL	15.550 us\$

CI-04/CONF. 201/2 add.
25 March 2004
Original: English/French

INTERNATIONAL
PROGRAMME FOR THE
DEVELOPMENT OF
COMMUNICATION

**NEW PROJECTS SUBMITTED TO THE IPDC
FOR APPROVAL AND FINANCING BY THE BUREAU**

IPDC BUREAU
Forty-seventh meeting



UNESCO HEADQUARTERS, PARIS

29 - 30 MARCH 2004

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BRAZIL

1.	TITLE	BRAZIL BRAZILIAN NETWORK FOR PRESS FREEDOM
2.	NUMBER	PDC/24 BRA/01
3.	CATEGORY OF MASS MEDIA	All media
4.	IPDC PRIORITY AREA	Promotion of freedom of expression and pluralism in the media Promote international partnership
5.	SCOPE (NATIONAL, REGIONAL, INTERREGIONAL)	National
6.	TYPE OF ASSISTANCE REQUESTED	Financial and technical
7.	TOTAL COST OF PROJECT	\$ 89,637
8.	AMOUNT REQUESTED FROM IPDC	\$ 34,868
9.	BENEFICIARY BODY	Brazilian Association of Newspapers - ANJ -Brazil
10.	IMPLEMENTING BODY	Brazilian Association of Newspapers - ANJ -Brazil
11.	PROJECT LOCATION	Brasilia, Brazil
12.	PROJECT PREPARED BY	Brazilian Association of Newspapers - ANJ -Brazil, in cooperation with UNESCO Brasilia and Quito offices
DECISION OF THE BUREAU:		

1. BACKGROUND AND JUSTIFICATION

Since the day it was created, in 1979, the Newspapers National Association – ANJ Brazil promotes initiatives that enhance the understanding of press freedom importance for democracy and for individuals and collective liberties.

In April 1997 the Administrative Council of ANJ Brazil approved the creation of the “Program of Press Freedom Protection”, which is nowadays a national and international reference in this activity, with recognized credibility, excellent institutional results and effective action.

ANJ Brazil takes the following foundations for its action in favor of press freedom in Brazil: the Brazilian Federal Constitution of 1988, ANJ Social Statutes, ANJ Ethical Code, ANJ Board Directory decisions and the objectives of its Freedom of Expression Committee. ANJ also anchors its activities in this field in the principles of Chapultepec Declaration, which Brazil has been signatory since 1996, and the institutional partnership with the World Association of Newspapers – WAN, which ANJ Brazil has associated to since 1988.

Taking advantage of the significant role ANJ has played in the fight for press freedom in Brazil, the proposed network, *Liberdade de imprensa*, and its web interface will make the ANJ work more visible to the whole society. The network will democratize information that is presently only available to journalists, particularly those linked to companies associated to ANJ. *Liberdade de imprensa* will facilitate fast cooperation of Brazilian and international free press networks and the IFP.

2. DESCRIPTION OF THE TARGET GROUPS

- Media companies (newspapers, magazines, radio stations, television stations and internet sites).
- National news agencies.
- International news agencies working in Brazil.
- Press professionals (journalists, broadcasters, reporters, photographic reporters and owners of communication companies).
- Teachers and students of Journalism and of Social Communication.
- Non-governmental organizations-NGO's with national and international approach in the Social Communication field.
- Associations, entities and organizations with national and international approach which work in the protection of press freedom.

3. IMMEDIATE OBJECTIVES

- (i) To exchange information and to cooperate in favor of press freedom in Brazil.
- (ii) To monitor press freedom in Brazil and keep contact with similar entities throughout the country and in other countries.
- (iii) To promote initiatives that stress the importance of press freedom for democracy and individual and collective liberties.
- (iv) To support action and to act against impunity in the cases of crimes against communication professionals while in the exercise of the profession and media companies in Brazil.
- (v) To create links and exchange with international and regional networks promoting press freedom.

