

PAKISTAN

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	PROMOTING SAFETY OF JOURNALISTS THROUGH SECURITY TRAINING
2.	NUMBER	IPDC/59 PK/02
3.	MEDIA DEVELOPMENT INDICATORS' CATEGORY	Plurality and diversity of media as well as professional capacity building and supporting institutions that underpins freedom of expression,
4.	IPDC PRIORITY AREA	Promotion of freedom of expression, and press freedom (including the safety of journalists)
5.	SCOPE (NATIONAL, REGIONAL, INTERREGIONAL)	NATIONAL
6.	TYPE OF ASSISTANCE REQUESTED	Financial support
7.	TOTAL COST OF PROJECT	US\$ 39,000
8.	AMOUNT REQUESTED FROM IPDC	US\$ 23,400
9.	BENEFICIARY BODY	Pakistan Press Foundation (PPF)
10.	IMPLEMENTING OFFICE	UNESCO Islamabad Riaz Karim Khan
11.	PROJECT LOCATION	Sindh, Balochistan and Southern Punjab.
12.	PROJECT PREPARED BY	Pakistan Press Foundation (PPF) Riaz Karim Khan (UNESCO)

B. PRESENTATION

1. PROJECT JUSTIFICATION:

Pakistani journalists are killed, unjustly detained, abducted, beaten and threatened by law enforcement and intelligence agencies, militants, tribal and feudal lords, as well as some political parties that claim to promote democracy and the rule of law. Adding to the gravity of the situation is the fact that the perpetrators of violence against journalists and media workers enjoy almost absolute impunity in Pakistan. Although over fifty journalists have been targeted and murdered within the last twelve years, only two convictions of the murder of journalists.

International press freedom and media safety watchdogs agree that Pakistan has become one of the deadliest countries for journalists. Pakistan ranks in the top 10 of the Impunity Index 2012 by the international watchdog the Committee to Protect Journalists (CPJ) of those countries that do not investigate and prosecute murders of journalists. Other global media freedom watchdogs such as Freedom House, IFEX and Reporters sans Frontières also share the same concerns on the deteriorating safety situation for the media in Pakistan.

The alarming increases in violence and threats force many journalists to migrate from these danger zones; leave the profession or resort to self-censorship at best, particularly in the conflict areas. As a direct consequence, the reports emanating from the conflict areas are based on press releases, not on observations by independent journalists. Thus, the reports that are published or broadcasted also lack credibility. A credible and independent media is essential though to democratic development in Pakistan.

The project will contribute to the promotion of freedom of expression, opinion and information in Pakistan by providing safety and security training to journalists and media professionals in conflict riddled Balochistan, Southern Punjab and Sindh provinces of Pakistan., PPF will pay special attention to provide safety training to provincial journalists working in geographical areas where professional journalism training is weak, helping them to reduce the risks under which they work and to work more safely.

To the maximum extent possible, PPF will make determined efforts to ensure adequate representation of women in the workshops.

2. DESCRIPTION OF THE TARGET GROUP:

240 print and electronic media practitioners working in the field particularly in smaller towns and rural areas in the conflict riddled Balochistan, Southern Punjab and Sindh provinces. Special emphasis will be made to ensure participation of female media practitioners.

3. DEVELOPMENT OBJECTIVE:

To contribute to the enhancement of the respect for human rights and media freedom in Pakistan by promoting safety of media professionals and institutions.

4. IMMEDIATE OBJECTIVE:

Enhanced capacity of journalists to assess and mitigate safety risks and how to respond and protect themselves in case of attacks.

5. PROJECT OUTPUTS:

Improved ability of at least 144 media professionals (including women journalists) to assess and mitigate risks and to respond or defend themselves

Main stakeholders (media professionals, Red Crescent and police) have organisational linkages and are able to sustain their work.

6. ACTIVITIES:

Twelve training workshops in smaller towns and districts

Training modules will be developed on physical and digital safety training for workshops to be held in press clubs at district level.

Organisation of 12 workshops at district level, with support of local press clubs, Red Crescent and police departments. Twelve participants per workshop = 144 participants trained in total. Workshops to take place in towns and smaller district-level centres in Sindh, Baluchistan, Khyber Pakhtunkhwa and Punjab.

The workshops will involve representatives from provincial Red Crescent and local police.

To the extent possible, keeping in view the small number of women journalists at district level, PPF will make determined efforts to ensure adequate representation of women in the workshops.

7. PROJECT INPUTS:

Training modules are developed on physical and digital safety training for non-residential workshops to be held in press clubs at district level.

Organisation of 12 non-residential workshops at district level, with support of local press clubs, Red Crescent and police departments. Twelve participants per workshop = 240 participants trained in total. Workshops to take place in towns and smaller district-level centres in Sindh, Baluchistan, Punjab, Azad Kashmir and Khyber Pakhtunkhwa.

To the maximum extent possible, PPF will make determined efforts to ensure adequate representation of women in the workshops.

8. WORK PLAN:

ACTIVITIES / MONTHS	1	2	3	4	5	6	7	8	9	10	11	12
Selection of districts for training	x											

Selection of participants and trainers		x										
Conducting trainings			x	x	x	x	x	x	x	x	x	
Review of achievements, lessons learnt and ways ahead to promote safety												x
Preparing final report												x

9. INSTITUTIONAL FRAMEWORK:

Pakistan Press Foundation (PPF) has been playing a lead role in promoting the safety and security of media professionals in Pakistan. Being a founding member of Pakistan Coalition on Media Safety (PCOMS), in June 2013 PPF was tasked with by the consortium of the coalition to act as a secretariat to help take lead on activities with an aim to improve the coordination between national and international groups working on protection of journalists. With 14 international members and a number of national members, PCOMS has the potential to be the focal point and work collectively towards the singular goal of eradicating impunity against journalists in Pakistan. Since then as the PCOMS secretariat, PPF has played a key role in bringing together key, and at times conflicting, stakeholders on the one point agenda of journalism safety.

