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FOR IPDC FINANCING**

**IPDC Bureau  
Forty-fifth Meeting**



**UNESCO HEADQUARTERS, PARIS  
11 - 13 DECEMBER 2002**

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# **RADIO BROADCASTING**

# MALAWI

<b>A. PROJECT IDENTIFICATION</b>		
1.	<b>TITLE</b>	<b>Capacity Building for Private and Community Radios in Malawi</b>
2.	<b>NUMBER</b>	<b>PDC/23 MLW/01</b>
3.	<b>CATEGORY OF MASS MEDIA</b>	<b>Electronic</b>
4.	<b>IPDC PRIORITY AREA</b>	<b>Human Resource Development Promotion of Freedom of Expression Development of Community Media</b>
5.	<b>SCOPE (NATIONAL, REGIONAL, INTERREGIONAL)</b>	<b>National</b>
6.	<b>TYPE OF ASSISTANCE REQUESTED</b>	<b>Training and Equipment</b>
7.	<b>TOTAL COST OF PROJECT</b>	<b>US\$81,900.00</b>
8.	<b>AMOUNT REQUESTED FROM IPDC</b>	<b>US\$75,900</b>
9.	<b>BENEFICIARY BODY</b>	<ul style="list-style-type: none"> <li>• Fm 101 Power</li> <li>• Capital Radio</li> <li>• Dzimwe Community Radio</li> <li>• Nkhota Kota Community Radio</li> <li>• Malawi Institute of Journalism Radio</li> </ul>
10.	<b>IMPLEMENTING BODY</b>	<b>Malawi National Commission For UNESCO</b>
11.	<b>PROJECT LOCATION</b>	<b>Blantyre, Mangochi and Nkhotakota</b>
12.	<b>PROJECT PREPARED BY</b>	<b>E.B.Z. Kondowe</b>
<p><b>DECISION OF THE COUNCIL:</b></p> <p><b>DECISION OF THE BUREAU:</b></p>		

## B. PRESENTATION

### 1. **BACKGROUND AND JUSTIFICATION:**

#### 1.1 Background

Malawi's socio-economic indicators place it as the 11<sup>th</sup> least developed country in the world. Life expectancy is now below 40 years and still falling due to HIV/AIDS and nutritional levels are at 32 per cent of the population. As poverty becomes worse and drought, hunger and AIDS – related deaths become regular occurrences, the consolidation of democracy continues to be jeopardized.

#### Print Media:

There are currently fifteen (15) newspapers and magazines circulating in Malawi. Two (2) of these are dailies, one (1) is a biweekly, eleven (11) are weeklies and one (1) monthly magazine. Due to the inconsistency of the circulation of some of the publications, it is uphill task to determine the combined circulation available to the readers. Against the background of Malawi's socio-economic standing, it is difficult to envisage an impacting role on the population across the country in the foreseeable future even though newspapers may be considered as a most significant part of the media. This is due to the fact that the publishing of newspapers requires a highly qualified staff of journalists and editors as well as important infrastructures for the printing of a huge quantity of material, and fast and reliable delivery services.

#### Electronic Media:

The electronic media landscape has undergone considerable metamorphosis with the coming in of private and community radios and television. The following broadcasting services are currently being offered in Malawi apart from those offered by the public broadcaster, the Malawi Broadcasting (MBC):

#### *Private Commercial Radios Services*

- i. Power 101 FM
- ii. Capital Radio

#### *Institutional Radio Stations*

- i. Malawi Institute of Journalism Radio

#### *Private Religious Radio Services*

- i. African Bible College Radio
- ii. Radio Maria
- iii. Transworld Radio
- iv. Radio Islam

Television services are mostly available to those in urban areas who can afford television sets, decoders, dishes and antennas.

The major tools of politics are language, knowledge, information and ignorance. The media both, electronic and print are major tools for imparting information and knowledge and therefore contributing to the elimination of ignorance and poverty.

The following summarises the media landscape in Malawi at the moment:

Community Radio Services:

- i. Dzimwe Community Radio
- ii. Nkhota Kota Community Radio

Television Services:

- i. Television Malawi
- ii. South Africa's DSTV and Pay TV

**1.2 Justification**

The aim of this proposal is to seek assistance to support the three private radio stations and the two community radio stations. These radio stations face problems of equipment and training because being still relatively new on the scene, they are still building their capacities.

People should have access to the media so that exercise the right to impart and receive information. Media, both electronic and print have a pivotal role to play in ensuring that the people can exercise their fundamental freedom and are aware of the same and their significance.

Having many radio stations is justified by a number of reasons. Firstly, this is in line with the constitutional guarantee of freedom of expression, freedom of the press and the right to development. Freedom of the expression and the press requires that people with divergent views, opinions and ideas which exist in society be accommodated in public discussion and debate because in a democracy every theory revolves or should revolve around people. People have differing shades of opinion, beliefs and views. Promoting plurality of radio broadcasting allows such views and ideas to be heard.

Secondly, plurality of the media can also benefit the national economy. Public revenue can increase through licensing fees and through tax and advertising. Further opportunities for training and employment in broadcasting also increase. Malawi requires as much economic investment as it can get and one way of increasing investment in the broadcasting industry is by promoting and building the capacity of as many radio broadcasters and possible.

Thirdly, an increase in the number of broadcasters is important for safeguarding the country's symbolic heritage while at the same time exposing citizens to other cultural expressions and a way of appreciating other cultures.

Radio broadcasting enjoys more possibilities of decentralisation due to its being able to accommodate the lingua franca of any community be it a remote rural village or a poverty stricken peri-urban community.



Community radio stations would be a part of media decentralization strategies and actions which are meant to go hand in hand with government's decentralization policy and plans aimed at increasing local popular participation in the governance and development of the country.

Community radios can also assist in closing the huge disparity in access to information between the minority urban population and the rural majority in Malawi. The absence of sources of information as is the case in most parts of rural Malawi breeds – ignorance which impedes progress and development.

Various studies conducted by UNDP (Malawi) on the socio-economic development and governance in Malawi have identified the low participation in the political process and governance as one of the factors that mitigates against the establishment and consolidation of a democracy in a society.

## **2.0 DESCRIPTION OF TARGET GROUPS**

2.1 The immediate beneficiaries are some private and community radio stations in Malawi. The following will be expected to benefit:

(i) **Malawi Institute of Journalism (MIJ) Radio**

This radio is of particular importance because students from the UNESCO – funded Journalism Degree Programme at the Malawi Polytechnic do their practices at the studios of this radio. Further, the radio station has proved to be very effective because its stories are balanced and it acts as a forum for genuine freedom of expression and exchange of ideas on democracy and human rights.

(ii) **Power 101 FM**

This was the first radio station to be licensed when Malawi adopted the multiparty system of government. Despite earlier reservations by the general public, the radio has proved that it is a genuine forum for addressing issues about democracy, development and freedom of expression.

(iii) **Capital Radio**

This was the second private radio to be licensed when the country adopted multiparty democracy. Like Power 101 FM, it has helped draw attention of the public to the fact that freedom of expression is important for building and a consolidating a culture of democracy.

(iv) **Dzimwe Community Radio**

This is a Community Radio established with UNESCO's assistance. Its primary aim is promote dialogue on developmental issues among women in the rural area of Monkey Bay in the district of Mangochi.

(v) **Nkhotakota Community Radio**

This radio has also been established with financial assistance from UNESCO, particularly, the Windhoek Office to promote dialogue and interaction in the community on issues pertaining to HIV/AIDS democracy, freedom of expression and development.

**3.0 IMMEDIATE OBJECTIVES**

- 3.1 To train 50 private media (especially radio) journalists in use of ICTs.
- 3.2 To purchase 10 Computer for private and community radio operators for digital broadcasting and research on the Internet.

**4.0 DEVELOPMENT OBJECTIVES**

- 4.1 Once trained, the journalists will be able to harness the potential of ICTs in researching information on human rights, democracy and development which they can then pass on to the people through well researched radio programmes.  
The number of journalists and their levels of skill in using ICTs especially the Internet will be increased. The output of journalistic work will improve leading to more people appreciating and understanding the work of journalists.

The public will be exposed to more information and by consequence widen their horizons on issues of democracy, human rights and development among others. The use of digital broadcasting will lead to improved sound and other technical outputs.

**5.0 PROJECT INPUTS**

- 5.1 Training
- 5.2 *Equipment (Computers)*

**6.0 PROJECT OUTPUTS**

- 6.1 *50 journalists will be trained in the use of ICTs, in particular the internet.*
- 6.2 The 5 private and community radio stations will establish in-house internet cafés.

**7.0 ACTIVITIES**

- Submission of project to IPDC
- Approval of the project
- Purchase of Computers
- Training of journalists
- Application of acquired skills by the journalists

**8.0 WORK PLAN**

- November – December 2002 – Submission of the project document.
- May – July 2003 – Purchase of Computers.

- August – October 2003 – Training sessions of two weeks
- August – December – 2003 – Application of skills acquired by the journalists.

### **9.0 INSTITUTIONAL FRAMEWORK**

The beneficiary radio stations will be requested to identify trainees. They will also be required to identify a room within their studios, which will be used as an in-house internet cafe.

The Malawi National Commission for UNESCO will purchase the equipment, identify trainers and organize the training courses.

### **10.0 SUSTAINABILITY**

The two (2) private radio stations have already survived the turbulent financial times, which inevitably came with their establishment. There have created a niche in the advertising industry which can only get consolidated. The assistance foreseen in this project will enhance the sustainability of the two radio stations through improved professional output and increased advertiser confidence.

The two (2) community radios have potential for sustainability. They are located in areas where various NGOs and other development partners are doing a lot of work. These NGOs have been willing to support the community radios through programme sponsorship.

Further, the radio stations are situated in areas with reasonable trading transactions. The Nkhotakota Community Radio is actually at the district headquarters while the Dzimwe Community Radio is located at one of the major trading points in the tourist district of Mangochi. Chances of getting adverts from businesses in the community are there.

The Malawi Institute of Journalism Radio is an institutional radio station whose operations are budgeted for by the institution. It also generates income by offering training services.

### **11.0 FRAMEWORK OF MONITORING**

The National Media Institute of Southern Africa (NAMISA) which is the Malawi Chapter of the Media Institute of Southern Africa (MISA), will be assigned the task of monitoring but it will do this in collaboration with the Malawi National Commission for UNESCO.

### **12.0 EVALUATION CARRIED OUT**

### **13.0 FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING**

The beneficiaries will report on project progress after each planned activity has been completed.

## **C. ADDITIONAL INFORMATION**

In the past the country has been a beneficiary of IPDC assistance as follows:

- 1996 - Computerisation of the Malawi Broadcasting Corporation Newsroom
- 1997 - Dzimwe Community Radio

- 1998 - Purchase of Computers for the Malawi Polytechnic Journalism Course
- 1999 - Purchase of equipment for Television Malawi
- 2000 - Printing Press for the Malawi Polytechnic Training of Malawi News Agency (MANA) Journalists

**D. BUDGET**

**1. Breakdown of IPDCs Contribution (in US\$)**

Training	
Training facilities	25,000.00
Training upkeep	10,000.00
Fees for trainers	5,000.00
Equipment	
Purchase of 10 computers and accessories	25,000.00
Monitoring	4,000.00
Post evaluation	6,900.00

**2. Breakdown of the beneficiary agencies' contribution (in US\$)**

• Renovation of room for in-house internet café	2,000.00
• Wages for journalist while on training	3,000.00
Reporting	1,000.00
<b>TOTAL</b>	<b>6,000.00</b>

# MALAWI

<b>A. PROJECT IDENTIFICATION</b>		
<b>1.</b>	<b>TITLE</b>	<b>Strengthening Public Radio Broadcasting in Malawi</b>
<b>2.</b>	<b>NUMBER</b>	<b>PDC/23 MLW/02</b>
<b>3.</b>	<b>CATEGORY OF MASS MEDIA</b>	<b>Electronic (Radio Broadcasting)</b>
<b>4.</b>	<b>IPDC PRIORITY AREA</b>	<b>Freedom of Expression Development of Community Media</b>
<b>5.</b>	<b>SCOPE (National, Regional, Interregional)</b>	<b>National</b>
<b>6.</b>	<b>TYPE OF ASSISTANCE REQUESTED</b>	<b>Equipment and Training</b>
<b>7.</b>	<b>TOTAL COST OF PROJECT</b>	<b>US\$193,000</b>
<b>8.</b>	<b>AMOUNT REQUESTED FROM IPDC</b>	<b>US\$184,000</b>
<b>9.</b>	<b>BENEFICIARY BODY</b>	<b>Malawi Broadcasting Corporation</b>
<b>10.</b>	<b>IMPLEMENTING BODY</b>	<b>Malawi Broadcasting Corporation</b>
<b>11.</b>	<b>PROJECT LOCATION</b>	<b>Chikangawa in Northern Malawi</b>
<b>12.</b>	<b>PROJECT PREPARED BY</b>	<b>E B Z Kondowe</b>
<b>DECISION OF THE COUNCIL:</b>		
<b>DECISION OF THE BUREAU:</b>		

## **B. PRESENTATION**

### **1. BACKGROUND AND JUSTIFICATION:**

#### 1.1 Print Media

There are currently fifteen (15) newspapers and magazines circulating in Malawi. Two (2) of these are dailies, one (1) is a biweekly, eleven (11) are weeklies and one (1) a monthly magazine. Due to the inconsistency of the circulation of some of the publications, it is an uphill task to determine the combined circulation available to the readers. Against the background of Malawi's socio-economic standing, it is difficult to envisage an impacting role on the population across the country in the foreseeable future even though newspapers may be considered as a most significant part of the media. This is due to the fact that the publishing of newspapers requires a highly qualified staff of journalists and editors as well as important infrastructures for the printing of a huge quantity of material, and fast and reliable delivery services.

#### 1.2 Electronic Media

The electronic media landscape has also undergone considerable metamorphosis with the coming in of private and community radios. The following radios are currently broadcasting in Malawi apart from the public broadcaster, the Malawi Broadcasting Corporation (MBC):

##### Private Commercial Radios

- (i) Power 101 FM
- (ii) Capital Radio

##### Private Religious Stations

- (i) African Bible College Radio
- (ii) Radio Maria
- (iii) Transworld Radio
- (iv) Radio Islam

##### Community Radios

- (i) Dzimwe Community Radio
- \* (ii) Nkhotakota Community radio

The only television station, Television Malawi (TVM), started broadcasting two years ago. It is still building its human resource and technical capacity and is facing the usual problem of a new television station in a poor country.

#### 1.2.1 The Malawi Broadcasting Corporation (MBC)

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\* Scheduled to go on air by January, 2003

The Malawi Broadcasting Corporation (MBC) is a subvented parastatal under the Ministry of Information. It is mandated by the Communications Act 1998 to provide Public Broadcasting Services. Its programmes are meant to educate, inform and entertain the nation.

Radio remains the most important tool for information dissemination in Malawi because of high illiteracy and the fact that people cannot afford newspapers. In the rural areas it is even worse because that is where most illiterates are and because newspapers mostly circulate in urban areas.

Among other issues, the Malawi Broadcasting Corporation (MBC) covers socio-economic issues relating to illiteracy, disease, poverty, rapid population growth and governance issues relating to democracy and human rights.

MBC has two channels, Radio 1 and Radio 2. Radio 1 is the main channel and operates mostly on medium wave transmitters meant to cover about 75% of the population. This coverage however, is now not being attained because most of the transmitters in use are old valve type and need replacement. Radio 1 now covers just about 40% because of this problem of obsolete equipment. The rural areas are the most affected since the population there relies heavily on the public radio and radio 1 in particular for news and information.

Radio 2 went on air in July 1997 to supplement radio 1. It is currently operating from the same Blantyre studios used by Radio 1 and has three 5 KW FM transmitters one each in Lilongwe, Central Malawi, Blantyre, Southern Malawi and Mzuzu, Northern Malawi serving urban and surrounding areas.

The present public radio broadcasting network is not adequate as it leaves pockets of no coverage in number of districts across the country. Most households either have a radio receiver or have access to one but the problem is that they have problems tuning in to the national radio due to poor reception or actual signal blackout. In some areas these listeners have no choice but to listen to foreign stations.

The private/commercial radio stations referred to above are all in the commercial city of Blantyre. Even though their signals reach the towns of Zomba, Lilongwe and Mzuzu they hardly serve the rural areas. Their target are urbanites. As regards television broadcasting, this is unlikely to be accessed by rural populations and the majority of urbanites in the foreseeable future.

The transmitting equipment being requested here will help strengthen the technical capacity of MBC so that its signal reaches some of the most remote parts of the country currently not able to tune in to MBC or capable of tuning in but where reception is very poor. During elections and in line with its obligations, the public radio disseminates information from all political parties to contribute to informed voting and thereby strengthen Malawi's young democracy.

The equipment is actually the central issue to this request since without the equipment there will be no broadcasting. Once the equipment is in place, MBC will be able to fulfill its role of a public broadcaster because the improved coverage will enable the station reach more people with information that will contribute to the promotion of freedom of expression and democracy.

Since the transmission equipment, which will be purchased, will be different from the equipment, which the Malawi Broadcasting Corporation currently has, there will be the inevitable need to train engineers on its use and maintenance. This will be preferably carried out by an individual from the organization that will provide the equipment.

The soon-to-be launched Nkhotakota community radio will benefit from a technically well improved MBC as the community and the volunteer broadcasters will be able to improve their programmes based on the professional and high quality programmes they may listen to on the MBC. Further, mechanisms will be put in place to enable volunteers from the two community radios undertake attachments at the public broadcaster.

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

The immediate beneficiaries of the improved penetration to be achieved with the purchase of the transmitters will be largely rural populations.

## **3. IMMEDIATE OBJECTIVES**

The immediate objective is to purchase radio transmission equipment for purposes of improving and increasing signal penetration of the public radio.

## **4. DEVELOPMENT OBJECTIVE**

As the medium most easily accessed, where the signal is strong, the radio, especially public radio, is a strong tool for communicating with rural populations. Through this mediated forum and innovative programmes, it will be possible to promote democracy and freedom of expression. People will also be better able to engage in meaningful debate on social, economic and human rights issues.

## **5. PROJECT INPUTS**

Transmission equipment

- One 5 KW transmitter
- Mast
- Receivers and receive antenna
- Combined antenna system
- Cables and connection
- Automatic voltage regulator

## **6. PROJECT OUTPUTS**

- Improved signal penetration in some rural areas of Malawi
- Better participation by rural populations in issues of democracy, human rights and freedom of expression
- Engineers trained in maintenance of equipment.

## **7. ACTIVITIES**

- Submission of project document
- Approval of project
- Purchase of the equipment
- Installation and testing
- Commissioning

## **8. WORKPLAN**

- November – December 2002 – submission of the project document
- May – July 2003 – purchase of and delivery of equipment



- August 2003 – installation and commissioning of equipment
- September 2003 – 1 week local training for MBC engineers
- September 2003 – transmission starts.

**9. INSTITUTIONAL FRAMEWORK**

The equipment will be ordered, purchased and shipped to Malawi by UNESCO.

Malawi Broadcasting Corporation (MBC), the beneficiary organization, will be responsible for transporting the equipment to the site and installing it. The organisation has qualified engineers who install all its equipment and who are, responsible for any other work pertaining to the optimum functioning of MBC's equipment.

**10. SUSTAINABILITY**

The Malawi Broadcasting Corporation is an established institution supported by Government as a public broadcaster. Its future is assured. MBC engineers will be responsible for maintaining the equipment and purchase of the necessary spare parts will be organization's responsibility. The training will be meant to enable the engineers familiarize themselves with the equipment.

**11. FRAMEWORK OF MONITORING**

Considering that the project basically consists of purchasing equipment and installation, the Malawi National Commission for UNESCO will be able to monitor implementation. This arrangement will be made easy because the purchase of equipment will be done by UNESCO.

**12. EVALUATION CARRIED OUT**

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

The beneficiary agency undertakes to report on three occasions namely when the equipment has been received and transported to site; when installation work commences and finally after completion of installation and commissioning.

**C. ADDITIONAL INFORMATION**

In the past the country has been a beneficiary of IPDC assistance as follows:

- 1996 - Computerization of the Malawi Broadcasting Corporation Newsroom
- 1997 - Dzimwe Community Radio
- 1998 - Purchase of Computers for the Malawi Polytechnic Journalism Course
- 1999 - Purchase of equipment for Television Malawi
- 2000 - Printing Press for the Malawi Polytechnic
- Training of Malawi News Agency (MANA) Journalists

Acquisition and surveying of land where the buildings that will house the transmission equipment has already been completed. Technical issues regarding signal penetration and related issues were already looked into.

The beneficiary organisation will construct the buildings to house the transmission equipment and will pay the salaries and subsistence allowances of its personnel. No other assistance has been sought.

**D. BUDGET**

**1. Breakdown of IPDC's contribution (in US\$)**

• Transmission equipment and accessories	US\$150,000.00
• Mast	US\$5,000.00
• Training of engineers	US\$10,000.00
• Post evaluation	US\$16,500.00
Monitoring of project progress	
Travel costs to and from site	US\$2,500.00

**2. Breakdown of the beneficiary agency's contribution in (US\$)**

Construction	US\$5,000.00
Subsistence allowance & travel	US\$3,000.00
Regular reporting on project progress	US\$1,000.00
<b>Total</b>	<b><u>US\$193,000.00</u></b>

## D.R. OF CONGO

<b>PROJECT IDENTIFICATION</b>	
<b>1.</b>	<b>TITLE</b> <b>CONSOLIDATION OF THE SAUTI YA REHEMA. RADIO STATION</b>
<b>2.</b>	<b>NUMBER</b> <b>PDC/23 DRC/01</b>
<b>3.</b>	<b>CATEGORY OF MASS MEDIA</b> <b>COMMUNITY RADIO.</b>
<b>4.</b>	<b>IPDC PRIORITY AREA</b>
<b>5.</b>	<b>SCOPE</b> <b>(NATIONAL, REGIONAL, INTERREGIONAL)</b> <b>NATIONAL</b>
<b>6.</b>	<b>TYPE OF ASSISTANCE REQUESTED</b> <b>EQUIPMENT ACQUISITION</b>
<b>7.</b>	<b>TOTAL COST OF PROJECT</b> <b>US\$ 81 480</b>
<b>8.</b>	<b>AMOUNT REQUESTED FROM IPDC</b> <b>US\$ 69 700</b>
<b>9.</b>	<b>BENEFICIARY BODY</b> <b>POPULATION OF BUKAVU.</b>
<b>10.</b>	<b>IMPLEMENTING BODY</b> <b>SAUTI YA REHEMA ASSOCIATION</b>
<b>11.</b>	<b>PROJECT LOCATION</b> <b>TOWN OF <u>BUKAVU</u> IN THE D. R. OF THE CONGO</b>
<b>12.</b>	<b>PROJECT PREPARED BY</b>
<p><b>DECISION OF THE COUNCIL:</b></p> <p><b>DECISION OF THE BUREAU:</b></p>	

## **B. PRESENTATION**

### **1. BACKGROUND AND JUSTIFICATION:**

By virtue of the law 96-002 of 22 June 1996 on pluralism and press freedom in the Democratic Republic of the Congo, the Sauti ya Rehema community radio was set up on 15 August 2002, thus becoming the fifth broadcasting institution in the town of Bukavu. The four previous ones are: Maendeleo, Kahuzi, Maria and RTNC. The core mission of Sauti ya Rehema community radio is to promote peace and development.

Already, this radio station is having difficulty moving to the consolidation phase of its activities as a result of the following obstacles: lack of an appropriate production studio; incomplete coverage of the town because of the mountains; lack of a means of transport and lastly, the administrative services are not computerized.

Once the broadcasting studio was set up, it immediately became apparent that there was an urgent need to acquire a production studio and a relay station. This need is all the more acute as the broadcasting studio is not fully equipped for production purposes and reception is poor in the eastern part of the town because of the mountains.

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

The population of the region of South-Kivu regardless of gender, age or race. The population numbers 3,000,000 inhabitants.

### **3. IMMEDIATE OBJECTIVES:**

Consolidate the activities of the radio station by acquiring a production studio, a relay station, computers and a vehicle.

### **4. DEVELOPMENT OBJECTIVE:**

Facilitate popular participation in the decision-making process with a view to fostering democracy and, consequently, development

### **5. PROJECT INPUTS:**

Digital editing workstation, complete relay station, 7 computers and a vehicle. This will enable us to consolidate our activities.

### **6. PROJECT OUTPUTS:**

A production studio will be operational  
A relay station will be installed  
A mobile team will have transport  
The administrative service will be computerized

**7. ACTIVITIES:**

Purchase and transport of equipment, preparation of the premises, installation of the studio equipment, setting up of the computers, assembly of the relay station and arrangements to obtain the official documents for the vehicle.

**8. WORK PLAN:**

The first two weeks will be devoted to the purchase and transport of the equipment to Bukavu. In the third week, the premises will be prepared and the recording studio and computers installed. The last week will be devoted to the setting up of the relay station. Arrangements to obtain the official documents for the vehicle will be made once it arrives in Bukavu.

**9. INSTITUTIONAL FRAMEWORK:**

The Sauti ya Rehema association and the members of the community are the project managers. CELPA and CEPAC are honorary support members.

**10. SUSTAINABILITY:**

Sustainability will be assured through advertising, contributions from listeners, shows, radio raffles, donations from development aid agencies, sponsorship and commissioning of programmes by NGOs

**11. FRAMEWORK OF MONITORING:**

We would appreciate UNESCO designating a supervisor of its choice.

**12. EVALUATIONS CARRIED OUT:**

Radio Sauti ya Rehema covers the town of Bukavu. According to a report produced by Soneca in October 2002, 60% of the population listens to its programmes.

The station is on the air 15 hours a day from 6 a.m. to 9 p.m. on 99.7 Mhz. The ICRC is the first agency that has asked the station to broadcast its communiqués.

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

The Sauti ya Rehema association undertakes to provide reports on its activities to the IPDC every four months.

**C. ADDITIONAL INFORMATION**

UNESCO provided financial support for the setting up of the Sauti ya Rehema community radio.

The Association provided volunteers, training for three journalists, incentives for the volunteers and consumables.

CEPAC and the CELPA assisted in transporting the equipment and facilitating connections..

## D. BUDGET

**1. Breakdown of IPDC's contribution (in US\$):**

Equipment	Units	US\$
Digital editing workstation	1	9 500 US\$
Studio furniture	2	7 850 US\$
Antenna mast	1	6 000 US\$
Transmitter plus antenna	1	3 500 US\$
Back-up transmitter	1	3 500 US\$
Portable recording kit	1	200 US\$
Computers	7	6 650 US\$
Printers	7	700 US\$
Scanners	7	700 US\$
Fax machine	1	400 US\$
FM 1000 W Transmitter/Exciter	1	6 700 US\$
Generating set	2	2 000 US\$
Toyota Hilux double cabin vehicle	1	22 000US\$
<b>TOTAL</b>		<b>68 000 US\$</b>

**2. Breakdown of the beneficiary agency's contribution (in US\$):**

Description	Units	US\$
Relay station housing	1	4 000 US\$
Transport of equipment (Nairobi-Bukavu)		3 000 US\$
Vehicle insurance	1	500 US\$
Studio installation costs	1	200 US\$
Computer installation costs		200 US\$
Relay station installation costs	1	1 000 US\$
Fuel for vehicle (12 months)		1 680 US\$
<b>Wages for guard (relay station 12 months)</b>	<b>1</b>	<b>1 200 US\$</b>
<b>TOTAL</b>		<b>11 780 US\$</b>

# SENEGAL

<b>A. PROJECT IDENTIFICATION</b>	
<b>1.</b>	<b>TITLE</b> <b>FAGGARU-FM 98.2 RADIO DIMBELI XALEYI</b>
<b>2.</b>	<b>NUMBER</b> <b>PDC/23 SEN/01</b>
<b>3.</b>	<b>CATEGORY OF MASS MEDIA</b> <b>RADIO</b>
<b>4.</b>	<b>IPDC PRIORITY AREA</b> <b>COMMUNITY DEVELOPMENT RADIO</b>
<b>5.</b>	<b>SCOPE</b> (NATIONAL, REGIONAL, INTERREGIONAL) <b>NATIONAL</b>
<b>6.</b>	<b>TYPE OF ASSISTANCE REQUESTED</b> <b>EQUIPMENT</b>
<b>7.</b>	<b>TOTAL COST OF PROJECT</b> <b>US\$ 61 735.27</b>
<b>8.</b>	<b>AMOUNT REQUESTED FROM IPDC</b> <b>US\$ 36 707.11</b>
<b>9.</b>	<b>BENEFICIARY BODY</b> <b>FAGGARU FM 98.2 « Radio Dimbelli Xaleyi »</b>
<b>10.</b>	<b>IMPLEMENTING BODY</b> <b>Chain of Solidarity « FAGGARU DIMBELI XALEYI »</b>
<b>11.</b>	<b>PROJECT LOCATION</b> <b>Banlieue Dakar</b> <b>Lot n° 82 Lotis Arafat Immeuble N° 714</b> <b>B.P: 23215 Tel.: 827.27.81 Mobile: 680.13.45</b>
<b>12.</b>	<b>PROJECT PREPARED BY</b> <b>Chain of Solidarity</b>
<b>DECISION OF THE COUNCIL:</b>	
<b>DECISION OF THE BUREAU:</b>	

## **B. PRESENTATION**

### **1. BACKGROUND AND JUSTIFICATION:**

At the State institutional policy level, the Senegalese government has put in place a system to protect the powerful attributes of the Press, Radio, TV and newspapers in a new information and communication world order. It is these institutional supports that allow us to affirm our conviction of the timeliness and soundness of our project idea to create a private, community, associative, participatory radio for children, with children and by children. As radio is the medium with the biggest impact on the population, it is fundamental for the cultural identity of a country.

In recent years, the Senegalese audiovisual landscape has seen a boom in private FM and community radio. This is perfectly illustrated in the special interest shown by the children of Radio Faggaru FM 98.2 "Radio Dimbeli Xaleyi" in spreading knowledge on their rights and duties.

This new order is aimed at democratizing the radio airwaves and using their potential as a tool of social change, cultural development and democratization. This implies using radio to give the "voiceless" a voice because radio is a public forum. We see it as a vehicle of civilization and acculturation. It is a forum where individual viewpoints converge in free discussion of local and national affairs, including issues relating to solidarity.

Producers also have a duty to talk about the rights of children to raise listeners' awareness of the complex and controversial issue of children's rights.

Further, through its originality, the creation of a popular, community, associative, participatory radio will serve as a model for future radio programmes in Senegal and in the sub-region and would probably have to address the very few possibilities for harmonious development available to young people, the lack of social services and social security and decreasing job opportunities against the backdrop of increasing poverty.

The broadcasting of programmes on the rights of children, which some producers consider controversial and difficult to produce, could be an initiative taken by Faggaru that could have positive results for all concerned and particularly the developing countries. Conflict between traditional Islamic or Christian values and new, often imported, values seems to be at the heart of the problem.

Youth fora form part of a programme that the Senegalese Head of State is interested in seeing implemented. To contribute to the democratization of communication and to the installation of what one might call a new local order that recognizes the importance of democratizing the airwaves so as to democratize society as a whole, create the necessary conditions to enable people to express their views, and organize themselves to be major actors of their own development, be responsive to the people's desire to change things and not only laws, their hopes for change in their living and working conditions, their desire to become masters of their own destiny, to play a preponderant role in the process of decentralization and regionalization, promote local culture particularly through national languages, provide information on health, education, the environment and management of municipalities, facilitate the assimilation of new technologies by farmers, shepherds (the rural world) through functional literacy, to foster children's access to radio, stimulate the creativity of young people and their desire to reach for the stars.



Assist children in hosting a radio programme in which they could talk about their lives, their hopes and dreams, focus on themes relating to the rights of the child (enrolment of girls in school, EVP, AIDS, protection of street children, nutrition, potable water, environmental protection, child labour, etc.), enable children to develop learning tools and positive actions to improve the lives of children, create entertainment and leisure avenues for young people.

It is from this experience and analysis that the project idea to set up of a community radio was born, and nurtured over the years. This project brings together the initiatives of several institutional actors and NGOs all having arrived at the same conclusion that disadvantaged children, in particular street children wandering adrift, can only be effectively helped through our sensitization and education communication plan, as the need for radio communication in Senegal for families in general and children in particular is today clearly identified. This equipment will be necessary for the proper execution of the project as a **2nd studio will be needed for recording purposes.**

**2. DESCRIPTION OF THE TARGET GROUPS:**

This project is aimed at raising young people's awareness of their rights and at encouraging them to promote, safeguard and defend children's rights.

**3. IMMEDIATE OBJECTIVES:**

Communication will play a major role in helping the radio pursue its objective of inclusion through involvement, notably through a socio-educational radio programme and the setting up of a radio using appropriate means with appropriate personnel. The project is also aimed at rehabilitating children in difficulty by helping them to join a trade, improve their reading ability and have access to skills training as we have computers donated by the Ambassador of China (Taiwan).

**4. DEVELOPMENT OBJECTIVE:**

Information and sensitization of families with a view to fostering the emergence of a community solidarity network to keep children from going astray is, however, a long term undertaking and is not yet part of Senegalese culture. Thus, radio has to make significant efforts in this direction. Children and their families need to be educated about their rights and obligations.

**5. PROJECT INPUTS:**

The equipment listed below will enable the beneficiary to produce radio programmes for young people who represent the target group of this project.

## **DESIGNATION**

Microphones (Shure SM7)  
Sennheiser (MD 421)  
Audiometrics (51900B)  
Mini Disc Player-recorder (Tascam MD 301)  
Cassette Recorder/Player (Tascam 102 MK2)  
Microphone (SHURE SM 7)  
Headsets (MB Quart QP 805 HS)  
Studio monitor loudspeaker (Fostex 6301 BX)  
Warning lights (Titus ON AIR light)  
Telephone hybrid (Getner SPH-10)  
PC editing system (Soundscape 12 in/4 out)  
Mixing table (Alice Soundtech A-3 inputs)  
Consumables (cassettes, cables etc, )

### **6. PROJECT OUTPUTS:**

Production of radio programmes for young people on the rights of the child

### **9. ACTIVITIES:**

- Acquisition of radio equipment
- Installation of equipment
- Design of programmes for young people and with the participation of young people in the production of these programmes
- Production of programmes
- Broadcast of programmes produced.

### **10. WORK PLAN:**

- January – April 2003: Acquisition of radio equipment
- April – May 2003: Installation of equipment
- April – June 2003: Design of programmes for young people and with the participation of young people in the production of these programmes
- June – July 2003: Production of programmes
- From July 2003: Broadcast of programmes produced.

### **9. INSTITUTIONAL FRAMEWORK:**

Submission of this project falls within the framework of the Chain of Solidarity FAGGARU DIMBELI XALEYI

### **10. SUSTAINABILITY:**

It is to this end that the Chain of Solidarity is committed to making its contribution to raising the quality of life of the population, particularly in the field of learning through fun by means of selective, functional and rational education available to individuals from all walks of life.

**11. FRAMEWORK OF MONITORING:**

The Union of Information and Communication Professionals of Senegal (SYNPICS) will monitor the execution of the project.

**12. EVALUATIONS CARRIED OUT:**

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

Every 4 months, in collaboration with of the Union of Information and Communication Professionals (SYNPICS), the Management of FAGGARU FM 98.2 Radio DIMBELI XAVELI will produce an activity report giving details on progress in the implementation of the project.

**C. ADDITIONAL INFORMATION**

FAGGARU FM 98.2 has not received IPDC assistance for over a year. The beneficiary agency's contribution will thus come from membership dues to the Chain of Solidarity DIMBELI XALEYI. No assistance has been sought from sources other than the IPDC

## D. BUDGET

**2. Breakdown of IPDC's contribution (in US\$):**

<b>EQUIPMENT</b>	<b>US\$21.613.83:</b>
<ul style="list-style-type: none"> <li>• KE 20/S – PILOT HQ DIGITAL FM STEREO</li> <li>• Kf1000 - 1000W ADJUSTABLE MOSFER AMPLIFIER</li> <li>• 19-6U PACK – RACK FOR PILOT FM AND KF 1000</li> <li>• 5.5 CAV – ANTENNA CABLE</li> <li>• ACS4716-N- 4 TRACK DISTRIBUTOR</li> <li>• P1N – OMNIDIRECTIONAL ANTENNA</li> <li>• CELLFLEX ½” - 50 OHMS ½ ‘‘ COAXIAL CABLE</li> <li>• RMC-3 FX-NP3C-HST – 2M Black</li> <li>• DENON DRW585 - Cassette recorder</li> <li>• DENON DCM270- 5-CD player</li> <li>• TASMAN MD301 – Mini Disc recorder</li> <li>• SEINNHEISER HD490 32 Ohms</li> <li>• YAMAHAMX12/4</li> <li>• CLOUD CX335-COMPRESSOR LIMITER</li> <li>• ADAPTOR CORD – FJ11jack English telecom jack</li> <li>• DENON TU260L Mk. 2 TUNER</li> <li>• DENON PMA100 M – AMPLIFIER</li> <li>• SHURE SM58-LC</li> <li>• K&amp;M 23200 TABLE LEG Nickel</li> <li>• CANFORD DMH75-HEADSET</li> <li>• TECNICAL AUDIO AT825</li> <li>• MARANTZ PMD101</li> <li>• MARANTZ RBD430</li> <li>• MARANTZ- SPARE euro Charger/sector</li> <li>• MARANTZ EM8- Stereo Microphone</li> <li>• ADAPTOR SECTOR</li> <li>• TELECOM CORD RJ11-RJ11.5 METRE</li> <li>• CONNECTOR SET (Cable+connectors)</li> </ul>	
<b>Training</b>	<b>US\$ 8.501.44</b>
<b>Follow-up – Evaluation</b>	<b>US\$6.591.84</b>
<b>TOTAL</b>	<b>US\$<u>39.909,41</u></b>

**3. Breakdown of the beneficiary agency's contribution (in US\$):**

**4. DESIGNATION**

Installation	US\$ 7.413,54
Other charges (electricity, telephone Newspapers	US\$ 12.698,29 US\$ 593,63
Insurance staff, premises, equipment)	US\$ 4.322,70
<b>T o t a l</b>	<b>US\$ <u>25.028,16</u></b>

# SENEGAL

<b>A. PROJECT IDENTIFICATION</b>		
1.	<b>TITLE</b>	<b>Strengthening of <i>Sud Banlieue</i> 91.7 FM Radio</b>
2.	<b>NUMBER</b>	<b>PDC/23 SEN/02</b>
3.	<b>CATEGORY OF MASS MEDIA</b>	<b>Radio</b>
4.	<b>IPDC PRIORITY AREA</b>	<b>Community radio</b>
5.	<b>SCOPE</b> (NATIONAL, REGIONAL, INTERREGIONAL)	<b>National</b>
6.	<b>TYPE OF ASSISTANCE REQUESTED</b>	<b>Equipment and Training</b>
7.	<b>TOTAL COST OF PROJECT</b>	<b>20 000 000 CFA Francs</b>
8.	<b>AMOUNT REQUESTED FROM IPDC</b>	<b>16 641 934 CFA Francs (US\$ 25,500)</b>
9.	<b>BENEFICIARY BODY</b>	
10.	<b>IMPLEMENTING BODY</b>	<b>Management of <i>Sud Banlieue</i>/UNESCO</b>
11.	<b>PROJECT LOCATION</b>	<b>Dakar</b>
12.	<b>PROJECT PREPARED BY</b>	<b>Management of <i>Sud Banlieue</i> 91.7 FM</b>
<p><b>DECISION OF THE COUNCIL:</b></p> <p><b>DECISION OF THE BUREAU:</b></p>		

## B. PRESENTATION

### 1. **BACKGROUND AND JUSTIFICATION:**

In Africa today, Senegal is acknowledged as a model in the press arena. Indeed, apart from television, the media landscape is rich and varied. The boom occurred after the adoption in 1981 of a full multiparty system. This led to the massive appearance of party-affiliated press along with a more timid emergence of private publications, such as *Sud Hebdo*, *Wal Fadjri* and *Cafard Libéré*. In the early 90s, riding on the 1993 election wave, many weeklies became dailies. One year later, *Groupe Sud Communication*, the first to establish a daily, set up Senegal 's first private radio station. It was followed by *Dounya*, *Wal Fadjri* and *Spt FM*, owned by Youssou Ndour. Today, Senegal has close to fifteen dailies, five weeklies and sixteen radio stations in Dakar. Moreover, the situation is ever-changing.

In April 2001, the *Sud Banlieue* radio station was established in the department of Pikine with the core mission of providing effective coverage to the three departments of Pikine, Guediawaye and Rufisque as well as to part of the department of Dakar. Surveys previously published in the press had pointed to a real need for information among people living in these suburban areas. The major radio stations based in the Dakar region focused mainly on national rather than local information. This prompted us to test the waters using a 500-Watt transmitter.

The population group concerned immediately welcomed the initiative. From the very first days, with the six professional journalists recruited, *Sud Banlieue* started presenting news programmes with exclusively local content. The young station broadcast no national or international news on its airwaves unless it was of direct relevance to the people in the coverage zone. Its programme schedule included shows in which local opinion leaders were given a forum and emphasis was also placed on national languages in an area where illiteracy has pride of place.

From the outset, *Sud Banlieue* was on the air 24 hours a day with break away windows to the Sen Radio network giving listeners access to national and international news and information.

