

# PAKISTAN

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	CAPACITY BUILDING OF WOMEN TV JOURNALISTS TO PRODUCE NEWS PACKAGES & NEWS BULLETINS
2.	NUMBER	IPDC/56 PAK/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	Training Support
7.	TOTAL COST OF PROJECT	US\$ 47 020
8.	AMOUNT REQUESTED FROM IPDC	US\$ 34 220
9.	BENEFICIARY BODY	<p>Women Media Center Pakistan (WMC)            Address: H/No. 407, Ground floor, Block 3            Sirajuddulah Road            Bahadurabad, Karachi            Pakistan            Tel: +92-213-486-0067/76            Fax: + 92-213-491-9321            Email: <a href="mailto:info@wmc.pk.org">info@wmc.pk.org</a>  <a href="mailto:womenmediacenter@gmail.com">womenmediacenter@gmail.com</a></p>
10.	IMPLEMENTING OFFICE	UNESCO Office in Islamabad
11.	PROJECT LOCATION	Rural and urban locations in Sindh, Punjab, Khyber Pakhtoonkhwa and State Capital of Pakistan
12.	PROJECT PREPARED BY	<p>Fauzia Shaheen,            General Secretary/Executive Director,            WMC            E-mail: <a href="mailto:fauziashaheen@gmail.com">fauziashaheen@gmail.com</a></p>
DECISION OF THE BUREAU:		

## **B. PRESENTATION**

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

The turn of the 21<sup>st</sup> century resulted in the boom of electronic media in Pakistan. 77 satellite television channels are currently operating in Pakistan according to the statistics provided by Pakistan Electronic Media Regulatory Authority. These include several regional, national and local channels with a constantly growing viewership. The print and electronic media in Pakistan has experienced a remarkable transformation in the last decade and now Pakistan enjoys a vibrant media scene with unprecedented diversity of opinion available in various ethnic languages. This development is the consequence of the long struggle by the Pakistani media for greater freedom as well as technological advances.

The electronic media can play an important role by highlighting local and national issues and performing a critical watchdog role. However, much of the new electronic media in Pakistan is relatively unsophisticated and most content revolves around entertainment. There is a dearth of investigative journalism and issue-based programming. Gender bias and insensitivity to women issues is pervasive within the Pakistani media establishment. Women, who account for a mere three percent of journalists overall, have yet to break down barriers to achieve full participation in the media. The largest journalistic network in Pakistan - Geo group - has 300 women employed against the total staff of 9000 - a ratio of 1:30.

The mushroom growth of media networks has strengthened the practice of freedom of speech and expression. Journalists are struggling to support the primary societal values and fragile democratic system through the media available to them. Multidimensional networks that accommodate print, electronic and social media are emerging in the media scenario as well as regional (Indigenous) channels are also getting increasingly popular. Unfortunately Pakistan's women population, which accounts for over 50% of the entire population, still does not have fair representation in the media. Women journalists are regularly assigned to traditional beats such as fashion and entertainment rather than "hard" news subject such as politics, business, or crime. As a result, a gender-sensitive perspective is rarely reflected in reporting on critical issues that affect women's lives. Despite these obstacles, women who choose to pursue careers in journalism learn skills on-the-job, primarily through trial-and-error instead of formal qualitative and technical training. It is time they had equal access to advanced training opportunities, support networks and professional associations that can advocate on their behalf. There is still a void of such institutes that can impart knowledge with technical know-how and handling the latest media equipment to enhance their professional skills which can lead them to the significant position in the mainstream media.

This project will ascertain the participation of both national and regional female television journalists from the country and initially train 90 females during 6 workshops on quality enhancement and the technical skills necessary to pursue TV journalism. Each workshop will last for 4 days and will train 15 female journalists from 30 national and regional news TV channels. The trainers will be media experts from their respective fields who will pass on journalistic theory as well as practical television expertise to the trainees for producing news packages as well as producing a news bulletin for television. The trainees will produce news packages and news bulletins at the end of every workshop to put their acquired skills to practical use. The news productions taken up by them will later act as the advocacy platform for the 50% voiceless marginalized female population of Pakistan. Through these trainings, these female journalists will create a network that will advocate plurality and gender equality in the media industry. They will also be able to secure respectable designations that include decision-making processes in media organizations and will later facilitate enlistees adapting journalism as a career who will in turn enhance the opportunity of freedom of speech and expression with particular reference to women. They will be the real agents of change to bring about plurality and diversity in media.

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

90 Female Television Journalists from 30 National and Regional News TV Channels.

## **3. DEVELOPMENT OBJECTIVE:**

Facilitation of plurality in media by training female journalists to assist their effective representation in the national and regional television channels. This objective is in line with the 4<sup>th</sup> Media development indicator that deems importance to Professional Capacity Building to support institutions that underpin the freedom of expression, pluralism and diversity.

## **4. IMMEDIATE OBJECTIVE:**

Capacity of 90 female journalists will be strengthened in producing news packages and news bulletin and will be able to advocate gender equality in and through the media.

## **5. PROJECT OUTPUTS:**

- At least 90 Female Journalists from all over Pakistan skilled capable of producing news packages and news bulletin for television.
- 30 national and regional News TV channels are involved to enhance plurality in and through the media.
- Advocacy network of 90 Female TV Journalists is created for gender equality and plurality in and through the media.

