

IRAK

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	CONFLICT SENSITIVE JOURNALISM TRAINING IN KIRKUK
2.	NUMBER	IPDC/55 IRQ/01
3.	MEDIA DEVELOPMENT INDICATORS' CATEGORY	Category 3: Media as a platform for democratic discourse
4.	IPDC PRIORITY AREA	Human Resource Development
5.	SCOPE	National
6.	TYPE OF ASSISTANCE REQUESTED	Financial
7.	TOTAL COST OF PROJECT	US\$ 43 900
8.	AMOUNT REQUESTED FROM IPDC	US\$ 21 760
9.	BENEFICIARY BODY	INSAN Iraqi Society for Relief & Development Iraq, Kirkuk, Shatirlu, Tippa, District 145, H 48 Phone: +964 77025 18227 / +964 7901 896 876
10.	IMPLEMENTING OFFICE	UNESCO IRAQ Office, Amman
11.	PROJECT LOCATION	Kirkuk
12.	PROJECT PREPARED BY	Aari Al Jabari aree@insaniraq.org
DECISION OF THE BUREAU:		

B. PRESENTATION

1. PROJECT JUSTIFICATION:

Media is an influential actor and medium within the dimensions of conflict and peace-building as it has the capacity to affect vast audiences. It can often serve as a means of transmitting hostility, directly or indirectly, thus playing a devastating role in the escalation of conflict. Media, however, also has the potential to act as an extension of democratic politics; offering a venue for non-violent dialogue, an outlet to present different perspectives and initiate discussion on sensitive discussions. As such the media can be utilised for peace-building activities to overcome tensions within a conflict and build confidence among the various parties (community and state). In this way the media has the power to challenge misperceptions and promote tolerance, collaboration and reconciliation between all parties and across all strata of society.

Iraq witnessed the emergence of a vibrant new media community in the aftermath of the collapse of the Former Regime. A myriad of diverse newspapers and satellite channels appeared on the scene; some independent and others used as propaganda tools for political parties. As violence escalated across Iraq after 2005, media was seen to play an active participatory role in the conflict. Many media outlets were owned by political parties seeking to advance their own agendas, while other independent outlets suffered from threats and insecurity making their objectives for impartial journalism very difficult to apply.

Within a volatile socio-political environment, such as Iraq, assistance to local media must turn towards capacity building in order to ensure a sustainable transition to peace and democracy. To maintain professional standards, journalists need to acquire adequate knowledge of conflict theory, as well as the additional skills and the analytical ‘know-how’ to be able to report accurately, impartially and ‘safely’ on, and within conflict situations. Understanding the influence of media as it operates within - and how it can contribute to - conflict situations is essential if journalists are going to play a part in promoting peace and reconciliation. It is essential that Iraqi Media support peace and reconciliation processes by providing alternatives for non-violent dialogue and communication channels. The proposed training will refer to the UNESCO publication, Conflict-Sensitive Reporting: State of the Art, A Course for Journalists and Journalism Educators, by Ross Howard.

Kirkuk is an oil-rich city located 295km north of Baghdad. It is an historically and ethnically mixed city, populated by Kurds, Arabs, Assyrians, Turkmen and Armenians traditionally living together in peace. The issue of Kirkuk city’s geo-political positioning has become a source of conflict between the Kurdistan Regional Government and the Central Iraqi Government; the economic and political stakes are very high. This conflict is occurring within the political realm, but is also having repercussions at a far deeper and ‘grass roots’ level threatening the peaceful co-existence of Kirkuk’s multi-ethnic community. Kirkuk is in danger. To prevent this conflict from further escalating and to thwart the growing divisions among different ethnic communities living in Kirkuk, journalists have a critical role to play in developing their media to become positive and peaceful news and communication channels dedicated to truth and tolerance, and ultimately ensuring peaceful co-existence.

This project is in the framework of IPDC Media Development Indicator 3.9: “effective broadcasting code setting out requirements for fairness and impartiality.”

2. DESCRIPTION OF THE TARGET GROUP:

The target group will be 24 Kirkuk journalists working in different media outlets (newspaper, TV, radio) representing diverse political views and communities.

3. DEVELOPMENT OBJECTIVE:

Enhancing the role of Iraqi Media in conflict transformation and reconciliation processes by building capacities of journalists to use conflict sensitive journalism principles based on impartiality, balance and responsibility

4. IMMEDIATE OBJECTIVE:

24 Kirkuk journalists working in diverse Iraqi media will acquire skills and knowledge to sustain professional standards during conflict coverage and to produce conflict sensitive reports increasing the role of journalists in peace-building and reconciliation processes

5. PROJECT OUTPUTS:

- 2 six-day training workshops in conflict sensitive journalism will be implemented for a total of 24 journalists from Kirkuk.
- Conflict sensitive media reports will be produced by the participants and will be reviewed by an experienced editor over a period of 6 months.
- Twenty four ‘change projects’ will be developed and initiated by each participant in an effort to promote reconciliation and national unity.