Thus, slowly but surely, *Sud Banlieue* distinguished itself from the numerous radio stations broadcasting in the Dakar region. Listeners expressed their loyalty and firm support by telephoning and writing in. Some even took the trouble to go to the station in person.

Since then, in an environment characterized by media pluralism, *Sud Banlieue* has continued to distinguish itself through its neighbourhood reporting giving a voice to young people, women and senior citizens, in short, to the local population as a whole. Off the record or during interviews, neighbourhood representatives have not hesitated to tell us that our station is one of a kind, doing what no one else in the media does. For us, it's all in a day's work, as the watchword of *Sud Banlieue* has always been: **La proximité au quotidien** (*proximity on a daily basis*).

A little over a year and a half after starting up, *Sud Banlieue* has begun experiencing its first technical difficulties, its equipment having become not only old but also inadequate. Indeed, at a time when NICTs are on everyone's lips, the radio station has no computers or even minidisks. Its broadcasting equipment does not provide the same level of listening pleasure as the radio stations run

by large media groups. Added to that is the fact that the journalists do not have an outdoor reporting van.

The Management of *Sud Banlieue* is firmly of the opinion that measures need to be taken today not only to equip the station but also to train the entire staff in the use of the new information and communication technologies. This should make it possible both to enhance their skills and offer the listening public quality, in-depth coverage with better sound quality. If the proposed solutions were accepted, it would allow us to purchase the equipment needed for the proper functioning of the radio station. The equipment is available on the Senegalese market.

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

Acquisition of the equipment listed above will make it possible for local populations to make their voices better heard by decision-makers. Most of these people are illiterate and are, therefore, not conversant with the rules and regulations of the Republic. In addition, many of them live in poverty. Hence the reason why they have found in *Sud Banlieue* a line of communication between themselves and the authorities. We can consequently state quite clearly that we will be making a contribution to the effort to find solutions to the development issues facing the country. In our opinion, it would be difficult to develop Senegal if under-development is allowed to persist in the communes, departments and regions.

Further, the journalists, technicians and marketing people need this equipment and training to move to the technical development phase. Above all, however, the equipment would make it possible to be present everywhere in our vast coverage zone that counts close to three million inhabitants. On that basis, the journalists and technicians could be trained in the techniques of computer-aided editing. This could benefit the staff as well as the local population, as, with our meagre resources, we offer training opportunities to the young people of the Dakar suburban area some of whom have only completed junior high school.

## **3. IMMEDIATE OBJECTIVES:**

The Management of *Sud Banlieue*'s primary objective is, therefore, to acquire modern equipment, to be close to the population, to inform, educate and entertain in conformity with the station's mission. Below is the list of equipment needed.

<b>DESIGNATION</b>	<b>QTY</b>	<b>UTILIZATION</b>
BROADCAST CONSOLE	01	Broadcasting studio mixing table
MINIDISC	06	Better suited to outdoor reporting because of its sound quality.
DICTAPHONES	06	For the recordings of the marketing department
ROVING MIKE	02	For the live programmes produced in the station's courtyard.
CD PLAYER	02	For musical input during production and broadcasting.
STUDIO MINIDISC	02	This equipment will allow us to play the reporting diskettes.
SHUR OR SHENEISER MICROPHONE	04	This is a microphone that can be used both in the studio and for outdoor reporting
SIX SHENEISER HEADSETS	06	These headsets are for the studio personnel.
PIV COMPUTERS	02	One for production, the other for broadcasting

PIII COMPUTERS	03	These three are for: the newsroom, the marketing department and Management.
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The second objective is the acquisition of high-performance equipment to enable journalists and other technicians to keep pace with developments in communication technologies, on the one hand, and to participate effectively in the exchange of programmes among media of the South, on the other. This would benefit the populations of the Dakar suburban area. *Sud Banlieue* employs 18 people, including 5 journalists, 4 programme hosts, 3 technicians and 6 marketing people in charge of opinion polling and communiqués. The training will last two to three weeks depending on the results obtained. For associations that will be sending us trainees, training will last one month coupled with a five-month internship.

#### **4. DEVELOPMENT OBJECTIVE:**

Acquisition of this equipment will strongly boost the motivation of the young team at *Sud Banlieue*. It would also increase responsiveness to the population by giving people an opportunity to air their views on topical issues as well as on issues that they consider to be of priority.

#### **5. PROJECT INPUTS:**

To achieve these neighbourhood community objectives, once the equipment is at their disposal, the journalists, technicians and marketing people could be trained by specialists from UNESCO-BREDA in Dakar. The relevant authorities have already agreed in principle to this.

#### **6. PROJECT OUTPUTS:**

A total of 18 journalists, technicians and marketing people will be trained in the new information and communication technologies. They will learn the techniques of computer-aided editing, minidisc handling, minidisc editing systems and programme production outside the studio. The direct beneficiaries could also train young trainees in the use of NICTs.

#### **7. ACTIVITIES:**

- Training of technicians and journalists
- Training of marketing people.
- Hands-on field practice in outdoor reporting and editing of segments
- Programme production outside the studio
- Broadcasting of population-awareness programmes
- Training sessions for high school students from the French club of Lycée Limamou Laye in Guédiawaye

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

##### **\* 1<sup>st</sup> week:**

- Training of technicians
- Training of journalists

##### **\* 2<sup>nd</sup> week:**

- Hands-on field practice in outdoor reporting and editing of segments
- Training of marketing people

##### **From the 3<sup>rd</sup> week:**



- Programme production outside the studio
- Broadcasting of population-awareness programmes
- Training sessions for high school students from the French club of Lycée Limamou Laye in Guédiawaye

**9. INSTITUTIONAL FRAMEWORK:**

Implementation of this equipment-based project is vital to the proper functioning of the *Sud Banlieue* radio station. As a community radio, *Sud Banlieue* intends to work closely with the development associations active in the various neighbourhoods. These include sporting and cultural associations, women's organizations and the three school complexes in the departments of Guédiawaye and Rufisque. Pikine does not yet have a high school.

**10. SUSTAINABILITY:**

The grassroots community associations and other organizations that have decided to work closely with *Sud Banlieue* will reap the benefits as they are expected to send one member to us for training in the theory aspects and practical use of the NICTs.

**11. FRAMEWORK OF MONITORING:**

We propose that the Information and Mass Communication Professionals' Trade Union, SYNPICS, be assigned by UNESCO to monitor the project. We also believe that the UNESCO National Commission could play this role.

**12. EVALUATIONS CARRIED OUT**

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

We hereby undertake to submit a report every four months on the activities conducted.

**C. ADDITIONAL INFORMATION**

Since it was established in April 2001, *Sud Banlieue* has never benefited from any assistance from the IPDC (International Programme for the Development of Communication). However, from April 2001 to September 2002, we have been engaged in airing programmes for students in examination classes. We have also presented programmes live from community neighbourhoods.

For the moment no assistance has been sought from structures other than the IPDC. Further, *Sud Banlieue* does not have the means to make any contribution during the project period. Nevertheless, the station's technicians will do all in their power to carry out any necessary repairs in case of a breakdown of equipment.

**D. BUDGET**

**1. Breakdown of IPDC's contribution (in US\$):**

N°	DESIGNATION	CFA Franc
1	8 track BROADCAST (SOUNDCRAFT OR D AND CRAFT) CONSOLE	340 000
6	MZR 900 MINIDISC WALKMAN	2 152 074
6	TCM 50DV DICTAPHONE	536 706
2	FMV 1K ROVING MICROPHONES	294 336
2	CPCX 571 CD PLAYER	289 830
2	PCW 635 CASSETTE PLAYER	421 388
4	STUDIO MINIDISC	1 400 000
4	SHUR OR SHNEISER MICROPHONE	760 000
6	SHNEISER HEADSETS	1 608 000
2	COMPAQ PIV 1.8 GHZ 256 MOS DRAM 30 GB COMPUTER	3 374 000
3	COMPAQ PIII 1.1 GHZ 64 MOS DRAM 20 GB COMPUTER	3 267 000
<b>T O T A L (exc. of VAT)</b>		<b>FRS 14 103 334</b>
<b>18% VAT</b>		<b>FRS 2 538 600</b>
<b>A.</b>	<b>T O T A L (inc. of VAT)</b>	<b>FRS 16 641 934</b>
<b>US\$ EQUIVALENT</b>		<b>US\$ 25 500</b>

**2. Breakdown of the beneficiary agency's contribution (in US\$):**

Regarding article 13 this concerns transport costs and programmes, which as in the case of all radio stations are made in real time.

# SOMALIA

<b>A. PROJECT IDENTIFICATION</b>	
<b>1.</b>	<b>TITLE</b> Radio South West Community Baydao Somalia
<b>2.</b>	<b>NUMBER</b> PDC/23 SOM/02
<b>3.</b>	<b>CATEGORY OF MASS MEDIA</b> Radio
<b>4.</b>	<b>IPDC PRIORITY AREA</b> Community Development
<b>5.</b>	<b>Scope</b> (National, regional, interregional) National & Regional
<b>6.</b>	<b>TYPE OF ASSISTANCE REQUESTED</b> Finance
<b>7.</b>	<b>TOTAL COST OF PROJECT</b> Estimated US\$89,500
<b>8.</b>	<b>AMOUNT REQUESTED FROM IPDC</b> USD \$80,000
<b>9.</b>	<b>BENEFICIARY BODY</b> Somali Digil & Mirifle Community Baydao
<b>10.</b>	<b>IMPLEMENTING BODY</b> Capital Baydao.PTY 35 Henley Dr - Gladstone Park Vic - 3043
<b>11.</b>	<b>PROJECT LOCATION</b> Southwest Regional State Baydao Somalia
<b>12.</b>	<b>PROJECT PREPARED BY</b> Ibrahim Khayre
<b>DECISION OF THE COUNCIL:</b>	
<b>DECISION OF THE BUREAU:</b>	

## **B. PRESENTATION**

### **1. BACKGROUNDS AND JUSTIFICATION**

There is already availability of an abundant media in Somalia, such as the BBC Somali Service, and many other broadcasting services that could be heard throughout the country. The BBC Somali Service, seems to be one of the most popular, and highly rated media in Somalia, but on the other hand there are difficulties faced by the Digil and Mirifle community, which is the barrier resulted by the broadcasted dialect, which have disadvantaged the community of Digil and Mirifle, this consequently also resulted the dilemma majority of the community population not to have had the advantages offered and enjoyed, the news and some of the other good programs released in that service, which is useful to some section of the Somali community but not the majority of the Digil and Mirifle community, especially people residing in rural areas, who happen to be the speakers of only Maay Language.

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

Beneficiary country: the whole of Somalia, particularly Maay speakers of Somalia, or the Interriverine community of Somalia, which is basically home to the Digil and Mirifle Communities, and many other Somali's, who reside with them.

The government of Southwest State, including the community would approve for this project, because to be achieved successfully, this project will bring benefits of social development, economic progress, and environmental awareness.

The other benefits for this project will be to empower the poorest of the poor, and also address the gender issues, therefore equity, and the role of women to contribute their societies never to be undermined.

- A) Community, especially the poor
- B) Children's education
- C) Woman, especially addressing the gender issues.
- D) Artists, both Maay, and Maxaatiri speakers equally to be given opportunities to be productive, in order for them to contribute to the development of this process.

### **3. IMMEDIATE OBJECTIVE:**

This project provided successfully, in the beginning equally 10 Male and 10 Female will be trained. Members of our association will train journalists. One of the trainers is currently a chairman of the Maay Community Radio in Melbourne 3 ZZZ, broadcasting every Friday 10.00 AM, Melbourne Time, and myself who have Radio Hobbies, and also is an independent contractor working on SBS Radio Melbourne as a Voice/Over community information announcement for Multi Lingual Services Somali.

**4. DEVELOPMENT OBJECTIVE:**

After all Somali's are aware if the state has failed Somalia is one of the classical examples, therefore any action from civil society will have the backing, and support of the elders, men, women whose roles were underestimated, by the warlord dominated politics in Somalia which is the reason that almost everybody else will approve of this idea of establishing the community Radio, because it carries the weight that it belongs to every ordinary citizen in Somalia, especially people whom were disadvantaged in the past, because of the injustices that took place in the country, and who has also never had the chance to promote their culture.

In Somalia today there are two dialects that is inexistence, whether denied by some or not, we are all proud of it, which is Maay Maay and Maxaatiri.

The Somali community could be classified in two groups, people who are nomads, or life stock herders, which is the community of the Maxaatri Language Speakers, and Agro pastoralists, Maay Language speakers, which are the Digil and Mirifle community.

However Maxaatiri speakers does not matter whether He/She is in the rural area or a city dweller, they have had the opportunity to hear their native language, while the individuals from the Digil and Mirifle Community in rural areas, have had no chance to have for full information, because of the language disability, which happens not to be their fault. Though there are some instance that he/she might not even have heard the Maxaatiri language, or never had or given the opportunity to learn that language, or might not even had the chance to be educated in Maxaatiri Language.

For further information see the book Somali new dictionary. The Author, Dr.Mohamed Haji Mukhtar a Professor of African and Middle Eastern History at the College of Liberal Arts and Social Sciences, Savannah State University.

**5. PROJECT INPUTS:**

A) Equipment

Project equipments required in order to be successful, below is the list of the necessary equipments that is in need for the project to progress.

1) AIR STUDIO

NAME	COMMENTS
Sony CD – Player	CD - Player
AXEL OXYGEN 5	Mixer console
AKG – C 4000	Studio Microphones
AKG K240DF	Head phones
Sony ST – SE520	Tuner
AXEL RADIO LIGHT(2)	Radio automation software SONY BMS
VERGENCE MOO	
KONIG MEYER 28200.000.55	
SONY MDS - E12	MD player/recorder
CANFORD 53 - 001	

DBX 286	Microphone processor
EELA AUDIO EA862	
AXEL MR LIGHT	
<b>EDITING STUDIO</b>	
DBX 1046	Compressor
NUMARK TT - 100	Turn table
SONY MDS - JE440	MD player/recorder
KONIG MEYER 21020.300.55	
AKG C4000	Studio microphone
AXEL RADIO LIGHT (2)	Radio automation software SONY BMS
TASCAM 102MKIII	Cassette recorder
VERGENCE MOO	
BEHRINGER EURORACK MX2004A	Mixer console
AKG K240M	Head phones
SONY PCM - R500	DAT - Recorder
AXEL MACROTEL 7 - 1	
SYNTRILLIU M Cool Edit pro	Editor & Multi track recorder
<b>Central Control Room</b>	
EELA AUDIO EA956	Switcher
TC ELECTRONI CDBMAX	Peak Limiter
<b>AM Transmitter</b>	
<b>Model</b>	<b>Out Put</b>
AM 50 Broadcast Transmitter	5 - 50 WATT
<b>Other Equipments</b>	
Antenna	
Antenna Tuner	
Light Tower	
Amplifier	
Power Supply	
Solar panel	
Batteries	
Charger	
Cables	
Tools	
Some spare part equipments	
Connecters	

**6) Project outputs:**

Example: 10 women journalists will be trained to produce news programmes. A new children's programme production unit will be equipped and optional. For that production unit the equipment equipped would be MPC 4000 – 24 Bit 96 KHZ Midi Production centre.

After more than a decade of war, or increased attacks against unarmed civilians, today there are risks faced, which is the loss of many artists, who are talented, and also very expensive human resources,

which is a tragedy for the whole country, otherwise it would have been valuable commodity to social and economic development for the country.

When this project is completed and becomes operational once again it will be a chance that the artists could earn a living and also is another opportunity for talented new youth artists to be discovered, who could further progress the Somali culture and folklore, which is currently in the brink of a disastrous situation.

The role of the artists is important in any society; especially the situation in Somalia is no exception that the role of Somali artists could play for the reconciliation process.

**7) Activities:**

- A) Immediately site survey will be conducted in preparation for a secure site for this project.
- B) Refurbishment for the site will be next, that is suitable for the project.
- C) Selection for the people to be trained followed by the conduct of the training programs for the purpose, that the trained members are expected to carryout their duties immediately, when the project is complete, and also ready for operation.
- D) The equipment for the radio, and engineer will be ready, to carryout the job of building the project infrastructure.
- E) Professional organizations, community and authority consultation always will be our first priority, before the project starts and when it is completed, and whenever it is necessary also made ready UNESCO to receive the development progress for this project.

**8) WORK PLAN:**

- A) First month, site survey.
- B) Second month, refurbishments as expected will be completed.
- C) Third month, would be training.
- D) Fourth month, the whole project will be in operation.

**9) INSTITUTIONAL FRAMEWORK:**

The community of Digil and Mirifle (CRSS) will provide the volunteers and training staff capable to train the staff for the Radio and also monitor as institutional framework to make sure the project is succeeded.

Capital Baydao. Pty, a registered, and incorporated business in Melbourne Australia, is currently serving the communities in Baydao will also be part of the institutional framework.

**10) SUSTAINABILITY:**

The project apart from the Radio used to education programs, the Radio will include a studio for the artists to produce Albums, that could not only facilitate them to earn their livings, but would result a commercial viability that the whole project to prosper in the long term.

For example if the artists produce a record there is a market for the locals, and also there is a niche market for Somali Diaspora who will buy their records, that could bring another commercial enterprise that could be exploited.

The result of that also is an opportunity that the local economy to generate a foreign currency earning, rather than the current economic stagnation that almost everybody is living below the poverty level, as all the social indicators have stated.

**9) FRAMEWORK MONITORING:**

UNDP, International Red Cross, and almost all the other NGOs

**12) EVALUATION CARRIED:**

In four months one time.

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

Capital Baydao. PTY, the same address as above.

**C. ADDITIONAL INFORMATION**

- 1 UNESCO Programs released from the BBC, Somali Services, which was conducted in the Mahatire Language.
- 2 Continues communication for the Southwest government, and community.
- 3 \$14,100 from Capital Baydao.PTY
- 4 No.



## D. BUDGET

### 1. Breakdown of IPDC's Contribution (in US 80,000)

COMMENTS	TYPE OF EXPENSES	TOTAL COST
Site Survey	Travel Air Ticket	
	Accommodation	\$5,000
Refurbishing	Building renovation	\$10,000
Training for 10 Male and 10 Female	Staff Training	\$6,000
Studio equipment	Studio Refurbishment	\$35,000
Broadcasting Transmitters	Airwave Transmitter	\$8,000
Tower + Antennas	Light tower and Antenna	\$4,000
Akai MPC 4000 - 24 Bit 96 KHZ	MIDI Production Centre	\$4,500
Antenna Tuner	Equipment	\$300
Amplifier	Equipment	\$1,000
Power Supply each	Equipment	\$300
RDS Coder	Equipment	\$ 1,000
Connectors	Equipment	\$900
Power main supply from solar	Equipment	\$4,000
Total Cost		\$80,000

### 2. Breakdown of the beneficiary agency's contribution

COMMENTS	TYPE OF EXPENSES	TOTAL COST
Cost for any freight	Shipments of Equipment	\$3,000
Expenses for the technicians	Engineering costs	\$4,500
Initial Travel for the Survey	Travel expenses	\$2,000
Total Budget Contributed		\$9,500

# ZAMBIA

## A. PROJECT IDENTIFICATION

<b>1. TITLE</b>	<b>Mkushi Community Radio Station</b>
<b>2. NUMBER</b>	<b>PDC/23 ZAM/02</b>
<b>3. CATEGORY OF MASS MEDIA</b>	<b>Radio Broadcasting</b>
<b>4. IPDC PRIORITY AREA</b>	<b>Mass Media</b>
<b>5. SCOPE</b> (NATIONAL, REGIONAL, INTERREGIONAL)	<b>National</b>
<b>6. TYPE OF ASSISTANCE REQUESTED</b>	<b>Equipment, Training</b>
<b>7. TOTAL COST OF PROJECT</b>	<b>\$120,000</b>
<b>8. AMOUNT REQUESTED FROM IPDC</b>	<b>\$26,800</b>
<b>9. BENEFICIARY BODY</b>	<b>Mkushi Community</b>
<b>10. IMPLEMENTING BODY</b>	<b>Zambia National Commission for UNESCO</b>
<b>11. PROJECT LOCATION</b>	<b>Mkushi</b>
<b>12. PROJECT PREPARED BY</b>	<b>Zambia National Commission for UNESCO</b>

**DECISION OF THE COUNCIL:**

**DECISION OF THE BUREAU:**

## **B. PRESENTATION**

### **1. BACKGROUND AND JUSTIFICATION:**

Zambia is a kidney shaped landlocked country in Central Africa. It lies between latitude 8 and 28 degrees South and longitude 22 and 33 degrees East. The total land area is 753,000 square kilometres of mostly flat plateau relief.

In the 1940's radio broadcast was started at amateur level by some white miners on the Copperbelt.

Later the colonial authorities established radio broadcasting in a tin house at the present day city airport in Lusaka. This station could only broadcast for some hours a day. Since radios were not available to the African community, receivers were placed at communal places like beer halls where people could listen to.

Introduction of the saucepan radio was a revolution as this afforded the people a chance to own and listen to a radio at home.

While the first known newspaper was established by the colonial settlers in 1906, it was only in the 1940s that a newspaper meant for Africans was started. This paper 'Mutende' was published in four local languages plus English and mainly circulated along the line of rail and the Copperbelt.

Due to the usage of old transmitters by the national radio, some parts of the country, especially rural areas are inadequately catered for.

Private radio stations have also been established for a variety of purposes but again the rural areas are not the targets. Apart from the two national dailies, namely the Times of Zambia and the Zambia Daily Mail, a number of privately owned newspapers have sprung up. again the targets are areas along the line of rail mainly.

Rural areas receive copies of the newspapers (mostly national dailies) very erratically while circulation is limited.

Mkushi district, with a population of about 105,248, is one of the six districts in the Central Province of Zambia. It also has an international boundary shared with the Democratic Republic of the Congo (DRC). The area also shares its boundaries with Kapiri Mposhi, Serenje, Ndola and Chongwe in the South East.

Newspapers published are in the English language, which the large population cannot read and are erratically distributed. Introduction of an effective tool of communication in a language the local people understand best could reduce illiteracy levels whose national estimates stand at 55.1%.

The Community Radio Station would go a long way in serving the people of Mkushi using the native languages (Swaka-Lala) and facilitate development and awareness in the areas of agriculture, health, economic, education, legal, gender, cultural, religious, poverty, alcoholism. Radio programmes in the local language would enable the inhabitants to make informed decisions.

The station will also serve as a tool of democratizing the structure and processes of communication in order to facilitate community development. It will also act as a link between umbrella Non-Governmental Organizations, donor agencies, grassroots, community based organizations, ministries

and traditional rulers. The station will enable the community to set its own priorities and standards, which will be based on its unique problem situations.

Once established, the community radio will give an opportunity to the people to benefit from advances in communication and information technology.

The people of Mkushi, having considered the benefits of having a radio station opt for the establishment of one in their area.

The Mkushi Community Radio Station will be the second in Zambia after the Mazabuka Community Radio Station in the Southern Province of Zambia.

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

The target group consists peasant farmers, medium scale farmers and commercial farmers and will overspill to people in the Democratic Republic of the Congo.

## **3. IMMEDIATE OBJECTIVES:**

- To acquire the required equipment.
- To train the volunteer broadcasters.

## **4. DEVELOPMENT OBJECTIVE:**

- To promote civil education on people's rights, duties including agriculture, environment, HIV/AIDS, etc.
- To contribute to strengthening of developmental gains by encouraging full anticipation of local people in national building issues through the radio.
- To build local capacity in mass communication as for the first time the content of what to broadcast will be decided by the local people.
- To promote development and usage of local languages on radio.

## **5. PROJECT INPUTS:**

Required will be microwave link, antennae tower, transmission desk, equipment rack and training

## **6. PROJECT OUTPUTS:**

People around and beyond Mkushi district will be able to listen to radio broadcasts in their local languages Swaka and Lala. Radio reception is hoped to be better than from other broadcasting stations.

## **7. ACTIVITIES:**

- Acquisition of radio station building
- Identification of volunteers
- Renovation of building
- Installation of studio equipment and transmitters
- Training of volunteers

## **8. WORK PLAN:**

February/March 2003: Acquisition of equipment

April 2002:	Building Renovations
March/April 2002:	Studio Sound Proofing and Equipment Installation
May/June 2002:	Fabrication of antenna tower, installation of Transmitters
July/August 2002:	Test transmission and acquisition of broadcast license
September 2002:	Official handover of station to the local people

**9. INSTITUTIONAL FRAMEWORK:**

The Zambia National Commission for UNESCO has seen to it that the equipment has been installed. The District council and District Administrator were [part of the committee to run the affairs of the radio station including local businessmen, farmers, the church, NGOs and technocrats in the area. There will also be board comprising some members of the committee. The Zambia Institute of Management and Zambia national Broadcasting Corporation will train the volunteers initially.

**10. SUSTAINABILITY:**

This will be through advertising, allowing NGOs, government departments and other institutions to buy airtime to broadcast their programmes on the radio station. Fundraising ventures will be instituted.

**11. FRAMEWORK OF MONITORING:**

The Zambia National Commission for UNESCO and Zambia National Broadcasting Corporation or any of the journalists associations of Zambia can be called upon to monitor.

**12. EVALUATIONS CARRIED OUT**

The Zambia National Broadcasting Services, Ministry of Information and Zambia National Commission for UNESCO carried out an evaluation back 2000. The conclusion was that the radio station could be self-sustaining as there is a lot of agricultural activities in the area plus a number of national and international NGOs and present to give support.

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

The beneficiary community undertakes to report on the project report on a four-month basis.

**C. ADDITIONAL INFORMATION**

Nil.

**PREPARATORY ACTIVITIES PRIOR TO SUBMISSION OF PROJECT**

- (a) Consultative meetings were undertaken.
- (b) The studio equipment acquired and installed.
- (c) Ratio station building donated by the council, renovated and electrical re-wiring done.
- (d) Volunteers to broadcast identified and picked.

## CONTRIBUTION FORESEEN BY BENEFICIARY AGENCY

A studio building and materials to renovate the same, some furniture, volunteers.

### D. BUDGET

#### 1. Breakdown of IPDC's contribution (in US\$):

##### 1. Breakdown of IPDCs contribution during the year in question (in US\$)

<u>Personnel</u>	
- Consultant/training	11,000
<u>Equipment</u>	
- Microwave link	6,500
- Furniture	2,500
- Antenna tower	2,800
- Transmission desk	800
- Equipment rack	1,200
- Training	10,000
- Equipment installation	3,000
<b>TOTAL</b>	<b>26,800</b>

##### 2. Breakdown of the contribution of submitting agency during the year in question (in US\$)

Building cost:	Nil
Staff: (volunteers)	Nil

## ASIA AND THE PACIFIC

<b>A. PROJECT IDENTIFICATION</b>	
<b>1. TITLE</b>	<b>DIVERSIFYING INFORMATION AND IMPROVING RADIO PROGRAMME PRODUCTION THROUGH THE DIGITISATION OF RADIO ARCHIVES</b>
<b>2. NUMBER</b>	<b>PDC/23 RAS/04</b>
<b>3. CATEGORY OF MASS MEDIA</b>	<b>Radio</b>
<b>4. IPDC PRIORITY AREA</b>	<b>HRD Development, Training</b>
<b>5. SCOPE</b> (NATIONAL, REGIONAL, INTERREGIONAL)	<b>Regional</b>
<b>6. TYPE OF ASSISTANCE REQUESTED</b>	
<b>7. TOTAL COST OF PROJECT</b>	<b>US\$ 66.840.-</b>
<b>8. AMOUNT REQUESTED FROM IPDC</b>	<b>US\$ 55.440.-</b>
<b>9. BENEFICIARY BODY</b>	<b>National radio stations in Pakistan, Bhutan, Bangladesh, Cambodia, Laos, Thailand, Indonesia, Fiji, Samoa, Papua New Guinea and Fed. States of Micronesia</b>
<b>10. IMPLEMENTING BODY</b>	<b>AIBD</b>
<b>11. PROJECT LOCATION</b>	<b>Kuala Lumpur (and region)</b>
<b>12. PROJECT PREPARED BY</b>	<b>AIBD</b>
<b>DECISION OF THE COUNCIL:</b> <b>DECISION OF THE BUREAU:</b>	

## **1- BACKGROUND AND JUSTIFICATION:**

The Asia-Pacific Institute for Broadcasting Development (AIBD) offers professional services to countries in this region including least developed countries and has organized over 2,000 training courses, seminars and workshops in the last 25 years.

Radio archive material in many Asia-Pacific countries is threatened by destruction due to “print-through”, mould, humidity, dust, tapes stretched and a number of other factors. Audio documents of high national and cultural importance (political speeches/music recordings) which often exist only in these archives (no copies anywhere else) will be destroyed forever. Digital storage systems can preserve this valuable material and can store it for future generations without the fear of further deterioration of the sound quality.

Traditional analogue archives also take up a lot of space, are expensive to maintain, research is often cumbersome and sometimes-valuable audio documents have been “misplaced”. A custom designed digital audio archive will do away with these disadvantages of analogue systems and will guarantee that important cultural documents can be enjoyed by future generations.

In all of the countries selected for this project radio plays a much larger role than television in educating, informing and entertaining the audience, as well as in propagating and preserving local culture.

The aim of this project is to sensitize and train decision-makers and professionals in radio stations on the importance of radio archiving and make them familiar with the digital archive system and how to implement it.

The project will contribute to the accessibility of diversified national and local information and news sources, which might even be used regionally due to the easy programme exchange of digital audio material (via the Internet or CD-ROM for instance). It will help to improve the quality of the programming in general, as due to the easy access of digital audio (databases), producers are encouraged to make use of the material and so enhance the stations’ ability to better serve the community’s information needs. It will also help in preserving the cultural heritage in the form of audio material that exists in their radio stations.

All radio stations in the Asia-Pacific region have to go digital rather sooner than later. There is a great confusion in the area as to which software and hardware to use. The implementing organization (AIBD) knows from its members about the urgency of this project.

## **2 DESCRIPTION OF THE TARGET GROUPS**

National radio stations and their archives, decision makers, archivists and IT-managers within the stations and the respective audiences.

## **3- IMMEDIATE OBJECTIVES**

1. to train the local decision makers (about 10-12) in the respective radio stations so that they will be able to judge different software and hardware solutions for digital archiving;
2. to come up with a possible solution for the respective station which could be implemented as a low-cost project



#### **4 DEVELOPMENT OBJECTIVE**

- A management team will be trained, which can – at the end of the workshop - judge the different approaches to digital sound archiving and take action accordingly.
- There will be increased awareness of archives as an irreplaceable source of cultural, economic, historical and political information, which is directly linked to improved daily news and programme production, and hence to a better programme quality.
- Unique recordings will be preserved to safeguard the broadcasting of such archival material to future generations.

#### **5- PROJECT INPUTS:**

- Each workshop is a hands-on practical 4-day event. Demonstration and experimenting go hand in hand. Moreover there is a strong element of consulting as in the end a workable solution for the individual stations should have been developed.
- In November 2001, UNESCO presented a feasibility study on Digitisation of the Archive of the Solomon Islands Broadcasting Corporation, which contains highly practical guidelines for digitizing radio archives. As the situation in the smaller Pacific stations is more or less the same these guidelines can be directly put to use for this project.

#### **6- PROJECT OUTPUTS:**

In each station between 10 to 20 decision-makers will be given an overview of the advantages and disadvantages of different competing systems (incl. freeware and shareware solutions). The decision-makers will be recruited from the archive, programming and engineering/IT sections of the respective stations. A model solution for each station will be developed during the workshops. At the end of the workshop the participants will be able to select a system which best fits their local needs and working environment and they will be enabled to take up action accordingly.

#### **7- ACTIVITIES:**

A five-day in-country stay (4 days for the workshop, 1 day for orientation of the trainers) will be needed to reach the objectives. The workshop itself will be a combination of practical demonstrations/ inputs, hands-on experimenting by the participants with different software, and consultancy.

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

The project is spread out over 10 months and consists of three chains of workshops (back to back) and phases of review, evaluation and report writing.

#### **9- INSTITUTIONAL FRAMEWORK:**

The AIBD will be responsible for all planning, coordination and implementation of the project, as it has extensive experience in organizing training courses in the field of electronic media development.

#### **10- SUSTAINABILITY:**

- Support can be given by an Internet discussion forum and e-mail.
- Whether after the workshops the management of the individual stations decides to go ahead to digitize their archives. On the other hand the management will be fully aware that the costs of a digital archiving system are relatively low and the investment will pay very soon due to the advantages of the digital system..

**11- FRAMEWORK OF MONITORING:**

Monitoring could be handled by the AIBD and/or IASA (International Association of Sound and Audiovisual Archives)

**12- EVALUATION CARRIED OUT**

The AIBD has carried out a research into the current situation of the electronic media of its member organizations about 1,5 years ago. Some time earlier, UNESCO conducted a similar needs assessment involving the whole Pacific Islands region. One of the most urging needs detected was the transition from analogue to digital radio technique – and there especially the digitization of radio archives.

**13 -FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING**

Evaluation of the overall activity: see 8  
Final report on the workshops: after each block

**C. ADDITIONAL INFORMATION**

Previous IPDC support received by AIBD:

PDC/5RAS/06: AIBD 1985-89 (US\$530,500)

PDC/9RAS/01: AIBD 1988-90 (US\$32,400)

PDC/11RAS/01: Training methodology 1991-93 (US\$53,000)

PDC/12RAS/03: Dev of training capabilities 1992-94 (US\$64,000)

PDC/13RAS/02: Dev of training capabilities 1993-95 (US\$60,000)

PDC/20RAS/05: Training of trainers 2000-2 (US\$28,000)

Preparatory activities completed prior to submission of the project to IPDC:

The AIBD has run a number of workshops on the archiving of audio-visual material in the region (1998-2000). These have proved beneficial. UNESCO has been active in this field (see for instance the feasibility study on Digitisation of the Archive of the Solomon Islands Broadcasting Corporation, November 2001). At the moment UNESCO and the BBC are digitizing the radio archive of RTA (Radio Television Afghanistan) in Kabul.

Contribution foreseen by the beneficiary agency during the project period:

AIBD will assume the overall planning and execution of the project.

Assistance sought other than IPDC: None

## D. BUDGET

### 1. Breakdown of IPDC's contribution (in US\$):

Budget for 11 in-country workshops (2 resource persons, 75 days) split into three blocks (see point 9, Institutional Framework):

Airfare Europe-Asia (return) (3x)	USD 3,000.00
Air travel within Asia (9x300x2)	USD 5,400.00
Air travel within Pacific (x2)	USD 7,000.00
Honorarium (11x1000)	USD 11,000.00
Per diem (160x75x2)	USD 24,000.00
IPDC project evaluation	USD 5,040.00
<b>Total:</b>	<b>USD 55,440.00</b>

### 2 Breakdown of the beneficiary agency's contribution (in US\$):

Consultant transport, Visa and insurance	USD 1,400.00
Communication	USD 2,200.00
Material/Photocopies/Film Development etc	USD 3,300.00
AIBD monitoring of project progress	USD 4,500.00
Total:	USD 11,400.00
<b>GRAND TOTAL:</b>	<b>US\$66,840</b>

## ASIA AND THE PACIFIC

<b>A. PROJECT IDENTIFICATION</b>		
<b>1. TITLE</b>		<b>Training on Radio, Digital and On-line Technologies for South Asian Media</b>
<b>2. NUMBER</b>		<b>PDC/23 RAS/05</b>
<b>3. CATEGORY OF MASS MEDIA</b>		<b>Radio</b>
<b>4. IPDC PRIORITY AREA</b>		<b>Training and capacity building (human resource development), Community Radio</b>
<b>5. SCOPE (NATIONAL, REGIONAL, INTERREGIONAL)</b>		<b>Regional (South Asia)</b>
<b>6. TYPE OF ASSISTANCE REQUESTED</b>		<b>Financial support (for conducting training courses)</b>
<b>7. TOTAL COST OF PROJECT</b>		<b>US\$ 195,200</b>
<b>8. AMOUNT REQUESTED FROM IPDC</b>		<b>US \$ 32,200 (for conducting two regional training courses)</b>
<b>9. BENEFICIARY BODY</b>		<b>Media practitioners (journalists, publishers, producers, broadcasters in South Asia)</b>
<b>10. IMPLEMENTING BODY</b>		<b>Panos South Asia, Kathmandu, Nepal Kathmandu, Nepal, GPO Box 13651, Tel: 977-1-520985/ 531447, Fax: 977-1-523846, E-mail: <a href="mailto:psa@panos.org.np">psa@panos.org.np</a> Website: <a href="http://www.panos.org.np">www.panos.org.np</a></b>
<b>11. PROJECT LOCATION</b>		<b>Panos South Asia Media Centre, Kathmandu, Nepal</b>
<b>12. PROJECT PREPARED BY</b>		<b>Panos Institute South Asia, With advice from UNESCO ACI/Asia</b>

## **B. PRESENTATION**

### **1. BACKGROUND AND JUSTIFICATION:**

Radio continues to be the most effective medium of communication and information dissemination in the developing world. Despite the rapid expansion and reach of new media technologies, millions of people living off the information highway or unable to read the printed word, still depend on the radio for news, information and entertainment. But while it might seem as if radio is a technology for the poor or only for the laggards in the technology race, it does not mean, of course, that progress has left radio behind. Indeed, radio technology has come a long way: production, editing and transmission techniques have undergone major transformation since the early analogue days; broadcast quality has improved; and the Internet allows listeners to tune in to local stations thousands of miles away. In fact, with satellite broadcasts of digital radio programmes, radio is getting a new lease of life in the developed world. As part of Panos South Asia's goals to help build capacity and improve the quality of media in South Asia, and in line with Panos South Asia's core thematic area of Media Pluralism (one of four core thematic areas – the other three are Public Health, Environment and Conflict), regular training of South Asian journalists in radio and digital technology has been incorporated in the programmes of the newly-established Panos South Asia Media Centre. The regional training workshops, not necessarily only for journalists already working in radio, are designed to enhance reporting and production skills (programme content, script writing, presentation, editing etc) of the trainees, enabling them to contribute better media products to local, national and regional broadcasters. It is also intended to contribute to the human resources capacity building in South Asia and to enable journalists to produce and sell content of a quality acceptable to Northern broadcasters thus fulfilling Panos South Asia's objective of making Southern voices and views heard in the North.

Panos South Asia has already conducted a week long Radio and Digital Technology Training Workshop in August 2002 and has scheduled more advanced radio and digital technology courses. In this proposal, Panos South Asia seeks assistance towards the training component of the Panos South Asia Media Centre for the year 2003 to conduct two South Asia regional training courses on Radio and New Media Technology.

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

The target group for the training will be media practitioners in South Asia. Participants will include a mix of radio and print journalists from all the countries. Specifically, there will be 4 each from Bangladesh, India, and Pakistan, 3 each from Bhutan, Nepal and Sri Lanka, and one from Maldives.

### **2. IMMEDIATE OBJECTIVES:**

- To organise and conduct two residential workshops on Radio and New Media Technology. During each workshop, 11 carefully selected South Asian journalists will spend 10 days at the Panos South Asia Media Centre.
- To familiarise participants with effective use of digital and on-line technologies to take advantage of the latest new media tools and techniques in radio broadcasting.
- To develop training modules and package of resource materials.
- To enhance investigative reporting skills in radio.
- To form a network of "new media journalists" who will continue to enhance their skill set by sharing ideas with each other.

**4. DEVELOPMENT OBJECTIVE:**

To expose South Asian media to new media tools and technologies to help build the capacity of South Asian media to use these tools and techniques to upgrade the quality of radio broadcast journalism and radio products in the region.

**5. PROJECT INPUTS:**

- Training room
- Workstations with related hardware and software
- Recording and player digital devices (digital audio and visual recorders and players)
- Internet connectivity
- Training course content and materials (handouts, demonstration materials)
- Presentation support equipment (LCD projector, screen, flipcharts etc)
- Resource person (trainers)
- Programme Manager and support staff.

**6. PROJECT OUTPUTS:**

- 22 journalists, half of them women, from South Asia will be trained on the latest tools and techniques in radio journalism.
- Two types of radio and digital technology training course modules developed and made available for training

**7. ACTIVITIES:**

Two 10-day training workshops on Radio and New Media Technology, project implementation progress monitoring and final project evaluation.

**8. WORK PLAN:**

Month 1-2:	Module 1 (Using Digital Technology) prepared
Month 3:	Ist workshop held and training modules tested
Month 4-5:	Revision of training modules
Month 4:	Implementation status report provided
Month 6:	Second workshop held
Month 8:	Project evaluation

**9. INSTITUTIONAL FRAMEWORK:**

The Panos South Asia Media Centre is operational and has already conducted a regional course for South Asian journalists on Radio and Digital Technologies. It has a capacity for 10-15 people for hands-on training. The Media Centre is equipped with ten workstations with all necessary software and peripherals for conducting training on digital technologies for media. It also has other training support equipment such as LCD projector, screen and other devices (professional digital audio recorders, digital recorder/player etc.). A full-time Programme Manager manages the Media Centre.

**10. SUSTAINABILITY:**

Conducting training programmes, including tailor-made courses for media and civil society partners, will be necessary to ensure that the facilities at the Media Centre are put to productive use and for the Centre to be financially self-sustaining. However, the Centre will require support in the initial stages while it strives to build credibility and a reputation with quality programmes. Participants will be

required to pay a fee to which will include instruction, board and other expenses. Efforts will be made to find sponsors among media houses and development organisations for training courses after the project funding support terminates.