4. DEVELOPMENT OBJECTIVE

The Network for Press Freedom – *Liberdade de imprensa* - aims at creating instruments that give each citizen access to matters related to press freedom in Brazil; to disseminate widely that the concept of press freedom is a good that belongs to the democratic society and, therefore, shall be defended by everyone; to offer wide information about the situation of press freedom in the country and of any event against or of restrictions to the exercise of the communication profession; to demonstrate that press freedom contributes to increase the level of information in society and to the social capacity of developing criticism that is needed for constructive interaction or, in other words, the ability to contribute to social development.

5. PROJECT INPUTS

- Human resources devoted to the construction and maintenance of the network
- Personal computers
- Development and hosting of a web page
- Development of database and archives of press freedom in Brazil
- Development and facilitating e-mail network
- Training workshops

6. PROJECT OUTPUTS:

1. Greater public awareness of cases of threat of, aggression or limitation to press freedom, including production of the Annual Report on Press Freedom in Brazil.
2. Web and Internet (e-mail, e-bulletin, etc.) dissemination of events against press freedom and consequent public manifestations.
3. Actions promoted in favor of press freedom.

7. ACTIVITIES

Output 1:

- 1.1. To inform on events related to press freedom in Brazil to similar national and international organizations.
- 1.2. To elaborate an Annual Report on Press Freedom and on the Network activities.
- 1.3. To monitor the emergence and developments of initiatives from the Executive, Legislative, the Judiciary and from sectors of society, which represent a threat to, pose difficulties to, impede or limit press freedom.

Output 2:

- 2.1. As a pre-requisite to registration of the event by the Network, to investigate – following ANJ criteria and its Code of Ethics – the events that represent threat or limitation to, that characterize censorship, aggression, or are harmful to the free exercise of journalism or the professional work of journalists and of media companies.
- 2.2. To disseminate public manifestations against such events - when is the case and according to the parameters defined by ANJ Brazil – to all Network participants as well as to the general press and to similar national and international entities.
- 2.3. To register the event and to monitor the developments of the police investigation as well as the law suit.

2.4. To disseminate the information on facts that inhibit, affect or hinder the exercise of press freedom in Brazil.

Output 3:

3.1. To create/feed a public opinion about the importance of press freedom not as a corporate value, but as a right of the whole society.

3.2. To express solidarity to media professionals that are threatened or suffer aggressions due to their activities as journalists or that are obstructed of doing their work as well as with media companies that are victims of arbitrary behavior or of acts that damage, threaten or hinder the free exercise of their activities.

3.4. To act in order to inhibit and fight any limitation to press freedom.

3.5. To mobilize media professionals in the whole country for the understanding of the importance of joint action in defense of press freedom.

8. WORK PLAN

ACTIVITIES	MONTH												
	1	2	3	4	5	6	7	8	9	10	11	12	13
Hiring of web designer													
Selection of data to be inserted in the database													
Hiring of responsible for the database construction													
Website design, domain name registration													
Design and implementation of database													
Inclusion of database into website													
Contract of website hosting													
Contract of broadband Internet service													
Website Test													
Public launching													
Monitoring the emergence and developments of initiatives													
Investigating, with ANJ criteria and its Code of Ethics, the events that represent threat or limitation to press freedom													
Dissemination of information on facts that inhibit, affect or hinder the exercise of press freedom in Brazil													
Seminars on press freedom for journalists and the general public													
Annual Report on Press Freedom in Brazil													

9. INSTITUTIONAL FRAMEWORK

- a) The Executive Secretariat of the Brazilian Network for Press Freedom will be composed of one Executive Secretary and one assistant with the function of keeping the database. Functions of the Executive Secretary and the institutional location of the Executive Secretariat are to be defined.
- b) The co-ordination of the Network will be made by ANJ, with support from UNESCO.
- c) ANJ will be responsible for the investigation on each event related to press freedom, will report on the cases, will elaborate all reports and will define the content to be published on the website, among other responsibilities.