The Pakistan Press Foundation (PPF) was established in 1967 as a non-profit organization committed to the protection and promotion of independent media in Pakistan. It carries out media-building activities such as the training of journalists, the promotion of standards of journalism, the operation of programmes that help promote women in media and that defend the rights of journalists to free expression. The organization also promotes greater awareness of social and development issues through media.

PPF organizes training programmes and seminars, in rural centres as well as in the cities on issues facing by Pakistani media. The organization has worked for the improvement of professional skills, and in helping to raise journalists' awareness on professional, social, political and human-rights issues. PPF has organized many safety training workshops for media professionals.

PPF has long standing links in the national and international media. PPF representatives have on a number of occasions been on the governing boards of All Pakistan Newspaper Society (APNS) and Council of Pakistan Newspaper Society (CPNE), as well as on their various committees such as the Arbitration Committee, Training Committee and as the Human Rights Rapporteur for the APNS. The PPF Secretary-General has served as the Convener of the International Freedom of Expression Exchange (IFEX) and has been elected to the IFEX Council and on the board of International News Safety Institute and is at currently on the board of The International Press Institute (IPI). PPF is a founding member of Global Ethical Journalism Network and its representative is on the editorial board of Global Ethical Journalism Network.

PPF has collaborated with many international organisations including Free Press Unlimited, Search for Common Ground (SFCG) Open Society Foundations, UNESCO, National Endowment for Democracy (NED), Internews, European Union, Friedrich Ebert Stiftung (FES), The Thompson Foundation, The British Council, The Knight International Foundation, International Centre for Foreign Journalists and The Freedom Forum.

PPF is involved in research and documentation on mass communication in Pakistan. The organization has produced a number of reports and publications. PPF is also involved in producing manuals and handbooks on journalism.

PPF has successfully worked as a member of a number of national and international coalitions including International Freedom of Expression Exchange (IFEX), Free and Fair Election Network (FAFEN), Trust for Democratic Education and Accountability (TDEA), Pakistan Ethical Journalism Coalition and also serves as the secretariat of Coalition on Media Safety (PCOMS).

10. SUSTAINABILITY:

The security training foreseen in this project will be part of the on-going activities of the PPF. The organisation has a track record of continuing project activities even after the conclusion of funding by donors. PPF looks at support from IPDC/UNESCO as a catalyst to start innovative long term projects.

11. FRAMEWORK OF MONITORING AND COMMUNICATION STRATEGY:

In any dealings with media as well as national and, international NGOs, PPF will make clear the role UNESCO and IPDC has played in supporting it. In general, UNESCO's support will be acknowledged, but PPF will use its discretion in deciding the level of visibility. PPF will monitor media coverage of activities undertaken under the project and include press clippings as part of the periodic and final reports.

12. EVALUATIONS CARRIED OUT:

An internal evaluation is foreseen of the project and will serve as input to steer and improve the project in order to obtain the envisioned objectives and results.

PPF sees evaluations not merely as an instrument for accountability but also as an instrument to enhance collaborative learning with and from its partners and will PPF will welcome external evaluation of PCOMS and the secretariat.

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING:

The PPF undertakes to report on project progress on a quarterly basis or as required by UNESCO-Islamabad as well as a final report.

C. ADDITIONAL INFORMATION

Previous IPDC/UNESCO support has been instrumental in launching trend setting PPF projects.

In 2011 IPDC supported PPF in implementing the project that played a significant role in developing capacities of independent FM radio stations to produce news and current affairs programmes. In 2009 IPDC supported PPF in implementing a highly successful training programme for capacity development of photo journalists in rural areas of Pakistan. In 2006 IPDC supported PPF in organising training programme for journalists and local government professionals on working with media. In 2003 IPDC approved the project to train rural journalists to monitor and lobby against violations of freedom of expression. In view of the success of this project, PPF has decided to continue the freedom of expression and access to information training as a regular part of PPF activities and has organized over fifteen workshops after the successful completion of the project. In 1999 PPF received support from IPDC to train rural women as journalists. Although the project was concluded within one year, PPF has continued the training of about 500 rural women per year and has developed a daily feature service based on the features written by participants of this training programme

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)	
Cost per training workshop:	
One trainer @ US \$ 150 x 3 days	US\$450
One resource persons/local organiser @ US\$100 x 3 days	US\$300
Workshop expenses including meals, workshop material and multimedia (12 participants x US\$25 x 3 days)	US\$900
Travel and accommodation of trainer (US\$ 100 x 3 days)	US\$300
Cost of one workshop	US\$1,950
Cost of 12 workshops	US\$ 23,400
Total IPDC contribution	US\$23,400
BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION (in US dollars)	
Salary of project coordinator @US\$ 500 per month for 12 months	US\$6,000
Utilities, including telephone, internet expenses, electricity @US\$300 per month	US\$3,600
Administrative expenses including support staff @US\$ 300 per month	US\$3,600
Office supplies and use of office equipment @US\$200 per month	US\$2,400
Total	US\$ 15,600