**11. FRAMEWORK OF MONITORING:**

The project will be monitored by the UNESCO Adviser for Communication and Information. Panos will provide four monthly and final implementation reports based on the following monitoring framework:

<b>Project Activity</b>	<b>Output</b>	<b>Objectively Measurable Output</b>	<b>Means of Verifications</b>
Conducting two training courses	<ul style="list-style-type: none"> <li>- Training courses on on-line and digital technology for Public Health journalists in South Asia</li> <li>- Capacity building of media in South Asia on on-line and digital technology applications</li> <li>- Number of journalists and media professionals in South Asia trained on on-line and digital technology</li> <li>- Contribution to bridging the digital divide</li> <li>- Sensitization of media in South Asia on Public Health issues</li> </ul>	<ul style="list-style-type: none"> <li>- Number of training courses</li> <li>- Number of journalists trained</li> <li>- Numbers of Southern media products (features, programmes etc.) produced for the North</li> </ul>	<ul style="list-style-type: none"> <li>- <b>Training course completion reports</b></li> <li>- Project Progress reports</li> <li>- Project completion report</li> </ul>

**12. EVALUATION CARRIED OUT**

The Radio and Digital Technology Training Workshop conducted by Panos South Asia in August 2002 was evaluated internally on the basis of feedback from the trainees. All the 13 participants from South Asian countries evaluated the workshop as being very useful and which helped them broaden their understanding and improve skills on radio and digital technologies. They found the workshop practically oriented, with useful hands-on activities. Three of the participants after the workshop were commissioned for doing features for Inter World Radio (Panos's On-line Radio in partnership with One World, UK).

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

Panos South Asia will submit a quarterly progress report on completion of each planned training workshop and a final project report on completion of the project.

### C. ADDITIONAL INFORMATION

Previous IPDC support received by the country;

<b>1</b>	<i>PDC/ 17 NEP/ 01</i> <i>352 NEP 81</i>  <b>IPDC</b>	<i>Radio Nepal</i> <i>Newsroom</i> <i>Computerisation Project</i> <b>1999</b>	<i>To upgrade and modernise the news gathering, processing and dissemination operations through the computerisation of Radio Nepal newsroom facilities</i> <i>To train Radio Nepal's news production and technical staff in all facets of computerised newsroom operation, maintenance and management</i>	<i>55,000</i> <i>Completed</i>
<b>2</b>	<i>PDC/ 19 NEP/ 01</i> <i>352 NEP 91</i> <b>IPDC</b>	<i>Madan Pokhara</i> <i>Community Radio</i>  <i>2000</i>	<i>To increase people's participation in National and Community Development efforts</i> <i>To establish rural community radio stations in rural Nepal and to provide a focal point for all activities in each one.</i>	<i>29,000</i> <i>Completed</i>
<b>3</b>	<i>PDC/20 NEP/01</i>  <b>IPDC</b>	<b><i>Nepal Press Institute and Radio Sagarmatha</i></b> <i>Strengthening pluralistic and independent media in Nepal</i>  <b>2001</b>	<i>To strengthen journalism training skills at national, regional and community level</i> <i>To provide support to national development programmes through advocacy for progressive media law</i> <i>To establish local community radio stations in rural Nepal and to provide successful models and support community radio activities</i>	<i>35,000</i> <i>(ongoing)</i>
<b>4</b>	<i>PDC/21 NEP/01</i>  <b>IPDC</b>	<b><i>Nepal TV: Training activities for Nepal TV</i></b>  <b>2001</b>	<i>To enhance the capability, skills and knowledge of the staff members, and establish a efficient mechanism for smooth operation and progress of the organization</i>	<i>Funding allotment awaited</i>

Preparatory activities completed prior to submission of the project to IPDC;

The Panos South Asia Media Centre has been established and is operational. It has already conducted a 7-day regional course for 13 South Asian journalists on Radio and Digital Technologies. It has a capacity for 10-15 people for hands-on training. The Media Centre is equipped with ten workstations with all necessary software and peripherals for conducting training on digital technologies for media applications. It also has other training support equipment, such as LCD projector, screen and other digital devices (professional digital audio recorders, digital recorder/player etc.). A full-time Programme Manager manages the Media Centre.

Contribution foreseen by the beneficiary agency during the project period;

Panos South Asia Media Centre already has a full functioning facility for conducting training on digital technologies. All essential facilities required to conduct the two training courses are already in place. However, the Centre is also looking for additional funds for additional equipment to add to and improve the existing facility and to cover the staff and operational costs of the centre. The Programme Manager of the centre is also responsible for organising training courses.

Assistance sought other than IPDC.

At present, the primary support for the Media Centre comes from Panos South Asia's own resources. Panos has also secured support from other institutions for conducting regional training workshops in the past. Long-term fund requirements for the Media Centre till 2004 have been sought from various



donors. A proposal for long-term funding support for the Media Centre (2003-2004) has been prepared and is in the process of being submitted to various donor agencies.

**D. BUDGET**

**1. Breakdown of IPDC's contribution (in US\$):**

(Breakdown should include the budget line for monitoring of project progress (see article 11))

Description	Budget in US\$
(Training)#	
- Training workshop (10 × 2 × \$ 550)	11,000
- Lodging/food for participants (10 × 2 × 10 × \$ 50)	10,000
- Resource fees, including modules development (2 × 2 × \$ 750)	3,000
- Training material and logistics (2x1000)	2,000
- Incidentals (2x500)	1000
<b>Subtotal</b>	<b>(27,000)</b>
Project Monitoring	2,500
Post-Evaluation (10% of the project total)	2,700
<b>Total</b>	<b>32,200</b>

**2. Breakdown of the beneficiary agency's contribution (in US\$):**

(Breakdown should include the budget line for regular reporting on project progress (see article 13))

• Workstations, projector, trainer workstations etc.	45,000
• Digital audio editing stations	35,000
• Programme Manager, assistant, support staff	30,000
• Video, audio, image input equipment:	15,000
• Furniture, backup generator, air conditioning, studio	25,000
• Lease line rental (one year)	12,000
• Overheads (for the two training courses)	1,000
<b><u>TOTAL</u></b>	<b>163,000</b>

# FIJI

<b>A. PROJECT IDENTIFICATION</b>		
<b>1.</b>	<b>TITLE</b>	<b>Fiji Community Broadcasting Development Project</b>
<b>2.</b>	<b>NUMBER</b>	<b>PDC/23 FIJ/01</b>
<b>3.</b>	<b>CATEGORY OF MASS MEDIA</b>	<b>National Community Radio Broadcasting</b>
<b>4.</b>	<b>IPDC PRIORITY AREA</b>	<b>Human resource development, Community media development, Support of freedom of expression and Pluralism at national level.</b>
<b>5.</b>	<b>SCOPE (NATIONAL, REGIONAL, INTERREGIONAL)</b>	<b>National</b>
<b>6.</b>	<b>TYPE OF ASSISTANCE REQUESTED</b>	<b>Consultants, training, technology.</b>
<b>7.</b>	<b>TOTAL COST OF PROJECT</b>	<b>US\$ 618,000</b>
<b>8.</b>	<b>AMOUNT REQUESTED FROM IPDC</b>	<b>US\$ 107,000</b>
<b>9.</b>	<b>BENEFICIARY BODY</b>	<b>Fiji Broadcasting Corporation Ltd (FBCL) P.O. Box 334, Suva, Fiji Islands. Fax: (679) 3304518 Phone: (679) 3314333 Email: <a href="mailto:fherman@is.com.fj">fherman@is.com.fj</a></b>
<b>10.</b>	<b>IMPLEMENTING BODY</b>	<b>UNESCO in cooperation with FBCL</b>
<b>11.</b>	<b>PROJECT LOCATION</b>	<b>Suva, Fiji.</b>
<b>12.</b>	<b>PROJECT PREPARED BY</b>	<b>Fiji Broadcasting Corporation Ltd.</b>
<b>DECISION OF THE COUNCIL:</b>		
<b>DECISION OF THE BUREAU:</b>		

## **B. PRESENTATION**

### **1. BACKGROUND AND JUSTIFICATION:**

Fiji is a Pacific island country composed of more than 300 islands with a land area of 19,000 square kilometers spread over an area of 200,000 square kilometers of ocean. Most of the population is located on the two main islands Viti Levu and Vanua Levu but about 100 of the islands are inhabited.

The Fiji Broadcasting Corporation Ltd (FBCL) is an independent commercial company corporatised under the 1996 national development plan. Established in 1954 as a statutory body, the organization is responsible for nation-wide AM and FM community broadcasts in three languages, Fijian, Hindustani (Indo-Fijian) and English - a mandate that reflects the multicultural character of the country. FBCL is the only broadcasting organization with national reach.

The multi-lingual nature of FBCL carries complex programming and production responsibilities and as an integral part of normal operations FBCL provides tri-lingual national news services on the hour through a national newsroom of 24 fulltime journalists, nationwide stringers and informants. News links are maintained internationally including throughout the Pacific region.

In 1992 FBCL embarked on an upgrading and modernization programme to enhance technological facilities and the skills of local personnel in all areas of operations. Sales, marketing, news processing and administration have already received a degree of modernization through local funding. This project aims at continuing modernization and development in computerized newsroom facilities, programme library operations and archival processes. There are a number of computerised systems on the market and FBCL has conducted assessments of the *Netia System*, the *D'Accord Broadcasting Studio*, *Dalet system* as well as the *Nexgen*. A final decision on which system to use will be made just prior to project implementation.

The modernization plan has been partially realized, but this project is designed to carry personnel and technology of FBCL into the 21<sup>st</sup> century in cooperation with UNESCO. This project involves a considerable national financial contribution in an effort to ensure the successful completion of development activities. In this regard, FBCL is requesting 20.9% of the estimated total project budget from the UNESCO/IPDC Inter-Government Council. A total of US\$511,000 is foreseen as the national contribution.

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

Fiji is a multicultural country with national radio broadcasting aimed at three community groupings. The ethnic Fijians, the Indo-Fijians, as well as an English-speaking group made up of both main communities, those of other Pacific islands and those of European descent.

This project is designed to meet and modernize the media communication and information needs of the communities represented through the three main languages Fijian, Hindustani and English. The breakdown of community representation is 51 percent ethnic Fijian, 43 percent Indo-Fijian and 6 percent other Pacific Islanders and European.

Professional benefits will also accrue to the FBCL personnel who undergo project training.

### **3. IMMEDIATE OBJECTIVES:**

- (a) To develop FBCL computerized news operations, programme production techniques, programme library and archiving processes through the provision of advanced technological systems appropriate to modern pluralistic community broadcasting operations.
- (b) To enhance the efficiency and professional capacities of the personnel of FBCL for 21<sup>st</sup> century news processing, programme production operations and the use of programme library and archiving processes appropriate to the third millennium requirements of a Pacific island trilingual national community broadcaster.

### **4. DEVELOPMENT OBJECTIVE:**

The training of broadcasting personnel in the operation and use of modern news processing systems will enhance the traditional capacity of the FBCL as an independent broadcaster in support of national unity and freedom of expression in an established democracy. The improvement in communicative capacity with the various communities will serve to improve pluralism and gender balanced news, views and programming.

### **5. PROJECT INPUTS:**

This project will require a number of important inputs to achieve the immediate objectives. It is planned to share the costs of these elements with IPDC.

- Consultants to conduct the upgrading training for local personnel.
- Modern news processing, programming, library and archiving equipment.
- Training in the operation and use of the new technology.
- Technical support maintenance for the duration of the project (and beyond).
- Software and software licenses (ongoing).
- Staff costs and an operational budget.(ongoing)

### **6. PROJECT OUTPUTS:**

- Establishment of new technological systems in news processing, programming, library processes and archiving.
- Acquisition of suitable training consultants.
- Training of 24 journalists, 6 programme officers, 2 broadcast librarians, 2 broadcast archivists.
- Progress reports and an evaluation report.

### **7. ACTIVITIES:**

- a. Consultations with suppliers and UNESCO, preparation of technology specifications.
- b. Installation of newsroom, programming, library and archiving technological systems by supplier and FBCL.
- c. Identification of training consultants by FBCL and UNESCO, preparation and issue of contracts by UNESCO.
- d. Conduct of training courses by consultants for FBCL staff members in the practical operation of newsroom, programming, library and archiving systems.

- e. Visit to project site of UNESCO-RCA, Assessment of professional training exercises, problem identification, progress reporting.
- f. Follow-up training by consultant and problem solving.
- g. Completion of project period. Final Report.
- h. Evaluation of project by IPDC.

**8. WORK PLAN:**

First Quarter of project year:	ACTIVITIES 1 – 2.
Second Quarter of project year:	ACTIVITIES 3 – 4.
Third Quarter of project year:	ACTIVITIES 5 – 6.
Fourth Quarter of project year:	ACTIVITIES 7 – 8.

**9. INSTITUTIONAL FRAMEWORK:**

The Fiji Community Broadcasting Development Project will be implemented through the Regional Communication Adviser based in the Pacific in cooperation with the FBCL and the Fiji National Commission for UNESCO.

FBCL will be responsible in cooperation with suppliers for technology specifications, the installation of technology, the identification and provision of staff trainees, the maintenance of technological systems and the incorporation of the new systems into the everyday operations and financial support of the organization.

FBCL will also prepare and submit progress reports to UNESCO as required.

**10. SUSTAINABILITY:**

This project is highly sustainable, as it has been designed to be an integral part of the on-going operations of the FBCL, which will incorporate the technology its operation, maintenance and financial support in the on-going operations of the organization.

**11. FRAMEWORK OF MONITORING:**

The Pacific Islands News Association (PINA) is the largest regional media organization in the Pacific. It is based in Suva, Fiji, and has elements of radio, television and print media in its membership.

**12. EVALUATIONS CARRIED OUT**

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

FBCL undertakes to prepare a progress report at least every four months of the project implementation period. However, in this case it would probably be more practical to report on a quarterly basis in view of the work plan timeframes.

**C. ADDITIONAL INFORMATION**

Provide information on:

- Previous IPDC support: Fiji has been a Member State of UNESCO since July 1983. During this period of 19 years Fiji has received support for three IPDC project proposals. Fiji News Computerization Project (NEWSCOM) \$100,000; Fiji Journalism Training Institute Project \$57,000 and Nadi Community Television Project \$33,000.
- Preparatory activities: FBCL has achieved partial modernization of sales, marketing, news processing and administration. This has paved the way for further development and planning reaching into the 3<sup>rd</sup> millennium.
- Beneficiary contribution: FBCL has committed itself to the modernization and further development of its systems and has undertaken to provide US\$511,000 to this project as outlined in the budget.
- Assistance sought other than IPDC: FBCL has not submitted this project proposal to any other funding agency.

## D. BUDGET

### 1. Breakdown of IPDC's contribution (in US\$):

(Breakdown should include the budget line for monitoring of project progress (see article 11))

Consultants x 2.....	7,000
Software .....	8,000
Training .....	5,000
Equipment .....	75,000
Project evaluation.....	6,000
Project progress monitoring .....	3,000
Miscellaneous .....	4,000
<b>Total</b>	<b>US\$108,000.00</b>

### 2. Breakdown of the beneficiary agency's contribution (in US\$):

(Breakdown should include the budget line for regular reporting on project progress (see article 13))

Annual staff costs.	320,000
Recurrent budget.	93,000
Technical maintenance.	25,000
Software license fees	70,000
Beneficiary progress reporting.	3,000
<b>Total</b>	<b>US\$511,000.00</b>

# SOLOMON ISLAND

<b>A. PROJECT IDENTIFICATION</b>	
<b>1. TITLE</b>	<b>Digitization of SIBC archives</b>
<b>2. NUMBER</b>	<b>PDC/23 SOI/01</b>
<b>3. CATEGORY OF MASS MEDIA</b>	<b>Radio</b>
<b>4. IPDC PRIORITY AREA</b>	<b>Freedom of expression Development of community media Training</b>
<b>5. SCOPE (NATIONAL, REGIONAL, INTERREGIONAL)</b>	<b>National</b>
<b>6. TYPE OF ASSISTANCE REQUESTED</b>	<b>Equipment, training</b>
<b>7. TOTAL COST OF PROJECT</b>	<b>US\$51,736</b>
<b>8. AMOUNT REQUESTED FROM IPDC</b>	<b>US\$37,936</b>
<b>9. BENEFICIARY BODY</b>	<b>Solomon Island Broadcasting Corporation SIBC</b>
<b>10. IMPLEMENTING BODY</b>	<b>SIBC and UNESCO</b>
<b>11. PROJECT LOCATION</b>	<b>Honiara, Solomon Islands</b>
<b>12. PROJECT PREPARED BY</b>	<b>Johnson Honimae, General Manager, SIBC ACI Pacific</b>
<b>Decision by the Bureau:</b> <b>Decision by the Council:</b>	

## B. PRESENTATION

### 1. **BACKGROUND AND JUSTIFICATION:**

The mass media in Solomon Islands currently includes radio, print and relayed television.

Radio includes the Solomon Islands Broadcasting Corporation, SIBC, and two commercial stations. SIBC operates a national service on AM and SW, two provincial stations, and an FM station. SIBC covers at least 90% of the country. SIBC also operates a website. The commercial stations broadcast mainly to the capital Honiara as well as the immediate neighboring islands.

In the print, there is only one daily newspaper, the Solomon Star and one weekly newspaper, Solomon Express. Both are distributed mainly in Honiara. Other newsletters and magazines are produced by interest groups including Churches and other non-government organizations.

There is currently no local television station in Solomon Islands. Solomon Telekom Limited relays the BBC World Service 24 hours a day to viewers in Honiara only. Telekom does not do any local programming except for broadcast of videos and some major local events every now and then.

Compared to other countries in the Pacific region, the state of media freedom in Solomon Islands has been quite healthy. All the media outlets in the country are free to publish whatever they want. However, since the coup on 5<sup>th</sup> June 2000, most if not all of the media outlets have been subjected to threats and harassments by militants. The lives of staff have been threatened at gun point. Armed militants have visited newsrooms ordering the lifting of certain news stories from radio news bulletins. Or newspapers. After the 2000 coup, several reporters have been forced to flee the country because of threats after stories they have written.

The Government, every now and then likes to exert pressure on especially the SIBC not to broadcast stories criticizing certain government actions. The SIBC Management has a very clear policy on this. The Government, like all other parties have the right of reply to any criticism. It does not have the right to pull out stories or any program just because a Government decision is questioned or criticized.

Despite the threats and harassment by militant groups, all the media organizations have continued to operate. Still, the effect of the ethnic tension on the economy has also affected the operations of the media organizations with most if not all having to cut staff and cut down on the number of pages and broadcast hours. The advertising market has been drastically reduced.

SIBC, the country's public service broadcaster celebrated its Golden Jubilee on 23<sup>rd</sup> August 2002. Like any other public service broadcaster its mandate is to inform, educate and entertain the people. SIBC broadcasts a wide variety of programs. This includes news and current affairs, sports, health, children's programs, programs on women's issues, agriculture and fisheries, human rights issues, governance and religious programs. It plays a variety of music including local string bands, traditional music, religious music and contemporary music. It covers national events such as the celebration of Independence Anniversary, provincial days as well as other national events.

Over the past 50 years, SIBC has recorded hundreds of hours of materials of historical significance to Solomon Islands. Key collections include recordings of Songs of Praise, String Bands, World War II,



Independence, Church music, traditional music, speeches, MABO collection of traditional music (collected as part of a Japanese-funded project in the 1980s).

The SIBC Archive analog collection is currently in a poor state and deteriorating. This is due to the age of the analog tapes, the poor quality of the tape stock and replay equipment and the storage conditions. Accessibility is poor due to lack of cataloging, inadequate shelving systems and to the increasing use of digital production equipment in other areas of the station. Most of the local music and historical collection exists only on cassette or open reel and is in urgent need of preservation. The bulk of this collection is not duplicated in other archives.

Digitisation, which is the aim of this Project, if implemented carefully, will solve many of the above problems. Multiple copies can be made on formats that are more durable in a tropical climate. In future, data can be easily copied onto next generation formats without information loss. Access is improved since the audio will already be in a format suitable for uploading into SIBC network computers; and can then be easily copied, moved between studios, edited, broadcast etc.

The SIBC archive collection could provide an invaluable resource for program makers and researchers, in addition to acting as a repository for cultural material, which may otherwise not be preserved. Much of the content is unique, irreplaceable and of immense cultural significance. The present conditions are detrimental to the survival of the recordings: tapes are rapidly deteriorating and more and more information will be unrecoverable over time. Digitisation can solve most of the current preservation difficulties, and at the same time allow ready access to the collection in a manner that will not harm the contents. Once in digital form, recordings can be rapidly copied for preservation and access and are easily distributed to clients via computer networks.

As a necessary adjunct, a computerised database/catalogue will be essential to enable access to information about the recordings, and facilitate retrieval and organization of the holdings. Refurbished storage and work environments are also highly desirable for staff to carry out their duties to a reasonable standard, and ensure preservation of the collection.

## **2. DESCRIPTION OF THE TARGET GROUPS**

The immediate beneficiaries of the project are program producers at the SIBC as they research for materials for their programs on a daily basis to set the scene as to what has happened in the country for the past years. Furthermore program producers from overseas radio stations sometimes require such historical information for their radio or TV programs. Researchers from both national and overseas educational institutions will also find the collection useful as it has recordings of some of the historical events well before Solomon Islands independence in 1978.

## **3. IMMEDIATE OBJECTIVES**

The aim of the project is to introduce and facilitate archival practice at the SIBC by digitising the existing collection, introducing digital acquisition and access systems, creating a computer database for cataloguing the collection, improving storage conditions and approving the archive policy documents, which has already been drafted.

## **4. DEVELOPMENT OBJECTIVE**

The achievement of above immediate objectives will ensure democracy, freedom of expression and improve the communicative capacity of the people, by ensuring that historical information stored in the archives is readily accessible to radio program producers at the SIBC; by helping SIBC maintain its service with high standards of quality; and by thus reinforcing SIBC as editorially independent

public service broadcaster. Members of the public who need the information for research can also access the information.

## **5. -PROJECT INPUTS**

There are several important inputs needed for the success of this Project. This includes equipment, technical training of staff, employment of right staff, adoption of an Acquisition and Selection Policy, Preservation Policy and Collection Control Policy. The other important input is modifications to the current office space to include an appropriate air condition system

## **6. PROJECT OUTPUTS**

SIBC will be able to save all its audio materials, which unfortunately over the years have been allowed to deteriorate. The project is expected to save for a start about 7,000 hours of material currently on Open Reel Tape, Vinyl LPs, Vinyl singles, Audio Cassettes and DAT. The digital archiving of materials will continue with more current materials.

It will train at least five staff on the processes involved in digitization of the materials.

Programmers at SIBC and also other radio stations will have material easily accessible for them to use now and for many years to come. Radio Programs saved through the digital archiving could be rebroadcast, thus reducing the overall production costs and better utilizing the good content inside the programs. SIBC will also be able to resell, reissue or release recordings in future.

## **7-8 ACTIVITIES AND WORKPLAN**

Activities to be accomplished in order to reach the immediate objectives of the Project include the following:

- Modify the current space in the Audio Library and install appropriate air condition system – two months
- Source and order all necessary equipment – two months.
- Install all equipment and test them accordingly – one month
- Train Library staff, some technical staff and the Library Technician – one month
- Digitization of the current collection – six months

## **9- INSTITUTIONAL FRAMEWORK**

The project will be implemented by the SIBC and UNESCO.

## **10- SUSTAINABILITY**

SIBC is committed to include in its annual budget funds for digitization of new materials. The Acquisition and Selection Policy, Preservation Policy and Collection Control Policy recommended by the ABC Archivist during the feasibility study have already been adopted by SIBC Management.

## **11. FRAMEWORK OF MONITORING (optional)**

## **12. EVALUATIONS CARRIED OUT**

UNESCO survey on Pacific Information Needs 1998

A pilot consultancy by an ABC archivist at SIBC in late 2001

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

SIBC undertakes to report on project progress at least once every two months.

**C. ADDITIONAL INFORMATION**

**Previous IPDC support received by the country:**

SIBC Newsroom computerization project 1997 - 2000.

SIWNET mini-recording studio. Project suspended/cancelled.

**Preparatory activities completed prior to submission of the project to IPDC:**

With funding from UNESCO Office for the Pacific States, a preservation archivist did a feasibility study on the digitalization of SIBC archive in 2001, drafted an archival policy and gave introductory training to the general-manager, technical and archive staff.

**Contribution foreseen by the beneficiary agency during the project period:**

The SIBC will meet the salary of the Library Technician who will be responsible for the archiving duties within the Corporation. The Corporation will also make available its other Technicians to assist in whatever capacity required. Furthermore SIBC will meet the administration costs like phones, fax and email costs when ordering the technical equipment. During the training of the staff on the digitization of the archives, SIBC will meet the costs of materials for the training. SIBC will also provide regular update reports on the implementation of the Project

**Assistance sought other than IPDC:** None.

**D. BUDGET**

1) Breakdown of IPDC's contribution (in US \$):

Open Reel	3,699
Cassette Player	920
Phono preamplifier	100
Speakers	1,600
Headphones	200
PC Pentium 4 processor	303
Motherboard	191
Memory	65
Hard disk	169
CD cases, 500	136
Power supply (UPS)	150
CD-Rs, 500	603
<i>Equipment Total</i>	13,536
<i>Training (Travel, DSA, fees, 4w)</i>	10,000
Renovation and Aircon	11,000
<i>IPDC evaluation</i>	3,400
<b>TOTAL</b>	<b>37,936</b>
Salary of Library Technician	3,000
Digital Recorders	7,000
Administration of the Project	1,500
Progress Reports	500
Contribution to Training	200
Update of Computer Softwares	800
Electricity costs	200
Purchase of more CD-Rs 500	600
<b>TOTAL</b>	<b>13,800</b>
<b><u>GRAND TOTAL:</u></b>	<b><u>US\$51,736</u></b>
CD writer	347
Graphics card	158
Operating software	117
1 case	71
Monitor screen	170
Keyboard	27
Mouse	31
Soundcard, balanced analog inputs	499
AD and DA converter	1,573
Mastering software	559
CD duplicating software	66
Tape boxes, 500	1,283

2) Breakdown of the beneficiary agency's contribution (in US\$):

Salary of Library Technician	3,000
Digital Recorders	7,000
Administration of the Project	1,500
Progress Reports	500
Contribution to Training	200
Update of Computer Software's	800
Electricity costs	200
Purchase of more CD-Rs 500	600

# PAKISTAN

<b>A. PROJECT IDENTIFICATION</b>		
<b>1. TITLE</b>	<b>Establishment of Panjab University Community Radio</b>	
<b>2. NUMBER</b>	<b>PDC/23 PAK/01</b>	
<b>3. CATEGORY OF MASS MEDIA</b>	<b>Radio</b>	
<b>4. IPDC PRIORITY AREA</b>	<b>Community Media, Media Freedom and pluralism</b>	
<b>5. SCOPE</b> (NATIONAL, REGIONAL, INTERREGIONAL)	<b>National</b>	
<b>6. TYPE OF ASSISTANCE REQUESTED</b>	<b>Training and equipment</b>	
<b>7. TOTAL COST OF PROJECT</b>	<b>US\$ 61,000</b>	
<b>8. AMOUNT REQUESTED FROM IPDC</b>	<b>US\$ 30,000</b>	
<b>9. BENEFICIARY BODY</b>	<b>University of Panjab</b>	
<b>10. IMPLEMENTING BODY</b>	<b>UNESCO</b>	
<b>11. PROJECT LOCATION</b>	<b>Lahore, Pakistan</b>	
<b>12. PROJECT PREPARED BY</b>	<b>University of Pnjab in consultation with ACI/Asia</b>	
<b>DECISION OF THE COUNCIL:</b>		
<b>DECISION OF THE BUREAU:</b>		

## **B. PRESENTATION**

### **1. BACKGROUND AND JUSTIFICATION:**

With provisions in the new media legislation to accommodate independent local radio stations, Pakistan is now ready to introduce the much awaited community radio concept. This development is timely because more than ever, Pakistan requires media that could promote community voice and inclusive dialogues to strengthen its democratic gains. A better place to start this is a University which is academically independent and have the necessary intellectual resources to make a model community radio with ethical guidelines for others to follow. With more than fifteen thousand students at Campus, University of the Punjab is offering M.A., M. Phil and Ph.D. level education in more than forty disciplines. Being the oldest and the largest University of the country, the Punjab University leads the education field in many areas. From this year it has offered specialization in electronic media at its Department of Mass Communication which is offering five different academic programmes in the discipline of mass Communication. Thus the University has the necessary capacity to run the radio station in a professional manner.

For the training of its students, support in educational activities and for playing its role in raising the consciousness of general masses regarding democracy, environment, basic human rights, poverty alleviation, health sustainable development, education, participation and self-employment, the Department of Mass Communication at the University of the Punjab seeks IPDC support to establish its own radio station to serve the university community and the people around it. This radio station will be a University community radio in its nature and will cater the needs of the students, teachers, researchers, and also of the people of Lahore City.

The Radio broadcasting licence to the University of Punjab has been issued by the Punjab Government with the endorsement from the Ministry of Information.

The radio station will be housed in a newly constructed sound proof studio, control room attached with the Department of Mass Communication, University of the Punjab, Lahore-Pakistan, which is almost centre of the Lahore, a city of almost 6.7 million people.

Currently the community radio does not exist in Pakistan. Given the provisions in the new legislation the University has the will and the capacity to introduce a model community radio which is representative of the Lahore community and secular in its outlook. The project will become a definite contribution to media pluralism in Pakistan.

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

The project will primarily target at the student community and the citizens of Lahore, within a 10 km range.

### **3. IMMEDIATE OBJECTIVES:**

- a) To establish an operationalise a community radio at the University of Punjab.
- d) To train and develop a core group of community broadcasters.

**4. DEVELOPMENT OBJECTIVE:**

To strengthen the democracy, pluralism and free flow of information through increased opportunities for community participation in the ownership and management of community media in Pakistan.

**5. PROJECT INPUTS:**

(1) Equipment (2.) Training (3) Expertise

**6. PROJECT OUTPUTS:**

- Punjab University Community Radio equipped and operationalised
- Core group of Community Broadcasters trained and engaged in community radio
- Operational and programme guidelines for community radio developed and practiced.

**7. WORK PLAN and ACTIVITIES:**

Month 1	UNESCO advisory mission and specification of equipment and technical needs
Month 2	Equipment installation
Month 3	Management Training and Development of a code of conduct for broadcasters
Month 3&4	Training of core group of community broadcasters
Month 5	Test transmission and content production
Month 6	Community radio regular broadcast
Month 7-9	Refresher workshop on programmes
Month 10	Project evaluation

**9. INSTITUTIONAL FRAMEWORK:**

Department of Mass Communication will implement the project in close consultation with UNESCO

**10. SUSTAINABILITY:**

The project will get resource and expertise from the University Community which would enable the continuation of its broadcasting. The Department of Mass communication will bear the recurrent costs.

**11. FRAMEWORK OF MONITORING:**

The UNESCO Adviser for Communication and Information will monitor the project in close collaboration of the UNESCO Islamabad Office.

**12. EVALUATION CARRIED OUT**

No previous IPDC projects assigned to the University. Therefore external evaluations at this stage are not available. University has already established a building to house the studios. The Department of Mass Communication will constantly evaluate the project.



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

- The Department of Mass Communication will provide four monthly implementation reports covering the activities conducted in during the period and a overall implementaion report at the project completion.

**C. ADDITIONAL INFORMATION**

The University of Panjab has not received any IPDC support and this is the first time that a proposal is made to the IPDC.

Presently Lahore City has state owned broadcasting stations; radio Lahore, FM-I00 and FM I01 and also TV channels of PTV, PTV world, PTV-3 and STN and CNN. Many people use dish antennas. Cable connections are also available. Around one hundred thousand copies, of daily newspapers are also sold in the city everybody. Presently there are around 15 thousand students and around 400 teachers and two thousand employees at the Panjab university. The university community has shown a lot of interest in having its own radio station and people are anxious to see it working. The present Vice Chancellor Lt. Gen. Arshad Mahmood is taking personal interest in the project. Most programmes of the coimmunity radio will be in the national Urdu language. Some of the while programmes will.be in local Punjab language and some others in English.

**Preparatory activities completed prior to submission of the project to IPDC:**

The University has constructed a house to build the radio station. It consists of 34'x24' size soundproof studio, control room and two office rooms. Pakistan Electronic Media Authority has issued a broadcast license for the FM radio station. The license number is PEMRA/FM/ (lic) 2002-32 dated 8th October 2002. The department of Mass Communication has prepared its students with knowledge on radio medium and the journalistic principles.

**Assistance sought other than IPDC: Nil.**

## D. BUDGET

1. Breakdown of IPDC's contribution (in US\$):

(Breakdown should include the budget line for monitoring of project progress (see article 11))

<b>Breakdown of IPDC's contribution during the year in question (in US\$):</b>	<b>US\$</b>
1. Production equipment	17,000
2. Transmission equipment	8,000
3. Training expertise and workshops	3,000
6. Project monitoring	3,000
6. Evaluation (10% except for project monitoring)	3,000
<b>TOTAL</b>	<b>31,000</b>

2. Breakdown of the beneficiary agency's contribution (in US\$):

(Breakdown should include the budget line for regular reporting on project progress (see article 13))

<b>Breakdown of the contribution of submitting agency during the years in question (in US\$):</b>	<b>US\$</b>
1. Buildings and installations	15,000
2. Supplies and materials	2,000
3. Recurrent costs	12,000
4. Project reporting	1,000
<b>TOTAL</b>	<b>30,000</b>

# THAILAND

<b>A. PROJECT IDENTIFICATION</b>		
<b>1. TITLE</b>		<b>Community Media Advocacy and media democratization.</b>
<b>2. NUMBER</b>		<b>PDC/23 THA/01</b>
<b>3. CATEGORY OF MASS MEDIA</b>		<b>Radio</b>
<b>4. IPDC PRIORITY AREA</b>		<b>Community Media, Media Freedom</b>
<b>5. SCOPE (NATIONAL, REGIONAL, INTERREGIONAL)</b>		<b>National</b>
<b>6. TYPE OF ASSISTANCE REQUESTED</b>		<b>Financial and equipment</b>
<b>7. TOTAL COST OF PROJECT</b>		<b>US\$ 42,450</b>
<b>8. AMOUNT REQUESTED FROM IPDC</b>		<b>US\$ 32,700</b>
<b>9. BENEFICIARY BODY</b>		<b>Campaign for Popular Media Reform (CPMR)</b>
<b>10. IMPLEMENTING BODY</b>		<b>UNESCO</b>
<b>11. PROJECT LOCATION</b>		<b>Bangkok, Thailand</b>
<b>12. PROJECT PREPARED BY</b>		<b>Thailand National Commission for UNESCO in consultation with ACI/Asia</b>
<p><b>DECISION OF THE COUNCIL:</b></p> <p><b>DECISION OF THE BUREAU:</b></p>		

## **B. PRESENTATION**

### **1. BACKGROUND AND JUSTIFICATION:**

In the early 1990s, Thailand underwent a process of radical political and economic change. Following the collapse of the military junta in the face of popular uprising in 1992, civic groups seized the opportunity to launch a campaign to democratize the broadcasting industry. Extensive lobbying and campaigning resulted in a major step towards a more open and democratic media, with the inclusion of an Article 39,40 and 41 in the new Thai constitution that provided for a thorough reform of broadcasting system. The provision called for abolition of the sole ownership of radio and television waves by various state agencies. It also allowed for the establishment of a new independent commission (National Broadcasting Commission) to act as a regulatory body to allocate broadcasting licenses to a variety of bidders under guidelines laid out in the new broadcasting law. In the new, more open environment, opportunities have been created for grassroots communities and civic groups to own, operate and manage community radio. They are set to receive 20% of the broadcasting frequency spectrum after the reform is achieved. But the distortion of the democratization process without advocacy on regulatory policies will mean a very long struggle for communities and civic groups to reclaim their own voice.

The project, therefore, will have a wider implication for the development of community media in Thailand. The project will launch an advocacy programme on establishment of a transparent and accountable licensing process and development of code of conduct for community radio with a widest possible consultation among regulatory bodies, civil society groups and grassroots communities. It is only through an inclusive advocacy programme the legal provisions provided under the broadcast regulatory law can brought to bear to develop a democratic environment for communities to own and operate independent community radio.

The project seeks IPDC assistance to launch a consultation process through seminars, publications and workshop in order to help formulate community radio licensing procedures and the code of conduct. Given the provisions in the new legislation it is rather important at this stage to bring forward the concerns expressed by civil society groups, media professionals and academics and to provide inputs to formulate democratic media policies for community radio. The submitters will work closely with the National broadcasting Commission and the UNESCO National Commission to make the project achieve its objectives.

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

The project will primarily target at the communities and civil society organization wishing to establish community radio. It would also include broadcasting regulatory authority, media professionals and academics as target groups.

### **3. IMMEDIATE OBJECTIVES:**

- b) To establish a broad consultation process in formulating community radio policies in Thailand.
- e) To develop a code of conduct for community broadcasting based on media freedom and democratic principles.
- f) To help National Broadcasting Commission to establish an acceptable spectrum plan for community radio

g) Prepare and publish an community radio advocacy handbook in Thai lanaguage.

**4. DEVELOPMENT OBJECTIVE:**

To strengthen free flow of information through increased opportunities for community participation in the ownership and management of community radio.

**5. PROJECT INPUTS:**

(2) Project coordinator (2.) Background papers (3) workshop/seminars and publication costs

**6. PROJECT OUTPUTS:**

- Transparent licensing process for community radio developed and negotiated with the NBC
- Community Radio Code of Conduct developed through inclusive consultation process.
- Community radio handbook in Thai language produced and distributed.

**7. WORK PLAN and ACTIVITIES:**

Month 1	Project coordinator selected
Month 2	Preparation of background papers
Month 3	First consolation meeting on licensing procedures and code of conduct
Month 3& 4	Workshop to develop Code of Conduct for community radio
Month 5	Preparation of the publication
Month 6	Seminar on community radio licensing procedures and spectrum management
Month 7-9	Production of the publication
Month 10	Project evaluation

**9. INSTITUTIONAL FRAMEWORK:**

The project will be implemented by the Campaign for Popular Media's Reform (CPMR.), of which the office and facilities supported and based on Thai Volunteer Service (TVS.), in co-operation with network of non-government organization and National Federation of Community Radio.

**10. SUSTAINABILITY:**

CPMR is committed to providing academic and practical training for potential participants in running community radio stations. Furthermore, CPMR will assist and take part in the process of writing a master plan and submitting it to NBC for an approval of the frequency management for Community Radio and grant-in-aid. CPMR would also seek support from other partners working to support the Thai community radio movement.

**11. FRAMEWORK OF MONITORING:**

The UNESCO Adviser for Communication and Information will monitor the project in close collaboration of Thai National Commission for UNESCO.

## **12. EVALUATION CARRIED OUT**

Campaign for Popular Media Reform (CPMR) will evaluate the outcome, result and lessons learned from implemented activities in each year by its own and by inviting members, concerned group, senior NGO workers, the academics to criticize, give comment and suggestions for the next plan. Methods of evaluation will be made up of questionnaire, interview and in-depth interview of participants and key informants.

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

- The CPMR will provide four monthly implementation reports covering the activities conducted in during the period.

### **C. ADDITIONAL INFORMATION**

CPMR is the result of the movement for broadcasting's reform, which the popular campaign began after the adoption of the new Thai Constitution. Campaign for Popular Media Reform (CPMR) was set up in a democratic process and comprise of the network of social non-government organizations and grassroots groups. It's function is to monitor all regulatory process of media's reform under the Article 39, 40 and 41 of the Constitution and promote the right to communication.

At the initial period, Thai Volunteer Service (TVS.), had pioneered the active advocacy for media's reform under the "The Working group on the Article 40" which 4 NGOs including TVS., Campaign for Popular Democracy (CPD.), Union for Civil Liberty (UCL) , Friend of People (FOP.). The consortium worked with other social groups and played the lead role in coordinating and facilitating the advocacy of new broadcasting policy and independent regulatory mechanism.

#### **Preparatory activities completed prior to submission of the project to IPDC:**

Campaign for Popular Media's Reform (CPMR.), the applicant, is a non-government organization which has campaigned continuously for the democratization of Thailand's broadcasting media as stipulated in Article 40 of the constitution. Past achievement was the campaign for the NCB to allocate 20% of frequencies to local community radio, which is now accepted by the NBC. CPMR continues to campaign actively for the transparent implementation of the regulatory provisions established by the law.

This campaign was necessary, as the article-40 requires the creation of a law, the *Frequency Regulator Act*. Eventually, the law was tailored in such a way that it guarantees the people's access to media resources. This law requires the allocation of at least 20 per cent of the frequency spectrum for public benefit, a condition that, as many believe, would provide access to the resources for civil society organizations. The law requires the creation of the *Frequency Regulator Board*, the authority that is administered by the board of seven members that would decide the frequency allocation. And the formation of the Board requires a stringent selection procedure i.e. the creation of the 17-member Selection Panel to recruit 14 qualified candidates. Four out of 17 panelists are required by the law to represent NGO community. Other panelists represent concerned state agencies, private sector and the community of mass communication academics. The final decision on the National Broadcasting Commission lies with the Senate that would pick seven names out the 14 through voting.

