

## KYRGYZSTAN

| <b>A. PROJECT IDENTIFICATION</b> |  |  |
|----------------------------------|--|--|
| <b>1.</b>                        | <b>PROJECT TITLE</b>                                 | <b>KYRGYZSTAN: INNOVATIONS IN COMMUNITY BROADCASTING</b>                                   |
| <b>2.</b>                        | <b>NUMBER</b>  | <b>IPDC/59 KG/01</b>   |
| <b>3.</b>                        | <b>MEDIA DEVELOPMENT INDICATORS' CATEGORY</b>        | <b>Infrastructural capacity is sufficient to support independent and pluralistic media</b> |
| <b>4.</b>                        | <b>IPDC PRIORITY AREA</b>                            | <b>INNOVATION AND CONVERGENCE OF TRADITIONAL MEDIA AND NEW COMMUNICATIONS</b>              |
| <b>5.</b>                        | <b>SCOPE<br/>(NATIONAL, REGIONAL, INTERREGIONAL)</b> | <b>National</b>  |
| <b>6.</b>                        | <b>TYPE OF ASSISTANCE REQUESTED</b>                  | <b>Institutional capacity building</b>   |
| <b>7.</b>                        | <b>TOTAL COST OF PROJECT</b>                         | <b>15 260 US\$</b>   |
| <b>8.</b>                        | <b>AMOUNT REQUESTED FROM IPDC</b>                    | <b>9 060 US\$</b>  |
| <b>9.</b>                        | <b>BENEFICIARY BODY</b>                              | <b>Community Mass Media Association<br/>8/1 59-quarter<br/>724200 Talas, Kyrgyzstan</b>    |
| <b>10.</b>                       | <b>IMPLEMENTING OFFICE</b>                           | <b>UNESCO Almaty Cluster Office for Kazakhstan, Kyrgyzstan, Tajikistan and Uzbekistan</b>  |
| <b>11.</b>                       | <b>PROJECT LOCATION</b>                              | <b>9 municipalities, 7 regions in Kyrgyzstan</b>   |
| <b>12.</b>                       | <b>PROJECT PREPARED BY</b>                           | <b>Nazira Dzhusupova, executive director of the Community Mass Media Association</b>       |

## B. PRESENTATION

### 1. PROJECT JUSTIFICATION:

Community Mass Media Association (AOSMI) was established in 2013 by the United Nations Democratic Fund (UNDEF) and supported by UNESCO Almaty in 2014. The mission of AOSMI is development of the community media in the Kyrgyz Republic. 18 from 22 community media organizations joined AOSMI.

In 2012-2014 within the framework of the joint EU and UN project "Operationalising Good Governance for Social Justice," in 8 municipalities (v. Toktoyan Issyk-Kul region, v. Uchkun, v. Kulanak Naryn region, v. Djal, v. Kara-Suu Chui oblast, v. Oogon-Talaa Jalal-Abad region, v. Kyzyl-Bulak Osh oblast, v. Uch-Korgon Batken oblast) in 7 regions of the Kyrgyz Republic, pluralistic and sustainable community media were created to meet the needs of rural communities with a maximum degree of community property. They are a combination of traditional broadcasting and ICT technologies, an inexpensive and modern communications infrastructure is sufficient to meet the technological requirements of translation in remote regions of the country. These 8 community media have the knowledge and skills on the latest available IT-solutions. Programming radio podcasts on the web site of community media kyrgyzmedia.com, creation and design of digital audio air: jingles, screensavers, community ads, cutaways, primary and final call signs for each village. The mobile app "Voice of village" continuously reproduces this digital broadcast at the request of rural people, depending on the chosen theme or target group (village, region, country, water, health, and others. 7 keys of services). Thus, the delivery of information in those municipalities 8 was rapid and simple. Villagers may include broadcast community media at their own request. Obviously, the world of information and communication technologies in recent years has changed a lot. At the same time, 4 community radios ("Zaman» Batken region, "Radiomost" Talas region, "Suusamyr FM» and "Kemin FM» Chui oblast) are available to villagers and format only traditional radio. They can listen to only the users of analog radios and only in the range of coverage of the analog radio-frequency spectrum. Analogous broadcasting exists in the 5 community multimedia centers (v. Kosh Bulak Batken region, v. Barskoon Issyk-Kul region, v. Zhergetal, v. Kayyndy-Bulak Naryn oblast, Tash-Kumyr city Jalal-Abad oblast). Thus, it is necessary to provide the knowledge and skills of the 18 members Community Mass Media Association (AOSMI) in the creation and distribution of radio programs via podcast.