10. SUSTAINABILITY

As a social good, press freedom requires constant mobilization, permanent vigilance as well as public manifestation in the face of facts that threaten or effectively hinder it. Defense of press freedom is a permanent job. The Network will catalyze activities of individuals and organizations, such as WAN, and will disseminate them to the world. Being deeply rooted in ANJ activities the Network has all the conditions to grow and be institutionalized, conditions that will ensure its sustainability.

11. FRAMEWORK OF MONITORING

A specialized professional in the field, hired by the project or by the person or institution that UNESCO designates, will perform the monitoring.

12. EVALUATIONS CARRIED OUT

One evaluation per year, by an independent consultant approved by UNESCO.

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING

The beneficiary agency, ANJ, will report on project progress on a four-month basis or following the rules dictated by UNESCO.

D. BUDGET

1. Breakdown of IPDC's contribution (in US\$):

Monitoring and evaluation	3,000
Site: design and maintenance	9,534
Database structure (conception) and maintenance	12,334
Training seminars and meetings	10,000
TOTAL	US\$34,868.00

2. **Breakdown of the beneficiary agency's contribution (in US\$):**

Project personnel (coordinator, staff, webmaster and database preparation)	20,334.00
Training seminars and meetings	16,667.00
Physical Installations	6,334.00
Publications	1,867.00
Equipment	2,500.00
Broadband connection	5,400.00
Consumer material	1,667.00
TOTAL	US\$54,769.00

CENTRAL AFRICAN REPUBLIC

CENTRAL AFRICAN REPUBLIC REHABILITATION OF THE TECHNICAL AND HUMAN CAPACITY OF RADIO CENTRAFRIQUE		
1.	TITLE	
2.	NUMBER	PDC/24 CAR /01
3.	CATEGORY OF MASS MEDIA	RADIO
4.	IPDC PRIORITY AREA	MEDIA DEVELOPMENT AND CAPACITY BUILDING
5.	SCOPE (NATIONAL, REGIONAL, INTERREGIONAL)	NATIONAL
6.	TYPE OF ASSISTANCE REQUESTED	EQUIPMENT AND TRAINING (CAPACITY BUILDING)
7.	TOTAL COST OF PROJECT	US\$141.000
8.	AMOUNT REQUESTED FROM IPDC	US\$ 91.000
9.	BENEFICIARY BODY	MINISTRY OF COMMUNICATION
10.	IMPLEMENTING BODY	MINISTRY OF COMMUNICATION AND UNESCO
11.	PROJECT LOCATION	BANGUI
12.	PROJECT PREPARED BY	MINISTRY OF COMMUNICATION AND UNESCO
DECISION OF THE BUREAU:		

B. PRESENTATION

1. BACKGROUND AND JUSTIFICATION:

The Central African Republic, a landlocked and poor country, has witnessed an unprecedented political and military crisis since the last coup attempt of 25th October 2002 that finally resulted in the political change of 15th March 2003. For many decades, the Central African Republic has experienced repeated mutinies and recurrent coup attempts, which have unfortunately worsened the living conditions of a majority of the country's population.

With the change in the political and military situation, the new authorities under a transitional period are now focusing efforts on restoring constitutional democracy and ensure the re-institution of state authority. The measures taken by the transitional government has increased favourable conditions for a gradual return to normalcy.

During the long months of political and military mutinies, the country's communication networks and other infrastructure were systematically destroyed leaving the national radio and television stations posing as war relics in a national museum. Following a global assessment mission fielded by the Director of UNESCO Yaounde in February 2004, it was observed that the communication sector faces enormous difficulties requiring urgent attention to ease national reconciliation and accelerate the democratisation process by encouraging pluralist information ahead of the general elections in January 2005. Further to the assessment mission, the Director of UNESCO Yaounde instructed the CI Specialist to undertake a mission to Bangui to evaluate requisite needs to reinforce and sustain the transition process with particular focus on the radio broadcasting and capacity development for media practitioners.