Five years on after the passage of the Constitution, even the media's structure has not been changed yet but the concept of media's reform has been recognized nationwide and the success the idea that at least 20% of frequencies must be allocated to communities is a major achievement. Many activists and academics saw the campaign as a success. It has put the issue of media reform into public spotlight. All mass media have given priority to the coverage of the issue. The performance of the panel has thus been under close watch of the general public. The Working Group of the NGO consortium has gained credibility and perhaps the only pressure that acts in the interest of the public and in the spirit of democracy.

In September 2001, Working Group on the Article 40 was renamed as Campaign for Popular Media's Reform (CPMR.), which the committee was voted from the member organizations in order to establish more solid and democratic function and wider participation for the media's reform networking campaign among civic sectors.

**Assistance sought other than IPDC: Nil.**

**D. BUDGET**

1. Breakdown of IPDC's contribution (in US\$):

(Breakdown should include the budget line for monitoring of project progress (see article 11))	
<b>Breakdown of IPDC's contribution during the year in question (in US\$):</b>	<b>US\$</b>
1. Campaign coordinator (500 x 12)	6,000
2. Consultation meetings	2,000
3. Workshop on code of conduct	7,000
4. Publication of Community Radio hand book	5,000
5. Seminar on licensing procedures	7,000
6. Project monitoring	3,000
6. Evaluation (10% except for project monitoring)	2,700
<b>TOTAL</b>	<b>32,700</b>

2. Breakdown of the beneficiary agency's contribution (in US\$):

(Breakdown should include the budget line for regular reporting on project progress (see article 13))	
Breakdown of the contribution of submitting agency during the years in question (in US\$):	US\$
1. Logistics administrative support	2,000
2. Supplies and materials	2,000
3. Staff salaries	4,000
4. Project reporting	750
<b>TOTAL</b>	<b>9,750</b>

## LATIN AMERICA AND THE CARIBBEAN

<b>A. PROJECT IDENTIFICATION</b>		
1.	<b>TITLE</b>	<b>COMMUNITY RADIO TRAINING FOR TRAINERS</b>
2.	<b>NUMBER</b>	<b>PDC/23 RLA/01</b>
3.	<b>CATEGORY OF MASS MEDIA</b>	<b>RADIO</b>
4.	<b>IPDC PRIORITY AREA</b>	<b>TRAINING DEVELOPMENT AND STRENGTHENING OF COMMUNITY MEDIA PROMOTION AND STRENGTHENING OF FREEDOM of EXPRESSION</b>
5.	<b>SCOPE</b>	<b>REGIONAL</b>
6.	<b>TYPE OF ASSISTANCE REQUESTED</b>	<b>FINANCIAL</b>
7.	<b>TOTAL COST OF PROJECT</b>	<b>US \$45.060</b>
8.	<b>AMOUNT REQUESTED FROM IPDC</b>	<b>US \$29.990</b>
9.	<b>BENEFICIARY BODY</b>	<b>WORLD ASSOCIATION OF COMMUNITY RADIOS-LATIN AMERICA (AMARC ALC)</b>
10.	<b>IMPLEMENTING BODY</b>	<b>AMARC - MANAGEMENT PROGRAM.</b>
11.	<b>PROJECT LOCATION</b>	<b>MONTEVIDEO, URUGUAY</b>
12.	<b>PROJECT PREPARED BY</b>	<b>AMARC - MANAGEMENT PROGRAM.</b>
<p><b>DECISION OF THE COUNCIL:</b></p> <p><b>DECISION OF THE BUREAU:</b></p>		



## **B. PRESENTATION**

### **1. BACKGROUND AND JUSTIFICATION:**

In Latin America, the privatization and concentration of the mass media along with the weakness of the public radio, are obstacles to the democratization of communications media and free speech.

Community based communications media are faced with the challenge of transforming themselves into community spaces for the expression, representation and organisation of the citizens that live within these countries. Even more than its role as a medium of communication, community radios have converted into organisations that promote the social, economic, cultural and educational development within their respective community.

The strengths of Latin American community radio is also accompanied by a series of weaknesses that need to be overcome. An approximate estimate suggests that community broadcast radio is failing in the area of: radio production, the operation of technical equipment and new technology and institutional administration.

To strengthen its capacity in community work, Latin American community radio needs more effective planning in the area of training, and to supply its existing trainers with new and more advanced teaching tools.

The fundamental result is to train trainers in each Latin American country thus reinforcing their work, which ultimately benefits all regional community radio. This need responds to the fact that although many broadcasters have developed effective and interesting work without having the necessary pedagogical training, their members are not in the condition to offer training. This impedes their ability to multiply and spread their knowledge to other radio stations within the association.

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

Community radio has over fifty years of history in Latin America. Community broadcasters are part of what is known as the third sector. They work for community development, promote free speech and search ways to strengthen democracy in each country. They are non-profit organizations, structured by way of participatory management. They facilitate community access to spaces from which they broadcast. Latin American community radios are grouped within regional, national and international networks such as ALER, AMARC.

#### **1. IMMEDIATE OBJECTIVES:**

- Consolidate a space for the coordination and management of AMARC ALC training activities that will develop efficient training strategies for regional community radio that is framed within the principle work guidelines of the association.
- Draw up a diagnosis of Latin American community radio training needs to develop a 'Training Program' that is appropriate to the realities of radio broadcast projects.
- Systematize the training proposals, that have all ready been written up by radio stations in each country, for national representatives and for other AMARC ALC programs, to develop a decentralized 'Training Program'.

- Produce-systematize-distribute AMARC materials in different formats, this will help to forge a standard work perspective.
- Train the trainers of Latin American community radio to build a common work and pedagogical perspective.

**4. DEVELOPMENT OBJECTIVE:**

- Strengthen community radio by way of training programs to secure free speech and the building of democracy within Latin America via the practice of civil liberties.

**2. PROJECT INPUTS:**

- The drawing up of a diagnosis based upon the training needs of community radio in Latin America
- The coordination and planning of the AMARC ALC 's Training Program's activities
- The production and design of training tools (CD ROM, CD Audio, web page, manuals)
- The training of trainers/instructors from community radios
- The creation of a database of regional trainers.

**3. PROJECT OUTPUTS:**

- An up to date diagnosis of the training needs of Latin American community radios who are members of AMARC- ALC.
- A data base of training program proposals developed by partner community radios, national representatives, local networks and AMARC-ALC programs
- A database of trainers/ instructors from partner community radios that are in the position to offer training courses and services to the pool of broadcasters through out the continent.
- Systemization and production of AMARC-ALC materials in different formats: CD- Rom, textbook and audio material. Creation of a web page that works as a permanent informational database.
- The training of instructors, specifically of 20 trainers who will run the AMARC Training Program.
- The further development of a comprehensive training project for Latin American community radios that will be coordinated by the AMARC-ALC Training Program.
- The creation and implementation of an administrative coordinating unit for all AMARC-ALC Training Program activities, which will include a team of workers, and the necessary technological resources to develop its activities.

**7. ACTIVITIES:**

The creation of an administrative coordinating team for the AMARC-ALC Training Program. This work group will coordinate AMARC-ALC Training Program activities by region. They will coordinate the scheduling of the training activities, the necessary infrastructure for the development of these activities, the production and distribution of learning materials (audio visual and graphic). They will also assist in and follow up on the AMARC- ALC Training Program activities. This coordinating team will also receive information from the network of community radios and will articulate this information to the decentralized partner groups while simultaneously providing the necessary technical support for the development of the training activities. This work group will also coordinate and articulate the training activities that AMARC-ALC has all ready developed for other programs (Gender Program, Management and Legislation Programs).

- To accomplish its objectives and responsibilities, this administrative coordinating team will need a physical work space with the following equipment: a computer with a CD burner designated to the production of pedagogical materials (CD-ROMs, sound editing programs etc), a computer with a printer to be used for administrative work, a digital still camera designated to the systematization of activities and the production of pedagogical materials. A coordinator will be responsible for putting forth the implementation of the project. He/ she will organize and publicize the workshops. The coordinator will work with national representatives to complete the research and analysis report. With specialized groups, the coordinator will organise the production, publishing and distribution of the teaching materials (CD-ROMs, texts, WebPages) and produce the final documents. At the same time that he/she will realise the described activities in the current project, the coordinator will also begin to organise and articulate the training activities that AMARC-ALC has all ready developed for other programs (Gender Program, Management and Legislation Programs).
- Research and analysis project of the training needs of community broadcasters, the existing training proposals/ requests and the instructors that are currently working in each country. The primary objective is to report upon the current training needs of community radios in the following countries: Argentina, Bolivia, Brazil, Chile, Colombia, Ecuador, Paraguay, Peru, Uruguay and Venezuela. This information will be sent to the coordinating team who will in turn, be in charge of processing and systematizing this information thereby elaborating upon or completing currently existing projects.
- The selection process of the trainees that will participate in the ‘Training for Trainers’ workshop and the strategic design of the contents of the Training Program. The trainees will be selected by way of national representation from the above-mentioned countries.
- The systematization and production of AMARC-ALC/UNESCO materials in different formats(CD-ROM, text books, audio material, web page) for the ‘Training for Trainers’ Program. These products will be compiled along with AMARC-ALC texts in order to provide a working theoretical framework for the trainees and to encourage the sharing and dissemination of pedagogical criterion. The intent behind the audio material is to create an audio reference base in which each associates of AMARC-ALC will provide examples of diverse radiophonic formats. The text book will be a compilation of the themes that are presented in the ‘Training for Trainers’ workshops This will give the trainer a theoretical reference point. The creation of a separate ‘training’ section on the AMARC-ALC web site that will list all the training materials. This will facilitate the distribution and dissemination of the pedagogical materials to instructors and radios who have internet access. This internet portal can also function as a virtual library that specializes in fundamental radio broadcasting literature.
- The fulfilment of two ‘Training for Trainers’ workshops and planning-analysis meetings. The objective of these meetings will be to build a comon perspective of pedagogical practices and to nail down the theoretical design of the teaching-learning modules. The workshops will be divided into two regions, Cono Sur (Argentina, Brazil, Chile, Paraguay and Uruguay) and the Andean Region (Bolivia, Peru, Ecuador, Venezuela and Colombia). Each region will have 10 participants.
- The planning and analysis meetings will take place after each workshop. These meetings will investigate a common way to realize the activities mentioned in 7.2, so that afterwards the teams of trainers in conjunction with the coordinating unit can prepare more strategic teaching methods and activities for the AMARC-ALC Training Program.

- Systemization: The coordinating team will research and process the needs of the training program, the existing training proposals and requests, the team of trainers, write a document based upon the conclusions of the analysis and planning meetings.
- The writing and editing of a new AMARC-ALC Training Program: A document will be drawn that will report upon the project, at its three year point, and the effectiveness of the training program's work strategies.

**8. WORK PLAN:**

January 2003	The formation of the work team and the installation of the technical resources. Design of the research and analysis tools.
February-March	The implementation of the research and analysis of the community radio needs of each country. Selection of the candidates for each workshop. Selection of the AMARC materials-production of the CD ROM- production of sound material- text titled 'Training for Trainers' – creation of a web page.
April	Design, preparation, announcement and organization of the workshops.
May	Andean Region Workshop
June	Cono Sur Workshop
July-August	Processing of the analysis and planning meetings.
Septembre	The release of a diagnostic report on the trainers, the national representatives and institutional modules of AMARC ALC.
Novembre-October	AMARC ALC Training Program in progress
Decembre	Adjustments and the writing of the final report.

**9. INSTITUTIONAL FRAMEWORK:**

AMARC is an association of coordination, cooperation, consultation, exchange and promotion for community radio through out the world. They are a forum that favours the democratization of communications. AMARC is recognized as a secular, non-profit and non-governmental organization (NGO).

AMARC's mission is to push forward the democratization of communications, to promote free speech and to contribute to equitable and sustainable development: democratize the spoken word to democratize the society.

The associates of AMARC contribute to free speech and in turn to the promotion of all peace making initiatives, friendships between peoples, democracy and development. They recognize the fundamental role of women to establish new forms of communications.

*La Asociación Mundial de Radios Comunitarias (AMARC)* was founded in 1983. Presently, AMARC has over 300 radio production centres and radio broadcast associates from each continent. In Latin America, AMARC has over 400 broadcast production centres as members and representatives from 15 countries that push forward the activities of the association in their respective nation.

AMARC-ALC proposes to strengthen its network of community radio with four programs: Legislation Program, Gender Program, Management Program and the '*Agencia Pulsar*' Program

#### **10. SUSTAINABILITY:**

The Training Program plan is based upon the needs of community radios and the training of instructors in radio production. AMARC is in a prime position to multiply the workshops and other community based learning activities in each country. The production of specific materials will increase the efficiency of the training project.

The AMARC Training Program will continue to develop its activities. It will offer services to others who can support or contract out these training activities. Above all, certain federal departments, such as ministries of culture or communications can support the development of community media. Also, community radio networks who are familiar with funding raising and community organization can find ways to raise the resources within their respective communities. As well these projects can be realized via exchange agreements with universities, colleges, community centres and non-governmental organizations that work in the area of communication and development.

#### **11. FRAMEWORK OF MONITORING:**

The project will be modeled on the same supervisory framework as existing projects within international organisations in Ecuador and in the Latin American region. This evaluation system will monitor the costs of the materials and activities and will use the spending concepts that are used in international organizations especially in UNESCO and IPDC. The CCE will present a progress report of the project every 3 months.

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

In the year 2000, the Latin American Educational Radio Association (ALER) completed a study of the validity and impact of popular radio with the goal of ‘systematizing and analysing the current reality of the popular radio movement within Latin America’. The investigation was carried out in 12 countries and included the representation of 74 radios, 21 radio associations or networks, 19 radio production centres and 54 experts and investigators.

This study revealed not only the situation of community radio with respect to training received and the lack thereof, but it also indicated the importance for the articulation of training activities.

The study indicated in some of its final paragraphs that;” A large part of popular radio and their national coordinators are without any type of strategy or training plan. The big exceptions are those that do an analysis of their general training needs specifically in relation to radio production and from there design a plan.“ “This does not imply that the radios do not deem training as important or that there is a lack the capacity on their part”

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

The charitable agency will present a progress report on the project every 4 months or in the time periods that are deemed convenient for UNESCO.

## C. ADDITIONAL INFORMATION

Recently, the regional headquarters of AMARC, has announced the creation of the Training Program. The new guidelines for the project are to create awareness and visibility. The currently running programs (Gender, Legislations, Management and Pulsar) will contribute to the creation of this new program and will present its needs to the 'Training for Trainers' program. There exists a history of cooperation between PIDC and AMARC. In 1999, an agreement was signed with UNESCO. The Inter-Governmental Council on the International Program for the Development of Communication (PIDC) approved, in its 19<sup>th</sup> session, the project 'Agencia Informativa Pulsar'. Pulsar is a news agency that distributes via electronic mail to community, public and commercial radios throughout the world.

## D. BUDGET

### **BREAKDOWN OF IPDC'S CONTRIBUTION (IN US\$):**

CONCEPT	VALUE	TOTAL CONTRIBUTION REQUESTED
<b>AMARC Training Program's Work Group</b>		
General Coordination	US 3000	US 3000
Computer with CD Burner	US 1000	US 1000
Computer with printer	US 1000	US 1000
Digital Camera	US 720	US 720
<b>Sub Total</b>		<b>US 5720</b>
<b>Production Materials – Web Page</b>		
Production of the CD ROM "AMARC ALC Materials", production of the text "Training for Trainers" and of sound materials for the workshops	US 1500 X 3	US 4500
Publishing of 500 CD ROM copies "AMARC ALC Materials", publishing 500 copies of the text "Training for Trainers" and publishing of 500 copies of the sound materials for the workshops	US 5X1500 copies	US 7500
Distribution of CD-ROMs and printed materials to the national representatives and instructors	US 500	US 500
Web Page- maintenance, updating, and technical services	US 100 x 9 months	US 900
Realisation, production, publication, and distribution of reports on the project	US 5X100	US 500
AMARC ALC Training Web Page and Virtual Library- design and set up	US 1500	US 1500
<b>Sub Total</b>		<b>US15400</b>
<b>Training for Trainers Workshops and Analysis and Planning Meetings</b>		
<b>Cono Sur Region (Buenos Aires)</b>		
Participants from Paraguay- Air Transport	US 300	US 300
Participants from Chile- Air Transport	US 320	US 320
Participants from Uruguay- Ferry Transport	US 120	US 120
Participants from the interior of Argentina- Bus Transport	US 50	US 50
Participants from Brazil- Air Transport	US 600	US 600
Instructors and Coordinators – Air transport	US 600	US 600
Lodging of the participants, instructors and coordinators	US 20 X 12 people X 5 days	US 1200

Sub Total		US 3190
<b>Andean Region (Quito)</b>		
Participants from Bolivia- Air Transport	US 280	US 280
Participants from Peru- Air Transport	US 250	US 250
Participants from Venezuela- Air Transport	US 350	US 350
Participants from Columbia – Transport	US 350	US 350
Participants from Ecuador –Air Transport	US 50	US 50
Instructors and Coordinators – Air transport	US 600	US 600
Lodging of the participants, instructors and coordinators	US 20 X 12 people X 5 days	US 1200
Instructors Fees	US 500 X 2 workshops	US 1000
Sub Total		US 4080
<b>Progress Monitor of the Project</b>		
Communications and library material for the reports	US 100 X 4 Reports	US 400
Progress Monitor's Fees.	US 300 X 4 Reports	US 1200
SubTotal		US 1600
<b>TOTAL</b>		<b>US 29990</b>

**BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION (IN US\$):**

CONCEPT	VALUE	INTERNAL CONTRIBUTION
<b>AMARC Training Program's Work Group</b>		
Coordinators Fees	US 200 x 12 months	US 2400
General Costs for office maintenance and library services	US 150 x 12 months	US 1800
Subtotal		US 4200
<b>Research and Synopsis of training needs, proposals and instructors from each country Selection of participants for the workshops</b>		
Per diems and general costs of the national coordinators' library.	US 100 x 10 countries	US 1000
Communications costs (Internet, telephone and fax)	US 100 x 10 countries	US 1000
Sub Total		US 2000
<b>Training for Trainers workshops and analysis meetings Cono Sur (Buenos Aires)</b>		
Participants from Paraguay- Air Transport	US 300	US 300
Participants from Chile- Air Transport	US 320	US 320
Participants from Uruguay- Ferry Transport	US 120	US 120
Participants from the interior of Argentina- Bus Transport	US 50	US 50
Participants from Brazil- Air Transport	US 600	US 600
Instructors and Coordinators – Air transport	US 600	US 600
Per diems of participants, trainers and coordinator	US 15 X 12 people	US 900
Space Rental	US 300	US 300
Lunch-participants, instructors and coordinators	US 20 x 12 people x 5 days	US 1200
Organization Costs	US 100	US 100
Sub Total		US 4490
<b>Andean Region (Quito)</b>		

Participants from Bolivia- Air Transport	US 280	US 280
Participants from Peru- Air Transport	US 250	US 250
Participants from Venezuela- Air Transport	US 350	US 350
Participants from Columbia – Transport	US 350	US 350
Participants from Ecuador –Air Transport	US 50	US 50
Instructors and Coordinators – Air transport	US 600	US 600
Per diems of the participants, instructors and coordinators	US 15 X 12 people X 5 days	US 900
Space Rental	US 300	US 300
Lunch-participants, instructors and coordinators	US 20 x 12 people x 5 days	US 1200
Organization Costs	US 100	US 100
<b>Sub Total</b>		<b>US 4380</b>
<b>TOTAL</b>		<b>US 15070</b>

<b>TOTAL</b>	
Total of Internal Contributions	<b>US 15070</b>
Total of Requested Contributions	<b>US 29990</b>
<b>TOTAL</b>	<b>US 45060</b>



## LATIN AMERICA AND THE CARIBBEAN

<b>A. PROJECT IDENTIFICATION</b>		
<b>1. TITLE</b>		<b>New Communication and Information Technologies for the Improvement of Radio Production</b>
<b>2. NUMBER</b>		<b>PDC/23 RLA/03</b>
<b>3. CATEGORY OF MASS MEDIA</b>		<b>Broadcasting</b>
<b>4. IPDC PRIORITY AREA</b>		<b>Promotion of new communication and information technologies for the strengthening of the media</b>
<b>5. SCOPE</b>		<b>REGIONAL - Andean countries (Bolivia, Colombia, Ecuador, Peru, Venezuela)</b>
<b>6. TYPE OF ASSISTANCE REQUESTED</b>		<b>Financial</b>
<b>7. TOTAL COST OF THE PROJECT</b>		<b>US\$47,300</b>
<b>8. AMOUNT REQUESTED FROM IPDC</b>		<b>US\$30,000</b>
<b>9. BENEFICIARY BODY</b>		<b>Fundación Investigación, Educación y Comunicación para el Desarrollo (CODE)</b>
<b>10. IMPLEMENTING BODY</b>		<b>Fundación Investigación, Educación y Comunicación para el Desarrollo (CODE)</b>
<b>11. PROJECT LOCATION</b>		<b>Quito, Ecuador</b>
<b>12. PROJECT PREPARED BY</b>		<b>Fundación Investigación, Educación y Comunicación para el Desarrollo (CODE)</b>
<b>DECISION OF THE COUNCIL:</b>		
<b>DECISION OF THE BUREAU:</b>		

## **B. PRESENTATION**

### **1. BACKGROUND AND JUSTIFICATION:**

The change from analogue to digital systems that communication and information are undergoing since the last decade has further highlighted the gap of knowledge between developed and developing countries including those of Latin America such as Bolivia, Colombia, Ecuador, Peru and Venezuela.

This technological change in the broadcasting field poses complex problems characterized by:

- Limited access to training and technological updating processes due to the lack or limited sources of specialized information.
- Limited production of specialized materials in Spanish.
- Limited technological resources, which results in the scarce production of supporting materials for training.

In the Andean countries, where there are around 2,000 radio stations, a high rate of them have not been able to enter into the digitalization process due to the above-mentioned difficulties. This has resulted in:

- Low access to and use of consultation sources, databases, networks and national and international services that favour research and the development of local capacities.
- Low technical quality of communication productions and services being provided by radio stations in the region.
- Scarce participation of women and young people in the access to and use of new communication and information technologies.

The project New Communication and Information Technologies for the Improvement of Radio Production looks for identifying specific training needs in the field of new audio-production technologies by means of the participation of institutions having a direct relationship with radio stations in the Andean countries.

The project foresees to set up and equip a Virtual Training Centre (VTC), which will allow to achieve the following objectives:

- To update the knowledge in the field of new communication and information technologies for the improvement of audio and radio production.
- To have greater access to and take better advantage of consultation sources and data bases.
- To form an educational network in the field of digital audio in the Andean region.
- To favour research and the development of local capacities.
- To improve the technical quality of communication productions and services provided by radio stations of the region.
- To foster the participation of women and young people in the access to and use of new communication and information technologies.

The Virtual Training Centre, equipped with high technology and connected to the Internet network, will facilitate that the contents and the distance modality, foreseen for the training, have greater effectiveness and be developed in an interactive way.

**2. DESCRIPTION OF THE TARGET GROUPS:**

This project is addressed to radio producers, journalists, technicians and operators of radio stations of the countries of the Andean region, with special emphasis on women and young people.

In the framework of the implementation of the project New Communication and Information Technologies for the Improvement of Radio Production, we propose to establish agreements and strategic alliances with institutions having a direct relationship with radio stations; in the field of commercial stations, with the Venezuelan Chamber of the Broadcasting Industry (CVIR), the Ecuadorian Association of Broadcasting (AER), the Radio and Television Association of Peru (ARTVP), the Social Communication Media Association (ASOMEDIOS) of Colombia, and the National Chamber of Social Communication Media of Bolivia; in the field of community radio stations, with the Latin American Association of Radio Education (ALER) and the World Association of Community Radios (AMARC).

**3. IMMEDIATE OBJECTIVES:**

- Prepare national diagnoses on current training needs in the area of convergence between new communication and information technologies and radio production at the level of the Andean countries.
- Train 250 persons (50 per country) in the use and understanding of new communication and information technologies in the field of radio production by means of the possibilities offered by the Internet network, as well as supporting printed and multi-media materials.
- Create a Virtual Training Centre with equipment and technology that facilitate connectivity and interactivity with the beneficiaries.
- Prepare printed and multimedia materials with a view to systematize information and implement the proposed training.
- Design a web site to update the knowledge in the field of new communication and information technologies for the improvement of audio and radio production.
- Foster the setting up of an educational network in the field of digital audio in the Andean region.

**4. DEVELOPMENT OBJECTIVES:**

- Strengthening of freedom of expression by means of the promotion of the access to, use and understanding of new communication and information technologies in the field of radio production.
- Decreasing of the digital gap by means of the expansion of knowledge and the use of digital technology, as well as the improvement of radio production.
- Creation of a network of facilitators for the use of new technologies for the improvement of radio production.
- Support to strengthening and integration processes through the promotion and exchange of the productions of the network of trained people in the Andean countries.

## **5. PROJECT INPUTS:**

- Updated national diagnoses on training needs in the area of convergence between new communication and information technologies and radio production in the Andean countries, developed through surveys aimed to get acquainted with learning basic needs.
- Development of training modules and supporting printed and multimedia materials.
- Equipping and setting up of a Virtual Training Centre (VTC), located in Quito, Ecuador, that will count on computers permanently connected to Internet and dedicated to training in order to secure a larger coverage.
- Development of a web site specialized in education, training and information on new communication and information technologies for radio production and digital audio.
- Fostering of chats moderated by international specialists in new communication and information technologies of radio production and digital audio.
- Training of 250 specialists in the use and understanding of new communication and information technologies in the field of radio production.
- Setting up of a network specialized in new communication and information technologies for the improvement of radio production.
- Production of specialized printed and multi-media materials in Spanish.
- Design of an educational and communicational platform that can be used by UNESCO or other related organizations for activities linked to education, training and information on new communication and information technologies in their different areas, as well as for the promotion and strengthening of freedom of expression.

## **6. PROJECT OUTPUTS:**

- Updated national diagnoses on training needs in the area of convergence between new communication and information technologies and radio production in the Andean countries.
- A Virtual Training Centre.
- A web site specialized in education, training and information regarding new communication and information technologies for radio and digital-audio production.
- Educational printed material on digital audio.
- A multi-media CD specialized in digital audio.
- Chats specialized on radio and digital-audio production.
- 250 specialists trained in the use and understanding of new communication and information technologies in the field of radio production based on 6 training modules developed in an interactive modality using the Internet network.
- A specialized network.
- An educational and communicational platform that can be used by UNESCO or other related organizations for education, training and information on new communication and information technologies, as well as for the promotion and strengthening of freedom of expression.
- A report collecting the most significant experiences of the development of the project, as well as new proposals and recommendations.

## **7. ACTIVITIES:**

- Establishing of contacts and commitments with radio institutions and organizations of Bolivia, Colombia, Ecuador, Peru and Venezuela.
- Development of national surveys with the aim to update the knowledge on training needs in the field of convergence between new communication and information technologies and radio production in the Andean countries.

- Promotion of the project among the target radio stations in the Andean region.
- Preparation of national diagnoses to orient the development of the training modules, the selection of specialists and trainers and the production and design of supporting printed and multi-media materials.
- Design and production of 6 training modules based on the diagnosis of each country and consisting of the following subjects: The Analogical and Digital Technological Transformation, Digital Audio Principles, The Audio in the Computer, Hardware for Hard-Disk Recording, Software for Hard-Disk Recording, Software for the Digitalization of Radio Stations.
- Equipping and setting up of a Virtual Training Centre, located in Quito, which will count on computers permanently connected to Internet and dedicated to training, so as to facilitate the covering of 250 trainees.
- Design and implementation of a web site specialized in education, training and information on New Communication and Information Technologies for Radio and Digital-Audio Production.
- Development of training activities on New Communication and Information Technologies for Radio and Digital-Audio Production through weekly participative modules, fora and chats developed by specialists at international level.
- Conformation of a network specialized in New Communication and Information Technologies for the Improvement of Radio Production.

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

##### FIRST QUARTER:

- Conformation of the administrative team.
- Establishing of contacts and commitments with radio institutions and organizations of the Andean countries.
- Development of national surveys to update the knowledge on training needs.
- Systematization of collected information.
- Preparation of national diagnoses to orientate the development of the training modules, the selection of specialists and trainers and the production and design of supporting printed and multi-media materials.

##### SECOND QUARTER:

- Promotion of the project among the target radio stations in the Andean region.
- Design of the 6 training modules.
- Equipping and setting up of the Virtual Training Centre.
- Selection of specialists and trainers.
- Design, evaluation, printing and production of printed and multi-media materials.
- Design, evaluation tests and implementation of the web site.
- Selection and registration of participants.
- Remittance of printed and multi-media materials to participants.

##### THIRD QUARTER:

- Development of training activities through participative modules, fora and chats.

##### FOURTH QUARTER:

- Evaluation and termination of training.
- Conformation of the specialized network.
- Evaluation of the project, data collection for the report and printing.
- Remittance of the report.

**9. INSTITUTIONAL FRAMEWORK:**

The “Fundación de Investigación, Educación y Comunicación para el Desarrollo (CODE)” is an Ecuadorian non-governmental organization, founded in 1995 and legally recognized. Among its objectives, and by means of the use of new and current information and communication technologies, it looks for supporting the processes of life-quality improvement, as well as to foster and facilitate the free access to those technologies by women, young people, teachers, strategic sectors, governmental and non-governmental organizations, the media, schools and high schools, communication and information professionals.

**10. SUSTAINABILITY:**

This project will generate a pilot experience that could be replicated by other sectors in the information and communication field, such as video and multimedia; on the other hand, and with the participation of other local organizations, it would be able to enlarge the number of trained people in the radio sector, counting for this purpose with tested training modules, materials and resources. The Specialized Network of New Communication and Information Technologies for the Improvement of Radio Production will allow updating new training needs and to enlarge its coverage towards exchange and production of radio programs.

The implementation of this project will develop an educational and communicational platform that can be used by UNESCO or other organizations for purposes related to education, training or new communication and information technologies in their different fields, as well as for the promotion and strengthening of freedom of expression in the Andean region.

**11. FRAMEWORK OF MONITORING:**

The current standards for projects with international organizations in Ecuador and in the Latin American region are being taken into account, as well as the current costs of inputs and activities and the concepts of expenditures used by international organizations, especially UNESCO and IPDC. The Director of Fundación CODE will submit to UNESCO quarterly progress reports.

**12. EVALUATIONS CARRIED OUT**

The project has based its formulation on the following studies: Popular radio in the New Century: Study of its Prevalence and Incidence (ALER, 2002), UNDP Report on the Use and Impact of New Technologies, UNESCO Report on Science and Technology.

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

During the implementation of the project the beneficiary will submit periodical reports to UNESCO according to a schedule agreed with it.

### **C. ADDITIONAL INFORMATION**

The “Fundación de Investigación, Educación y Comunicación para el Desarrollo (CODE), with the financial support of the UNESCO Regional Communication Office for Latin America, is developing and Inter-Active Manual of Technological Updating in Digital Audio. This pedagogic resource will be useful for the training activities foreseen by the project.

Among other objectives CODE Foundation promotes actions aimed to contribute to the development of culture, education, science and technology. It has implemented projects and supported actions and activities with United Nations agencies such UNESCO, UNFPA and WHO, as well as with Ecuadorian governmental institutions such as the Ministry of Education and Culture, the Ministry of Health and the Ministry of Social Welfare. It has established strategic alliances with the Coordinator of Community and Popular Radios of Ecuador (CORAPE), among others.

## **D. BUDGET**

### **Breakdown of IPDC's contribution (in US\$)**

#### **TRAINING**

DESCRIPTION	AMOUNT
General coordinator of the project (12 months for \$350)	4,200.00
Five coordinators (one per country, 6 months, \$300 each)	9,000.00
Six virtual workshops in the countries of the Andean region (\$250 each)	1,500.00
Design, implementation and operation of the Virtual Training Centre	2,000.00
<b>TOTAL</b>	<b>16,700.00</b>

#### **PRODUCTION**

DESCRIPTION	AMOUNT
Design of training modules	1,500.00
Design and setting up of the web site	3,600.00
Design of audio, printed and inter-active materials	1,500.00
Reproduction of modules and materials	2,100.00
<b>TOTAL</b>	<b>8,700.00</b>

#### **EQUIPMENT**

DESCRIPTION	AMOUNT
2 PENTIUM IV computers	2,200.00
Dedicated connection to Internet (ADSL) for 1 year	2,400.00
<b>TOTAL</b>	<b>4,600.00</b>

**TOTAL OF IPDC CONTRIBUTION**

**30,000.00**

### **Breakdown of Fundación CODE's contribution (in US\$)**

#### **EQUIPMENT**

DESCRIPTION	AMOUNT
1 PENTIUM IV computer	1,100.00
<b>TOTAL</b>	<b>1,100.00</b>

#### **PRODUCTION**

Preparation and writing of report	400.00
<b>TOTAL</b>	<b>400.00</b>

#### **MANAGEMENT**

DESCRIPTION	AMOUNT
Secretarial and logistic support (12 months x \$400)	4,800.00
Office's premises	2,400.00
Communications	1,500.00
Materials and supplies	1,100.00
250 shipments of materials in the Andean region	6,000.00
<b>TOTAL</b>	<b>15,800.00</b>

**TOTAL OF THE BENEFICIARY'S CONTRIBUTION**

**17,300.00**



## BRAZIL

<b>A. PROJECT IDENTIFICATION</b>		
<b>1. TITLE</b>		<b>Strengthening women's leadership role in community development through Radio Internet in Brazil</b>
<b>2. NUMBER</b>		<b>PDC/23 BRA/01</b>
<b>3. CATEGORY OF MASS MEDIA</b>		<b>community radio and new information technologies</b>
<b>4. IPDC PRIORITY AREA</b>		<b>Endogenous capacity building, community multi-media development, promoting freedom of expression with and through ICTs and promoting universal access to Information</b>
<b>5. SCOPE</b> (NATIONAL, REGIONAL, INTERREGIONAL)		<b>national</b>
<b>6. TYPE OF ASSISTANCE REQUESTED</b>		<b>Financial</b>
<b>7. TOTAL COST OF PROJECT</b>		<b>\$ 80,630</b>
<b>8. AMOUNT REQUESTED FROM IPDC</b>		<b>\$30,130</b>
<b>9. BENEFICIARY BODY</b>		<b>CEMINA – (Communication, Education and Information Gender)</b>
<b>10. IMPLEMENTING BODY</b>		<b>CEMINA – (Communication, Education and Information Gender)</b>
<b>11. PROJECT LOCATION</b>		<b>Brazil</b>
<b>12. PROJECT PREPARED BY</b>		<b>CEMINA – (Communication, Education and Information Gender)</b>
<b>DECISION OF THE COUNCIL:</b>		
<b>DECISION OF THE BUREAU:</b>		

## **B. PRESENTATION**

### **1. BACKGROUND AND JUSTIFICATION:**

CEMINA was founded in 1988 with the mission of promoting communication and information on gender issues. Among the means of communications, CEMINA has chosen radio as the easiest and most effective way to reach the world of house keeping, which is primarily the sphere of women.

To fulfill its goals, over the years, CEMINA has promoted several activities connected to the radio: (1) The radio program FALA MULHER (Women Speak up); (2) training radio workshops which have trained around 1500 women from all over Brazil. (3) The Women's Radio Network (WRN) which gathers around 350 radio communicators spread over the national territory. (4) The Venus Studio which produces educational campaigns and special programs on citizenship and on the rights of women. (5) The Youth Initiative with programs to strengthen the leadership capacity of young women.

Since 1998 CEMINA is developing a strategy to contribute to developing universal access, through the integration of radio and internet, focusing on women and community media development.

The first phase of the program involved two basic steps conceived to build Internet content connected to the mission of using radio to community development. The first was the creation of a website featuring the profiles of many WRN's community radios, [www.cemina.org.br](http://www.cemina.org.br) was conceived to give visibility to these radio initiatives on the Internet. A second major initiative was setting up [www.radiofalamulher.com](http://www.radiofalamulher.com), a 24 hour online radio which is used both as a source of content for the WRN as well as for streaming audio content produced by the radios that belong to WRN.

A pilot effort to connect 13 community radios to the Internet is currently being implemented. Infodev program of the World Bank has granted CEMINA funds to equip these 13 community radios with hardware and training. These radios have been already selected through a public contest and capacity building will be provided. This first group will act as our pilot allowing that we make the necessary adjustments and learn lessons. Following this strategy we are hereby applying for IPDC funds in order to expand this experience in areas with no connectivity. This pilot proposal addresses the IPDC priorities in the promotion of universal access, capacity building and information for women, community multi-media development, including uses of new ICTs, especially as they apply to Internet and radio.

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

The primary target group are women radio communicators in underserved and marginalized urban areas, and remote rural areas without connectivity infra-structure.

Secondary target group – women in general and community at large in these areas, as well as the general public with access to the Internet as well as to the programs that are broadcast through the local radios.

### **3. IMMEDIATE OBJECTIVES:**

Provide internet access to **three community** radio stations in remote places with no connectivity.

Build the capacity of **twelve women radio communicators** (four from each community) in digital technology and in the use of ICTs for radio production purposes and community development.

Produce a training manual for ICTs usage.

Provide qualified information and education on gender, human rights and local development issues to the community.

Train 15 facilitators in the community in ICTs for community development in each of the three communities (total of **45 facilitators**)

Turn three community radio stations in remote areas into three Radio/Telecenter/information centers.

#### **4. DEVELOPMENT OBJECTIVE:**

The overall goal of the program is to contribute to the expansion of universal access to ICTs and promote the development of multi-media community services. This will be accomplished through capacity building provided to popular radio communicators; through the establishment of a radio online, streaming content produced by the communities and through the provision of hardware, software and connectivity to underserved communities promoting familiarity with ICTs for educational purposes.

#### **5. PROJECT INPUTS:**

- Three computers for each community, one for the radio and two for the general public  
Microcomputer DURON 1.1 GHz equipped with ASUS A7S333, 128 MB MEMÓRIA DDR PC2100, HD 20 GB IDE, *PLACA DE VÍDEO SIS 315 64 MB*, PLACA DE SOM CREATIVE PCI128, FAX-MODEM LUCENT 56K V.90, *GABINETE TORRE MÉDIA ATX C/FONTE 400W*, GRAVADOR LG 24X10X40, PLACA DE REDE 10/100 MBITS, MICROSOFT WINDOWS 98 SE BR, MONITOR LG 15" SW563A, DRIVE 1.44, TECLADO E MOUSE
- Softwares Microsoft office, Sound Forge and Vegas III for audio editing and mixing
- Installation of connectivity via satellite
- Technicians to install the equipment and connectivity infra-structure
- Trainers for the workshops
- Manual for the usage of softwares and hardware.
- Elaboration of a manual about the use of ICTs for community development .
- Consultant for project monitoring and evaluation

#### **6. PROJECT OUTPUTS:**

Internet access achieved serving **three communities connected via satellite.**

**45 women locally trained in ICTs usage** for community development

**12 women trained in Cemina in the use of ICTs for radio production**

Popular community content through radio programs exchanged through the Internet and streamed through [radiofalamulher.com](http://radiofalamulher.com)

Three target radios with improved capacities to use ICTs for production and dissemination of its programs.

Three target radios connected to the WRN via Internet and e-mail.

#### **7 ACTIVITIES:**

Identification and selection of three community radio stations in locations with no connectivity (one in the state of Bahia, one in the state of Maranhao and one in the state of Amazonas).

Training of twelve women in radio internet (four from each community) for 7 days in Cemina's headquarters.

Setting up of Internet connection

Installation of radio Internet equipment

Testing of equipment

Three local workshops for 15 women each (total of 45) on the use of ICTs for community development for two days.

Elaboration of an information radio campaign about universal access and ICTs role in community development.

Monitoring of the activities

Impact evaluation of the project including an evaluation of lessons learned for the replication of the experience in similar contexts in Brazil and eventually in Portuguese speaking African countries.

## 8. **WORK PLAN:**

The project will run from July 2003 to June 2004

Activity	July	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Marsh	April	May	June
Identification and Selection of three community radios	X	X										
Elaboration of manual for internet usage			X	X								
Training of nine women in radio internet				X								
Setting up of internet connection					X							
Installation of equipment						X						
Testing of equipment						X						
Workshop in community one							X					
Workshop in community two								X				
Workshop in community three									X			
Monitoring of the activities		X	X	X	X	X	X	X	X			
Reporting to IPDC				X				X				X
Informative radio campaign in the three communities about the telecenter							X	X	X	X		
Impact evaluation											X	X

## 9. **INSTITUTIONAL FRAMEWORK:**

CEMINA's strategy was built over fourteen years through several experiments and pilot projects regarding the use of radio for women's rights and citizenship. The organization started with a daily women's radio program in the city of Rio de Janeiro. The program was concentrated in services and educational features addressed to lower income women. The model proved to be so effective that in two years CEMINA started offering training workshops geared to discuss the model and expand the use of radio by women. Several new women's radio programs were started as an outcome of this process. In order to maintain the spirit and the enthusiasm of the experience CEMINA started providing a series of services for the radio stations such as campaigns on women's related issues, special features programs, soap operas etc. In 1995, a group of women's radio communicators got together and founded the Women's Radio Network. The WRN proved to be a way of providing the existent radio programs with an identity and a supporting partnership.

Cemina has learned how much radio can serve as a source of empowerment for community organizing and networking. We have many examples of community activities that have emerged and are sustained by a radio program.

CEMINA is structured as a non-profit organization and is recognized by the Federal Governmental as an entity of public utility and social assistance. It counts with a board and a programatic council.