For the local authorities, this project will provide an opportunity to convey their point of view, give the necessary explanations to the rural population, and if the original information is not properly understood by the community, there is an opportunity to come back to the topic for further clarification and evidence. The local population will be able to convey their point of view to the local authorities. Every villager has the right to express his opinion on any matter publicly, with no risk of being punished by local administrations. Critical publications of community media, which raised local rural problems, are the reason for the action. Thus, 9 rural communities will participate in local and national dialogues and influence the setting the agenda in the region and the country. This project will provide the knowledge and skills of the 18

members of the Community Mass Media Association (AOSMI) in the creation and distribution of radio programs via podcast

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

The target audience of the project Sheet is one group - the staff of 4 community radio ("Zaman FM» Batken region, "Radiomost" Talas oblast, "Suusamyr FM» v. Suusamyr and "Kemin FM» v. Shabdan Chui oblast) and 5 community multimedia centers v. Kosh Bulak Batken region, v. Barskoon Issyk-Kul region, v. Zhergetal, v. Kayyнды-Bulak Naryn oblast, Tash-Kumyr city Jalal-Abad oblast. 50% of the staff of the community media are women. They are in the community media, including in positions where decisions are made. The overall proportion of women and men in the target audience of the project also will be 50% of women and 50% of men.

## **3. DEVELOPMENT OBJECTIVE:**

According to media development indicators № 5.2.3. Community Media are equipped with appropriate technical facilities to reach marginalized communities

## **4. IMMEDIATE OBJECTIVE:**

Provision of knowledge and skills to members of the Community Mass Media Association (AOSMI) in creating and distributing radio programs and podcasts enhancing the penetration of digital content on mobile ICT in 7 regions of Kyrgyzstan.

## **5. PROJECT OUTPUTS:**

Organized training for 18 AOSMI members. Nine men and nine women, two representatives from each of the nine community media in each of the seven regions of the Kyrgyz Republic

## **6. ACTIVITIES:**

### *Preparations*

- ^ Selection of trainers, the conclusion of the contract;
- ^ Publication of information in news agencies about the start of the project;
- ^ Drawing up a training program;
- ^ Preparation and coordination of the schedule of trainings;
- ^ Drawing up a list of training participants;
- ^ Preparation handouts for training.

### *Trainings*

- ^ Holding 2 trainings in Bishkek and Osh about the creation and programming of radio podcasts on web portal kyrgyzmedia.com for the 9 members of AOSMI

Consulting support

- ⤴ Technical assistance and advice on the creative content for the 9-member AOSMI with audio podcast programming ether;
- ⤴ Monitoring Project (systematic collection of information on the progress of project activities for the comparison of the actual state of affairs with the work plan and the achievement of these goals, objectives and activities planned in the project application)

**7. PROJECT INPUTS:**

- Services to coordinate the work of members of Community Mass Media Association (AOSMI);
- 10 mobile devices Android (use in the training, filming and recording of project activities);
- Services for the creation and publication of member Community Mass Media Association (AOSMI);
- Accounting services to the financial statements of the project.

**8. WORK PLAN:**

| ACTIVITIES / MONTHS  | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 |
|--|---|---|---|---|---|---|---|---|---|----|----|----|
| Selection of trainers, contracting, information in news agencies about the project launch                  | X |   |   |   |   |   |   |   |   |    |    |    |
| Preparation of the training program  | X |   |   |   |   |   |   |   |   |    |    |    |
| Preparation and approval of the schedule of trainings  | X |   |   |   |   |   |   |   |   |    |    |    |
| For the list of participants in training   | X |   |   |   |   |   |   |   |   |    |    |    |
| Prepare a handout for training participants  | X |   |   |   |   |   |   |   |   |    |    |    |
| Conduct 2 trainings on creation and programming of radio podcasts based kyrgyzmedia.com                    |   | X | X |   |   |   |   |   |   |    |    |    |
| Provision of consulting and methodological support of the 9 members AOSMI (Technical and creative advices) |   |   |   | X | X |   |   |   |   |    |    |    |
| Monitoring and evaluation of the project   | X | X | X | X | X |   |   |   |   |    |    |    |

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|---|--|--|--|--|---|--|--|--|--|--|--|--|--|
| Provision of programmatic and financial reporting project |  |  |  |  | X |  |  |  |  |  |  |  |  |
|---|--|--|--|--|---|--|--|--|--|--|--|--|--|

**9. INSTITUTIONAL FRAMEWORK:**

Association of Community Media - a non-profit organization, which unites all community media in different shapes. Association of Community Media was founded in 2013 and aims to achieve professional, social, cultural and training purposes, the protection of rights and legal interests of its members. Members of the Association of Community Media - is a community radio station, community multimedia centers and community wireless house. Volunteers, technicians, journalists have participated in the training sessions, seminars, tours, internships organized by the Public Fund "Mediamost", with the support of international organizations, UNESCO, GIZ, foundation by Friedrich Ebert and the Academy of Deutsche Welle.