2. DESCRIPTION OF THE TARGET GROUPS:

This project targets the general population, which for the past decades has been cut off from the information and communication mainstream. The national radio, *Radio Centrafrique* can no longer fulfil its objectives of informing, educating and entertaining its audience due to the devastating effects of the civil war on its installations. The production and broadcast capacities of the national radio have been reduced to ruin. To resume its noble role of providing vital information to the general population and to enable them make informed choices, this project seeks to acquire appropriate equipment and ensure required training for the radio personnel.

3. IMMEDIATE OBJECTIVES:

- Renovation of the production and broadcast equipment of the national radio.
- Facilitate the development and production of broadcast programmes with a view to promoting and sustaining the culture of peace, reconciliation and tolerance especially at a time the country is emerging from a devastating civil war.
- Enhance the managerial skills of the National Radio Officials
- Reinforce the professional skills of the journalists with a view to increasing productivity and quality of radio programmes.

4. DEVELOPMENT OBJECTIVE:

The development objective of this project seeks to facilitate the enhancement of freedom of expression and the right of every citizen to access to information as an important foundation of

democracy and the basis for making informed choices. It also aims at educating and informing the citizens on responsible participation of a civil society in national life.

5. PROJECT INPUTS:

The foreseen project inputs are equipment and training and the necessary contribution to be provided by the government. These inputs are:

1. Equipment

- Broadcasting (On Air equipment)
- Production equipment
- Maintenance equipment/material

2. Training

- Journalists
- Technicians

3. Administrative and Logistics support

- Refurbishing of building
- Staff salaries
- Telecommunication (telephone/fax)
- Exoneration from taxes of imported equipment

6. PROJECT OUTPUTS:

The expected output of this project will be the

- The rehabilitation of the technical equipment of the Radio
- Upgrade the professional output of the journalists especially as the country is bracing up for the general elections coming up next year
- Through the rehabilitated radio, encourage political consultation and dialogue amongst the various political forces in order to restore a spirit of tolerance and national reconciliation.
- Emphasis to be placed on the importance and equal participation of the national media the affairs of the State.
- Creation of an environment conducive to increase public awareness on democratic values, citizenship, peace and socio-political tolerance.

7. ACTIVITIES:

The planned activities of the current project are

- Refurbishing of the building (offices, studios, technical control rooms, etc) destroyed by the civil war
- Identification and elaboration of lists of need equipment
- Acquisition of required equipment
- Installation of acquired equipment
- Elaboration of training programme and organisation of training for journalists, and technicians.
- Evaluation of project implementation and reporting

8. WORK PLAN:

- First to Second month : Renovation of the building
- Second to Fourth month : Purchase of technical equipment
- Fifth to Sixth month : Delivery of equipment
- Sixth to Seventh month : Installation and Training of journalists and technicians

- Eight to Tenth month : Evaluation of project

9. INSTITUTIONAL FRAMEWORK:

The National Radio (*Radio Centrafrique*) is a state-owned broadcasting institution. This project to rehabilitate therefore the radio will be implemented by the Ministry of Communication with the technical backstopping of UNESCO Yaounde

10. SUSTAINABILITY:

The long-term sustainability of the project will naturally depend on the State, which will have to consider appropriate measures to restructure the Corporation with a view to minimising cost and ensure productivity. The State is considering other avenues of providing subvention to the corporation. Once this project would have been realised, the corporation will be encourage going in for co-production and exchange of programmes. Possibilities will also be offered for the journalists and technicians to benefit from fellowships or refresher courses in order to improve quality and quantity of produced programmes.

11. FRAMEWORK OF MONITORING:

The UNESCO Sub regional Office in Yaounde will carry out the monitoring of this project in close collaboration with the National Commission for UNESCO

12. EVALUATIONS CARRIED OUT

Prior to the submission of this proposal, an evaluation mission fielded by UNESCO reported that general state of the media in the Central African Republic had broken down as a result of war and the whole country was living through a situation of a total information blackout. Equipment at the *Radio Centrafrique* was obsolete with coverage limited only to Bangui the capital. On the basis of this evaluation, the national authorities therefore prepared a need assessment with focus on technical equipment and capacity building for journalists.