## PROJECT TEAM

**Thais Corral** - Cemina's coordinator, project planning, supervision of project team, monitoring, contact with project partners.

**Denise Viola** - Radialist, radio content production

**Silvana Lemos** - Journalist, radio content production

**Fabio Andrade** - Radio technician, technical support for the usage of computers on radio programming

**Luciana Neto** - Production of radio online programming

**Carlos Affonso** - IT consultant of the project

CEMINA's entire team will be taking part of the project, in their different capacities as listed above.

#### **10. SUSTAINABILITY:**

At the end of the project, the Radio will be equipped as a community multi-media centre. Access to the internet and trained personal will bring forth new possibilities of information and communication for the community, whereby community support will grow and therefore these radios' women communicators will be strengthened by the project and better able to seek and generate the kind of support they need to maintain their activities, be it through partnerships with small business, community associates to maintain the connectivity, or developing other strategies.

Moreover, one of the main criteria for choosing a community radio station to participate in the project will be the sustainability of its structure, focusing on aspects such as the duration of existence, mechanism of financial and personnel sustainability as well as impact. CEMINA has used the same criteria for other projects and it has successful records in terms of sustainability rates.

#### **11. FRAMEWORK OF MONITORING:**

The whole program is being evaluated by an external consultant which has a large experience in methodologies and strategies of promotion of universal access. Carlos Affonso is a founder of RITs, which is a major organization dealing with ICTs for the non profit third sector.

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

The evaluation of the pilot project is being carried out, step by step, by an external consultant. In the evaluation process a "lessons learned" document will be elaborated and used as a guideline for implementation and future evaluation purposes in the expansion of the project. This evaluation will be made at each stage of the project.

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

Cemina will follow the reporting instructions and time schedule demanded from UNESCO.

### **C. ADDITIONAL INFORMATION**

The present proposal is part of a larger program of radio Internet integration in underserved communities, which hitherto have been sponsored by Infodev - World Bank. CEMINA's vision of the future is to turn into reality the digital inclusion of the 350 communicators of the Women's Radio Network and their respective communities in the next years.

CEMINA is currently negotiating partnerships to make the project sustainable over time. We are identifying commercial local partners that can provide free connectivity as well as technical assistance for the community radios.

## D. BUDGET

### 1. **Breakdown of IPDC's contribution (in US\$):**

Funding requested from IPDC: US\$ 30,130

Description	Requested in US\$	Unit	US\$ total
<b>1 - Production of Manual</b>			
Research and text	1,500	1	1,500
Design and Printing	4,000		4,000
<b>2 - Training of multipliers</b>			
Instructors	200	2 instructors x 7 days	2,800
Travel expenses participants	500	12 women (return ticket)	6,000
Per diem for participants	45	12 x 7 days	3,780
Training material	1,000	1,000	1,000
<b>3 - Local Training for ICTs</b>			
Location of room	200	3	600
Training material	500	3	1,500
Facilitators	500	3	1,500
Travel expenses facilitators	500	3	1,500
Per diem for facilitators	100	3 x 2 days	600
<b>4 - Information campaign</b>			
Production, mixing, editing, copying and distribution	2,350		2,350
<b>4 - Evaluation</b>			
Report for dissemination of the experience (CD-Rom)	3,000		3,000
<b>TOTAL</b>			<b>30,130</b>

### 2. **Breakdown of the beneficiary agency's contribution (in US\$):**

Non-UNESCO Funds US\$ 50,500

Description	Requested in US\$	Unit	US\$ total
<b>1 - Equipment</b>			
Computers for radio production	3,500	3	9,500
Computers for telecenters	2,500	6	15,000
Antenna for satellite connection	2,000	3	6,000
<b>2 - Human resources</b>			
Coordinator	1,000	12 months	12,000
Technician	2,000	3	6,000
External Consultant	2,000		2,000
<b>TOTAL</b>			<b>50,500</b>

# CHILE

<b>A. PROJECT IDENTIFICATION</b>		
1.	<b>TITLE</b>	<b>Training in strategic planning and management to non commercial mass media</b>
2.	<b>NUMBER</b>	<b>PDC/23 CHI/01</b>
3.	<b>MEDIA TYPE</b>	<b>Radio</b>
4.	<b>OBJECTIVE</b>	<b>Creating and strengthening of community media</b>
5.	<b>TARGET MARKET</b>	<b>NATIONAL (WITHIN RURAL REGIONS OF CHILE)</b>
6.	<b>TYPE OF REQUESTED ASSISTANCE</b>	<b>Financial</b>
7.	<b>TOTAL COST OF THE PROJECT</b>	<b>US \$ 42.000.-</b>
8.	<b>AMOUNT REQUESTED OF THE PIDC</b>	<b>US \$ 30.000.-</b>
9.	<b>ORGANISATION BENEFICIARY</b>	<b>Secretaría de Comunicación y Cultura del Ministerio Secretaría General de Gobierno</b>
10.	<b>ORGANISATION IMPLEMENTING PROJECT</b>	<b>Ministerio Secretaría General de Gobierno</b>
11.	<b>LOCATION OF THE PROJECT</b>	<b>Dirección de la Secretaría de Comunicación y Cultura, Palacio de la Moneda s/n. Santiago, Chile</b>
12.	<b>PROJECT PREPARED BY</b>	<b>Secretaría de Comunicación y Cultura</b>
<b>DECISION OF THE COUNCIL:</b>		
<b>DECISION OF THE BUREAU:</b>		

## **A. PRESENTATION**

### **1. BACKGROUND AND JUSTIFICATION**

After eight years of processing, the government of the President Lagos managed to reactivate the project of Law on "Freedom of Opinion and Information" and "Exercise of Journalism" (now called the Press Law. This project included the amendment of different regulations of the Law of Interior Security of the State that were restricting freedom of opinion and information. One of the commitments assumed by the Government of President Lagos was to support regional distribution of information through the use of radio.

According to the current Press Law, implemented in May 2001, legal status is given to the regions, making it possible to geographically segment the market and develop targeted regional communication.

The law now includes the fundamental right of all people to freedom of expression in journalism, without being the subject to previous censorship laws. It also includes provisions that an individual may not be discriminated against as a result of their opinion. These amendments within Chilean law and constitution are in line with all international agreements regarding human rights signed by the Chilean state, including the American Convention of Human Rights.

The Law establishes two mechanisms, aiming to support the mass media of Chile: the first mechanism is that State funding is allocated to advertising; these funds are allocated regionally to provincial areas for mass media advertising activity. The second mechanism is from the "Fund of Social Promotion of Regional Mass Media", whose administration reports to this "Secretariat of Communication and Culture" and whose objective is to contribute funds toward regional programming and covers development, production and broadcasting of informative journalism, focused on either regional or local community based issues.

These funds are permanently available to offer support to those individuals who may not have their own financial means to enter into and compete in the media environment. Even more importantly this facility provides provincial areas the ability to focus on local issues on a regional basis, assisting with reporting on local economic matters as well as art and cultural events. As the programming is locally produced it will assist the regions in developing their own cultural identity and will directly benefit the regions, provinces and local communities of the country. This in turn should assist in strengthening regional areas as well as improving their technical levels of broadcasting signal, volume, as well as local programming.

Nevertheless, there are still many aspects that cannot be controlled by this current structure. For example: the possibility to provide a level playing field in regards to competition as well as capacities, technical and professional aptitudes of the mass media itself. Moreover, there is an imbalance which sees commercial leases of 25 year duration compared to regional communal leases of only 3 years. Compounding this problem, regional stations are currently prohibited from earning income from advertising. As a result, it is not economically viable for regional stations to operate in a self-sufficient manner. It is important for the government to provide the necessary business tools and skills that will generate regional autonomy and long term sustainability.



We must consider that several regional mass media corporations which have only provincial coverage are seeing their opportunities diminished to operate within the provinces. This is extensively due to the nationwide media companies which have monopolised the content of media throughout Chile. Consequently the direct impact is that provincial radio stations are beginning to cease operations as they are unable to compete with the larger nationwide operations.

According to the National Institute of Statistics (INE), the real incremental growth by regional mass media registered in the decade of 90's was +200 % in the radio stations, +50 % in newspapers and +55,5 % in magazines. In July 2002, the Subsecretary of Telecommunications (SUBTEL) reported that approximately 1.000 current radio station grants have been provided, of which, and according to the database managed by the Secretariat of Communication and Culture, approximately 700 are currently operating.

It is perceived that regional mass media, especially the written press, fulfills a particular and specific role for the development regional/provincial/communal areas through its contents and mode of operation (contacting local authorities, social and community organizations, businessmen and members of parliament of their respective geographical zone). Among the most important topics, in terms of the roles they perform, the following have been identified as the key areas: Pluralist Analysis (25 %); Space for the debate (16,7 %); Report on regional advances (16,7 %). Source: Survey SECC, 2000.

Due to the previously outlined issues, we think that the immediate challenges that must be addressed are related to improving staff skills via training and seminars as follows:

- a) Communication and Strategic Planning, orientated to delivering the necessary tools so that the media possess basic knowledge of organizational structure and conditions for actively participating in the market.
- b) Develop a research program investigating public opinion in the regions, which will assist in understanding the current environment, and provide direction for future activity. This research will also provide an insight into opportunities which may otherwise not have been identified.
- c) Strategies to incorporate New Technologies and the introduction of technological innovations, such as upgraded Computers, Internet and information development procedures.
- d) Development of Proactive Initiatives, to be developed in those cases of media interaction with public and private institutions within the zone of intervention.

## **2. DESCRIPTION OF THE TARGET GROUPS**

Nationally there are 233 radio stations with minimal coverage (commonly named "community radio") which has received a government grant from the Subsecretary of Telecommunications (SUBTEL). In order to qualify for this grant, SUBTEL has introduced the following criteria for both technical and operational areas:

- The maximum power of the stations cannot exceed 1 watt (in terms of coverage, the mentioned frequency covers an area of 15 blocks). Only in those sectors of isolated or frontier zones, the power can reach 20 watts.
- They are prohibited to receive income from advertising
- The grants permits have a duration of three years

Following on from the above we can ascertain the main needs of community radio stations are as follows: i) to increase the power, ii) to extend the duration of the grant, iii) to allow income from paid advertising, and; iv) to introduce training and financing assistance for this types of radio stations.

Of the 233 RMC (radios of minimal coverage), 150 are grouped together around the National Association of Community Radios and Citizen of Chile (ANARCICH). Among the recipients of the grant are included radio stations, Universities, catholic, evangelical churches, cultural centers, neighborhood groups, educational centers, sporting sports, and others.

### **3. IMMEDIATE OBJETIVE**

- To develop a model of training in strategic planning and management of local mass media, particularly focused on radio stations of minimal coverage in order to provide the technical and professional skills needed to enhance these stations' sustainability.
- To improve the management of minimal coverage stations, and therefore, the quality of their productions.

### **4. DEVELOPMENT OBJECTIVES**

- To improve the quality of programming of community radio stations in order to compete on an equal basis with the mainstream commercial radio media, therefore stimulating the creation, development and durability of the local non-commercial radio stations.
- To strengthen the freedom of expression and of press, through the promotion of independent media strengthening.
- Introduce a democratic communication system through the promotion of community radio stations.

### **5. PROJECT INPUTS:**

- To legitimize the role of the minimal coverage radio stations as a space of dialogue between the population and its local authorities
- To stimulate the development of a public opinion that debates on local interest issues.
- To deepen the process of grouping regionally through local programming.
- To form testing models in three regions of the country (I°, V° and IX°) in order to provide sustentable development for regional local or communal media.

### **6. PROJECT AOUTPUTS:**

- Improvement of information in regards to the reality of the community radio stations
- Development of a model of intervention for non commercial issuers
- Minimal coverage radio stations with more information in regards to its purpose possibilities and its contribution to a free, informed and tolerant democracy.
- Documents, publications and inputs at public & private sector disposal, for future interventions in the above mentioned sector

### **7. ACTIVITIES**

The principal activities to develop are related to:

- Identify the principal non commercial present radio stations in the chosen regions

- Accomplish two seminars per region (6 in total) on strategic planning and management of local media
- Stimulate an organizational culture among all media that form a part of the program, orientated to network and association formation.
- Publish memories and experiences related to the intervention, with the results and evaluations of the program

## 8. **WORK PLAN**

	MONTH 1	MONTH 2	MONTH 3	MONTH 4	MONTH 5	MONTH 6	MONTH 7	MONTH 8	MONTH 9	MONTH 10
Improvement of information and diagnosis	■	■	■							
Development of training modules	■	■	■							
Accomplishment of seminar N ° 1 in three regions			■	■	■					
Evaluation I sue N ° 1. Model's alteration				■	■					
Accomplishment of seminar N ° 2 in three regions					■	■				
Evaluation I sue N ° 1 and N° 2. Model's alteration						■	■			
Publication of results							■	■	■	
Final evaluation									■	■

## 9. **INSTITUTIONAL FRAME**

The Secretariat of Communication and Culture (SECC) has among its purposes the development and coordination of Government Communications policies; providing to all citizens the appropriate information on the Government's activities; to keep informed the authorities of government about daily news released by the mass media; and to assist and coordinate the activities of communication of the different departments and governmental institutions.

The Regional Media Unit, supervised by the Department of Public Communication of this Secretariat, has established channels of communication with the citizenship, aiming to spread tasks, activities and government politics, reinforcing therefore the relationship between the national authorities and the mass media, specially the regional ones. The Unit has installed an informative regional service that delivers to approximately 160 communication media, two daily bulletins with updated information on the government activities and its regional related politics (via e-mail). Besides this, every week the above mentioned information is complemented by a selection of informative material, with the principal weekly topics to approximately 135 communication media ( via conventional mail), as well as having telephonic contact with about 280 regional media. The government maintains a close relationship with the different regions of the country, providing them with useful information about the different activities that the government is undertaking for its citizens.

## 10. **SUSTAINABILITY**

As indicated in the presentation and institutional framework of this project, the Secretariat of Communication and Culture is the governmental unit that supports the relationship with the mass media and its informative purpose. This Secretariat will continue giving support to the regional media once introduced the financing needed.

At the conclusion of the project, the community stations will be better informed and provided with the technical and professional capacities promoting their future sustainability.

The SECC will continue providing financial support through the Fund of Promotion of Regional Mass media, considering the possibility of applying this experience and the generated material, to the totality of the country community stations.

**11. FRAMEWORK OF MONITORING**

Each of the stages will be evaluated and supervised by a group of expert professionals of this Secretariat, being the inputs for preparing the final results, which will be distributed to the community stations as well as to UNESCO.

**12. EVALUATIONS PREVIOUSLY DONE**

Both the Department of Public Communication and the Department of Studies of this Secretariat have generated information related to the reality of the community radio stations in Chile. And the principal needs have been identified. It is necessary to indicate that there does not exist any instrument of promotion orientated exclusively to the technical training and professional of the community radios, turning this instance into the first initiative of this type, and of their relevancy.

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

Given the 10-month timeframe of the project, the first evaluation will be after the third month, the second evaluation after the sixth; and a third report will come after the 10th month. In addition, there will be a final report on the entire project.

**ADDITIONAL INFORMATION**

Though the reality of the regional media becomes more difficult every day if they do not become part of the big informative chains, more complex still is the situation of the radios of minimal coverage, which have legal significant disadvantages opposite to the commercial radios. According to the definition that of the Subsecretary of Telecommunications (SUBTEL), sonorous broadcasting is named in frequency modulation of minimal coverage to " service of broadcasting in metric waves, provided by a station which radial (road) power does not exceed 1 watt as maximum, inside the band of the 88 to 108 MHz, this is, the power of the transmitter and the one that is radiated by the antenna will not be able to exceed 1 watt and his (its) coverage, as result it, will not have to exceed the territorial limits of the respective Commune

## D. BUDGET

### 1. SEPARATION OF THE BUDGET IN AMERICAN DOLLARS

	ITEMS		CONTRIBUTION UNESCO		CONTRIBUTION SECRETARIA DE COMUNICACIÓN Y CULTURA
I.	<b>Seminars of Training</b>		<b>12,500</b>		
	Move exhibitors		3,000		
	Exhibitors housing		1,200		
	Rooms of Conference Assembly	U\$	4,800	U\$	
	Montage		1,000		
	Cofee Break		1,500		
	Material of Work		1,000		
II.	<b>Remunerations</b>				<b>12,000</b>
	Exhibitors				6,000
	Team of experts in communication Personnel of support	U\$	0		5,000 1,000
III.	<b>Production and Edition</b>		<b>14,500</b>		
	Design		2,000		
	Edition	U\$	2,500	U\$	
	Impression		10,000		
IV.	<b>Equipment</b>		<b>3,000</b>		
	Noteboook	U\$	1,000	U\$	
	Data Show		2,000		
	Subtotal Project	U\$	<b>30,000.-</b>	U\$	<b>12,000.-</b>
	<b>WHOLE</b>	U\$	<b>42,000.-</b>		

### 2. SEPARATION OF THE CONTRIBUTION OF THE ORGANISM BENEFICIARY

ITEM REMUNERATIONS		
Exhibitors	U\$ 6,000	It corresponds to three professionals: a journalist, a social communicator and a sociologist that they will dictate the seminars in each of the regions
Equip of experts in communication	U\$ 5,000	It corresponds to a multidisciplinary team with experience and path in communication topics and mass media, which will evaluate the developed contents and will systematize the above mentioned information
Personnel of support	U\$ 1,000	It refers to the administrative support to manage, to mount and to administer the base of information during the project

# COSTA RICA

<b>A. PROJECT IDENTIFICATION</b>		
<b>1.</b>	<b>Title</b>	<b>Strengthening the Indigenous Community Radio Stations in Costa Rica</b>
<b>2.</b>	<b>Number</b>	<b>PDC/23 COS/01</b>
<b>3.</b>	<b>Category of the means of communication</b>	<b>Costa Rican Indian Communities Radio Stations.</b>
<b>4.</b>	<b>PIDC area of priority</b>	<b>Use of new technology to strengthen the democratization of radio communication in the rural area.</b>
<b>5.</b>	<b>Coverage (National, Regional, International)</b>	<b>National.</b>
<b>6.</b>	<b>Type of aid requested</b>	<b>Economic.</b>
<b>7.</b>	<b>Total cost of project</b>	<b>\$50,000 (fifty thousand dollars)</b>
<b>8.</b>	<b>Amount requested from PIDC</b>	<b>\$30000 (thirty thousand dollars)</b>
<b>9.</b>	<b>Institution benefited</b>	<b>Instituto Costarricense de Enseñanza Radiofónica</b>
<b>10.</b>	<b>Implementing institution</b>	<b>UNESCO Regional Office.</b>
<b>11.</b>	<b>Project situation</b>	<b>To begin.</b>
<b>12.</b>	<b>Project prepared by</b>	<b>ICER, Lic. Miguel Jara Chacón, Executive Director.</b>
<p><b>Decision of the Council:</b></p> <p><b>Decision of the Bureau:</b></p>		

## **B. PRESENTATION**

### **1. BACKGROUND AND JUSTIFICATION**

#### Generalities about Costa Rica

The Costa Rican population is pluricultural and multicultural. We Costa Ricans are profoundly identified with the ideals of peace and democracy. This has helped develop a strong national identity benefiting its popularity as ambassadors of peace as well as of environmental protection.

Costa Rica has an aboriginal population distributed in small isolated communities in different regions of the country. Most of them live in the 22 Indian territories established by law in 1976, agreement 169 of the OIT (International Labor Organization). The agreement protects the lands and the Indian cultures. Some of these cultures can be found in three separate regions: the Bribri and Cabecares in the Talamanca region; in the Southern Pacific coastal area, the Borucas, Térrabas and Guaymies. There are also some Bribri and Cabecares settlements in this region. The Guatusos, in the spite of being a very small population, still maintain their language, Maleku and their culture and traditions. They are in the county of Guatuso in the northern part of the Alajuela province.

#### Experience of ICER

ICER is a private non profit, non commercial Association founded in 1973. It is headed by an assembly that appoints the Directive Board. The members are nominated for one year but can be reelected. ICER Association has fourteen affiliates, twelve of which are the community radio stations. The other two are environmental education centers. Each affiliate has an assembly and a directive board made up of leader of the community. The Board is in charge of the administration of the local radio station.

The Instituto Costarricense de Enseñanza Radiofónica through its program El Maestro en Casa (The Teacher at Home) gives the student the opportunity to go from learning to read and write up to the completion of the high school degree. El Maestro en Casa is an educational program for adults and young people offered in cooperation with the Ministry of Public Education. At present, there are almost one hundred thousand students unrolled in the system. Thanks to this system, age, level of education, occupation, difficulty of transportation or distance of residence from educational centers are no longer obstacles for studying in the rural areas of Costa Rica.

ICER is projecting towards the rest of Central American countries by offering training to similar institutions working in communication education and community radio stations. We offer support to Instituto Guatemalteco de Enseñanza Radiofónica (IGER), Instituto Hondureño de Enseñanza Radiofónica (IHER), IPER in Panamá and in the year 2003 El Maestro en Casa in Nicaragua will begin its program.

ICER is the practical executor of the agreement between Costa Rica and Liechtenstein governments (under laws 6606 and 7299). Among others, the main purpose is to promote the installation of community stations primarily in Indian communities. The small cultural radio stations project (Pequeñas Emisoras Culturales), has reached remote communities offering distant educational opportunities that combine radio programs, textbooks and tutorial presence through El Maestro en Casa programs. They also offer programs such as Escuela para todos. The small cultural station has become an intercommunicator, the indispensable means of communication in every region where it is present,





### **3. IMMEDIATE OBJECTIVES**

- a) Renew the transmission equipment in La Voz de Talamanca community radio station using point technology.
- b) Begin a training process in all the community radio stations that are in Indian communities.
- c) Convert five radio stations to automatic system.
- d) Begin exchanging radiofonic production among all the community radio stations via internet.

### **4. DEVELOPMENTAL OBJECTIVES:**

- a. Improve the quality and quantity of programs produced by the community radio station.
- b. Use point technology to update the five-community radio station located in Indian communities.
- c. Prepare the different Indian communities for the new way of communicating, which is to use the transmission and communication equipment of the new generation.
- d. Have the ideal set of tools to produce and edit the programs of community radio stations.
- e. Promote greater spreading of the folk community knowledge and expression using the MP3 format to exchange local radio production with other communities.
- f. Prepare the different communities through training of the use of new technologies to develop a new way of communication in the rural areas of Costa Rica.

### **5. PROJECT INPUTS:**

Equipment for five-community radio station:

- a) Solid state AM, 2 KW broadcasting unit for the coaxial cable and antenna for La Voz de Talamanca.
- b) sets of computers with automatization programs to digitalize the small cultural radio stations: La Voz de Talamanca, Radio Cultural Corredores, Radio Cultural Buenos Aire, Radio Cultural, Boruca y Radio Cultural Maleku.

### Training

During the first year at least three training sessions will be necessary to prepare the cabin operators of the radio station in the proper use of the new system. It is anticipated that each training workshop should last one week to allow time to acquire the necessary skills in the use of computer units, to edit and to produce radio programs.

### **6. EXPECTED RESULTS:**

- a) Installation of a solid-state transmitter in Radio Cultural La Voz de Talamanca to obtain a wider coverage more time on the air, better reception and reduce the consumption of electricity.
- b) Add 10 more hours to the programming of Radio Cultural La Voz de Talamanca.
- c) Promote de creations of at least 2 new weekly opinion and popular participation programs.
- d) Equip five stations in Indian communities with point technology and access to internet.
- e) Train fifteen operators and broadcasters in the use of the computer and the automatization of the radio, especially in the editing of programs using the computer.
- f) Give three training workshops during the first year each lasting one-week.
- g) Create a weekly radio program with topics suggested by the cultural radio stations situated in the Indian communities.
- h) Give coverage to national Indian laws through announcements in the five Indian languages in Costa Rica Bribri, Maleku, Cabecar, Guaymí and Brunca.

- i) Plan three forums centered around Indian topics with expert as guest speakers. All will be transmitted simultaneously over the five Indian communities radio stations. The audience will have the opportunity to ask questions.
- j) Transmit the news of the local municipality and associations that administrate the Indian territories.

**7. ACTIVITIES**

- a) Plan the project.
- b) Gather the best opinions about the equipment before deciding which to buy.
- c) The equipment will be brought to the ICER central office to be tested and for the training of three persons from each station.
- d) Take the opportunity to do training at each site while they are installing the equipment.
- e) A mid project evaluation will be carried out to correct the mistakes and to meet the objectives.
- f) Several visits to each of the radio station will be necessary to carry out a follow up and to assess the adequate appropriation of the new technology.
- g) Once the automatization process has been completed there will be an evaluation to see how well it is advancing.

**8. WORK PLAN**

The following is the proposed chronogram.

Task	Time in weeks
Project planning	3
Purchasing of equipment	3
Testing equipment	4
Designing of training	3
Development of the first course	1
Installation of the equipment	5
Second workshop	1
Third workshop	1
Mid project evaluation	4
Forums	4
Exchanging of programs	12
Maintenance visits	8
Final project evaluation	5
Final written document	2

**9. INSTITUTIONAL FRAMEWORK**

ICER will be the institution responsible for the execution operation follow up and evaluation of the project in all the stages.

**10. SUSTAINABILITY**

The directive board of the station will administrate each one. The community will provide the rest. This is how it has been operating from the beginning of the project to avoid paternalism and for them to be active participants as well as for them to value the means of communication for their community. Over the two decades this communities have demonstrated their capacity to obtain the necessary resources to maintain the radio station. This through sponsors, donations, community activities and others.

The advantages the community radio station has over those with nationwide coverage can be summarized as follows:

The community radio station can adapt its programming and schedule to the local conditions and can easily vary them upon request.

The community radio can so be at service to the community, gain its confidence, its cooperation and its trust. It has a familiar characteristic because the audience knows the broadcaster personally.

**11. FRAMEWORK MONITORING**

It is not considered necessary to assign a professional dedicated to such a small and specific project, like this one, because it is easy to monitor its progress through regular visits to the station.

**12. EVALUATION CARRIED OUT**

None has been done.

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

Every four months ICER will present a report on the progress of the project.

**C. ADDITIONAL INFORMATION**

In 1994, UNESCO's International Program for Development of Communication (PIDC) supported, along with Radio Netherlands Training Center the preparation of a series of ten documentaries on human rights entitled "Women's rights beyond words" and another series called "Speaking right"; two manuals were produced "Radiofonic campaigns" and "Management for the rural station", within the project strengthening of the Costa Rica rural stations.

## D. BUDGET

### 1. Budget breakdown in U.S dollars.

1 AM 2 KW solid state transmitter	\$13000
1 ATU Antenna joining unit	\$ 1000
1 coaxial cable	\$ 4000
5 automatic systems to broadcast from the cabin, that include: the program and card program. Pentium 4 computer with seventeen inches monitor, Windows 2000 60 GB disk, keyboard and mouse	
Production of programs on CD for each radio station	\$14125
<b>Total to the PIDC UNESCO</b>	<b>\$ 1475</b>
	<b>\$30000</b>

### 2. Breakdown of the contribution from the benefitted organization in US dollars

Monitoring and follow up	\$2000
Three training session ICER	\$2000
Evaluation of project	\$1000
Installation of equipment	\$3000
Electrical materials needed for installing the equipment	\$1000
Operational expenses (per diem, visits, fuel unexpected expenses	) \$4200
Administrative and personnel expenses	\$5000
Other expenses	\$1800
<b>Total given by ICER</b>	<b>\$20000</b>
<b>Total project</b>	<b>\$50000</b>

## ECUADOR

<b>A. PROJECT IDENTIFICATION</b>		
<b>1.</b>	<b>TITLE</b>	<b>Restructuring of the Radio Station of the Casa de la Cultura Ecuatoriana</b>
<b>2.</b>	<b>NUMBER</b>	<b>PDC/23 ECU/01</b>
<b>3.</b>	<b>MEDIA CATEGORY</b>	<b>Radio Station</b>
<b>4.</b>	<b>PIDC PRIORITY AREAS</b>	<b>Training Activities Strengthening of Community Media</b>
<b>5.</b>	<b>SCOPE</b>	<b>National</b>
<b>6.</b>	<b>TYPE OF ASSISTANCE REQUESTED</b>	<b>Financial</b>
<b>7.</b>	<b>TOTAL PROJECT COST</b>	<b>USD 60,000</b>
<b>8.</b>	<b>AMOUNT REQUESTED FROM PIDC</b>	<b>USD 30,000</b>
<b>9.</b>	<b>BENEFICIARY</b>	<b>Casa de la Cultura Ecuatoriana</b>
<b>10.</b>	<b>IMPLEMENTATION</b>	<b>Casa de la Cultura Ecuatoriana</b>
<b>11.</b>	<b>PROJECT LOCATION</b>	<b>Quito, Ecuador</b>
<b>12.</b>	<b>PROJECT PREPARED BY</b>	<b>CCE Department of Social Communication</b>
<p><b>COUNCIL'S DECISION:</b></p> <p><b>BUREAU'S DECISION:</b></p>		

## B. INTRODUCTION

### 1. BACKGROUND

The Casa de la Cultura Ecuatoriana Benjamín Carrión Radio Station has a regional coverage, reaching the provinces of Pichincha, Imbabura, and Cotopaxi; it broadcasts, in addition to music, information about national news (art, tourism and culture) and information about educational, scientific and technological initiatives. Its archive exchanges both national and international productions, in addition to providing spaces for public participation on current and daily subjects.

In order to fulfill CCE's goal of promoting cultural values and development in Ecuador, the current Administration is seeking to restructure the radio station in order to facilitate cultural broadcasting to the largest possible audience and fulfill the role of democratic communication, according to the following elements:

**a. Pluralism:** the active engagement of several social sectors in the communication process, within an ethical and democratic framework.

**b. Participation:** allowing all social actors to participate in the station's programming in accordance with UNESCO's goals of giving a voice to the "voiceless", promoting independence and pluralism of the media and freedom of expression. The station considers that the public, as communication consumers, should have their views reflected in the selection and creation of radio contents.

**c. Social Function:** the CCE Radio must fulfill its social responsibility by broadcasting programmes on major national issues and general interest subjects.

**d. Public Function:** CCE Radio must also perform its public function of assuring that all sectors of society, including women, youth, minorities and indigenous groups, have access both to listen and participate in its programming.

**e. Democratic Debate:** CCE Radio's concern is to promote the culture of debate as one of the methods to encourage participation and promote an analytical and reflective spirit

The Casa de la Cultura Ecuatoriana Radio Station has developed a training strategy for its staff that will include technical workshops, planning, management and programme production. Some of the station's equipment must be replaced or modernized. We have initiated a restructuring process for the management and operation of our station.

### 2. DESCRIPTION OF TARGET GROUPS:

As stated before, and bearing in mind the results of some previous studies performed, we have segmented our public in the following way in order to reach the mentioned goals:

- **Audience less than 12 years old.**- Programs suitable for children; traditional popular plays, radio theater with infantile literature, and dramatization of classic and popular stories and legends.
- **Audience between 12 - 25 years old.**- Interactive programs for youth, presented by specialized professionals. Specially addressed to student leaders, university leaders, gender leaders.
- **Audience between 25 - 40 years old.**- Basic programs about the reality of the country to stimulate the knowledge, respect, and appreciation of ethnic and cultural identities, of its daily expressions, its artistic expressions from the past and present. They will be addressed to professionals, neighborhood leaders, gender leaders and ethnic leaders, among others.

- **Audience between 40 - 60 years old.**- Programs with specific subjects presented by leaders in economic, political, social, educational, and cultural fields, providing interaction between radio listeners and hosts in the majority of programs.
  - **Audience more than 60 years old.**- Specific programs for elderly people; we have already established groups for this purpose in the Institution; its directors will be the program hosts.
- 3. IMMEDIATE OBJECTIVES:**
- To fortify CCE Radio institutionally, technically and professionally.
  - To strengthen staff training for the Communication Department and the Radio Station.
  - To promote cultural activities in Ecuador, and to broaden the scope of the audience and facilitate the audience's access to radio spaces.
  - To improve the physical infrastructure in order to develop interactive programs with the greatest number of participants.
- 4. DEVELOPMENT OBJECTIVES:**
- To prioritize Radio staff training.
  - To make sure the distribution of accurate and impartial information.
  - To distribute Radio programs to the 22 Provincial Centers of the Institution, in order to obtain a national coverage.
  - To guarantee the right to search, receive, and divulge information and ideas.
  - To generate audience participation, opinion, and programs proposals.
  - Provide CCE Radio with a framework that guarantees proper conditions to handle information.
  - To collaborate with UNESCO, disseminating its activities
- 5. PROJECT CONTRIBUTION:**
- Training for staff specialization.
  - Administrative Reengineering to improve CCE Radio management and administration.
  - Improvement of equipment capacity to expand coverage and signal quality.
  - Expanding the CCE Radio's physical infrastructure.
- 6. PROJECT RESULTS:**
- To have the human, physical and technical capacity that guarantees programming continuity and quality
  - To create, maintain and consolidate radio communication spaces where distinct social sectors express their interests, their cultural and educational demands and aspirations in a sustained process.
  - To stimulate the recognition, respect and appreciation of ethnic and cultural identity.
  - One hundred fourteen trained journalists who will have the capacity to reproduce their experiences in their respective sites.
- 7. ACTIVITIES:**
- Two (2) seminars: "Youth and Media", and "Strategic Planning and Radio Management"
  - Nine (9) workshops about the following subjects:
    1. Digital editing on radio

2. Radio interview techniques
3. Managing radio formats and their contents
4. Production of radio programs
5. Creating radio scripts
6. Broadcasting news formats: reports, interviews, news
7. Creation / Training for popular reporters
8. Commercialization and radio management
9. Internet at journalists' service

- Two (2) Master Lectures about "The Radio's Role in Development, Education and Culture", and "New Technologies at Radio's Service".
- Equipment acquisition.
- Radio production.

**8. WORK PLAN:**

The project will start on January, 2003, and its execution will be as follows:

ACTIVITY	DATE
Lecture "New Technologies at Radio's Service"	January, 2003
Workshop "Digital Editing on Radio"	February, 2003
Workshop "Radio Interview Techniques"	March, 2003
Equipment purchase	April, 2003
Workshop "Managing Radio Formats and their Contents"	May, 2003
Workshop "Production of Radio Programs"	June, 2003
Workshop "Creating Radio Scripts"	July, 2003
Lecture "The Radio's Role on Development, Education and Culture"	August, 2003
Workshop "Broadcasting News Formats"	September, 2003
Workshop "Creation and Training for Popular Reporters"	October, 2003
Seminar "Youth and Media"	November, 2003
Workshop "Commercialization and Radio Management"	December, 2003
Workshop "Internet at Journalists' Service"	January, 2004
Seminar "Strategic Planning and Radio Management"	February, 2004
Submission of the final report and project statements	April, 2004

**9. INSTITUTIONAL FRAMEWORK:**

The Casa de la Cultura Ecuatoriana (CCE) is a public law entity, with legal personality, and economic and administrative autonomy. It's an apolitical institution that, therefore, does not discriminate on political, social or religious nature.

The CCE's goal is to preserve and maintain the Ecuadorian cultural heritage, promoting, orienting and coordinating the development of an authentic national culture, aiming for Latin-American cultural integration in accordance with universal culture, stimulating and supporting scientific research and preparation of techniques tending to an accelerated national development of the country's economic potential and making human life better.

**10. SUSTAINABILITY:**



We intend to establish a commercialization plan including the sale of advertisement spaces, and radio production services to State institutions, private organizations, and NGO's. We'll seek to maintain a plan for continuous training and updating, not only for the Radio staff but to those who request them.

**11. MONITORING FRAMEWORK:**

CCE will propose an appropriate monitoring framework.

**12. EVALUATIONS CARRIED OUT:**

Two feasibility studies of the CCE Radio Station were made by two external consultants: In September, 1999, by Dr. Carlos R. Sariol Machado, who submitted an assessment report on the technical organization conditions of the CCE radio to UNESCO; and in September, 2001, by Dr. Hugo S. De La Torre, who submitted the report on the CCE's radio situation to the President of Casa de la Cultura Ecuatoriana .

**13. REPORT FRAMEWORK OF THE BENEFICIARY INSTITUTION:**

CEE must prepare monthly situation reports for the board of the Casa de la Cultura and will submit a progress reports according to the regulations set by UNESCO.

**C. ADDITIONAL INFORMATION**

In Ecuador there are 20 newspapers with national and regional circulation; three magazines of national and international nature; 8 national TV channels, 45 local and regional channels, 3 TV cable services that broadcast 24 hours a day. As of December 2001, in the Telecommunications Superintendency there were registered 825 radio stations in short wave, amplitude modulation (AM) and frequency modulation (FM). Radio listeners reach 9 millions 700 thousand in the entire country. In Pichincha, the province where the capital, Quito, is located, the media are the main method of diffusion through written, spoken and televised information. In Pichincha operate 13 TV channels, 103 radio stations in AM and FM, 7 newspapers and magazines, in addition to other sporadic publications.

There are several Internet providers in Ecuador and approximately 2.1% of population has access. However, in cities like Quito and Guayaquil, the rate of users accessing this medium is much higher than the rest of the country.

**D. BUDGET**

1. Budgetary distribution of PIDC's contributions

1.1 Training

Activity	Total
2 Seminars with a cost of US.\$ 2,000.00 each one	4,000.00
5 Workshops at US.\$ 2,000.00 each one	10,000.00
2 Masterly Lectures with a cost of US.\$ 3,000.00 each one	6,000.00

1.2 Equipment

Activity	Total
Purchase of two stations for digital audio and music production, composed of: 2 Pentium IV computers, 2 video monitors 19", 2 digital console tables with professional sound card 24-96 Khz and software control, 4 audio monitors, 2 ergonomic furniture, 2 cassette player-recorder, 2 studio monitoring headphones, 6 microphones, software and accessories.	10.000,00

**TOTAL IPDC CONTRIBUTION: US\$ 30,000.00**

2. **Budgetary distribution of Casa de la Cultura contributions**

2.1 Training:

Activity	Total
4 Seminars that will cost US.\$ 2,000.00 each one	8,000.00

2.2 Production:

Activity	Total
Preparation of publications and CDs to publish the statements from workshops, seminars and lectures, an also the project statement	2,000.00

2.3 Equipment:

Activity	Total
Purchase of 1 console table for broadcasting, 2 CD players, 1 cassette player Tascam 202-MK, microphone stands, 1 UPS, 3 computers for production, 1 audio local server, 1 text local server, spare parts for the radio's transmitter.	20.000,00

**TOTAL CCE CONTRIBUTION: US\$ 30.000,00**

# **TV BROADCASTING**

# TANZANIA

2/12

## A: PROJECT IDENTIFICATION

1	<b>TITLE</b>	<b>CAPACITY BUILDING FOR TVT</b>
2	<b>NUMBER</b>	<b>PDC/23 URT/01</b>
3	<b>CATEGORY OF MASS MEDIA</b>	<b>TELEVISION</b>
4	<b>IPDC PRIORITY AREA</b>	<b>COMMUNICATION/TRAINING</b>
5	<b>SCOPE</b>	<b>NATIONAL</b>
6	<b>TYPE OF ASSISTANCE REQUESTED</b>	<b>EQUIPMENT AND Capacity Building</b>
7	<b>TOTAL COST OF PROJECT</b>	<b>USD 102,000</b>
8	<b>AMOUNT REQUESTED FROM IPDC</b>	<b>USD 70,500</b>
9	<b>BENEFICIARY BODY</b>	<b>TELEVISHENI YA TAIFA (TVT)</b>
10	<b>IMPLEMENTING BODY</b>	<b>TELEVISHENI YA TAIFA (TVT)</b>
11	<b>PROJECT LOCATION</b>	<b>ALLI HASSAN MWINYI ROAD, MIKOCHE NI AREA, DAR ES SALAAM - TANZANIA</b>
12	<b>PROJECT PREPARED BY</b>	<b>TELEVISHENI YA TAIFA (TVT)</b>
<b>DECISION OF THE COUNCIL:</b> <b>DECISION OF THE BUREAU:</b>		

## **B. PRESENTATION**

### **1. BACKGROUND AND JUSTIFICATION**

#### **1.1 Televisheni ya Taifa (TVT)**

Televisheni ya Taifa (TVT) is a public service broadcaster, which started formal transmission on March 15, 2002. It is on air from 3.00 pm to 12.00 midnight during the weekdays and from 2.00 pm to 12.00 midnight during the weekend. About 80% of its programmes are locally produced and the aim is to increase the percentage as we acquire more programme production equipment and employ more producers and journalists. We also have foreign programmes. But the emphasis is on educational rather than entertainment foreign programmes. Signals of TVT can be received in Dar es Salaam and Cost regions, parts of Morogoro, Tanga and Lindi/Mtwara regions, and Zanzibar. Plans are underway to expand its coverage nationwide.

#### **1.2 TVT Mission**

The mission of TVT is to sensitize the masses on various development issues and thus empower them to participate effectively in nation building.

#### **1.3 Media in Tanzania**

1.3.1 Tanzania has both public and private electronics and print media. However, it is the electronics media, especially radio that reaches the majority of the population in rural and urban areas. Television is new in Tanzania, but is expanding fast in terms of coverage and impact to the society.

1.3.2 Media in Tanzania, TVT is particular, has the potential to address effectively various problems through

- Sensitizing people on various development issues
- Monitoring progress made towards achieving set development targets.
- Educating people on socio-economic, political and cultural issues.