**10. SUSTAINABILITY:**

Community Mass Media Association (AOSMI) perform administrative and program functions which will ensure consistency and continuity of community media.

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

Monitoring is carried out by UNESCO Cluster Office in Almaty, in agreement with the IPDC. UNESCO expert for the development of community media is in Bishkek will pursue a common communications campaign site kyrgyzmedia.com and participate monitoring project.

**12. EVALUATIONS CARRIED OUT:**

It's a first project with Community Mass Media Association (AOSMI). No evaluation has taken place yet.

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

Community Mass Media Association (AOSMI) takes the responsibility to provide a report in accordance with the requirements of the IPDC.

**D. BUDGET**

| <b>BREAKDOWN OF IPDC CONTRIBUTION<br/>(in US dollars)</b>  |      |
|--|------|
| <b>1st Training (accommodation, meals for participants Osh):</b> 9 persons * 3 days * 35 = 945. <b>1st Training (accommodation, meals for trainers Osh):</b> 2 persons * 3 days * 26 = 155 | 1100 |
| <b>2nd Training (accommodation, meals for participants Bishkek):</b> 9 persons * 3   | 1100 |

|  |                  |
|--|------------------|
| days * 35 = 945; <b>2nd Training (accommodation, meals for trainers Bishkek):</b> 2 persons * 3 days * 26 = 155  |                  |
| Handouts 22 pcs * 20   | 440              |
| <b>Transportation costs of participants Osh 9 participants</b><br>Tashkumyr-Osh- Tashkumyr 2 persons * 2 tickets * 27,5 USD=110; Sulyukta-Osh-Sulyukta 3 persons * 2 tickets *15 USD=60; Batken- Osh-Batken 2 person * 2 tickets * 10 USD = 40; Kayndy-Bulak-Osh-Kayndy-Bulak 2 person * 2 two parties * 10 USD = 40; <b>Transportation costs of trainers Osh 2 trainers</b><br>Bishkek-Osh-Bishkek 2 persons * 2 trips * 87,5 USD = 300   | 550              |
| <b>Transportation costs of participants Bishkek 9 participants</b><br>Talas-Bishkek-Talas 1 person * 2 tickets * 40 USD = 80; Jerge-Tal-Bishkek-Jerge-Tal 2 persons * 2 tickets * 35 USD = 140; Barskoon-Bishkek-Barskoon 2 persons * 2 tickets * 30 USD = 120; Kemin-Bishkek-Kemin 2 persons * 2 tickets * 20 USD = 80; Suusamyр-Bishkek-Suusamyр 2 persons * 2 tickets * 15 USD = 60<br><b>Transportation costs of trainers Bishkek 2 trainers</b><br>Suusamyр-Bishkek-Suusamyр 1 person * 2 tickets * 15 USD = 30; Talas-Bishkek-Talas 1 person * 2 tickets * 20 USD = 40 | 550              |
| Internet 50G * 20 USD  | 1000             |
| Mobile communications for logistics and training of the entire project of 125 units * 4  | 500              |
| Meeting with focus groups for feedback (transportation, meals, lodging)  | 600              |
| Evaluation \ monitoring  | 300              |
| Services Trainers 2 trainer 2 times 4 * 100  | 400              |
| Stationary 18 participants + 2 trainers (10 * 22)  | 220              |
| Equipment (Android smartphones) 10 units for 5 community media   | 2000             |
| Financial report   | 300              |
| <b>Total</b>   | <b>9060 US\$</b> |

| <b>BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION<br/>(in US dollars)</b> |                   |
|---|-------------------|
| Project Coordinator   | 1200              |
| Administrative expenses   | 1000              |
| The radio studio for the production of the program                            | 2000              |
| Cost of production  | 2000              |
| <b>Total</b>  | <b>US \$ 6200</b> |