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING:

Being a state-owned corporation, the reporting on project implementation will be carried out by the Ministry of Communication, the National Commission for UNESCO and the UNESCO Sub regional Office in Yaounde to ensure the smooth implementation of the project. The Directorate General of Radio Centrafrique, the Ministry of Communication and the National Commission will jointly prepare a quarterly report on project implementation for UNESCO. This report will be forwarded to UNESCO.

C. ADDITIONAL INFORMATION

1. General condition of communication development in the country, region or sector covered by the project.

Communication development in Central African Republic lags behind that of other countries of the Central African sub region. The situation is further worsened by the devastating civil war that has rocked the country for the past decades. The audiovisual (radio/television) communication sector is virtually in existent especially when one looks at the state of technical equipment which is completely obsolete. The print media is deplorable with the characteristic absence of viable printing press and newsprint requisite for a newspaper industry. With the country in total desperation, advent

of new communication technology still remains a dream for Central African nationals whose meagre resources do not permit them, at least at individual level to access to these technological developments in the communication sector.

2. Preparatory activities completed prior to submission of the project to IPDC.

Prior to the submission of this project, the Director of UNESCO Office in Yaounde has carried out an assessment of the communication sector to determine the urgent priorities requiring UNESCO's possible intervention prior to the general elections scheduled for January 2005.

3. Contribution foreseen by the submitting agency during the project period.

For lack of adequate financial means, the contribution of the submitting agency will be limited to the provision of administrative and logistics support and the exoneration from import duties of all equipment and material likely to be acquired within the framework of this project.

4. Assistance sought other than IPDC's

No other assistance is being sought from other sources.

5. Parameters and standards used by submitting agency to assess project costs.

Equipment and training costs for this project have been assessed on the basis of current market prices while taking into consideration the current exchange rate for the American Dollar.



1. Breakdown of IPDC's contribution (in US\$):

<i>1. Equipment</i>	
• Broadcasting (On Air equipment)	30.000
• Production equipment	30.000
• Maintenance equipment/material	10.000
<i>2. Training/Workshop</i>	
• Journalists	10.000
• Technicians	10.000
<i>3. Project monitoring</i>	1,000
T O T A L	US\$91.000

2. Breakdown of the beneficiary agency's contribution (in US\$):

1. Logistics and Administrative Support	10.000
2. Refurbishing of Building (offices, Studios, etc).....	15.000
3. Staff Salaries	18.000
4. Exoneration for imported project equipment	5.500
5. Project Reporting	1.500
T O T A L	US\$50.000

CENTRAL AFRICAN REPUBLIC

STRENGTHENING THE TECHNICAL CAPACITY OF THE INDEPENDENT COMMUNITY RADIO NDEKA LUKA		
1.	TITLE	
2.	NUMBER	PDC/24 CAR/02
3.	CATEGORY OF MASS MEDIA	RADIO
4.	IPDC PRIORITY AREA	MEDIA DEVELOPMENT AND CAPACITY BUILDING
5.	SCOPE (NATIONAL, REGIONAL, INTERREGIONAL)	NATIONAL
6.	TYPE OF ASSISTANCE REQUESTED	EQUIPMENT AND TRAINING (CAPACITY BUILDING)
7.	TOTAL COST OF PROJECT	US\$ 104,500
8.	AMOUNT REQUESTED FROM IPDC	US\$ 59.000
9.	BENEFICIARY BODY	FONDATION HIRONDELLE
10.	IMPLEMENTING BODY	FONDATION HIRONDELLE / UNESCO YAOUNDE
11.	PROJECT LOCATION	BANGUI
12.	PROJECT PREPARED BY	FONDATION HIRONDELLE / UNESCO YAOUNDE
DECISION OF THE BUREAU:		

1. BACKGROUND AND JUSTIFICATION:

Communication development in Central African Republic lags behind that of other countries of the sub region. The devastating effects of the civil war that has rocked the country for the past decades has worsened the situation. The communication sector is appears in existent especially when one considers the state of technical equipment which one finds to be completely obsolete. With the country in total despair, access to vital information on national life is a major handicap as neither the state media nor the independent community radios possess the adequate means of disseminating information to the needy public. Over 89% of the total population do not have reliable access to information as this is limited to the national capital and its environs.