#### **1.4 TVT development problems**

1.4.1 **Limited coverage:** TVT reaches less than 1/6 of the country. Plans are under way to increase its coverage nationwide.

1.4.2 **Shortage of equipment:** TVT is faced with acute shortage of programme production equipment. The News and Current Affairs Department shares programme production equipment with Programmes Production and Programming Department. This sharing makes it very difficult to achieve both quality and quantity of local programmes.

1.4.3 **Lack of qualified programme production personnel:** Most of the programme production personnel came from newspapers, radio or straight from colleges. They lack skills and experience in television programme production. The gap needs to be addressed if TVT is to produce quality local programmes.

#### **1.5 TVT Development Priority Areas**

1.5.1 Nation wide coverage is priority number one for TVT. The government is handling this project

1.5.2 Equipping the newsroom with necessary modern programme production equipment.

1.5.3 Training of programme production personnel

## **2. DESCRIPTION OF TARGET GROUPS**

Primary beneficiaries are producers, journalists, technicians, video editors and studio operators. Secondary beneficiaries are the general public (TVT viewers) who will be informed and educated through better quality local programmes.

## **3. IMMEDIATE OBJECTIVES**

To build capacity to produce better quality local programmes.

## **4. DEVELOPMENT OBJECTIVE:**

- Specific objective
- To equip the newsroom with modern equipment
- Train TVT personnel to effectively utilize the equipment.

## **5. PROJECT INPUTS**

Resources required to achieve the specific objectives are as follows: -

- ◆ Six computers with big memory for storage of text and pictures. Preferably of 40 to 80 GB with two Laptops and one Macintosh Computer 80GB.
- ◆ Multimedia applications software that include photoshop 6-1, Lightwave 7.0, Acid 3, Aura 2, Scola.
- ◆ Three video tape recorders (vtrs) to be attached to the computers for editing purposes.
- ◆ Four professional camcorders for news coverage.
- ◆ Four foreign trainers and three local trainers to train TVT personnel.

## **6. PROJECT OUTPUTS**

6.1 Equip the newsroom with modern programme production equipment.

- ◆ Six computers of 40-80 GB, One Macintosh computer 80GB and two laptops. Relevant multimedia software will be installed to computers.
- ◆ One AB Roll made available and installed
- ◆ One Audio Vision Mixer Installed
- ◆ Four camcorders to reporters
- ◆ Three JVC video recorder/player with three decks for VHS, Mini-DV and normal DV.

6.2 Enable TVT personnel operate efficiently the modern equipment installed.

- ◆ Fifteen Journalists, four Technicians, four Video Editors and four Studio Operators trained.
- ◆ Improved expertise in news coverage and programmes production
- ◆ Better quality local programmes produced
- ◆ General public informed and educated through better quality local programmes.
- ◆ Better quality local programmes produced
- ◆ General public informed and educated through better quality local programmes.

## **7. ACTIVITIES**

In order to achieve the project's specific objectives the following activities will be undertaken:

### 7.1 Under project objective one

- ◆ Process Tender documents
- ◆ Advertise in the media
- ◆ Process bids and Award Tender
- ◆ Delivery of equipment
- ◆ Install equipment and software

### UNDER PROJECT OBJECTIVE TWO

Train staff locally and /or outside the country.

*(Breakdown shown on Annex I)*

- ◆ Identify training facilities
- ◆ Make arrangement for training journalists, technicians, video editors and studio operators
- ◆ Make arrangements to get trainers.

### **8.0 WORK PLAN**

#### *8.1 Equipment & Installation – 21 weeks*

- ◆ Equipment procurement process involving Tender advertisement processing bids and award is estimated to take six (6) to eight (8) weeks.
- ◆ Delivery of Equipment – 12 weeks from time of award
- ◆ Installation – one week

#### *8.2 Training – 12 weeks*

- ◆ Identifying training facilities, and making arrangements to get trainers is estimated to take six to Eight (8) weeks.
- ◆ Training activity will take a maximum of four (4) weeks.

### **9.0 INSTITUTIONAL FRAMEWORK**

The project will be executed by TVT on behalf of the government. The TVT management under the leadership of Director General will be responsible for the implementation of all activities related to the project.

### **10.0 SUSTAINABILITY**

The operation supported by this project will be made sustainable by two financing sources. The first financing source is the government. As a public service broadcasting organization TVT is financed and will continue to be financed by the government. The second financing source is the revenue generated by TVT through advertisements, sponsorship of programmes and to some extent by hiring out facilities and leasing local programmes.

### **11. PROJECT COST AND FINANCING – USD 102,000**

The project – cost estimate is USD 102,000.00.

A total of USD 70,500.00 is being sought from UNESCO to finance the proposed equipment and capacity building project. The project cost is broken down as follows:-

11.1	<i>Equipment and Installation USD 31,500.00</i>	
◆	Five (5) computers 40-80 GB @ USD 2,500	USD 12,500
◆	One (1) Macintosh Computer 80GB	USD 3,000
◆	Software and installation	USD 7,000
◆	Three (3) Cam Corders @ 3000	USD 9,000
<b>Sub Total</b>		<b><u>USD 31,500</u></b>

11.2	<i>Human Resource Capacity Building</i>	
◆	Return air Tickets for 4 trainers @ USD 1550	USD 6,200
◆	Local transport @ 400	USD 1,600
◆	Living allowance for 4 foreign trainers @ 4200	USD 16,800
◆	<b>Living allowance for 3 local trainers @ 2240</b>	<b>USD 6,720</b>
◆	Teaching materials	USD 1,200
◆	Field Allowance for 27 trainees @ 240	USD 6,480

<b>Sub total</b>		<b>USD 39,000</b>
<b>Total (31,500 + 39,000) to be financed by IPDC</b>		<b>USD 70,500</b>

11.3 *TVT Contribution – USD 31500*

*TVT will contribute USD 31,500 towards the Project on Equipment and Installation. The breakdown is as follows: -*

◆	One Computer 40 – 80	USD 2,500
◆	Two (2) Laptops @ 2500	USD 5,000
◆	Three video Tapes Recorder (VTRs) 2500	USD 7,500
◆	One AB ROLL	USD 11,000
◆	One Audio Vision mixer	USD 2,500
◆	One camcorder	USD 3,000
<b>Total</b>		<b><u>USD 31,500</u></b>

**GRAND TOTAL (31,500 + 39,500) USD 102,000**

**12. PROJECT BENEFITS/ EXPECTED OUTCOME**

The proposed project will strengthen the capacity of TVT newsroom in covering news events and produce adequate high quality news and current affairs programmes for transmission. Through the transmitted programmes, TVT will be able to achieve its mission of educating and informing people and mobilize them for various development issues. **Annex I**

Field	No. of Trainees	Duration weeks	Where
Computer Programmes	15	3	Local
Vision Editing	19	2	-“-
Studio Management Operations	12	2	-“-
Animation	19	2	-“-
Graphic Design	19	2	-“-
Camera	15	1	-“-
News Presentation	15	1	-“-
Script writing	15	1	-“-
News Editing	15	1	-“-
Sound Techniques	4	1	-“-



## ASIA AND THE PACIFIC

<b>A. PROJECT IDENTIFICATION</b>		
<b>1.</b>	<b>TITLE</b>	<b>ABU: Training and Co-Production For Children's Television</b>
<b>2.</b>	<b>NUMBER</b>	<b>PDC/23 RAS/01</b>
<b>3.</b>	<b>CATEGORY OF MASS MEDIA</b>	<b>Television</b>
<b>4.</b>	<b>IPDC PRIORITY AREA</b>	<b>Human Resource Development</b>
<b>5.</b>	<b>SCOPE</b> (NATIONAL, REGIONAL, INTERREGIONAL)	<b>Regional</b>
<b>6.</b>	<b>TYPE OF ASSISTANCE REQUESTED</b>	<b>Financial assistance for workshops and productions,</b>
<b>7.</b>	<b>TOTAL COST OF PROJECT</b>	<b>US\$ 124,450</b>
<b>8.</b>	<b>AMOUNT REQUESTED FROM IPDC</b>	<b>US\$ 67,720</b>
<b>9.</b>	<b>BENEFICIARY BODY</b>	<b>Asia- Pacific Broadcasting Union</b>
<b>10.</b>	<b>IMPLEMENTING BODY</b>	<b>UNESCO</b>
<b>11.</b>	<b>PROJECT LOCATION</b>	<b>Kuala Lumpur, Malaysia</b>
<b>12.</b>	<b>PROJECT PREPARED BY</b>	<b>Director, Programme Department of ABU with support from ACI/Asia</b>
<p><b>DECISION OF THE COUNCIL</b></p> <p><b>DECISION OF THE BUREAU</b></p>		

## **B. PRESENTATION**

### **1. BACKGROUNDS AND JUSTIFICATION:**

In most Asian countries the children under the age of 15 comprise more than 40% of the population but the proportion of children's television programmes made in the region is grossly insufficient. Therefore the children in individual countries have very little opportunities to understand the living environment of children of other countries in the region. This is significant given the fact that in almost all Asian countries television has become a fixture in all households. It is very popular and influential among children and youth who spend an increasing amount of their waking hours in front of the TV set acquiring their images and concepts about people and their environment, cultures and human experiences. The Asia-Pacific Broadcasting Union (ABU), is a professional association of 100 broadcasting organizations in 38 countries of the Asia-Pacific region. The purpose of the ABU is to assist in the development of radio and television in the Asia and the Pacific, in the interest of the audience served by its members. Supporting member organizations in their collective efforts to increase the diversity of programmes through mutual exchanges is one of the major objectives of ABU.

The Asia Pacific Broadcasting Union (ABU) Children's Item-Exchange Meeting provides an annual opportunity for producers of children's television in the Asia-Pacific region to meet, exchange items and learn from each other since 1992. These Item-Exchange meetings in effect have provided the longest running and systematically planned capacity-building experiences for many children's television producers in the region. To sustain efforts to improve the quality of children's programmes produced by ABU members, the ABU Programme Committee formed a special group called the Children's TV Programme Working Party, composed of six members. Since the creation of the working party, there was a marked improvement in the facilitation and organization of the ABU Children's Item Exchange.

In the continuing effort to contribute to the development and expansion of quality children's TV in Asia, this proposal aims to introduce a new, age-appropriate genre – children's docu-drama. The docu-drama is an excellent format to show the diversities, as well as similarities of growing up in the different countries of the region. The promotion of media pluralism begins among young TV audiences by making the most of the audio-visual medium to share the culturally diverse experiences of children. The drama genre has also been proven to be a very attractive format for children. However, very few Asian countries produce quality children's drama.

By initiating co-productions among its members, ABU will be able to develop local human resources for children's TV, because of its built-in capacity building component for producers within the project design. One of the major problems in many Asian countries is the lack of a highly competent and experienced human resource base for children's and youth TV production and programming. Most countries in Asia will continue to be dependent on foreign - mostly American – children's TV programmes if there is no systematic effort to develop a human resource base for children's TV in the region. The ABU and its partners in the global network for children's television has been slowly investing in the building-up of this human resource pool of Asian children's TV producers.

Finally, through these co-productions, we will be able to develop and facilitate partnerships between and among specific countries within the region. These international partnerships involve producers and their organizations within Asia and the Pacific, Australia, Europe and North America. Recently partnerships with children's TV producers in Africa have been initiated through the linkage of the ABU

Children's Item Exchange with the URTNA Children's Item Exchange. The organization of the ABU Children's Working Party is in itself the result of these long-term international partnerships. The most concrete activity on which to anchor these significant partnerships is through co-production projects which result in programmes of improved quality and shared learning experiences as collaborators on a creative media product. On-line communication between members of the working party and their respective sub-groups has been initiated. For this co-production project, program and script development and review of early footage or rough cuts will also be done via e-mail and the Internet.

Participating producers will learn to work with digital media and collaborate with their colleagues via the Internet or possibly video conferencing to support the co-production process.

The purpose of this proposal is to sought funding to support less affluent broadcasting organizations in the region enabling them to take part in the training and to produce pilot Children's docu-drama.

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

The primary target of the project is the Children Television Programme Producers across selected countries in Asia-Pacific Region (Vietnam, Laos, Bhutan, Sri-Lanka, Fiji, Maldives, Mogolia, Republic of Korea, Philippines, and Malaysia). This project will support children's TV producers from Vietnam, Lao PDR, Bhutan, Fiji, Maldives, Philippines, Sri-Lanka and Mongolia attends training and to produce pilot docu-drama programmes. The project will ultimately benefit the Children viewing television programmes.

## **3. IMMEDIATE OBJECTIVES:**

- a) To train at least 15 Children's TV producers on a new format of docu-drama
- b) To acquaint Children's television producers in the region with the possibilities of using new communication technologies in the international co-production.
- c) To establish and maintain an Internet based regular information network to facilitate the co-production.
- d) To produce at least five episodes of 15 min. docu-drama in the first batch, and 10 episodes in the second batch.

## **4. DEVELOPMENT OBJECTIVE:**

To strengthen free flow of information through increased opportunities for the Children's to understand and appreciate other children living in different cultures of the region by improving the quality and the content diversity of Children's television programmes.

## **5. PROJECT INPUTS:**

- (1) Trainers (Executive producers to supervise the participating producers in their respective countries)
- (2) Training Workshops (one regional workshop for each year of the project making a total of 3 for this proposal and in-country for the production team as needed but only the cost of the resource person i.e. the producer are covered here. Local producers will take care of local cost.
- (3) Screening events (any) within the ABU – at least three – coinciding with the workshops, internationally – the Prix Jeunesse will be added especially if the Asian Prix Jeunesse pushes through, also the Prix Jeunesse suitcase in most countries. some may qualify for Japan Prize, or the UNICEF-ABU- CASBAA awards so it can be shown also at the ABU Gen. Assembly, Forums on children's media in Asia
- (4) Financial support for 15 producers to co-produce two series of 15 min. childrens docu-drama

**6. PROJECT OUTPUTS:**

- (1) Regular network to exchange information on Children's TV established and operationalised
- (2) Two series of 15 min. docu-drama (5 episodes of 1<sup>st</sup> series, 10 episodes of 2<sup>nd</sup> series)

**7. WORK PLAN and ACTIVITIES:**

2003

- Jan.-June Selection of first batch of participants, Making Framework, concept, mechanics
- July Workshop for ABU members: How to produce a docu-drama for 7-9 year olds age group.
- December Meeting of "Pilot group", submission of docu-drama proposals by "Pilot group"

2004

- January Commencement of production for Batch 1
- May Completion of docu-dramas
- July Programme development workshop and production workshop  
Screening of first batch of inputs, Review discussion, broadcast of first batch
- Jul-Dec Conceptualization of docu-drama proposals for participating countries (with online assistance from ABU Working Party members)  
Submission of docu-drama proposals by ABU members: concept, script treatment and storyboard for the workshop

2005

- January Approval of concept and scripts, Commencement of production
- Jan-May Visits by supervising producer to selected participating countries
- May Completion of docu-dramas
- July Programme development workshop and production workshop  
Screening of first batch of inputs, Review discussion, approval of docudramas  
Broadcasting the series of docu-drama in the respective countries

**9. INSTITUTIONAL FRAMEWORK:**

ABU in association with its member broadcasting organizations in South and Southeast Asia will select the network participants, conduct network and training workshops and supervise the respective productions

**10. SUSTAINABILITY:**

ABU will continue to collect, update and disseminate information on the co-production through its newsletter and the dedicated WEB. Furthermore ABU will promote this project in connection with the ABU regular activity, Children's Programme Item exchange. The Children's Programme Working Party will thoroughly initiate this project in association with Director, Programme Department of ABU.

**11. FRAMEWORK OF MONITORING:**

The UNESCO Adviser for Communication and Information will monitor the project in close collaboration of professional broadcast organizations in South and Southeast Asia.

**12. EVALUATION CARRIED OUT**

ABU's own evaluation of the on-going children's television item exchange has been positive. It has created a permanent network of children's television producers who participate in the Item exchange.

Each year producers from 21 participating countries are able to exchange an average of 90 items, which they broadcast in their respective countries.

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

- The ABU will provide brief implementation reports covering the activities conducted in each four-month period and a descriptive final report at the completion of the project.
- 

**C. ADDITIONAL INFORMATION**

Provide information on:

ABU was not a beneficiary of IPDC projects in the recent past

**Preparatory activities completed prior to submission of the project to IPDC:** Since its establishment in 1992 from 13 producers the ABU's children's programme item exchange has now grown to a group of 24 producers exchanging nearly 90 items every year. This expansion was possible because since few years back the exchange meetings were held with the support of funds received from UNESCO Regular Programme. The exchange meeting was combined with workshop to improve the items since 2000 when the Children's Programme Working Party was established.

**Assistance sought other than IPDC:**

Hoso-Bunka Foundation (HBF)-Japan have been approached to facilitate the increase of number of participants other than those who are expected to fund through IPDC assistance.

## D. BUDGET

### 1. Breakdown of IPDC's contribution (in US\$):

Breakdown of IPDC's contribution during the year in question (in US\$):	US\$
1 Subsidy for productions of less affluent broadcasters (1) batch 3 + (2) batch 6 countries) (1) \$6,767x3=\$20,300 Countries: Philippines, Vietnam, Mongolia Trainees: 3 x 3 = 9 persons Productions: 1x 3= 3 productions  (2) \$3,700x6=\$22,200 <b>Countries: Sri-Lanka, Bhutan, Fiji, Laos, Maldives, Vietnam</b> Trainees: 3 x 6 = 18 persons Productions: 1x 6= 6 productions	42,500
2. Over-all supervision (Honorarium, travel, board, lodging, per diem)	17,250
3. Project monitoring	2,000
4. Evaluation (10% except for project monitoring)	5,970
<b>TOTAL</b>	<b>67.720</b>

### 2. Breakdown of the beneficiary agency's contribution (in US\$):

Breakdown of the contribution of submitting agency during the years in question (in US\$):	US\$
1. Logistics, administrative support and communication	4,000
2. Staff salaries	24,000
3. Project reporting	750
<b>TOTAL</b>	<b>28,750</b>

## ASIA AND THE PACIFIC

<b>A. PROJECT IDENTIFICATION</b>		
1.	<b>TITLE</b>	<b>Pacific Television Programming for Community Development</b>
2.	<b>NUMBER</b>	<b>PDC/23 RAS/02</b>
3.	<b>CATEGORY OF MASS MEDIA</b>	<b>Television</b>
4.	<b>IPDC PRIORITY AREA</b>	<ul style="list-style-type: none"> <li>- promotes freedom of expression and media plurality</li> <li>- concerned with development of community media</li> <li>- human resource development (training and capacity building)</li> </ul>
5.	<b>SCOPE</b> (NATIONAL, REGIONAL, INTERREGIONAL)	<b>Regional</b>
6.	<b>TYPE OF ASSISTANCE REQUESTED</b>	<b>Training</b>
7.	<b>TOTAL COST OF PROJECT</b>	<b>US\$ 120.000</b>
8.	<b>AMOUNT REQUESTED FROM IPDC</b>	<b>US\$ 100.000</b>
9.	<b>BENEFICIARY BODY</b>	<b>Current and developing national television services of Cook Islands, Federated States of Micronesia, Fiji Islands, Marshall Islands, Nauru, Niue, Palau, Papua New Guinea, Solomon Islands, Samoa, Tonga, Tuvalu, Vanuatu.</b>
10.	<b>IMPLEMENTING BODY</b>	<b>- PINA TV Industry Group</b>
11.	<b>PROJECT LOCATION</b>	<b>Pacific Islands (13 UNESCO member states)</b>
12.	<b>PROJECT PREPARED BY</b>	<b>PINA Television Industry Group</b>
<p><b>DECISION OF THE COUNCIL:</b></p> <p><b>DECISION OF THE BUREAU:</b></p>		

## **B. PRESENTATION**

### **1. BACKGROUND AND JUSTIFICATION:**

In 1993 and 2002 groundbreaking UNESCO-sponsored Pacific Islands television surveys found little evidence of the use of television for national development.

They found a feature of most television services was that they were introduced more for entertainment rather than for development or education purposes.

In 12 of the 18 countries content was 80 to 100% foreign and almost exclusively entertainment, the latest survey said.

Thirteen of the 18 countries had local programming from 0 to 20%, it said.

This 2002 UNESCO survey recommends pro-active intervention to promote greater local programming by Pacific Islanders for Pacific Islanders.

It recommends this should focus on empowering Pacific Islands television stations to develop and utilise programming to assist national development.

This would cover areas like education, environment, health, human rights, agriculture, fisheries, forestry, women, and youth.

There has already been extensive basic training in television skills in the PACTV, and PACVISION.

Key point: The Pacific Television Programming for Community Development project intends to help move television development to the next dimension: the management and planning of programming for development.

This project is strongly supported by members of the PINA Television Industry Group, the only body which represents all the main television services in the Pacific Islands. It follows on from recommendations during their bi-annual meeting, held in Madang, Papua New Guinea, in October 2001.

The PINA TV Industry Group's chairperson is Fiji Islander Richard Broad Bridge, head of programmes for Fiji Television, which operates Fiji's national free-to-air service. It has as its main shareholder a company representing the indigenous Fijian provinces of the Fiji Islands.

Other national TV broadcasters, which would benefit from this project are still mainly public service broadcasters (for example Television Tonga, Televisi Samoa, Television Niue, Television bilong Vanuatu, Tuvalu Media Corporation, Solomon Islands Broadcasting Corporation). There is also in some countries a move towards privatisation (for example, Cook Islands Television, EM TV Papua New Guinea and in the former American North Pacific trust territories).



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

National TV station/broadcaster management, producers and directors from UNESCO Pacific Islands member states.

## **3. IMMEDIATE OBJECTIVES:**

- To hold three sub-regional Pacific Television Programming for Community Development workshops for national broadcaster management, producers and directors from 13 Pacific Islands member states.
- To reinforce these workshops with follow-up in-house workshops and support in all 13 participating countries.
- To complete the project within 12 months, and present a report to UNESCO on accomplishments, challenges, and possible follow-up activities.

## **4. DEVELOPMENT OBJECTIVE:**

This project promotes freedom of expression and information with an emphasis on the role of television as a catalyst for community development.

- It includes creating public awareness and transparent decision making on development issues.
- It reinforces media pluralism; helping empower Pacific Islands television stations to produce community-oriented local programming and reduce dependence on imported foreign entertainment programming.

## **5. PROJECT INPUTS:**

- Recruitment of consultant trainers experienced in promoting, managing and training in television in development for developing countries
- Development of resource material
- Holding of sub-regional workshops in Melanesia, Micronesia, and Polynesia for key decision makers from national broadcasters of 13 Pacific Islands countries
- Conducting of follow-up national workshops at national broadcasters in Cook Islands, Federated States of Micronesia, Fiji Islands, Marshall Islands, Nauru, Niue, Palau, Papua New Guinea, Solomon Islands, Samoa, Tonga, Tuvalu, Vanuatu

## **6. PROJECT OUTPUTS:**

- Building awareness amongst key decision makers at 13 national broadcasters of the role of local programming as a catalyst for development
- Building their capacity to introduce and manage such programming
- Helping introduce such programming through in-house workshops at 13 participating national broadcasters

## **7. ACTIVITIES:**

- Sub-regional workshop for Melanesia (Fiji, Papua New Guinea, Solomon Islands, Vanuatu)

- Sub-regional workshop for Micronesia (Federated States of Micronesia, Marshall Islands, Nauru, Palau, plus Tuvalu from Polynesia because of airline connections)
- Sub-regional workshop for Polynesia (Cook Islands, Niue, Samoa, Tonga).
- Workshops at national broadcasters in Cook Islands, Federated States of Micronesia, Fiji Islands, Marshall Islands, Nauru, Niue, Palau, Papua New Guinea, Solomon Islands, Samoa, Tonga, Tuvalu, Vanuatu

**8. WORK PLAN:**

- Month 1: Identification of consultants/trainers and signing of contracts.
- Month 2: Development of training programmes and resource material for sub-regional workshops.
- Month 3: Sub-regional workshop for Melanesia.
- Month 4: Sub-regional workshops for Polynesia.
- Month 5: Sub-regional workshop for Micronesia.
- Months 6/7: In-station workshops in Papua New Guinea, Solomon Islands, Vanuatu, Fiji.
- Months 8/9: In-station workshops in Tonga, Samoa, Niue, Cook Islands.
- Months 10/11: In-station workshops in Nauru, Marshall Islands, Federated States of Micronesia, Palau, Tuvalu.
- Month 12: Preparation and submission of report and recommendations.

**9. INSTITUTIONAL FRAMEWORK:**

The project will be implemented by the PINA TV Industry Group and coordinated by the Suva-based PINA Pacific Journalism Development Centre. This centre was established under the IPDC project Pactrainer.

**10. SUSTAINABILITY:**

This project develops awareness of and builds capacity for development and management of Pacific Television Programming for Community Development at national broadcasters in 13 UNESCO Pacific Islands member states.

**11. FRAMEWORK OF MONITORING:**

AMIC (Asian Media Information and Communication Centre), of Singapore

**12. EVALUATIONS CARRIED OUT**

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

Four-monthly reports would be produced by the project coordinator from the PINA Pacific Journalism Development Centre. They would be submitted to the UNESCO ACI responsible for the Pacific States.

## C. ADDITIONAL INFORMATION

### Provide information on:

Previous UNESCO-supported television projects in the region have included PACVIDEO, PACVISION, PACTV, and the Pacific Women Television Producers exchange.

These have had a strong emphasis on skills development. They have been implemented in cooperation with the inter-governmental SPC (South Pacific Commission/Secretariat of the Pacific Community). Pacific Television Programming for Community Development is the first IPDC Pacific Islands regional TV project implemented through the national TV stations themselves and their representative body, the PINA TV Industry Group. PINA is an NGO in relations with UNESCO.

## D. BUDGET

### 1. Breakdown of IPDC's contribution (in US\$):

(Breakdown should include the budget line for monitoring of project progress (see article 11))

Sub-regional workshop for Melanesia	\$20,000
Sub-regional workshop for Polynesia	\$20,000
Sub-regional workshop for Micronesia	\$20,000
In-station workshops for 13 national broadcasters	\$35,000
Evaluation by Asian Media Information and Communication Centre (AMIC), Singapore	\$5000
<b>Total:</b>	<b>\$US100,000</b>

### 2. Breakdown of the beneficiary agency's contribution (in US\$):

(Breakdown should include the budget line for regular reporting on project progress (see article 13))

Providing project coordinator for one year \$US20,000

## ASIA AND THE PACIFIC

<b>A. PROJECT IDENTIFICATION</b>		
<b>1. TITLE</b>		<b>Promoting Editorial Independence and Media Pluralism</b>
<b>2. NUMBER</b>		<b>PDC/23 RAS/3</b>
<b>3. CATEGORY OF MASS MEDIA</b>		<b>Television</b>
<b>4. IPDC PRIORITY AREA</b>		<b>Promote Freedom of Expression &amp; Media Pluralism</b>
<b>5. SCOPE</b> (NATIONAL, REGIONAL, INTERREGIONAL)		<b>Regional (South Asia)</b>
<b>6. TYPE OF ASSISTANCE REQUESTED</b>		<b>Capacity Building of Media Practitioners</b>
<b>7. TOTAL COST OF PROJECT</b>		<b>US\$ 85,179</b>
<b>8. AMOUNT REQUESTED FROM IPDC</b>		<b>US\$ 60,179</b>
<b>9. BENEFICIARY BODY</b>		<b>Asian Media Information &amp; Communication Centre (AMIC), Singapore</b>
<b>10. IMPLEMENTING BODY</b>		<b>UNESCO, New Delhi</b>
<b>11. PROJECT LOCATION</b>		<b>South Asia (Bangladesh, India, Maldives, Nepal, Pakistan and Sri Lanka)</b>
<b>12. PROJECT PREPARED BY</b> <b>PROJECT PREPARED BY</b>		<b>Dr. s. Venkatraman, Head of Research, AMIC with advise from UNESCO ACI/Asia</b>

## **B. PRESENTATION**

### **1. BACKGROUND AND JUSTIFICATION:**

In the South Asian region, the predominant mass media are: the press, the radio and the television. Television, however, is comparatively of recent origin in all the countries of the region. But, it has grown fast and impacted heavily on shaping the viewers viewpoints. Besides government channels, there are many number of private channels and regional channels. These are, again, owned by regional, national and international private media companies and individuals. Among the various media the freedom and pluralism related to the press has been much discussed and researched, followed by the radio. Therefore, it is proposed to take up under this project the subject of television and its editorial independence, which is of recent origin in the countries of the region and is rapidly emerging as a popular and powerful medium.

The independence and the pluralism of the Television medium are determined by several factors like ownership, competition, financial soundness, and the government regulations that govern their freedom. These determinants have been changing in different periods, in the different countries and in different contexts. While some countries have resisted foreign-owned media coming in, others have not. In all the countries, during times of political upheavals and emergencies, the governments have tended to control the freedom of the media.

In the South Asian region, there is an increasing number of private TV channels, including multinationals, emerging, especially in India. However, these channels depend heavily upon sponsors of commercial advertisements and cable TV operators who can provide connectivity to a wide network of viewers. There are many issues facing this medium. There is an ongoing debate whether to exercise some kind of control on the cable operators and also on the contents of the different channels, particularly the 'foreign' channels. It is also said that editorial independence of the TV is dependent upon several factors like its ownership, its affiliation to political party or to a political ideology, its funding sources, its revenue from commercials, the connectivity given to its programmes by cable operators, etc.

Providing solutions to the above problems is considered important in order to promote freedom of expression and media pluralism in the TV industry in the South Asian countries. Only then this medium, which is emerging as a powerful medium, can remain free, objective and plural and can work for the public good. Only by remaining objective and plural, this powerful medium can respond objectively to the right to information of the people.

This project proposes to address the aspect of editorial independence of the TV, as a priority. The proposed research will specifically address the following problems: i. the extent of freedom of TV in the South Asian countries vis-à-vis government regulations in this regard, ii. The extent of objectivity of reporting news and events (why certain events are reported and others are not, etc), iii. the extent to which public good is kept in focus and iv. The extent to which pluralism both in medium and its content is practiced.

The solution proposed by this project to the above problem is through a process of sensitization of the media and advocacy groups, the concerned government authorities, parliamentarians and others who influence public opinion. This would be an education process and a process of advocacy. The goal

would be the bringing about of changes in attitude and behaviour of the target groups in favour of the editorial independence of TV medium.

The project will facilitate the five country specific research and hold a key advocacy workshop at regional level, after which each participating countries are expected to hold at least one national sensitization activity Based on the research findings the project would result in the production of a media kit and a publication, which would facilitate wider dissemination of the advocacy effort.

The country specific researches proposed would bring out the status of editorial freedom and the capacities of the media professionals to communicate objectively. These researches would basically investigate the guidelines and practices that exist in the TV stations in producing news stories and why certain events are reported and others are not, etc. Such status papers would be reviewed in the proposed workshop. This is expected to result in an identification of the existing constraints to freedom of expression and the possible ways of removing them. The preparation of media kits and the work on follow up by each participant in the workshop would make them pay focused attention to issues like editorial freedom besides enhancing their skills of communication. This is expected to trigger further democratization with freedom of expression of television medium in the respective countries

**2. DESCRIPTION OF THE TARGET GROUPS:**

The target groups for this project would be:

- Journalists and media advocacy groups
- TV owners, managers and editorial staff
- Government functionaries and regulators
- Academia who specialize in mass media
- Researchers in mass media
- Commercial advertisers/advertising companies

**3. IMMEDIATE OBJECTIVE:**

- To carry out country specific research in five countries – Nepal, Srilanka, India, Pakistan, and Bangladesh, in order to assess the editorial independence of TV in these countries
- To sensitize media and advocacy groups in south Asia on media freedom and editorial independence of Television
- To prepare and produce a media kit with the help of the participants in the sensitization workshop for disseminating best practices in ensuring media freedom and pluralism
- Publication of a book to cast the dissemination net wider

**4. DEVELOPMENT OBJECTIVES:**

To further media democratization in South Asia through promoting freedom of expression and editorial independence in Television medium.

**5. PROJECT INPUTS:**

- 5 country researchers/trainers
- 1 resource person for conducting the proposed workshop in Nepal
- media kits

**6. PROJECT OUTPUTS:**

- 5 country specific research papers on TV and editorial independence
- At least 12 participants representing media and advocacy groups would be trained/sensitized in TV editorial freedom and pluralism
- A media kit as sensitization tool on editorial independence
- A comprehensive publication documenting the research experiences and issues on editorial independence of TV produced and widely distributed.

**7. ACTIVITIES and WORKPLAN:**

The following activities and the work plan for accomplishing the project objectives are envisaged.

- |   |               |
|---|---------------|
| i. Preparation and finalization of research design:                           | Months 1-2    |
| ii. Completion of country-specific research with resource support:            | Months 2-7    |
| iii. Planning and organization of 4-day sensitization workshop:               | Month 8       |
| iv. Finalization and printing of media kits (to facilitate the workshop):     | Month 8       |
| v. Implementation of at least one sensitization activity by each participant: | Month 9       |
| vi. Consolidation of feedback:  | Month 9       |
| vii. Publication and distribution of book                                     | Month 10 – 16 |
| viii. Project evaluation:   | Month 18      |

**9. INSTITUTIONAL FRAMEWORK:**

The Asian Media Information and Communication centre (AMIC) will implement the project. It will identify the country specific researchers and the resource persons for the Nepal workshop and for bringing out the book. It will also provide the research design for the country researches. AMIC is a non-profit, non-governmental organization, which was launched in 1971 with the support of the Government of Singapore and Friedrich-Ebert Stiftung (FES). AMIC has close collaboration with the School of Communication and Information at the Nanyang Technological University in Singapore. AMIC works with several regional and international organizations like the UNICEF, UNESCO, IDRC, CIDA, UNDP, SIDA and the Commonwealth Foundation in London.

AMIC is a major resource for communicators in the Asia Pacific. It aims to spearhead the development of media and communications in this region. It serves as a clearing house of information, an initiator and implementer of research activities, a publishing house specialising in communication issues and a focal point for communication scholars and practitioners to exchange ideas and experience, as well as to plan and work for the future.

**10. SUSTAINABILITY:**

Since AMIC is a major resource for communicators in the Asia Pacific region, the initiatives taken under this project would be sustained through follow up efforts and other projects. AMIC's newsletters, bulletins and website will continue to focus on the subject even beyond the period of this proposed project.

#### **11. FRAMEWORK OF MONITORING:**

The UNESCO Adviser for Communication and Information will monitor the project.

#### **12. EVALUATION CARRIED OUT:**

The Swedish International Development Cooperation Agency (SIDA) evaluated the AMIC projects they funded in the years 1999 and 2001. They included a series of research work and seminars on the role media in promoting human rights, good governance, freedom of information and media ethics in Asia. SIDA's Department for Democracy and Social Development commissioned a media consultant, Ms. Karin Alfredson, to undertake the evaluation in relation to the Agency's efforts to improve its media cooperation initiatives in the region. The evaluation process is in progress and the findings are expected within the year.

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

AMIC undertakes to report on project progress on a four-month basis.

### **C. ADDITIONAL INFORMATION**

**Previous IPDC support:** The last time AMIC received IPDC support was for the regional project entitled "Training for Journalists on Management of Environmental Information Resources (352 RAS 81) approved at the 18<sup>th</sup> IPDC session. The project with US\$ 60,000 from IPDC was completed by December 1998. The project have imparted knowledge for journalists to upgrade the skills in analyzing and reporting on environmental issues in India, Nepal, Pakistan, Bangladesh, Sri Lanka and Maldives.

AMIC will provide logistical support; bear the staff costs and reporting costs during the implementation of the project. Moreover, AMIC's vast research experience will be utilized to successfully complete the project.

No assistance has been sought for this project other than from the IPDC

### **D. BUDGET**

#### **1. Breakdown of IPDC's contribution (in US\$):**

<b>Breakdown of IPDC's contribution during the year in question (in US\$):</b>	<b>US\$</b>
1. Country specific research (Bangladesh, India, Nepal, Pakistan and Sri Lanka)	7,500
2. Regional workshop (14 participants, 1 resource persons)	29,209
3. Production of Media Kit and the Book on Television and Editorial independence	14,000
4. Communication	1,000
5. Project monitoring	3,000
4. Evaluation (10% except for project monitoring)	5,470
<b>TOTAL</b>	<b>60,179</b>

#### **2. Breakdown of the beneficiary agency's contribution (in US\$):**



<b>Breakdown of the contribution of submitting agency during the years in question (in US\$):</b>	<b>US\$</b>
1. Logistics, administrative support	4,000
2. Staff salaries	20,000
3. Project reporting	1,000
<b>TOTAL</b>	<b>25,000</b>

# BOLIVIA

<b>A. PROJECT IDENTIFICATION</b>		
<b>1.</b>	<b>TITLE</b>	<b>DEVELOPMENT OF A MOBILE TRAINING UNIT FOR RURAL COMMUNITY TELEVISION CENTERS</b>
<b>2.</b>	<b>NUMBER</b>	<b>PDC/23 BOL/01</b>
<b>3.</b>	<b>CATEGORY OF MASS MEDIA</b>	<b>Rural community televising and centers of rural audio-visual educative production.</b>
<b>4.</b>	<b>IPDC PRIORITY AREA</b>	<b>TRAINING, DEVELOPMENT OF COMMUNITY MEDIA, PROMOTION OF FREEDOM OF EXPRESSION</b>
<b>5.</b>	<b>SCOPE (NATIONAL, REGIONAL, INTERREGIONAL)</b>	<b>National (Andean and Eastern Bolivia)</b>
<b>6.</b>	<b>TYPE OF ASSISTANCE REQUESTED</b>	<b>training and technical equipment</b>
<b>7.</b>	<b>TOTAL COST OF PROJECT</b>	<b>\$ 62.552</b>
<b>8.</b>	<b>AMOUNT REQUESTED FROM IPDC</b>	<b>\$ 30,000</b>
<b>9.</b>	<b>BENEFICIARY BODY</b>	<b>Rural community Television channels and rural centers of community production.</b>
<b>10.</b>	<b>IMPLEMENTING BODY</b>	<b>Servicio de Capacitación en Radio y Televisión para el Desarrollo (SECRAD) - Universidad Católica Boliviana (U.C.B.).</b>
<b>11.</b>	<b>PROJECT LOCATION</b>	<b>La Paz, Bolivia</b>
<b>12.</b>	<b>PROJECT PREPARED BY</b>	<b>Lic. José Luis Aguirre Alvis - Director SECRAD Fernando Bustamante Quiroga - Responsable of Unit Video for the SECRAD/U.C.B. secrad@ucb.edu.bo</b>
<b>DECISION OF THE COUNCIL:</b>		
<b>DECISION OF THE BUREAU:</b>		

## **B. PRESENTATION**

### **1. BACKGROUND AND JUSTIFICATION:**

Since 1982, with the return to democracy, Bolivia has experienced the introduction of political and economic reforms following a neoliberal model. This policy became apparent with the promulgation of the Supreme Decree 210060 in 1985 that liberalized the market in this country with its corresponding impact on the field of social communication.

In Bolivia there are more than 500 radios and 100 television channels (Human Development Report 2000 p:86) that include private, public, religious and educational institutions, as well as community media. Nevertheless, 70% of the media remains in the hands of commercial groups.

Radio continues being the more democratic medium by its accessibility and cost. The appearance of community and indigenous radio stations is also the product of social reforms resulting from constitutional changes (1994) that were the multiethnic and pluricultural in character. These reforms have also led to the introduction of television channels in the provinces, which previously had only received TV signals solely from the urban centers of Bolivia (La Paz, Cochabamba and Santa Cruz), or from foreign channels..

#### **Community Channels and Community Centers of Audio-visual Educational Production**

The community television channels and community centers of rural audio-visual educational production that have arisen in Bolivia in the last decade are mainly located in the Andean and Eastern regions of the country. These media have been started in order to meet the necessities of the rural populations in these regions and have a social service and educational character. However, these rural TV centers have not been able to overcome the limitation of technical and human capacities and of financial sustainability.

Problems that face the Community Television Channels and the Centers of Rural Audio-visual Educative Production:

A rural or community television census does not exist in Bolivia.

Their transmission centers are poorly equipped, and stations often do not have access to the best technologies for video production.

There is a lack of adequate training available to the rural communities. The people involved in production are farmers or work in farm-related fields and have had little or no training in audio-visual production. Contents are limited to the diffusion of public service announcements, local reports, improvised advertising, obituary messages and messages to friends and relatives. The programming of these rural community channels to a large extent is limited to films or programs recorded or acquired in city commerce; there are very few cases in TV programming that uses the regional indigenous languages.

Finally, the sustainability of these community television channels is hampered by their limited abilities to generate income. Often they must rely on contributions from municipal budgets, nongovernmental organizations, the Catholic or evangelical churches or farmers unions.

## Priorities of the project

The first priority is the strengthening of rural community television channels and rural audio-visual educational production centers in order to improve their human resources and programme production capacities. Secondly, the project seeks to enhance the technological capabilities of these stations, as another element in the improvement of the quality of their programming. It is planned to set out a system of training that will be sensitive to cultural differences of the community as well as to the various levels of formation of the participants; that will promote gender balance in TV production and cover all of the aspects of creating contents for TV programming with social development goals (basic concepts of TV production, TV idioms, the technological supports and innovation of digital technical resources, the production of educational messages).

## Technical Implementation

The present proposal involves the development and use of a mobile unit for television production that allows for both practical training in use TV technology and theoretical training for the development of programming content. The training will be offered through a modular approach.

