

## KAZAKHSTAN

<b>A. PROJECT IDENTIFICATION</b>		
<b>1.</b>	<b>PROJECT TITLE</b>	<b>MEDIA COMPLIENCE TRAINING OF KAZAKHSTAN</b>
<b>2.</b>	<b>NUMBER</b>	<b>IPDC/59 KZ/01</b>
<b>3.</b>	<b>MEDIA DEVELOPMENT INDICATORS' CATEGORY</b>	<b>IPDC Media Development Indicators: 3.7 Print and broadcast media have effective mechanisms of self-regulation</b>
<b>4.</b>	<b>IPDC PRIORITY AREA</b>	<b>Training</b>
<b>5.</b>	<b>SCOPE (NATIONAL, REGIONAL, INTERREGIONAL)</b>	<b>Kazakhstan</b>
<b>6.</b>	<b>TYPE OF ASSISTANCE REQUESTED</b>	<b>Training Support</b>
<b>7.</b>	<b>TOTAL COST OF PROJECT</b>	<b>24,496 USD</b>
<b>8.</b>	<b>AMOUNT REQUESTED FROM IPDC</b>	<b>19,696 USD</b>
<b>9.</b>	<b>BENEFICIARY BODY</b>	<b>Adil soz International Foundation for Protection of Freedom of Speech</b>
<b>10.</b>	<b>IMPLEMENTING OFFICE</b>	<b>UNESCO Almaty</b>
<b>11.</b>	<b>PROJECT LOCATION</b>	<b>Almaty</b>
<b>12.</b>	<b>PROJECT PREPARED BY</b>	<b>Tamara Kaleeva, Adil soz President Sergey Karpov, ATA/CI</b>

## **B. PRESENTATION**

### **1. PROJECT JUSTIFICATION:**

In 2014, there are 2105 printing and electronic mass-media companies officially registered in Kazakhstan. The level of pluralistic media is limited to state and private. The state considers any internet source as mass-media. There are more than 30 legal documents regarding media regulation. Since 2013 the situation for mass-media has become complicated. The so-called ‘opposition’ mass-media activity has been stopped or suspended by a judge order because of sharp criticism towards governmental actions. Instead, government officials prefer to use administrative resources of different levels for intimidation or refusal of publications. So they have prohibited all printing and internet resources entitled “Republic Integrated mass-media”, which include the internet portal “Stan TV”, K+, newspapers "Vzglyad" (Sight) and “Pravdivaya Gazeta” (the Truthful newspaper). It causes serious limitations in the citizens’ right to information. It is obvious that in such a situation it is difficult for journalists to provide the public with balanced information, without self-censorship and professional risks.

Adil soz International Foundation for Protection of Freedom of Speech, recognized by UNESCO, IFEX, USAID, OSCE and other partners propose this project, aimed to improve media self-regulation by the introduction of a Media Compliance System which engages all stakeholders, owners, editors, and journalists as well as broader public.

The Media Compliance System (MCS) can serve as an ethical, legal and professional system to increase physical and economic safety.

MCS is a set of measures to enforce an ethical conduct of the media business, organized by the owners, media editors and outlet employees in order to protect media business from allegations of corruption, taking into consideration the vital interests of media audience. MCS involves the development of new internal codes: ethics and implementation of new corporate standards for training and retraining of current staff, as well as regularly scheduled and crisis certification in three main areas: a) sustainability generated media content; b) fair competition in the media market; c) active prevention of corruption in the media environment.

Measures and instruments of risk assessment and management will be elaborated by training participants and used in practices. During project twenty employees of legal, advertising, human resource, government relations departments including owners and editors of print media will be trained to procedures of implementation of Media compliance.

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

Print media specialists (10 women and 10 men): legal, advertising, human resource, government relations departments including owners and editors of print media. The particular participants will be defined jointly with media outlet based on follow-up coaching by qualified personnel.

### **3. DEVELOPMENT OBJECTIVE:**

Media as a platform for democratic discourse: Print and broadcast media have effective mechanisms of self-regulation.

Media organizations have clear codes of ethics, and sound editorial guidelines;

Codes are actively disseminated to journalists and regularly debated and reviewed;

Equal quantities of women and men in training courses.

#### **4. IMMEDIATE OBJECTIVE:**

Provide skills and knowledge for media compliance to 20 representatives of legal, advertising, human resource, government relations departments including owners and editors of print media (50% women and 50% men) working in 10 print media from Kazakhstan, through two a two-days training course.

#### **5. PROJECT OUTPUTS:**

20 representatives of print media from Kazakhstan will have acquired skills and techniques on media compliance and apply it for use in print management.

#### **6. ACTIVITIES:**

1. Identifying participants of the trainings, in accordance with profile requirements.
2. Inviting specialists and employees of legal, advertising, human resource, government relations departments including owners and editors.
3. Conducting two seminars in Astana (North, coordinate two oblasts) and Almaty (Kyzyl-Orda + 1 oblast)

During the trainings:

- 3.1. Elaborate ethical instances of the engaged media outlets for public editorial statement.
  - 3.2. Personal choice or joining experts of pre-trial resolution of ethical conflicts in activity of this media outlet
  - 3.3. Formulate a plan and procedure of the engaged media outlets, in order to train personnel with subsequent official attestation of results of training as addendum to labor contract.
4. Upon completing the training:
- 4.1. Implement distance consultation to practise a mechanism where all served actions and complaints should be considered in pre-trial order.
  - 4.2. Monitoring of results.