6. ACTIVITIES:

- Selection of participants: Participants will be chosen from a large range of media outlets and from different ethnic backgrounds to represent diverse political and cultural viewpoints. A balanced gender split will also be sought.
- Implementation of training workshop: 2 six-day workshops will be implemented in Kirkuk and facilitated by an experienced Iraqi media trainer. The training will introduce conflict theory and reflect on the power of the media in conflict situations. An understanding of the skills needed for conflict sensitive journalism will be introduced. This includes understanding the dangers of inflammatory political language, training in the various methods of sourcing information, how to conduct interviews and how to ensure personal security. The proposed training will refer to the UNESCO publication, *Conflict-Sensitive Reporting: State of the Art, A course for Journalists and Journalism Educators*, by Ross Howard.
- ‘On the job’ assimilation phase review of media reports by experienced editor: Fortnightly conflict sensitive reports submitted by the participants will be reviewed by a qualified editor working with INSAN. Feedback will be given to provide guidance and ensure continued professional development. Implementation of Change projects: Each participant will be requested to conduct a change project. They will use their own media (TV, radio, newspaper, etc) to report on a ‘civil/community effort’ initiated by their own community. The project should help to promote tolerance, non-violence and reconciliation.

7. PROJECT INPUTS:

Funds, experienced trainer, expertise in conflict management, training manual in conflict sensitive journalism, training plan, selection of journalists.

- Trainers: The trainer and co-trainer will be experienced in working in areas of conflict situations requiring conflict sensitive reporting. The trainer will be an expert in the field of media. The co-trainer will have expertise in conflict analysis and will provide the training in conflict theory. They will both have experience training the media within Iraq, the Arab Region and/or internationally. A teaching plan

and timeline with required resources will be provided by the trainers, and teaching materials will be provided by them. The trainer and co-trainer will refer to *Conflict-Sensitive Reporting: State of the Art. A Course for Journalists and Journalism Educators*, By Ross Howard as a teaching resource.

- Editor: The editor will have a proven track record of work as an editor and capacity to work in various media; they will be an expert in media and mentoring reporters. Specifically they will understand the principles of conflict sensitive reporting. They will be committed to following up the progress of the participants and review and comment on the projects submitted ensuring continuity in the learning process.

8. WORK PLAN:

ACTIVITIES / MONTHS	1	2	3	4	5	6
Selection of journalists						
Implementation of training workshop						
On the job training						
Conflict Sensitive reporting by participants of the two workshops						
Monitoring and evaluation						

9. INSTITUTIONAL FRAMEWORK:

INSAN Iraqi Society for Relief & Development is an Iraqi non-governmental organization established in 2004. It aims at ensuring peaceful co-existence among diverse communities living in Iraq. It conducts direct interventions in diverse locations in Iraq to promote peace building and builds the capacity of the Iraqi Civil Society.

10. SUSTAINABILITY:

After following 6 months of ‘on the job’ monitoring as facilitated by the INSAN editor, journalists will be expected to have developed a conflict-sensitive approach to journalism and they will seek to become active actors in peace-building and reconciliation processes.

11. FRAMEWORK OF MONITORING:

Quarterly reports are to be provided by the INSAN editor regularly to the UNESCO AMMAN Office.

12. EVALUATIONS CARRIED OUT:

Internal evaluations will be carried out before the workshops begin and at the end of the project. Professional progress of trainees will be monitored throughout the duration of this six month project.

13. FRAMEWORK OF BENEFICIARY AGENCY’S REPORTING:

Mid-term and final financial and narrative reports will be provided to UNESCO a) after 2 months of implementation and b) at the end of the project.

C. ADDITIONAL INFORMATION

INSAN Iraqi Society for Relief & Development has experience in conducting conflict sensitive journalism training. It has been working with the funding of the United States Institute of Peace in 2009 to train journalists

working in the governorates of Baghdad and Diyala. A training manual in conflict sensitive journalism, written by the Lebanese Organization Al Maharat, was adapted at this occasion to the Iraqi context and will be further distributed to participants.

Previous IPDC support received by the country:

PROJECT N BUDGET CODES	FUNDS (US \$)	PROJECT TITLE	PERIOD
PDC/19IRQ/01 352-IRQ-91	75,000	IRAQ EQUIPMENT FOR THE PRODUCTION OF PROGRAMMES FOR CHILDREN, YOUTH AND WOMEN	1999 - 2000
TOTAL IRAQ: US\$ 75,000			

D. BUDGET

**BREAKDOWN OF IPDC CONTRIBUTION
(in US dollars)**

Stationery (Note Pads, Pens)	150
Printing workshop material and handouts, training supplies i.e. Flip charts.	1 500
1 x Trainer (\$250 per day x 6 days x 2 workshops)	3 000
1 x Co-trainer (\$250 per day x 6 days x 2 workshops)	3 000
Consultant Editor (\$500 x month x 6)	3 000
Transport of participants (Roundtrip ground transport in Kirkuk \$10 per day per person)	1 440
Transport of Trainer (\$400 RT for ground transport from Dohuk to Kirkuk; 3 trips, 1 for each training and one for prep)	1 200
Refreshments (15\$ per head; lunch and 2 coffee breaks for 12 days; participants, trainer, 1 staff)	2 520
Venue Hire (\$150 per day x 12 days)	1 800
Hotel Accommodation (Trainer and Co-Trainer for 15 days; training and prep @ \$30 per day)	900
Per Diem for Trainer and Co-Trainer (\$20 per day for 15 days)	600
Communication (telephone and internet access)	1 750
Translation (Reports and materials for participants)	900
TOTAL:	US\$ 21 760

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

Expat consultant (6 months, 0,2%)	12 800
Project manager (6 months, 0,75%)	1 600
Field officer/Logistician (6 months, 0,5%)	1 750
Administrator (6 months, 0,2%)	3 420
Office Rental (6 months, 0,5)	2 670
TOTAL:	US\$ 22 140