### Equipment:

#### **Unit 1: Field production**

Two Digital cameras  
Two tripods  
Two sets of lights  
Two tie microphones  
Two bounding of lights

#### **Unit 2: Postproduction**

a digital reproducer  
a PC computer  
a VHS reproducer  
Two monitors  
furniture of equipment support

Consumable equipment: digital cassettes, VHS cassettes, cassettes DAT (for sound taking).

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

Community television workers and community audio-visual educational production centers located in the rural Andean and eastern regions of Bolivia, especially in areas where the local language is Aymara.

## **3. IMMEDIATE OBJECTIVES:**

Establish a training system adaptable to the specific conditions and needs of TV production in the various community centers.

Develop two regional stages of training, one directed to the Andean area and the other to the Eastern region. Each one will have a duration of six months, including 5 training modules in production and content instruction and a final session for evaluation.

Production of audio-visual training material sensitive to cultural and community conditions that also meets the needs of rural TV production

Creation of a network of programming exchange and interaction between community television media that will ultimately enable them to extend their programming and interactions to other sectors of Bolivia.

**4. DEVELOPMENT OBJECTIVE:**

Strengthening of television and community centers of production of Bolivia's rural areas and promoting them as networks for mutual cooperation among community media and centers of production.

To promote through television production in native languages the participation of the indigenous communities of Bolivia, thus contributing to multiculturalism in the constitution of a participative democracy in the media in Bolivia.

To generate possibilities of encounter and interchange of experiences between organizations of community producers for conforming a network of productions and circulation of TV materials

**5. PROJECT INPUTS:**

Necessary acquisition of equipment and materials for the training and establishment of a plan for strengthening of human resources in the area of indigenous community television.

**6. PROJECT OUTPUTS:**

The training and formation of 80 community television producers (at theoretical and practical level); to generate a geographic network of community television production sensitive to interests, aspirations, and cultural conditions of the various locales; to activate a training system directed to community television media capable of being replicated and extended by the participants themselves to other community centers.

**7 ACTIVITIES:**

Identification of the TV channels and community production centers; analysis of their situations and diagnosis of their training and technological needs; design of the training courses for television and audio-visual centers.

Execution of the course in the two regions (Andean and Eastern of Bolivia).

**8. WORK PLAN:**

First Two Months – January- February

a. Diagnosis of the presence and conditions of work of media and rural community centers of television production of Bolivia.

b. Elaboration of the structure of training program.

Second Two Months – March - April

c. Production (elaboration of contents and scripting) of the training modules.

d. Text and material production of support of the modules and the audio-visual material.

Third Two Months – May - June

- e. Constitution of the unit of audio-visual production for the training.
- f. Purchase of a unit of recording production accomplishment and postproduction for the field training.  
Final Six months – July - December
- g. Development of the program of training.
- h. Constitution of a Network of Interchange and TV production.

**9. INSTITUTIONAL FRAMEWORK**

The Bolivian Catholic University San Pablo (U.C.B.) was founded on 1966 and is an organization of higher education with a social service vocation. In 1986 with the valuable contribution of the PIDC (UNESCO), the U.C.B. started SECRAD (Servicio de Capacitación en Radio y television para el Desarrollo) that develops programs for training in audio-visual media and educational communication. SECRAD has a national presence and today is very well known for its training of rural and indigenous communicators.

**10. SUSTAINABILITY**

The sustainability of the project will depend on the benefits that participants derive from the training program.

**11. FRAMEWORK OF MONITORING**

UNESCO will designate to the external professional able to make the evaluation of the Project.

**12. EVALUATIONS CARRIED OUT**

SECRAD is in a process of investigation and diagnosis of the location of the community television channels of the Andean and Eastern sectors of Bolivia.

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

The executing organization will report to UNESCO every four-months, as required.

**C. ADDITIONAL INFORMATION**

The SECRAD was launched in 1986 with the financial support of the IPDC. This financial support was used to equip SECRAD's audio studio, which is now only one of its several studio facilities. In 1998, again with IPDC support, SECRAD executed the Project of Cooperation for the Development and Fortification of Rural Radios in Bolivia, also known as PROCARP (Program of Training of Provincial Radios). This project provided training to more than 100 indigenous community radio stations located in Bolivia's altiplano provinces.

## D. BUDGET

ITEM	Cost in U.S. Dollars
<u>PIDC/UNESCO CONTRIBUTION</u>	
Equipment	
One PC computer, with program and video card of edition	3.000
Two digital cameras Sony	2.800
Two monitors of post-production	800
Two tripods	1.000
One recorder VHS Sony	280
One set of lights	2.500
Two unaambric microphones	800
Furniture of post-production	500
50 digitals tapes	342
50 VHS tapes	100
8 U-Matic tapes	164
30 batteries for microphones	66
6 alogen lamps	300
Training (12 months)	
Production of audio-visual training materials.	5000
Material of support	348
Lodging and feeding of participants	8.000
Transfer, lodging and feeding of 10 trainers	2.000
Two courses of regional evaluation	2.000
<b>TOTAL 1 CONTRIBUTION PIDC/UNESCO</b>	<b>U.S. \$ 30.000</b>
<u>CONTRIBUTION U.C.B./SECRAD</u>	
Services of qualification and personnel of technical support.	8.400
Gral. Coordinator Of program (700x12) 8.400 \$us	18.000
Three permanent instructors (500x12)x3 = 18.000	6.100
Secretary and technical attendance 6.100	
<b>TOTAL 2 CONTRIBUTION SECRAD</b>	<b>U.S. \$ 32.500</b>
<b>PRESUPUESTO TOTAL (1 +2)</b>	<b>U.S. \$ 62.552</b>

# **PRINT MEDIA**



# CAMEROON

<b>A. PROJECT IDENTIFICATION</b>	
<b>1. TITLE</b>	<b>STRENGTHENING THE INDEPENDENT NEWSPAPER <i>LE MESSENGER</i></b>
<b>2. NUMBER</b>	<b>PDC/23 CMR/02</b>
<b>3. CATEGORY OF MASS MEDIA</b>	<b>PRINTED MEDIA</b>
<b>4. IPDC PRIORITY AREA</b>	
<b>5. SCOPE</b> (NATIONAL, REGIONAL, INTERREGIONAL)	<b>NATIONAL</b>
<b>6. TYPE OF ASSISTANCE REQUESTED</b>	<b>EQUIPMENT</b>
<b>7. TOTAL COST OF PROJECT</b>	<b>US\$52 525</b>
<b>8. AMOUNT REQUESTED FROM IPDC</b>	<b>US\$45 354</b>
<b>9. BENEFICIARY BODY</b>	<b>THE MULTIMEDIA GROUP <i>LE MESSENGER</i></b>
<b>10. IMPLEMENTING BODY</b>	<b>THE MULTIMEDIA GROUP <i>LE MESSENGER</i></b>
<b>11. PROJECT LOCATION</b>	<b>DOUALA</b>
<b>12. PROJECT PREPARED BY</b>	<b>THE MULTIMEDIA GROUP <i>LE MESSENGER</i></b>
<p><b>DECISION OF THE COUNCIL:</b></p> <p><b>DECISION OF THE BUREAU:</b></p>	

## B. PRESENTATION

### 1. **BACKGROUND AND JUSTIFICATION:**

The Cameroonian press is among the most flourishing and dynamic in Africa. After long years of unparalleled political repression, with the repeal of the prior censorship law in January 1996, the press regained a degree of freedom which, though not total, still allows it to play an essential role in the present context of socio-political transformation in Cameroon.

The Multimedia Group "*Le Messenger*" was established on 17 November 1979 in Bafoussam (West-Cameroon); its headquarters was moved to Douala, economic capital of the country, in 1983, with the aim of increasing the readership and attracting new advertisers. Despite the serious difficulties inherent in the socio-political transformation mentioned above, and worsened since 1993 by the grave economic crisis that Cameroon is still having difficulty climbing out of, the company has made significant progress in terms of management, production and of quality of service.

From the "monthly with a bi-monthly vocation" that it was in its early days, *Le Messenger*, the Group's flagship publication, is today a tri-weekly appearing Mondays, Wednesdays and Fridays. It has a younger sibling, *Le Messenger-Popoli*, a satirical biweekly appearing Tuesdays and Thursdays. Added to these two editions there is an electronic version, *Le Messenger world edition* ([www.lemessenger.net](http://www.lemessenger.net)), a showpiece, which for a long time, made *Le Messenger* the only Cameroonian independent newspaper on the Web, with two or three updates a week.

Other initiatives have unfortunately not been able to survive the company's economic difficulties. These include "*Le Messenger-English Edition*", "*Le Messenger African*", "*LMJ*" (*Le Messenger* for young people), etc.

*Le Messenger's* computer stock comprises some twenty computers distributed among the various units and regional agencies, with a strong concentration in the technical department and the central newsroom. Most of the computers at headquarters form part of an internal network installed thanks to a subsidy received – the first in the life of *Le Messenger* – from *L'Agence intergouvernementale de la Francophonie* in 1998.

The age of this equipment, its inadequacy in relation to our needs, and above all the rapid emergence of new technologies, means that this equipment now needs to be renewed. Hence the submission of this request for funding from the IPDC.

Our project is aimed at strengthening our computer equipment in order to address two major concerns: the change of frequency of *Le Messenger* from tri-weekly to daily, and the development of our Web site around an interactive electronic edition.

Until the advent of the daily "*Mutations*" just a few months ago, Cameroon was one of the rare francophone African countries south of the Sahara to have only one daily, a governmental publication at that. Still today, the presence of this single private daily is not enough to ensure and promote information pluralism in an environment where the State media is virtually ubiquitous. Cameroon, which has more than 15 million inhabitants with a literacy rate of around 60%, deserves better than what is on offer today in daily press.

This situation can perhaps be explained by the long and fierce political repression that the country's press had to face. Prior censorship legislation was only abrogated in January 1996 and its shadow still looms. Nevertheless, there is no justification for depriving the population of its right to diversified information at a time when the new technologies make it possible to get around political censorship in all its forms. *Le Messenger* is committed to leveraging its position as leader of the independent press, at least in Cameroon, to contribute to addressing this need by transforming the 23-year-old tri-weekly into a daily. The satirical bi-weekly "*Le Messenger Popoli*" will then become a weekly appearing on Fridays.

As was mentioned earlier, *Le Messenger*, was until recently the only Cameroonian independent newspaper on the Web, and regularly updated its site. Unfortunately, the electronic edition is having to deal with various problems not least of which are substandard equipment and dependence on service providers. Our site is hosted by a third party and the updating is done at their installations, which poses not only the problem of availability of the clerk concerned, but also that of securization of our information.

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

The immediate beneficiaries of the project are the Cameroonian communities both at home and abroad. Indeed, the project is aimed, if not at removing, at least at reducing, the de facto monopoly of publicly-run daily media in the field of printed information. This will give the people an opportunity to form their own opinions on current events on a daily basis in the light of diverse and pluralistic information emanating from both government and private sources. This applies to the printed daily as well as to the electronic edition.

## **3. IMMEDIATE OBJECTIVES:**

As previously stated, our installed computing equipment is relatively outdated at present, particularly in view of the rapid change in new technologies. There is, thus, an urgent need to renew our stock so as to comply, not only with modern standards, but also, and above all, with the standards of quality and speed of information processing dictated by a competitive environment.

Our aim is, therefore, to acquire the equipment listed below as soon as possible:

### **A- For the production of the daily**

- 4 G5 Macs
- 10 Pentium 550, 15" screens
- 2 HP A3 laser printers
- 2 HP A4 laser printers
- 3 Agfa scanners
- 5 digital cameras

### **B- For the electronic edition**

- Web server with the following configuration

### **C- : Hardware: - Intel Pentium III (Multimedia)**

- Processor: 1GHZ
- Hard disk: 30 GB
- Screen: 17"
- Network card: 10/100

- Housing: ATX Large Tower Case
- D- : Software: - Windows NT environment**
- Installation and configuration of SPJ - IIS 5.0 - Site – Network
- Radio equipment for the site
  - Nokia AP 10
  - YDI 11 Mbps
  - Amplifier
  - Cables
  - Lightning protector
- Rental of 64K Internet bandwidth
- Engineering works, installation and parameterization of the equipment.

#### **4. DEVELOPMENT OBJECTIVE:**

The complementarity between physical newspapers and virtual newspapers is widely acknowledged nowadays. Thus, if our project were to be realized, it would introduce a new dynamic not only for our Group, but for the entire Cameroonian, or even African, press industry in which *Le Messenger* remains, if not a model, at least a pioneer. It would, therefore, make an additional and essential contribution to the building of a society based on the principles of democracy and freedom that all Cameroonians aspire to. It would also contribute to extending the use of the new information and communication technologies in the independent press milieu, through a chain reaction.

At the corporate level, the change of *Le Messenger* from a tri-weekly to a daily would enable us to be closer to unfolding events, help us break the de facto monopoly of the governmental daily "*Cameroon Tribune*" and also help us increase our sales.

As regards the electronic edition, the acquisition and installation of new equipment would give us control over the entire process of putting the publication on line, and would make for more rational management of its content. With more than a million visitors since it was created, our site is the main source of information for the vast majority of Cameroonians abroad. Its planned restructuring could provide us with the means of initiating fruitful and interactive debate as well as developing new income-generating products. Not to mention that it would allow us, in case of need, to get around the censorship and administrative seizures in a country where nothing can ever be fully taken for granted despite the law, and particularly when it comes to freedoms.

#### **5. PROJECT INPUTS:**

The inputs revolve essentially around the acquisition and installation of equipment:

##### **A. For the production of the daily**

- 4 G5 Macs
- 10 Pentium 550, 15" screens
- 2 HP A3 laser printers
- 2 HP A4 laser printers
- 3 Agfa scanners
- 5 digital cameras

##### **B. For the electronic edition**

- Web server with the following configuration

##### **C. : Hardware: - Intel Pentium III (Multimedia)**

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- Housing: ATX Large Tower Case
- D. : Software: - Windows NT environment**
- Installation and configuration of SPJ - IIS 5.0 - Site – Network
- Radio equipment for the site
  - Nokia AP 10
  - YDI 11 Mbps
  - Amplifier
  - Cables
  - Lightning protector
- Rental of 64K Internet bandwidth
- Engineering works, installation and parameterization of the equipment.

#### **6. PROJECT OUTPUTS:**

The results of the project inputs will be:

- Recruitment of 5 new journalists
- Recruitment of 2 computer experts
- Strengthening of our production capacity
- Extension of our readership
- Establishment of a powerful bond and synergies between Cameroonians of the diaspora and their country
- Training of journalists and other data entry operators to use the new equipment

#### **7. ACTIVITIES:**

In addition to the cabling works to be done at the work site, the activities to be accomplished in order to achieve the immediate objectives of the project consist essentially in the purchase, configuration and installation of equipment, once the funds requested become available.

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

The time frame of activities is as follows:

- Cabling works: 1 week;
- Purchase of equipment: 2 weeks;
- Parameterization and installation: 2 weeks.
- A total of 5 weeks.

#### **9. INSTITUTIONAL FRAMEWORK:**

The project will be managed principally by our Group, with the involvement of both our in-house computer technicians and external partners. For example, the cabling works will be carried out by the Mac Darwin company, the equipment will be bought by our purchasing department, our computer department will install and configure the equipment, while the company Global Net will be responsible for the installation, configuration and parameterization of the equipment for the Web site.

**10. SUSTAINABILITY:**

*Le Messenger*, which has managed to survive decently for 23 years in an environment hostile to the free press, intends to capitalize on its proven experience to make the project sustainable over the long term.

**11. FRAMEWORK OF MONITORING:**

We propose that one of the following organizations be assigned by UNESCO to monitor progress of the project:

- World Association of Newspapers (AMJ),
- Union of Journalists of Cameroon,
- Union of Newspaper Publishers of Central Africa.

**12. EVALUATIONS CARRIED OUT:**

(See total project budget annexed)

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

The Multimedia Group *Le Messenger*, project beneficiary agency, undertakes to report on progress of the project every four months.

**C. ADDITIONAL INFORMATION**

The IPDC has never before provided assistance to our Group.

By way of preparatory activities prior to submission of the project to IPDC, a project analysis and financial assessment were completed and the funding request dossier prepared.

As beneficiary of the project, *Le Messenger* will meet all the costs related to preparatory activities and start-up of the project. The company will also finance the engineering works, installation and parameterization of the equipment.

No assistance has been sought from sources other than the IPDC for funding this project.

## **D. BUDGET**

### **1. Breakdown of IPDC's contribution (in US\$):**

<b>DESCRIPTION</b>	<b>AMOUNT IN (US\$)</b>
Computer equipment for the daily	30 182
Computer and radio equipment for the Web site	13 376
Project monitoring 100 000 CFA Francs/month x 12	1 793
<b>Total</b>	<b>45 354</b>

### **2. Breakdown of the beneficiary agency's contribution (in US\$):**

<b>DESCRIPTION</b>	<b>AMOUNT IN (US\$)</b>
Start-up of the project	1 494
Engineering works	1 943
Computer equipment	3 061
Regular reports	672
<b>Total</b>	<b>7 171</b>

# INDIA

<b>A. PROJECT IDENTIFICATION</b>		
<b>1. TITLE</b>		<b>India: Expanding PII Community Feature Network and Grassroots publication</b>
<b>2. NUMBER</b>		<b>PDC/23 IND/02</b>
<b>3. CATEGORY OF MASS MEDIA</b>		<b>PRINT MEDIA</b>
<b>4. IPDC PRIORITY AREA</b>		<b>Community Media Human Resource Development</b>
<b>5. SCOPE (NATIONAL, REGIONAL, INTERREGIONAL)</b>		<b>National</b>
<b>6. TYPE OF ASSISTANCE REQUESTED</b>		<b>Equipment and production support</b>
<b>7. TOTAL COST OF PROJECT</b>		<b>US\$ 78,950</b>
<b>8. AMOUNT REQUESTED FROM IPDC</b>		<b>US\$ 48,200</b>
<b>9. BENEFICIARY BODY</b>		<b>Press Institute of India</b>
<b>10. IMPLEMENTING BODY</b>		<b>Press Institute of India</b>
<b>11. PROJECT LOCATION</b>		<b>New Delhi, Chennai and Ahemedabad in India</b>
<b>12. PROJECT PREPARED BY</b>		<b>Director PII - CCI with assistance from ACI/Asia</b>
<b>DECISION OF THE COUNCIL:</b> <b>DECISION OF THE BUREAU:</b>		



## **B. PRESENTATION**

### **1. BACKGROUND AND JUSTIFICATION:**

The Press Institute of India (PII), established in 1963 as an independent non-profit trust, is a national professional body designed to address issues related to press with a mandate to remedy them. Although some 70% India's population lives in rural areas and small towns, their development concerns were neglected or under-reported by the mainstream media. PII has been active in addressing this imbalance and has successfully completed establishing the PII Community Feature Network.

The Community Feature Network provided credible field reportage in newspapers to expose underlying socio-economic issues of rural India. For this purpose PII compiled and published "*Grassroots*" in English and Hindi, a monthly selection of rural reportage from a wide range of local and community newspapers from different part of the country. Though the space given to human development is limited and sporadic in individual newspapers, a month's selection in "*Grassroots*" provided model of coverage of urgent rural issues that need to be brought to public attention. PII also awarded a prize for the best report published each month. Regional training workshops were organized to sensitize local journalists and teach the special skills in making rural reportage.

A considerable number of mainstream newspapers are now using the "*Grassroots*" as a source of rural news features. The achievements of this endeavor were recognized in the messages received from the President and Prime Minister of India on the first anniversary of the Publication in may 2000. President R. K. Narayan acknowledged, " During the year since it commenced publication, *Grassroots* has performed a commendable task of focusing attention on issues and events that really matter and make difference to the lives of people".

Currently "*Grassroots*" is published in English and Hindi. The purpose of this proposal is to enable PII to initiate the publication in at least two other major Indian languages, preferably Gujarat and Tamil and to provide a range of reporting assignments combined with training opportunities to stringers or field reporters. There are 70 major publications published Gujarat and 55 in Tamil language, but they prefer more conventional and urban oriented content rather than reporting particularly on rural issues.

The project therefore aims at expanding the readership opportunities for Gujarat and Tamil speaking people and policy makers to focus and dialogue more on pressing rural issues where majority of the people live in rural societies.

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

The project will have a direct impact on Gujarat and Tamil speaking communities and policy makers. It will target at rural journalists working in those two languages enabling them to produce quality rural news features.

**3. IMMEDIATE OBJECTIVES:**

- a) To publish "Grassroots" news features in five major Indian languages, namely in Bengali, Marathi, Gujarat, Urdu and Tamil
- b) To train and assign different language journalists to join and contribute to the "PII Community feature network" and "Grassroots" publication.
- c) To expand the accessibility of the Hindi and English language "Grassroots" by placing it in World Wide Web.

**4. DEVELOPMENT OBJECTIVE:**

To increase the communicative capacity of rural population and to help include them in the decision making process.

**5. PROJECT INPUTS:**

- (1) Equipment (2.) Production cost (3) Support for rural reporter assignment (4) Training

**6. PROJECT OUTPUTS:**

- "Grassroots" published in Gujarati and Tamil
- Two training workshops held to produce at least twenty trained rural journalists to produce regular quality feature articles
- At least 20 features related to important rural issues are produced through reporting assignments

**7. WORK PLAN and ACTIVITIES:**

Month 1	Selection of assignees for features
Month 2	Training workshops (Chennai)
Month 3	Feature writing assignments commenced.
Month 5	Grassroots produced in Tamil language
Month 6	Training workshop (Ahmedabad)
Month 7	Feature writing assignments
Month 8	Grassroots produced in Gujarat
Month 19	Project evaluation

**9. INSTITUTIONAL FRAMEWORK:**

The Press Institute of India will be responsible for all planning, coordination and implementation of the project, as it has extensive experience in organizing training courses in the field of press development. The Press Institute will liaise with the editors of new grassroots publications to ensure that relevancy and usefulness of the feature network. The Press Institute will designate a Project coordinator, who will organize, document and evaluate the project output.

**10. SUSTAINABILITY:**

Circulation and impact of the English and Hindi versions of "Grassroots" as well as the number of items picked up by regional papers from the Grassroots Feature Network is on the increase. The

Community Feature Network has entertained specific requests coming from development agencies and NGOs to project issues. For instance a reporting workshop was held in the tribal areas of Madya Pardesh to promote coverage of tribal problems. The Credibility of the Grassroots Community Feature Network has begun to attract regular support from various quarters. PII will continue to provide its staff to coordinate and maintain the Community Feature Network. PII meets its recurrent expenses partly through the membership funds provided by newspapers whose annual subscription varies from US\$ 100-300.

A strategy to include advertisements in "Grassroots" Gujrat and Tamil publications has been designed and will be implemented at the outset of the proposed project (phase II). This would mainly include regular subscriptions from mainstream newspapers and advertisements in "*Grassroots*" efficiently.

#### **11. FRAMEWORK OF MONITORING:**

The UNESCO Adviser for Communication and Information will monitor the project in close collaboration of the Indian Press Institute.

#### **12. EVALUATION CARRIED OUT**

In 1998 the Grassroots English and Hindi publications were establish with initial funding support from IPDC. To date both publications are regularly published. While IPDC yet has not evaluated the original project other partners such as Fredric Ebert Stiftung have concluded their evaluations and were highly satisfied with the Grassroots publication.

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

- The Indian Press Institute will provide implementation reports in four monthly intervals and a final report at the completion of the project.
- 

### **C. ADDITIONAL INFORMATION**

**Provide information on:**  
Previous IPDC assistance

In 1998 IPDC supported Indian Press Institute to implement Community Feature Network project (352IND81) with \$ 55,000. Through this project Indian Press Institute established the community Feature Network and the first Grassroots publication in English.

Preparatory activities completed prior to submission of the project to IPDC: The Press Institute of India has been aware of the imbalance between the rural community and metropolitan newspapers for some years. Institute has successfully completed the IPDC funded phase I of this project, which was established as a result of consultations held with provincial editors and publishers. The "Grassroots" English and Hindi publications are already well established as the main vehicle of Community Feature Network. Provincial workshops for feature network were conducted in the States of Karanataka and Madya Pradesh.

**Assistance sought other than IPDC:** Nil.

**D. BUDGET**

**1. Breakdown of IPDC's contribution (in US\$):**

(Breakdown should include the budget line for monitoring of project progress)

<b>Breakdown of IPDC's contribution during the year in question (in US\$):</b>	<b>US\$</b>
1. Training courses	14,000
2. Computers (2) and language software	4,000
3. Travel costs for feature network coordination	3,000
4. Feature assignments (\$ 250 x 20)	5,000
5. Reproduction of grassroots in Gujarat and Tamil	16,000
5. Project monitoring	2,000
6. Evaluation (10% except for project monitoring)	4,200
<b>TOTAL</b>	<b>48,200</b>

**2. Breakdown of the beneficiary agency's contribution (in US\$):**

(Breakdown should include the budget line for regular reporting on project progress (see article 13))

<b>Breakdown of the contribution of submitting agency during the years in question (in US\$):</b>	<b>US\$</b>
1. Provisions for Project Coordinator	12,000
2. Support staff	14,000
3. Office space, clipping and media libraries	4,000
4. Project reporting	750
<b>TOTAL</b>	<b>30,750</b>

## MALAYSIA

<b>A. PROJECT IDENTIFICATION</b>		
<b>1. TITLE</b>	<b>AIDCOM- Sensitizing and Educating the Rural Journalists on Press Freedom and Pluralistic Society</b>	
<b>2. NUMBER</b>	<b>PDC/23 MAL/01</b>	
<b>3. CATEGORY OF MASS MEDIA</b>	<b>Print Media</b>	
<b>4. IPDC PRIORITY AREA</b>	<b>Freedom of Expression and Media Pluralism</b>	
<b>5. SCOPE</b> (NATIONAL, REGIONAL, INTERREGIONAL)	<b>National</b>	
<b>6. TYPE OF ASSISTANCE REQUESTED</b>	<b>Financial Assistance for Workshops</b>	
<b>7. TOTAL COST OF PROJECT</b>	<b>US \$ 48,000</b>	
<b>8. AMOUNT REQUESTED FROM IPDC</b>	<b>US \$ 28,500</b>	
<b>9. BENEFICIARY BODY</b>	<b>Asian Institute for Development Communication (Aidcom)</b>	
<b>10. IMPLEMENTING BODY</b>	<b>UNESCO</b>	
<b>11. PROJECT LOCATION</b>	<b>East Malaysia and West Malaysia</b>	
<b>12. PROJECT PREPARED BY</b>	<b>Asian Institute for Development Communication (Aidcom) with advise from ACI/Asia</b>	
<b>DECISION OF THE COUNCIL:</b>		
<b>DECISION OF THE BUREAU:</b>		

## **B. PRESENTATION**

### **1. BACKGROUNDS AND JUSTIFICATION:**

The freedom of the press and the fast track economic development in Malaysia did not move in tandem. The ownership pattern of the newspapers in Malaysia and the self-censorship among the professional journalists have created an information void, which often baffles the society. Recent developments in South-east Asia, the growing fundamentalism around it, and the need for a pluralistic society with the country's multi-racial and multi-religious population, have brought home the needs for a vigorous free press. Malaysia is seeking media help to promote the concept of a pluralistic society for national unity.

The post-1997 economic slow down affected the Malaysian press which, in its effort to cut costs, have laid up large number of professionals and is depending on part-time correspondents and stringers outside the metropolitan cities – especially in rural areas. These correspondents do not have any professional training. They are lawyers, teachers and people belonging to other professions. Quite often, the news-desk spends a long time to decipher the meaning of their dispatches and edit those. Yet, very little effort was made to train this vital group of information providers. Most of these information providers have neither the journalistic skill required, nor any concept of the freedom of expression and the freedom of the press, essential for the development of a pluralistic society in Malaysia.

Through this project Aidcom plans to train these part-time journalists on the basic principles of journalism, including the freedom of expression. This will help them to learn the concept of the freedom of the press and expression and the role that the media should play to strengthen the objectives of a pluralistic society. The two five-day workshops for separate groups will teach the journalists the basics reporting skills and evaluation of the information for reporting; the workshop content will be equally divided between press freedom and skill based training..

The trained journalists can contribute to a balance presentation of information from the rural areas, and change the lopsided media coverage in the country. This will also help to promote the cause of a pluralistic media through a bottom up approach.

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

Two groups of 35-40 rural correspondents each from the less developed areas of Malaysia who either write for the local / community or metropolitan language newspapers, published in English or local languages.

### **3. IMMEDIATE OBJECTIVES:**

- I. To broaden the knowledge of the rural correspondents in core journalistic issues such as the freedom of expression and free independent and pluralistic media.
- II. To enhance the reporting skills of part-time or casual journalists and stringers.
- III. To train computer illiterate journalists in the skills of investigative journalism through ICT.

**4. DEVELOPMENT OBJECTIVE:**

Contribute towards the evolution of a free and pluralistic press in Malaysia.

**5. PROJECT INPUTS:**

- I. Four trainers – two for imparting the knowledge of a free and pluralistic press and two for the development of journalistic skills.
- I. Three coordinators and facilitators from the organizing agency
- II. Two workshops
- (2) Workshop facilities including 20 computers with networking and Internet facilities to train participants in reporting and evaluation of information through examples from the websites of various prominent newspapers and news sources

**6. PROJECT OUTPUTS:**

Approximately 80 skilled / semi skilled rural reporters with enhanced reporting skills and understanding of core journalistic issues and the concept of a free press.

**7. WORK PLAN and ACTIVITIES:**

The project will be completed in 6 months.

- I. Months 1- Preparatory activities
- II. Month 2- The selection of appropriate participants for the workshops
- III. Months 3-4 Two knowledge and skill-based workshops—for five days each--covering all states in Malaysia.
- IV. Month 4 – Project status report
- V. Month 5-6 – Project evaluation

**8. INSTITUTIONAL FRAMEWORK:**

The Asian Institute for Development Communication (Aidcom) will be the lead agency for the project.

Established in 1986, Aidcom is a high reach, creative, broad spectrum, focused and representative organization. Today, Aidcom is the leading institute for Development Communication in Asia. Identified closely with press freedom and human rights issues, Aidcom is known to the Asian media, and the various UN agencies as a professional, multilateral, non-government, and non-profit organization. It is known for its contribution towards promoting press freedom and human rights through seminars and workshops.

Aidcom is working closely with a number of UN agencies, including UNDP, Unesco, UFPA, and GEF.

**10. SUSTAINABILITY:**

Stringers and part-time reporters are an essential component of media institutions. Newspapers will always demand a pool of stringers with enhanced journalistic skills.

### **11. FRAMEWORK OF MONITORING:**

The project will be monitored by the Unesco Regional Communication Adviser for Asia, or an organization identified by him

### **12. EVALUATION CARRIED OUT**

The last IPDC project implemented by AIDCOM is completed and ready for evaluation. External evaluations of other Aidcom activities are available on request. For the current project:

- I. Evaluation will be done through questionnaires to be filled up by the workshop participants after completion of the workshop and training.
- II. The editors will be requested to evaluate the participants' post-workshop performance.
- III. There will be a project evaluation report, which will assess the attainment of the project's objectives.
- IV. This evaluation report will be submitted together with the End of Project Report.
- V. Another post-project evaluation will be carried out within 12 months of the completion of the project to assess the impact of the project activities.

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

The beneficiary agency undertakes to submit four- monthly reports on the project progress and the submission of the Final Report of the project not later than four weeks after the completion of the 6-month project.

## **C. ADDITIONAL INFORMATION**

▪ Previous IPDC support received by the country.

Aidcom has been a beneficiary of two IPDC projects since 1988. The last project entitled "Negotiating the Maze: Changing the Status of Women Journalists in Malaysia" was supervised and executed by Aidcom from 2000 to 2001.

Earlier in 1988 Aidcom supervised and executed a project on "Development of Communication Skills for Enhancing Women's Entrepreneurship".

▪ Preparatory activities completed prior to submission of the project to IPDC.

Preliminary assessment of the situation in the country has been done through:

- I. Discussions with the editors of the newspapers in Kuala Lumpur, the main center of publications.
- II. Had discussions with the HRD departments of the New Strait Times, the Star and the Sun as well as with the HRD/Editors of language publications.



III. They have promised support in the project by releasing some of their journalists and allowing others to get the training.

Three editors will be active participants in the workshop to explain the problems and issues (related to the project) they have to deal with.

- **Contribution foreseen by the beneficiary agency during the project period.**

The AIDCOM will provide logistical support in terms of staffing, communication, and project administration

- **Assistant sought other than IPDC. None.**

**D. BUDGET**

1. **Breakdown of IPDC's contribution (in US\$):**

<b>Breakdown of IPDC's contribution during the year in question (in US\$):</b>	<b>US\$</b>
1. Two Five-day workshop in West Malaysia and East Malaysia	
a) Project consultant (6x750)	\$ 4, 500
b) Workshop expenses: Boarding, lodging per diem, hall rental, communication, materials, photocopying, backdrop, opening ceremony,travel,transport,honorarium	\$ 12,000
c) hire of equipment	\$ 4,200
d) Trainers	\$ 4,000
e) project monitoring	\$ 2, 500
4. Evaluation (10% except for project monitoring)	\$ 2,400
<b>TOTAL</b>	<b>\$ 28,500</b>

2. **Breakdown of the beneficiary agency's contribution (in US\$):**

<b>Breakdown of the contribution of submitting agency during the years in question (in US\$):</b>	<b>US\$</b>
1. Logistics, administrative support and communication	\$ 5,500
2. Staff salaries	\$ 9,000
3. Project reporting	\$ 1,000
4. Office space	\$ 4,000
<b>TOTAL</b>	<b>\$ 19,500</b>

# MONGOLIA

<b>A. PROJECT IDENTIFICATION</b>		
<b>1</b>	<b>TITLE</b>	<b>Sustainability and Empowerment of the Ezegetei women's magazine</b>
<b>2</b>	<b>NUMBER</b>	<b>PDC/23 MON/01</b>
<b>3</b>	<b>CATEGORY OF MASS MEDIA</b>	<b>Women's magazine</b>
<b>4</b>	<b>IPDC PRIORITY AREA</b>	<b>Freedom of expression and media pluralism Capacity building</b>
<b>5</b>	<b>SCOPE NATIONAL, REGIONAL, INTERREGIONAL</b>	<b>National</b>
<b>6</b>	<b>TYPE OF ASSISTANCE REQUESTED</b>	<b>Financial</b>
<b>7</b>	<b>TOTAL COST OF PROJECT</b>	<b>\$85,615</b>
<b>8</b>	<b>AMOUNT REQUESTED FROM IPDC</b>	<b>\$68,775</b>
<b>9</b>	<b>BENEFICIARY BODY</b>	<b>Ezegetei-women's magazine</b>
<b>10</b>	<b>IMPLEMENTING BODY</b>	<b>Ezegetei-women's magazine</b>
<b>11</b>	<b>PROJECT LOCATION</b>	<b>Ulaanbaatar, Mongolia</b>
<b>12</b>	<b>PROJECT PREPARED BY</b>	<b>D.Baljinnyam, Publisher of the Ezegetei</b>
<b>DECISION OF THE COUNCIL:</b>		
<b>DECISION OF THE BUREAU:</b>		

## **B. PRESENTATION**

### **1. BACKGROUND AND JUSTIFICATION**

To meet women's, especially rural women's need for critical information, EZEGTEI commenced publication in 1997 as an independent women's magazine. This initiative was led by a group of Mongolian women who participated in the Fourth UN Conference on Women, in Beijing, 1995. They were encouraged by the Beijing Platform for Action.

It was an ambitious but a timely and innovative initiative. Mongolia's transition to a market economy has brought about many changes throughout the country. In this context, there is a great need for information of current events, especially by rural women who are the resource managers of the household based pastoral economy. Since 1990s, the number of newspapers has reached over 800, however, there was no independent women's journal, as such, in Mongolia. Most newspapers and journals have more stereotyped images of women and less educational materials. In comparison with other developing countries, Mongolia has high literacy rate; women are well educated and a good quality women's journal is of great demand. Women of all ages and their family members benefit from the journal.

Ezegtei is an on-going project. Since its first edition in 1997, Ezegtei became known to the readers and has positive response from them. It has close contacts with women's NGOs and research institutions in Mongolia and abroad for sharing information and experiences. The need for regular and frequent (monthly) edition of the magazine is emphasized by many readers. However, due to very high cost of printing, services and paper, Ezegtei, as many other small, independent publications in Mongolia, is confronted with financial and promotional difficulties. The loss of Ezegtei would be very keenly felt by rural women as this is currently the main source of their information, particularly since government broadcast and post services have been severely cut back in the period of economic transition.

Ezegtei is now seeking funding from IPDC for the implementation of a Sustainability and Empowerment Project that will enable the magazine to be published in the long term. There are three prongs in this project: (1) the technical upgrading; (2) upgrading management and technical skills; and (3) the improvement of the quality and increasing of the circulation of the magazine.

The main constraints are high printing cost, lack of funding support and difficulty to get money back from rural subscribers due to lack of cash in the countryside. In order to secure the sustainability of the magazine, there is a need to improve the quality and increase the content capacity and circulation of the magazine by renovating its technical and managerial capacity. So far, we do not have bank loan/credit or funding support either from local or foreign organizations. Printing cost is partly covered by advertisements.

We submitted a project proposal on Sustainability and Empowerment of Ezegtei to IPDC in 2000. Our proposal was considered by IPDC and postponed for financial reasons. Pending the IPDC decision, the UNESCO Almaty Office gave a funding support for 2001-2. The activities described in the related Activity-Financing Contract have been successfully completed and financial reports were submitted in time. This time we are resubmitting our project proposal to IPDC as there is still a great need for support of this magazine. By implementing this project we can make a dramatic change in the quality

and content capacity of the journal. A good quality magazine attracts more readers. More readers and subscribers mean more financial stability, and security for the regular publication.

Our project is innovative and consistent with the objectives of the National Program of Action for the Advancement of Women, endorsed by the Mongolian Government in 1996 and IPDC objectives. During its existence the journal's publishing team has acquired a good experience and is able to execute the implementation of the project.

## **2. DESCRIPTION OF THE TRAGET GROUPS**

Ezegtei is quarterly magazine for Mongolian women. It provides them with up-to-date information on issues concerning women, including family, health, childcare, business and self-presentation. It encourages women to take initiatives, have confidence in themselves, and take an active role in the society. It increases women's legal awareness about key issues concerning their rights in cases of violence against women. There are news articles, interviews with role models and expert advice. It is evident from many letters coming to the Editor that woman of all ages and their family members benefit from the magazine. Most readers are women in 25-50 age group and majority of the subscribers are rural women. As you may know the literacy rate is high even among the herders.

## **3. IMMEDIATE OBJECTIVES**

Technical upgrading and improving the quality and increasing the content capacity, and subsequently increasing the circulation of the magazine from 1000 to 3000; 2) upgrading management and technical skills of the publishing team; and skills training and retraining of 14 rural journalists.

## **4. DEVELOPMENT OBJECTIVE**

The magazine strives to be a national leader in providing first-hand, vital and useful information to women. While it is a uniquely Mongolian magazine, it also disseminates lessons learnt from experiences from other countries. Every issue publishes views and comments of readers as well as questionnaires on key issues of the day. The magazine has served thus as an important forum with a role to play in policy formulation. It has empowered women by enabling them to articulate their views in a nationwide magazine. So it ensures democracy, freedom of expression and improves the communicative capacity of the readers. The magazine abides by the high standards of journalism, including accuracy and ethical soundness. It is independent from any political party or religion.

## **5. PROJECT INPUTS**

- a. Staff training (computer, journalism, language, design, marketing and management)
- b. Training of rural journalists (orientation, computer, writing, story design, marketing)
- c. Staff study tour abroad for 2 journalists
- d. Short term consultant, to make a mid-term review and advice on all aspects of the project.
- e. Equipment upgrading
- f. Printing and advertisement (12 editions in a year; 10 ads to TV, 5 ads to newspapers).
- g. In country travel (collecting materials, interviews, conduct surveys)
- h. Operating expenses: (internet, telecom, reporting costs, materials and software)

## **6. PROJECT OUTPUT**

1. Technical renovation will enable access to information networks, improve the content and quality and reduce the costs of the magazine.
2. Upgrading of management and technical skills of the team will improve their capacity in production, help minimize the related costs and improve the quality and content.
3. By recruiting and training 14 rural journalists our information network will expand and increase number of readers and subscribers in rural areas.
4. The quality of the magazine will improve and the circulation will increase to 3000.
5. Regular advertisements will attract more readers and strengthen Ezgetei's role in the media market of the country.

## **7-8. ACTIVITIES AND WORKPLAN**

Phase I (January-September 2003): Technical upgrading; upgrading skills; improving the quality, content and circulation.

1. Technical renovation and training of staff.
2. Project manager actively network with other agencies both local and international
3. Conduct survey in selected areas to ascertain current needs and perceptions and to introduce staff to a more community based method of collecting information.
4. Hire 3 consultants (Marketing, Management, Design)
5. Upgrade staff skill in computer, management, journalism and English language
6. Invite a regional, short-term consultant to review, advise and train.
7. Organize round-table discussion on the implementation.
8. Conduct survey among readers to assess opinions on magazine concept and suggestions for content.
9. Reformulate the magazine policy and plan future editions; establish marketing and distribution plan.
10. Establish information networking in rural areas.
11. Select 14 journalists from 7 regions as representatives of the magazine.
12. Train local representatives in relevant skills.
13. Organize readers' meetings to exchange views on magazine's policy and content.
14. Visit the remote aimags to collect information, meet readers and market the magazine.
15. Regular advertisements on TV and main newspapers
16. Prepare layout/design at printer's standard; select the best printing house; produce **magazine issues**.