#### **7. PROJECT INPUTS:**

1 Trainer and co-trainer

Projector, presentation, flipcharts, felt tipped marker, stickers

Handout

#### **8. WORK PLAN:**

<b>ACTIVITIES / MONTHS</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>7</b>	<b>8</b>	<b>9</b>	<b>10</b>	<b>11</b>	<b>12</b>
Define participants	X	X	X	X								
Organize training					X			X				
Reporting						X					X	
Distant consultation						X	X	X	X	X	X	X
Monitoring and evaluation						X					X	X

## **9. INSTITUTIONAL FRAMEWORK:**

The International Foundation for Protection of Freedom of Speech “Adil soz” is a legal entity registered on April 12, 1999.

The major priority of International Foundation for Protection of Freedom of Speech “Adil soz” is the establishment of open civil society and free, objective and progressive journalism.

The main activity of the Foundation:

- Monitoring violations of freedom of speech.
- Legal activity. Two draft laws were fulfilled; judicial analysis of more 20 draft laws.
- Educational seminars “Legal protection of journalists and mass media”, “Ethnic standards and legal bases of activity of mass media”, “Linguistic safety of publications of mass media”.
- Preparation and publication for journalists. There was publication of books such as, “How to behave in court”, “The right to information”, “Cover not to incite”, “Your labour rights” and e.g.
- Legal advices of journalists and mass media. Write, call and ask.
- Legal representation of mass media’s in courts.
- Publication of monthly bulletin “Legislation and practice of Kazakhstan’s Mass Media”
- Expertise in court disputes.

The foundation “Adil Soz” is headed by a president. It has a staff which consists of 11 specialists (in particular, two accountants, a lawyer, six coordinators, a translator and a system administrator). The foundation “Adil Soz” absorbs grant funds in the amount of USD200,000 on the average annually.

In 2005, the foundation “Adil Soz” jointly with UNESCO in Almaty conducted some seminars “Frameworks and peculiarities of legal protection of media outlets and journalists of countries in Central Asia”. In 2011, upon a grant of a UNESCO project “Improvement in the conditions of freedom of information and freedom of expression in Central Asia” was implemented. In 2012, upon a grant of UNESCO, the project “development of professional capabilities of the chief editors of Central Asian printed media of freedom of information” was implemented.

From 2011, the cluster office of UNESCO makes financial contributions to conduction of World Journalism Day in Kazakhstan annually.

## **10. SUSTAINABILITY:**

After the completion of the project, there will be further development, because this theme is very important for media outlets and journalists of Kazakhstan. Taking into account a number of media outlets in Kazakhstan and also territorial coverage it is a long-term project. It is provided that this project will be disseminated among countries of Central Asia. The other donors will also be involved in it.

## **11. FRAMEWORK OF MONITORING AND COMMUNICATION STRATEGY:**

The information on the project will be disseminated via a mailing list of the foundation “Adil Soz” (over 1000 addresses). The announcement about the project will be posted on the website [www.adilsoz.kz](http://www.adilsoz.kz) and on Facebook. The information on the project will be given at press conference.

## **12. EVALUATIONS CARRIED OUT:**

Evaluation carried by UNESCO Office Almaty, Communication and Information Unit.

### **C. ADDITIONAL INFORMATION**

### **D. BUDGET**

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

International trainer services (4 days of training at a rate of \$240 per day)	960
Local co-trainer services (4 days of training at a rate of \$100 per day)	400
Transportation costs of trainer (2 tickets @ \$642)	1284
Travel of co-trainer, coordinator and assistant Almaty-Astana-Almaty (3 flight tickets @ \$256)	768
Travel of ten participants from north oblasts (20 flight tickets @ \$178.5)	3570
Accommodation of participants in Astana and in Almaty (23 persons * 2,2 days * \$87)	4402.2
Accommodation of trainer in Moscow (1 person * 3 days @ \$87)	261
Supper for organizer, trainers and participants (10 persons * 5 days * \$10)	500
Dinner for sixteen participants (25 persons * 4 days * \$9.3)	930
Coffee breaks (25 persons * 8 coffees * 3)	600
Room rent (32 hours * \$50)	1600
Copying of handout for fifteen persons (600pages of training material * \$1)	600
Folders for participants (27 Folder*\$2)	54
Project logistics (14 days * \$100)	1400
Legal consultations (15 consultations * \$50)	750
Performance reports (5 days * \$100)	500
Accounting reports (7 days * \$100)	700
Transport services from the airport and in town (32 hours * \$13)	416
<b>Total</b>	<b>19,695.2 US\$</b>

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

Office rent (12 months * \$250)	3000
Office supplies (12 months * \$50)	600
Communication services (internet, telephone, fax) (12 months * \$100)	1200
<b>Total</b>	<b>4,800 US\$</b>