## **6. ACTIVITIES:**

- Identification of participating national and regional TV channels
- Nominations of 90 journalists acquired from the TV channels.
- Selection of trainers for the project and finalization of venues for the training.
- Commencement of six 4-day training workshops across Pakistan involving 90 female TV journalists from 30 National and regional news channels.
- Each four-day training sessions concentrating on contents of news bulletin and news packages making theory and practical television techniques which involve mainly gathering news from the field, collecting vox pops, handling camera while shooting outside as per scripting.
- Broadcasting of the news packages made by the trainees at different news TV channels.
- Evaluation of such news packages and news bulletins would be shown in the certificate distribution ceremony to the guest speakers, renowned journalists from TV channels for evaluation.

## **7. PROJECT INPUTS:**

- One Project Coordinator for ensuring the effective implementation of the project plan and finances.
- One Programme Assistant to manage participants, technical support and involvement of trainers.
- One Logistics and maintenance officer.
- Equipment necessary for training such as cameras, editing facility, multimedia, mikes and voice recording equipment.
- Resource material for trainees.
- Two media experts recruited as trainers per workshop.
- One technical professional hired for sessions for equipment handling.
- One computer DELL with LCD screen will be purchased.

## 8. WORK PLAN:

ACTIVITIES / MONTH	1	2	3	4	5	6	7	8	9	10	11	12
Project meeting												
Identification of 30 national and regional TV channels												
Resource material development and purchase of the equipment												
Acquire nominations (90 journalists) from TV channels												
Selection of trainers from across the country												
Confirmation of venues for the trainings												
Six 4-day trainings across Pakistan involving 90 female TV journalists												
Report submissions												

## 9. INSTITUTIONAL FRAMEWORK:

The Women Media Center Pakistan (WMC) is a registered non-profit organization which works for gender equality in media through capacity building of female journalists and media students since 2005. The WMC organizes projects that promote female journalists, encourage major media organizations to provide an enabling environment for female journalists, and strengthen democracy and human rights, including women's rights. To date, it has engaged more than 1200 female working journalists and media students in various workshops and conferences. WMC has 6 full-time staff (Programme Assistant, Administrator, Programme Coordinator, Public Relations Representative, Chief Financial Officer, and a Helper) and 1 part time Finance Consultant and over 300 female journalists and media student volunteers from across the country. The annual budget of WMC is \$90,000 supplemented by National Endowment for Democracy, USA, which has been supporting the Center since its inception.

## 10. SUSTAINABILITY:

The project that will be undertaken with the assistance of IPDC is similar to the prevalent working plans pursued by WMC. WMC's track record makes it evident that it has engaged in the capacity building of female journalists since its inception and will continue to do so through the projects that are already ongoing. Besides this, its project not only has direct impact on the female working journalists but also has an indirect impact on the media organizational structure and content of the TV channels that will become a part of this initiative. This development will bear self sustenance.

## 11. FRAMEWORK OF MONITORING:

The implementation of this project could be monitored by the relevant UNESCO officials; however WMC has also its internal mechanism for effective evaluation of all relevant training materials, seminars, workshops and other related activities.

## 12. EVALUATIONS CARRIED OUT:

- Feedback from the previous participants regarding the duration, content and productions is appreciated and implemented with the maximum resources available to WMC.
- Print and Electronic Media coverage of the events is maintained in the file of every workshop/conference/seminar.

- Inputs from the trainers with respect to their individual needs for training is welcomed and accommodated.
- Besides an annual framework of reporting WMC has prepared a comprehensive five-yearly Cumulative Report on the basis of SWOT analysis.

### 13. **FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING:**

The Women Media Center has planned to submit 2 four-monthly reports to the UNESCO Field Office along with a final report that will be submitted by the end of the project. The reports will include implementation results, feedback from the participants and media organizations which could independently monitor the project.

#### **D. BUDGET**

<b>BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)</b>	
<b>One 4-day training workshop for Female Journalists from Television</b>	
Per Diem for two Media Experts/trainers (2 trainers per day at \$100 x 4 x 2)	800
Travel/Airfare/Conveyance for 2 trainers at \$225 per person	450
Accommodation for two trainers for 4 nights including dinner (\$100 x 2 x 4)	800
Airfare for one staffer (\$225)	225
Accommodation and dinner for one staffer (\$100 x 4)	400
Honorarium for 4 Resource persons (\$100 per person) (Director News and Current Affairs, script editors and other media professionals from major media organizations invited to share their knowledge)	400
Workshop materials	800
Meals+ hall rental (Per person per day at \$15 for 20 persons)	1 200
Local Travel for outdoor shooting or field trips and conveyance	500
<b>Cost of One 4-day workshop</b>	<b>5 570</b>
<b>Cost of 6 x 4-day workshops at \$5570 each</b>	<b>33 420</b>
<b>Total</b>	<b>US\$ 33 420</b>

<b>BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION (in US dollars)</b>	
Salary of Project Coordinator (\$500 x 12)	6 000
Salaries of two Staffer (\$200 x 12)	2 400
Communication (\$100 x 12)	1 200
Space and utilities (\$50 x 12)	1 800
Contingencies	1 000
Project Reporting	400
<b>Total</b>	<b>US\$ 12 800</b>