For many decades, the Central African Republic has experienced repeated mutinies and recurrent coup attempts, which have worsened the living conditions of over 80% of the country's population. The most recent political crisis has resulted into a somewhat *de facto* partition of the country with the government forces and the rebels occupying two-thirds of the country while one-third is isolated from the capital Bangui and cut off from major highways. The present communication pattern follows this *de factor* political mapping of the country.

The overthrow of the former regime has occasioned the introduction of a new politico-administrative lease of life with the new authorities instituting a transitional period that will make way for the restoration peace, security and national reconciliation. The political will of the new government to return the country to civilian rule through general elections (municipal, legislative and presidential) has been considered by the international community as a welcome sigh of relieve. The political agenda set forth by the new government is raising hopes for a seemingly better future. Ahead of the general elections, the national media have to take the challenge of informing and educating the population on democratic values, culture of peace and the need for political tolerance. The media have an important role to play in this political transition by providing balanced, objective and pluralist information that will enable the population to make informed choices in national political debate. The challenge is not only enormous but also difficult given that the media lack adequate and appropriate equipment to carry out their assigned missions.

2. DESCRIPTION OF THE TARGET GROUPS:

This project targets the inhabitants of the region of Bangui and its environs, the displaced population from conflict-stricken neighbouring countries like Chad, the Democratic Republic of Congo and Sudan.

3. IMMEDIATE OBJECTIVES:

1. To develop a critical mass of information on vital issues touching the socio-political life of the country to be broadcast to the national audience.
2. Acquire appropriate technical equipment for the *Radio Ndeka Luka*
3. Train the journalists to develop a spirit of editorial independence and practical management skills based on sound ethical principles at the *Radio Ndeka Luka*.
4. Renovate the newsroom, broadcast and production studios of the Radio Ndeka Luka.

4. DEVELOPMENT OBJECTIVE:

The development objective of this project as set out by *Radio Ndeka Luka* seeks to contribute and sustain peace, democratisation through objective reporting and providing the population with

pluralist information. It seeks to establish a positive impact by ameliorating the professional standards of journalists and develop in them a journalistic culture adaptable to a new democratic environment after the general elections of January 2005.

5. PROJECT INPUTS:

The proposed project inputs are

1. *Transmission Equipment*

- 2kw FM Transmitter and accessories
- FM transmit high-gain omni directional 2kw antenna
- FM receiver system with stereo decoder and accessories

2. *Production Equipment*

- Complete Digital Studio production equipment
- 12 KV Diesel Generator

3. *Maintenance Equipment*

4. *Training*

- *Journalists*
- *Technicians*

5. *Administrative and Logistics support*

- Renovation of studios
- Staff remuneration
- Telecommunication (telephone/fax)

6. PROJECT OUTPUTS:

The expected output of this project will be

- Acquisition of appropriate technical equipment
- Amelioration of professional competence of *Radio Ndeka Luka* journalists especially as the country is bracing up for the general elections coming up next year.
- Improvement in the quality of broadcast and expansion in coverage area
- Encourage popular participation in political consultation and dialogue amongst the various political forces in order to restore a spirit of tolerance and national reconciliation.
- Increase in production capacity for educational, cultural, environmental and political information.
- Creation of an environment conducive for a free flow of information and broaden access to information

7. ACTIVITIES:

The planned activities for the current project are

- Renovation of the studios (production and transmission, etc).
- Identification and elaboration of a list of needed equipment.
- Acquisition of requisite equipment.
- Installation of acquired equipment.
- Elaboration of training programme and organisation of training for journalists and technicians.
- Evaluation of project implementation and reporting

8. WORK PLAN:

- First quarter : Renovation of studios and identification of equipment

- Second quarter : Purchase of requisite technical equipment
- Third quarter : Delivery of equipment
- Fourth quarter : Installation and identification of trainers
- Fifth quarter : Organisation of training workshop for journalists and technicians
- Sixth quarter : Evaluation of project

9. INSTITUTIONAL FRAMEWORK:

Radio Ndeka Luka is an independent community radio managed by *Fondation Hironnelle*, an International non-governmental organisation based in Geneva in partnership with the United Nations Development Programme. In a protocol agreement signed in 2001 by the UNDP, *Fondation Hironnelle* and the government, the latter authorised the creation of this radio with one of the objectives being contribution to the restoration and sustenance of peace in the country.

10. SUSTAINABILITY:

The long-term sustainability of the project will naturally be borne by *Fondation Hironnelle*, which quite often receives assistance from some other International Non-Governmental Organisations or foreign governments such the French Ministry of Foreign Affairs, US State Department, GTZ and Kfw in Germany, DDR and the Canton of Geneva in Switzerland. *Radio Ndeka Luka* has also been benefiting from local assistance provided by UNICEF, UNDP, UNFPA AND BONUCA based in Bangui.

11. FRAMEWORK OF MONITORING:

The UNESCO Sub regional Office in Yaounde will monitor the implementation of this project in close collaboration with other national and international partners such as the National Commission, United Nations Development Programme (UNDP) and BONUCA.

12. EVALUATIONS CARRIED OUT

Prior to the submission of this proposal, an evaluation mission fielded by UNESCO reported that general state of the media in the Central African Republic had broken down as a result of the war and the whole country is living through a situation of a total information blackout. Broadcast and production equipment at *Radio Ndeka Luka* is such that enables the radio not to fully accomplish its mission of contributing to building and maintaining peace in the country. On this score therefore, there was the urgent need to seek assistance if this radio has to contribute to the reconciliation process by providing succinct, objective and pluralist information ahead of the general elections in January 2005.

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING:

The management of the Radio and the local office of *Fondation Hironnelle* will ensure reporting on project implementation. This report will be prepared at the end of each quarter and will be forwarded to UNESCO.

ADDITIONAL INFORMATION

1. General condition of communication development in the country, region or sector covered by the project.

Communication development in Central African Republic lags behind that of other countries of the sub region. The situation is further worsened by the devastating effects of the war that has crippled the country for the past decades. The communication sector is facing serious difficulties as neither the state nor individuals could afford the acquisition of appropriate and up-to-date state of the art equipment. The situation with the print media is very deplorable as the country can not boast of printing press and newsprint requisite for any newspaper industry. In this economically depressed country, the advent of new communication technology still remains a dream as either the state or individuals can not afford access to new information and communication technology.

2. Preparatory activities completed prior to submission of the project to IPDC.

Prior to the submission of this project, an evaluation was carried out to determine possible areas requiring urgent assistance especially as the country is preparing for general elections planned for 2005.

3. Contribution foreseen by the submitting agency during the project period.

Given the general economic difficulties facing the country, the submitting agency's contribution to this project is limited to the provision of administrative and logistics support.

4. Assistance sought other than IPDC's

No other assistance is being sought from other sources.

5. Parameters and standards used by submitting agency to assess project costs.

Equipment and training costs for this project have been assessed on the basis of current market prices while taking into consideration the current exchange rate for the dollar.

D. BUDGET

1. Breakdown of IPDC's contribution (in USS):

1. Transmission Equipment	15.000
• 2kw FM Transmitter and accessories	
• FM transmit high-gain omni directional 2kw antenna	
• FM receiver system with stereo decoder and accessories	
2. Production Equipment	25.000
• Digital production equipment for two studios	
• 12 KV Diesel Generator	
3. Maintenance Equipment	10.000
4. Training	8.000
• Journalists	
• Technicians	

5. Project monitoring	1.000
TOTAL	US\$ 59.000

2. Breakdown of the beneficiary agency's contribution (in US\$):

1. Logistics and Administrative Support	8.000
2. Refurbishing of Premises (offices, Studios, etc).....	15.000
3. Staff remuneration	18.000
4. Miscellaneous	3.000
5. Project Reporting	1.500
TOTAL	US\$45.500