Phase II (October 2003- June 2004): Implementation and consolidation of above-mentioned activities; Increasing the circulation; Gradually producing the magazine on monthly basis.

## **9. INSTITUTIONAL FRAMEWORK**

The project will be implemented by the publishing team, which consists of five regular staff and two consultants. A short-term consultant skilled in journalism and management will also be required.

## **10. SUSTAINABILITY**

By recruiting and training selected journalists from rural areas it is possible to expand our information network. Journalists will also be in charge of marketing and the distribution of the magazine. They will receive 15% commission on all copies sold, and ads solicited. Staff training, access to funding and advocacy will enable

staff to manage and expand initial project ideas and activities to ensure the long-term continuance of the project. By the end of the first and definitely by the second year we will be able to attain self-sufficiency.

**11. FRAMEWORK OF MONITORING**

The National Commission can be assigned by UNESCO to monitor the project.

**12. EVALUATIONS CARRIED OUT**

There will be a Board of 5 persons consisting of the Project manager, editor and a member of the Editorial Board of the magazine, one rural journalist and a representative of the National Commission of UNESCO. The Board will advise on the quality, content and sustainability of the magazine and review the implementation process of the project.

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

The beneficiary agency undertakes to report on project progress on a four monthly basis.

**C. ADDITIONAL INFORMATION**

1. Previous IPDC support received by the country: (will be completed by IPDC)
2. Since transition to market economy the need for information has increased. Still, access to relevant information is limited. The survey recently conducted by the Gobi Initiative Program (USA) showed the lack of information flow to the rural populations. Some 38% of the respondents were never or rarely able to get local or regional news and information. The top information needs were: health, weather, family, business/service, government, law and new skill training. Women expressed a greater need than men for health, culture /social, and new skill /training information.

Pending the IPDC approval of EZEGTEI proposal, the UNESCO Almaty Office gave some support for the magazine. The Contract was signed on 23APR01 and financial reports were submitted in MAR02. Through this activity, we published 6 editions, invested more on advertisement, and organized training for 6 rural journalists. On the basis of the cost analysis, we have decided to publish twice in a quarter starting from MAR02. We have received a lot of positive response from our readers about the new editions of the magazine. However, there is still a great need for technical and skills upgrading.

The contribution of the submitting organization will be in kind by Ezegtei, including rent, local staff salary and running cost.

**D. BUDGET**

**Breakdown of IPDC's contribution:(in US dollars):**

TRAINING TOTAL 18,600	
Short-term consultant (travel, per diem, fee)	4540
Staff Training (Local), computers, journalism, language, Marketing and design training courses	2080
Training for rural journalists, 14 pax, 14d (travel, accomm.)	4130
Staff training/study tour, 2 pax (abroad)	7850
EQUIPMENT TOTAL	13,385
(Pentium IY, Laptop, CD writer, Printer Laser, Printer DeskJet Scanner, Canon, Photo camera, Digital camera, Dictaphone, Adaptor)	
PRINTING COST AND ADVERTISEMENT TOTAL (12 editions)	26,940
OPERATIONAL COST TOTAL	3,600
IPDC Post-evaluation 10 %	6250
<b>TOTAL, requested from IPDC</b>	<b>68,775</b>

**2.Breakdown of the beneficiary agency's contribution (in USD):**

a. Office rent 150*18months	2700
b. Salary (2*150+2*100)*18months	9000
c. Social insurance (19% of salary)	1710
c. Internet, e-mail 18 months*\$ 70	1260
d. Communication (telephone, fax) 18* \$50	900
e. Subscription (local and foreign press) 25*18months	450
f. Materials and software (papers, cartridge, diskettes)	820
<b>TOTAL, beneficiary agency 16,840</b>	

# ALBANIA

<b>A. PROJECT IDENTIFICATION</b>		
1.	<b>TITLE</b>	<b>Initial and advanced training courses for journalists</b>
2.	<b>NUMBER</b>	<b>PDC/23 ALB/01</b>
3.	<b>CATEGORY OF MASS MEDIA</b>	<b>Printed media (news agency and dailies)</b>
4.	<b>IPDC PRIORITY AREA</b>	<b>Freedom of expression and pluralism, training, transfer of know-how</b>
5.	<b>SCOPE</b> (NATIONAL, REGIONAL, INTERREGIONAL)	<b>National and regional (Albania + Serbia/Montenegro, Macedonia, Bosnia, Bulgaria)</b>
6.	<b>TYPE OF ASSISTANCE REQUESTED</b>	<b>Financial</b>
7.	<b>TOTAL COST OF PROJECT</b>	<b>US\$ 72 790</b>
8.	<b>AMOUNT REQUESTED FROM IPDC</b>	<b>US\$ 47 190</b>
9.	<b>BENEFICIARY BODY</b>	<b>Albanian Journalists' Association</b>
10.	<b>IMPLEMENTING BODY</b>	<b>Albanian Journalists' Association and ATA News Agency</b>
11.	<b>PROJECT LOCATION</b>	<b>Tirana - Albania</b>
12.	<b>PROJECT PREPARED BY</b>	<b>Albanian Journalists' Association</b>
<p><b>DECISION OF THE COUNCIL:</b></p> <p><b>DECISION OF THE BUREAU:</b></p>		



## **B. PRESENTATION**

### **1. BACKGROUND AND JUSTIFICATION:**

Since the fall of communism ten years ago, dozens of newspapers, radio and TV stations have appeared in Albania, attesting to the country's pluralism and press freedom. Unfortunately, this spectacular development of the information sector was not accompanied by a sufficient training effort.

Albania has some 10,000 journalists, but only 12% of them have studied journalism. The lack of rigour, ethical standards and professionalism of journalists is often criticized. The courses currently available to journalism students in Tirana are inadequate. Further, for lack of proper training, the professional level of numerous practising journalists leaves a lot to be desired.

"There is freedom of expression in Albania but the media need, in general, to become more professional", stated the *Stabilisation and Association* European Union report in April 2002.

The difficulty of finding public or private funds to develop a project of this kind has been and remains the major problem for this type of training project, although the professional community and public authorities recognize the need for concerted action in this area.

The difficulty of pursuing this project beyond the two years of the initial period would lie in finding new funds. This is why the Albanian Journalists' Association intends to make its journalism courses known to potential sponsors (companies, embassies, etc.) with a view to encouraging them to take over after the period of IPDC and EU assistance

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

These initial and advanced training courses for journalists are designed for:

- Students going into journalism, preferably proficient in a foreign language
- Practising journalists who want to improve their professional competences
- Journalists from neighbouring countries (Yugoslavia, Bosnia, Macedonia, Bulgaria) invited to participate two or three times a year in seminars of common interest: code of professional ethics and standards for journalists, European integration, inter-ethnic tolerance, combating stereotypes regarding neighbouring countries, etc.

### **3. IMMEDIATE OBJECTIVES:**

- To teach around twenty Albanian students every year the basics of professional journalism practice and ethics (theory courses, practicals and internships)
- To develop contacts between Albanian, Serbian, Montenegrin, Bosnian, Macedonian and Bulgarian journalists in order to contribute to greater mutual knowledge and understanding, foster awareness-building of a common future (integration over time into the European Union) and combat ethnic and religious prejudices.

### **5. DEVELOPMENT OBJECTIVE:**

We are convinced that the training of Albanian journalists and improvement of the main information vectors (news agency and dailies) in Albania will contribute to advancing the ideas of democracy and tolerance.

Albanian journalists, with sound professional training and having developed contacts with their colleagues from the Balkans, could play a major role in this area.

Our long-term objectives:

- Using these courses as a basis, and with the experience gained, establish a School of Journalism in Tirana
- Develop the regional dimension of journalists' training, by organizing exchanges among the five countries already mentioned (Albania, Yugoslavia, Bosnia, Macedonia, Bulgaria) to enable an Albanian journalist to be able to work around ten days in Belgrade, a Serbian to work for an equivalent period in Tirana, and so forth.
- Establish cooperation with Western European media (AFP, BBC, Libération...) to organize two week internships at the end of the course for the best students
- Create a Web site bringing together all the courses and lectures organized (including both courses on investigative journalism, introduction to professional standards, etc. and presentations by experts on "What is the World Bank " or "How does the European Union work")
- Use the Web site to lay the foundations for on-line learning to meet the needs of journalists or journalism students living in provincial areas
- Lay the foundations for a code of professional standards of journalism for the Albanian press (strong demand has been expressed in Albania on this subject), in collaboration with sociologists, legal experts and political authorities in Tirana and based on existing European models.

#### **5. PROJECT INPUTS:**

Albanian and foreign trainers for the courses aimed at Albanian students and journalists and organization of seminars bringing together journalists from several Balkan countries (Albania, Yugoslavia, Bosnia, Bulgaria, Macedonia)

#### **6. PROJECT OUTPUTS:**

Every year, around twenty journalism students or young journalists will be trained in accordance with the editorial and ethical principles observed by the world's major media.

#### **9. ACTIVITIES:**

The practical and theory courses will be taught jointly by skilled Albanian journalists—some have been working for AFP, Reuters, AP or the BBC for 10 years—and foreign journalists.

Foreign diplomats posted to Tirana, representatives of international institutions (IMF, World Bank, EU...) and NGOs will be called upon from time to time to make presentations intended to widen the students' general knowledge.

The courses will be divided into two parts:

A/ Common trunk:

- Writing a piece (identification of sources, distinction between facts and commentary, background, etc.)
- Documentary research (preparing an article or an investigation, using the Internet, etc.)
- Investigating, reporting, interviewing
- Critique of newspaper articles, news agency dispatches, radio/TV news
- Professional ethics and standards in journalism

B/ Specialization courses:

- Training of economic journalists, specialists in international affairs, social affairs, cultural affairs, etc.
- Major contemporary issues: interventions by diplomats, economists, etc.

The course (around 200 hours a year) is spread over eight months with classes or seminars 2 to 3 hours a day, three days a week, and internships of 3 hours a day, two days a week with media institutions, NGOs, the press services of embassies, etc.

#### **10. WORK PLAN:**

- Establishment of the programme of courses and lectures given by external speakers, designation of trainers, negotiations for organizing of internships in the Albanian media, diplomatic and international institutions present in Tirana.
- Information campaign in Tirana and in the provinces, in press and students milieus
- Selection of candidates

Courses can start within a maximum of one or two months after approval of the project

#### **9. INSTITUTIONAL FRAMEWORK:**

The project will be implemented jointly by the Albanian Journalists' Association (NGOs where there are many Albanian journalists working for the foreign press) and by ATA, the Albanian news agency.

The Journalists' Association will be responsible for:

- Organizing the courses
- Recruiting the trainers and selecting the students
- Finding external facilitators for the seminars (diplomats, representatives of NGOs, etc. in Tirana)

ATA news agency will be responsible for:

- Making available rooms with computers for the courses
- Administrative infrastructure (secretariat, communications, newspapers, etc.)
- Part of the organization of the Balkan seminar (making rooms available, contacts with the other Balkan agencies, etc.)

#### **10. SUSTAINABILITY:**

The first two years of activity will be used to look for other donors (NGOs or western embassies) interested in taking care of the schooling of our students so that the courses can be continued and if possible a real School of Journalism established.

The long-term sustainability of this project also involves seeking out other sources of funding, including the private sector (notably western companies operating in Albania).

**11. FRAMEWORK OF MONITORING:**

We propose that Agence France Presse (AFP) be assigned to monitor project progress.

**12. EVALUATIONS CARRIED OUT:**

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

**C. ADDITIONAL INFORMATION**

**Preparatory activities completed prior to submission of the project to IPDC:**

- Analysis of courses taught to journalism students in Albania and survey of the training demand among young journalists
- Negotiations with ATA news agency to secure its assistance (use of premises and computers, organization of internships, etc.)
- Preliminary contacts for identifying trainers and external facilitators
- Preliminary contacts with journalists from the Balkans to organize the regional seminars

**Contribution foreseen by the beneficiary agency during the project period:**

- The Albanian Journalists' Association will defray the cost of rental of rooms equipped with computers for the courses and the attendant technical costs as well as the administrative costs (communications, consumables, newspapers, etc.), i.e., US\$ 8,700 the first year and US\$ 10,900 US\$ the second year, i.e., a total of US\$ 19,600 US\$

**Assistance sought from sources other than the IPDC:**

- European Union Delegation in Tirana: US\$ 6,000.

**D. BUDGET**

**2. Breakdown of IPDC's contribution (in US\$):**

A total of US\$ 47,190.

**Year 1:**

- Training fees: 196 course hours/year at 50 US\$/hour = US\$ 9, 800
- 5-days missions foreign journalists: travel US\$ 500 + accommodation/per diem US\$ 600 x 3 missions = US\$ 3,300
- Project Coordinator/Manager in Tirana: US\$ 4,000
- Two three-day seminars with the participation of a journalist from Yugoslavia, Bosnia, Macedonia, Bulgaria: i.e., 4 persons with accommodation/per diem US\$ 100 (US\$2,400) + travel (US 2,000 \$): US\$ 4,400

Total 1st year: **US\$ 21,500**

**Year 2:**

- Training fees (194 hours): **US\$ 9,700**
  - Foreign journalists' missions: **US\$ 3,300**
  - Project Coordinator/Manager: **US\$ 4,000**
  - Two three-day seminars with the participation of a journalist from Serbia/Montenegro, Bosnia, Macedonia, Bulgaria: **US\$ 4,400**
  - Project follow-up/ Evaluation: **US\$ 4,290**
- Total 2nd year: **US\$ 25,690**

**2. Breakdown of the beneficiary agency's contribution (in US\$):**

**Year 1**

- Rental of rooms for courses and lectures/coffee: **US\$ 4,500**
  - Use of ATA PCs + share of maintenance costs: **US\$ 1,200**
  - Overheads (telephone, fax, consumables, newspapers, etc.): **US\$ 2,700**
  - Writing of progress reports to the IPDC: 3 reports x US\$ 100 = **US\$ 300**
- Total: **US\$ 8,700**

**Year 2**

- Rental of rooms for courses and lectures/coffee: **US\$ 4,500**
  - Creation of a Web site: **US\$ 2,000**
  - Use of ATA PCs + share of maintenance costs, including Web site: **US\$ 1,400**
  - Overheads (telephone, fax, etc.): **US\$ 2,700**
  - Writing of progress reports to the IPDC: 3 reports x US\$ 100 = **US\$ 300**
- Total: **US\$ 10,900**

*Note that the EU will be providing assistance of US\$6,000 for the preparation of a seminar of Balkan journalists (monitoring of media and establishment of a survey questionnaire) and organization in Tirana of an initial round table.*

**Project partners**

- European Union Delegation in Tirana
- Albanian Telegraphic Agency
- Media Institute (in Tirana)
- Albanian Ministry of Education
- University of Tirana, journalism department and literature department
- Albanian Human Rights Group (legal consultant for the establishment of a code of ethics and professional standards)

# **MULTIMEDIA**

## AFRICA

<b>A. PROJECT IDENTIFICATION</b>		
<b>1. TITLE</b>		<b>Role of New Information, Communication and New Technologies in Conflict Resolution and Information Dissemination in the Eastern Africa region</b>
<b>2. NUMBER</b>		<b>PDC/23 RAF/01</b>
<b>3. CATEGORY OF MASS MEDIA</b>		<b>Information Communication Technologies</b>
<b>4. IPDC PRIORITY AREA</b>		<b>Women and their use of ICTs in information compiling and dissemination</b>
<b>5. SCOPE (NATIONAL, REGIONAL, INTERREGIONAL)</b>		<b>Regional</b>
<b>6. TYPE OF ASSISTANCE REQUESTED</b>		<b>Financial and equipment</b>
<b>7. TOTAL COST OF PROJECT</b>		<b>US\$ 115,784</b>
<b>8. AMOUNT REQUESTED FROM IPDC</b>		<b>US\$ 99,184</b>
<b>9. BENEFICIARY BODY</b>		<b>Association of Media Women in Kenya</b>
<b>10. IMPLEMENTING BODY</b>		<b>Association of Media Women in Kenya</b>
<b>11. PROJECT LOCATION</b>		<b>Chester House, Koinange Street Nairobi</b>
<b>12. PROJECT PREPARED BY</b>		<b>Association of Media Women in Kenya</b>
<b>DECISION OF THE COUNCIL:</b>		
<b>DECISION OF THE BUREAU:</b>		

## **B. PRESENTATION**

### **1. BACKGROUND AND JUSTIFICATION:**

#### **Mass Media in Kenya**

Kenya's only nationwide radio station is the government owned Kenya Broadcasting Corporation (KBC). The liberalization of airwaves saw the emergence of FM stations including Capital FM and Metro FM, Nation FM, Kiss FM, but these do not have countrywide access. KBC has two national channels, the General Service, which broadcasts in English, and the National Service, which broadcasts in Kiswahili. It has an FM, which has limited reach. KBC also has an array of other smaller channels that broadcast in vernacular languages at various times of the day. Listeners with shortwave radios can also receive international transmissions including the BBC World Service, Deutsche Welle radio, Channel Africa, Radio Uganda, Voice of America, Radio France International, and numerous other stations.

There are three television stations, the Kenya Broadcasting Corporation (KBC) and the Kenya Television Network (KTN). KBC is the oldest television station in Kenya, and is the main broadcaster of national and international news and local programming. Recently, KBC has branched out with another channel, KBC Channel II, which specializes in sports, movies, and foreign news. KBC broadcasts nationally. KTN and Nation TV have been limited to Nairobi, but are expanding to increase coverage. Recent news reports suggest that several more television stations may soon begin broadcasting in Kenya.

The media are relatively free and pluralistic, but there is general apathy in the way they cover issues related to women. The forum created through the establishment of the cyber café (media center) will generate more and well-researched articles on women in peace building. AMWIK will seek for space allocation for these feature stories in the media.

The project will cover all categories of media – print and electronic.

The role of women in national development in the region has been underplayed in many circumstances and, as media women the onus is on us to deliberately and persistently, shift the limelight to visibilise women's contributions and expose damaging stereotypes and myths for what they are.

Research has shown that of every two people displaced as a result of conflict, one of them is an African. Movements in favour of democratic change equally contribute to rendering the future uncertain for a large number of people due to rekindled ethnic conflicts. These alarming tendencies have very specific ramifications on women and children, who constitute almost 80% of the displaced population on this continent. Kenya has not been spared in this unfortunate experience, as even now certain areas are engulfed in ethnic clashes, allegedly over territorial rights. Ethnic clashes in our country has necessitated that large numbers of people flee their home areas; experience the trauma of losing loved ones; grapple with the pain of losing ones' property, and inevitably plunge into poverty, and perpetual fear and bitterness.

This coupled with government restrictions and remoteness of the areas where the conflict is occurring makes it very hard for media women to provide timely, reliable, accurate and relevant information. Also without use of new information technologies, the information fails to go out of the geographical area of conflict, which leaves the rest of the world unaware of the atrocities being committed in a certain



region. A good case study is the Southern Sudan where media people seem to have suffered fatigue due to the prolonged war that has been going on for almost 20 years.

The Internet can ensure that women in the media serve even the most rural areas without the huge infrastructure costs of traditional landlines. Also the capacity to acquire and communicate information is the foundation of development. When women in conflict know they can communicate their problems and needs effectively, they will be better empowered to take control of their lives.

The media can play an integral part in ensuring that the experiences of women and children in conflict areas becomes more visible, hence catalysing a prompt response to their needs. Also media women could use the Internet as a tool to disseminate information on women's contributions to peace building in areas which have been severely affected by internal conflict such as Rwanda and Burundi.

However, AMWIK requires assistance from IPDC assistance to establish a media internet centre at a central location in Nairobi in order for members to realise these objectives. The acquisition of approximately 12 computers with internet access, as well as other supportive infrastructure would enable women in the media to communicate more promptly concerning the situation of women and children in conflict areas.

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

The media center is primarily targeted at media women, and other media practitioners in general. Various media studies indicate that women media practitioners are underrepresented at policy levels in media institutions. In recent years, there has been a remarkable increase in the number of young women journalists entering the media scene. However, they generally do not have access to the internet in their research for information for their stories. The media center will provide them with this facility, thereby developing their journalistic skills and improving their chances of upward mobility in the media institutions.

## **3. IMMEDIATE OBJECTIVES:**

- a) Establishment of a media centre with Internet access for use by media women in particular and other journalists. The centre will be equipped with 12 computers, 2 scanners, 2 lease lines, 2 telephone lines, two fax machines, 2 printers. All the equipment will be used in the media centre.
- b) Increased Internet access for media women who cannot afford the cost of surfing at commercial outlets. This service will ensure that some 200 media women widen their sources of information while doing research for their stories.

## **4. DEVELOPMENT OBJECTIVE:**

- To use the internet as a tool to disseminate information on women's contributions to peace building in areas which have been severely affected by internal conflict.
- To envisage women's role in conflict and identify areas of intervention.

## **5. PROJECT INPUTS:**

- Equipment: computers, printers, scanners, UPS, fax machines
- Identification of Internet service provider and installation of connectivity.

- Training media women and other media practitioners on the use of the internet as an information source

**6. PROJECT OUTPUTS:**

- Some 200 women journalists will be trained on how to use the internet while researching for their stories
- Establishment of a discussion forum linking various actors in peace building for women in conflict situations
- The media center will become a reference point for local and international journalists
- The media center will feed information collected from the field to the various media institutions for their appropriate use

**7. ACTIVITIES:**

- List all the activities to be accomplished in order to reach the immediate objectives.
- Identification and renovation of premises
- Hiring of Project Coordinator, web mistress and 6 assistants
- Application of telephone phone lines
- Installation of telephone lines and other equipment
- Training of project staff and media women for optimal utilization of the internet
- Use of internet facilities
- Examine efforts made at self-sustainability

**8. WORK PLAN:**

- March 2003 - Identify suitable premises for the internet café (media center)  
- Renovation of premises  
- Hiring of Project Coordinator, web mistress and six assistants  
- Application of telephone phone lines
- April 2003 - Installation of telephone lines and other equipment
- May 2003 - Training of media women for optimal utilization of the internet
- June 2002 - Begin usage of internet facilities therefore beginning to fulfil stated objectives of better reporting, effective networking, and ultimate augmented public awareness of situation of women in conflict areas
- September 2002 - Begin assessment of efforts through minimal, but cost-effective charging of Internet usage, to help sustain the project.
- Nov – Dec 2002 - Examine efforts made at self-sustainability as regards financial viability of the project

**9. INSTITUTIONAL FRAMEWORK:**

AMWIK will be the sole implementing agency of the programme fulfilling its mission for the Association of Media Women in Kenya to represent the interest of women media practitioners in training, professional advancement and promote equal opportunity employment policies in media houses. Relation to news analysis and commentary writing concerning women in conflict areas and possible solutions for their plight including what the women in those areas are doing to improve themselves and secure peace. The media is a very powerful tool for shaping opinion, agenda setting and influencing the public. AMWIK has, therefore, to be proactive in making the media, governments, the general public and special sectors nationally, and internationally, aware of women's contributions to conflict resolution and peace building.

**10. SUSTAINABILITY:**

To ensure that the project continues AMWIK will be charging a minimal access fee to journalists wishing to use the Internet Centre. The income generated will be used to cover telephone charges, machine repairs and any other recurrent expenditure. The income will be used to pay the staff. The support requested is for one year to enable the Association introduce the service to journalists and overcome any teething problems likely to be encountered during the launch of the Internet Centre. According to projections, AMWIK will attain self-sufficiency at the end of one year.

**11. FRAMEWORK OF MONITORING:**

UNESCO will appoint an organization of its choice to monitor the project progress.

**12. EVALUATIONS CARRIED OUT**

AMWIK has evaluated the viability of establishing a cyber café exclusively for media use. Women journalists are eagerly looking forward to the launch of the café which they consider a major resource for developing their professional performance.

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

- The beneficiary agency undertakes to report on project progress on a four- month basis.

**C. ADDITIONAL INFORMATION**

- AMWIK has had no previous IPDC support
- AMWIK has identified the need for establishment of a cyber café for use by the media
- The Association will give some financial and professional contribution to the project.
- No other support has been sought for this project apart from IPDC's.

## D. BUDGET

### 1. Breakdown of IPDC's contribution (in US\$):

<b>Staffing:</b>	<b>Project Coordinator</b>	<b>@ 1,200 per month x 12</b>	<b>14,400</b>
	4 Internet assistants	@ 500 per month x 4 x 12	24,000
	Web mistress	@ 1,000 per month x 12	12,000
	Cashier/secretary	@ 500 per month x 12	6,000
<b>Training:</b>	6 Internet assistants	@ 100 x 6	600
	200 media women	@ 20 x 200	4,000
<b>Materials:</b>	12 computers	@ 1,525 x 12	18,300
	2 Telephone lines installation	@ 100 x 2	200
	Telephone and fax bills	@ 230 x 12	2,760
	Lease lines	@ 380 x 2	760
	2 Fax machines	@ 380 x 2	760
	Connectivity	@ 100 x 12 computers	1,200
	6 sockets and multi plugs	@ 5 x 6	30
	Two photo scanners	@ 550 x 2	1,100
	Two printers	@ 800 x 2	1,600
	12 UPS	@ 117 x 12	1,404
	300 metre cable	@ 0.5 x 300	150
<b>Rent:</b>	for 12 months	@ 380 x 12	4,560
<b>Partitioning and renovations</b>			760
<b>Software:</b>	Diskettes and computer programmes installation		300
<b>Project monitoring</b>		@ 1,000 x 3	3,000
Alarm system			700
<b>Electrical wiring</b>			
	600		
<b>Total requested</b>			<b>99,184</b>

### 2. Breakdown of the beneficiary agency's contribution (in US\$):

2 Internet assistants	@ 500 x 2 x 12	12,000
<b>All Software for use at the Internet café</b>		<b>1,000</b>
<b>Project monitoring @ 1,100 x 3</b>		<b>3,600</b>
<b>Total agency contribution</b>		<b>16,600</b>

# AFGHANISTAN

<b>A. PROJECT IDENTIFICATION</b>		
<b>1. TITLE</b>		<b>AFGHANISTAN: FURTHER DEVELOPMENT OF A WOMEN IN MEDIA NETWORK.</b>
<b>2. NUMBER</b>		<b>PDC/23 AFG/01</b>
<b>3. CATEGORY OF MASS MEDIA</b>		<b>Professional media association</b>
<b>4. IPDC PRIORITY AREA</b>		<b>Gender and training</b>
<b>5. SCOPE</b> (NATIONAL, REGIONAL, INTERREGIONAL)		<b>National</b>
<b>6. TYPE OF ASSISTANCE REQUESTED</b>		<b>Training and equipment</b>
<b>7. TOTAL COST OF PROJECT</b>		<b>\$67,580</b>
<b>8. AMOUNT REQUESTED FROM IPDC</b>		<b>\$58,580</b>
<b>9. BENEFICIARY BODY</b>		<b>Voice of Afghan Women in Global Media</b>
<b>10. IMPLEMENTING BODY</b>		<b>Voice of Afghan Women in Global Media; and UNESCO? Kabul</b>
<b>11. PROJECT LOCATION</b>		<b>Kabul, Heart, Mazar-I-Sharif, Jalalabad and Kandahar</b>
<b>12. PROJECT PREPARED BY</b>		<b>UNESCO Office, Kabul</b>
<p><b>DECISION OF THE COUNCIL:</b></p> <p><b>DECISION OF THE BUREAU:</b></p>		

## **B. PRESENTATION**

### **1. BACKGROUND AND JUSTIFICATION:**

The Taliban regime harshly governed Afghanistan for five years until it was expelled in the latter part of 2001. During the time of the Taliban, women, in particular, felt the wrath of this ultra-conservative authoritarian form of rule. Girls and women were forbidden from undertaking formal education, nor could they work in employment outside the home. Unless accompanied by a male relative, they could not walk in the street, nor take a taxi, nor undertake a normal shopping trip. The legacy of the Taliban is a generation of women with little, if any, education. Illiteracy rates are amongst the worst in the world.

Women who worked for national media outlets as radio and television producers, directors and journalists, flooded back to work upon the departure of the Taliban. The first woman to appear on national television after the fall of the Taliban regime was seen on-screen within days of the liberation of Kabul by Afghan and Coalition forces.

In an effort to encourage the development of women in media and to ensure specific training opportunities, UNESCO initiated the establishment of a professional association of Afghan women working in the media sector. The first meeting in Kabul, attended by more than 60 women, elected a Board of management and devised a basic work-plan. The group decided on the name *Voice of Afghan Women in Global Media* (VAWGM) as the title of the association. It has since been registered as a national NGO. Subsequent support from UNESCO has enabled the VAWGM to set-up an office within the AINA Media and Cultural Centre in Kabul.

The VAWGM now has three full-time officers, a women's publications unit (*Malalai* magazine, *Seerat* newspaper etc.) and has developed a range of training opportunities. It has also extended its reach beyond Kabul to Bamiyan. To provide more information for rural women, the VAWGM has recently established *Effat*, a monthly newspaper which is distributed to several parts of the country.

However, to be truly effective in providing a service to women media professionals working for radio/television/print in other major cities, such as Herat, Kandahar, Jalalabad and Mazar-i-Sharif, the VAWGM needs to establish small branch offices and basic seminar/training rooms in each location. Given the conservative nature of Afghan society, it is important that women be provided with their own facilities. The objective of this project proposal is to enable such offices to be developed.

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

The primary beneficiaries of this project will be Afghan women working in either the national or local media. These are estimated to number more than 1,000, although exact figures are hard to ascertain. These women will be provided with support mechanisms, training and access to career development opportunities. An improvement in their craft-skill levels will, of course, enable them to produce better media products (programmes, newspapers etc.) for women in Afghanistan, thus benefiting the entire citizenry.

**3. IMMEDIATE OBJECTIVES:**

- To establish branches of the *Voice of Afghan Women in Global Media* association in provincial centres of Afghanistan, namely Herat, Mazar-i-Sharif, Jalalabad and Kandahar.
- To develop small training/seminar facilities for women media professionals in four provincial locations.

**4. DEVELOPMENT OBJECTIVE:**

Women, especially in rural areas, continue to suffer severe discrimination in Afghanistan society. It is vital that they have a place in the media, thus ensuring that there is a democratic platform for them to give voice to their concerns and problems. Women media professionals can assist their sisters to become literate, to enjoy educational opportunities, to understand their human rights and to improve the quality of their lives. The overall objective of this project is to value-add in such a way that women's issues are highlighted and addressed, thus assisting national development.

**5. PROJECT INPUTS:**

- Small-scale training equipment (camera, tape-recorder etc.)
- Computers and printers for training purposes.
- Teaching aids.
- Essential furniture.
- Training expertise.

**6. PROJECT OUTPUTS:**

- Equipped VAWGM branches established in four provinces.
- Four training /seminar/workshop rooms equipped.
- Regular training and career development activities in place.
- At least 20 women trained per month in each location.

**7. ACTIVITIES:**

- *Voice of Afghan Women in Global Media* (VAWGM) to identify offices and staff in four provincial cities.
- VAWGM, in collaboration with AINA Media Centre, to develop training plan.
- AINA Media Centre to train women trainers.
- UNESCO Office, Kabul to source and purchase equipment, as well as to supply administrative and logistical back up.

**8. WORK PLAN:**

Month I. VAWGM selects office sites in four centres and mobilizes women to establish branches.  
Months II-III. UNESCO assists VAWGM to renovate rooms, purchase and deliver equipment. AINA works with VAWGM on training plan. Women trainers undertake training.  
Month IV. Branches/training areas established and programmes underway.

**9. INSTITUTIONAL FRAMEWORK:**

- *Voice of Afghan Women in Global Media* sets up branches.
- AINA Media Centre co-ordinates training activities.

- UNESCO Office, Kabul handles logistical and administrative matters in close consultation with VAWGM.

**10. SUSTAINABILITY:**

The VAWGM is a nationally registered NGO financially assisted by UNESCO and other donors. It is now building its infrastructure and support base in Kabul and across Afghanistan. As membership grows and subscriptions are able to be collected, the VAWGM will become more sustainable. However, given the current economic situation in the country, the association needs outside funding support to remain viable. UNESCO is working with the VAWGM to develop a business plan to encourage self-sustainability in the medium-term.

**11. FRAMEWORK OF MONITORING:**

The Faculty of Journalism at Kabul University could be invited by the IPDC to independently assess and monitor the project.

**12. EVALUATIONS CARRIED OUT**

The VAWGM has already made forays into several provinces and has received very positive feedback about its intended efforts. In addition, wide-scale assessments have been made by international NGO's working in Afghanistan which conclusively indicate a strong need for support to women media workers.

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

The VAWGM, through UNESCO Kabul, will report quarterly.

**C. ADDITIONAL INFORMATION**

Afghanistan is a country struggling to develop a democratic base and civil society institutions. The VAWGM, albeit a small organization, is an important part of this overall process. Without international donor support, such NGO's cannot develop in Afghanistan. Thus, this project has a very valuable role to play in helping to establish democratic principles and bodies in the country.



## **D. BUDGET**

### **1. Breakdown of IPDC's contribution (in US\$):**

Video camera/recorder, digital audio recorder etc. (x 4)	12,000
Computers/printers (x 8)	10,000
White-boards, OHP's etc. and classroom furniture (x 4)	8,000
Office equipment and supplies.	2,000
Travel (within provinces and to Kabul).	6,000
Renovations (x 4 locations).	8,000
Training/consultancy fees (x 4 locations).	12,000
Evaluation/monitoring (10%).	5,800
<b>TOTAL</b>	<b>58,580</b>

### **2. Breakdown of beneficiary agency's contribution (in US\$):**

Staff salaries (12 months).	6,000
Utilities.	2,000
Communication/travel.	1,000
<b>TOTAL:</b>	<b>9,000</b>

## AFGHANISTAN

<b>A. PROJECT IDENTIFICATION</b>		
<b>1.</b>	<b>TITLE</b>	<b>AFGHANISTAN: ESTABLISHMENT OF A TRAINING CENTRE AT RADIO-TELEVISION AFGHANISTAN</b>
<b>2.</b>	<b>NUMBER</b>	<b>PDC/23 AFG/02</b>
<b>3.</b>	<b>CATEGORY OF MASS MEDIA</b>	<b>Electronic</b>
<b>4.</b>	<b>IPDC PRIORITY AREA</b>	<b>Training and development</b>
<b>5.</b>	<b>SCOPE</b> (NATIONAL, REGIONAL, INTERREGIONAL)	<b>National</b>
<b>6.</b>	<b>TYPE OF ASSISTANCE REQUESTED</b>	<b>Equipment and training</b>
<b>7.</b>	<b>TOTAL COST OF PROJECT</b>	<b>\$103,000</b>
<b>8.</b>	<b>AMOUNT REQUESTED FROM IPDC</b>	<b>\$88,000</b>
<b>9.</b>	<b>BENEFICIARY BODY</b>	<b>Radio-television Afghanistan</b>
	<b>IMPLEMENTING BODY</b>	<b>Radio-Television Afghanistan; UNESCO Office, Kabul; and the Asia-Pacific Institute for Broadcasting Development</b>
<b>11.</b>	<b>PROJECT LOCATION</b>	<b>Kabul, Afghanistan</b>
<b>12.</b>	<b>PROJECT PREPARED BY</b>	<b>UNESCO Office, Kabul</b>

## **B. PRESENTATION**

### **1. BACKGROUND AND JUSTIFICATION:**

Afghanistan is beginning to emerge from 25 years of war and destruction. Following the fall of the Taliban regime in late 2001, a Transitional Authority was put in place to steer the country to a democratic future. However, the task of the new Government is extremely difficult, given the lack of security in Afghanistan and the almost total demolition of infrastructure, systems and services.

The national broadcasting organization, Radio-Television Afghanistan (RTA), has re-started its activities after not being able to transmit television signals or music via radio during the time of the Taliban. RTA has its Headquarters in Kabul, with provincial branches throughout the country. Its equipment is old, but functioning. As the only major broadcasting organization in a country where illiteracy rates are high and topographical difficulties hinder the distribution of the printed press, RTA plays a key information dissemination role in national society.

At present, the media in Afghanistan is in a transitional stage. Independent newspapers and magazines now circulate, while plans are in hand to corporatize both RTA and the national news agency, Bakhtar. A recent UNESCO co-ordinated international seminar on promoting independent and pluralistic media in Afghanistan further encouraged this process.

This project seeks to establish the first, fully equipped training centre at RTA in Kabul. The need for training is huge, as all staff members require re-skilling and orientation towards modern broadcasting techniques. They also need initiation into the role of the media in a democratic society and further support in ensuring that freedom of expression principles are understood and put in place.

As RTA currently works on a zero budget (apart from recurrent costs), the IPDC project will be required to purchase all equipment, as well as supporting the renovation and rehabilitation of the training rooms themselves.

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

The key beneficiaries of this project are the 2,500+ staff of Radio-Television Afghanistan. They will receive training in a range of fields, including craft-skills (radio/TV production, journalism etc.), management, administration and related areas. A co-ordinated training plan will be devised to ensure an integrated approach. The end-user target group is, of course, the public of Afghanistan who will enjoy a better range of news and information programming.

### **3. IMMEDIATE OBJECTIVES:**

- To establish a fully-equipped, professional training center at Radio-Television Afghanistan.
- To provide co-ordinated training, within an on-going time-frame, for some 2,500+ staff members of Radio-Television Afghanistan

#### **4. DEVELOPMENT OBJECTIVE:**

Without training and reskilling, the quality and quantity of the news, information and entertainment output of RTA cannot improve. By developing the work skills of RTA staff, better quality educational and development broadcasts can be achieved. The training centre also aims to provide seminars and workshops on issues such as freedom of expression and the role of a public broadcaster in a democracy. The key development objective of the project is to establish RTA as an editorially independent and effective national PSB system.

#### **5. PROJECT INPUTS:**

- Digital radio and television equipment.
- Computers and Internet connection.
- Training aids (white-boards, OHP etc.)
- International trainers.
- Materials for renovation of premises.
- Preparation of national co-ordinated training plan.

#### **6. PROJECT OUTPUTS:**

- Fully-equipped training centre established.
- Development of training cadre through 'training of trainers' courses.
- On-going training courses/seminars/workshops put in place for RTA staff from Kabul and Provincial centres.
- At least 400 RTA staff trained (radio/TV production, journalism, 'training of trainers', media management etc.) in the first year of operations.

#### **7. ACTIVITIES:**

- UNESCO Office, Kabul, Asia-Pacific Institute for Broadcasting development and Radio-Television Afghanistan to prepare joint equipment and rehabilitation plan.
- AIBD and RTA to establish co-ordinated training schedule.
- AIBD to train RTA trainers and to establish and implement training schedule.
- UNESCO Office, Kabul to make equipment purchases and import goods.

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

Month I. Develop plan of action, order equipment, commence building renovations.  
Month II. Equipment received, renovations completed, training plan devised.  
Month III. Training commences and continues.

#### **9. INSTITUTIONAL FRAMEWORK:**

- Radio-Television Afghanistan is to provide facilities (rooms with basic furniture) and to cover utilities/recurrent staff costs.
- AIBD is to devise co-ordinated training schedule, recruit trainers and ensure implementation of courses.
- UNESCO Kabul is to purchase equipment overseas and provide logistical and administrative back-up.

**10. SUSTAINABILITY:**

Radio-Television Afghanistan is the nation's sole broadcasting organization and will ensure that staff are assigned to the centre, thus enabling it to function effectively and on an on-going basis.

**11. FRAMEWORK OF MONITORING:**

The British Broadcasting Corporation, which has offices in Kabul, could be utilized by the IPDC for independent monitoring purposes.

**12. EVALUATIONS CARRIED OUT**

The UNESCO Kabul office is keenly aware of the huge needs of Radio-Television Afghanistan. This project proposal addresses a request made by senior officials of RTA and the Ministry of Information and Culture during meetings with the Director, UNESCO Kabul.

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

Through UNESCO and the AIBD, Radio-Television Afghanistan will report quarterly on project activities and developments.

**C. ADDITIONAL INFORMATION**

Afghanistan has not previously been the beneficiary of IPDC funding. Since late 2001, RTA has received support from UNESCO, BBC, Internews, Baltic Media Centre, IMPACS, USAID and several other agencies involved in training and equipment provision. Now, the Ministry of Information and Culture has requested UNESCO to be the overall co-ordinator of media training activities in the country. This project proposal marks the first step on this road. UNESCO Regular Programme funding is also being sought to value-add to any funds made available by the IPDC.

## D. BUDGET

### 1. Breakdown of IPDC's contribution (in US\$):

Small digital radio studio (computer editing etc.)	15,000
Basic television editing suite (digital) and cameras.	20,000
Computers (10), LAN and printers.	15,000
Galaxy satellite Internet connection	3,000
International trainers.	15,000
Classroom furniture	3,000
Teaching aids (white-boards, Data-show etc.)	6,000
Renovations.	3,000
Evaluation/monitoring (10%).	8,000
<b>TOTAL:</b>	<b>88,000</b>

### 2. Breakdown of beneficiary agency's contribution (in US\$):

Utilities (12 months).	5,000
Staff salaries (12 months).	6,000
Furniture and fittings.	4,000
<b>TOTAL:</b>	<b>15,000</b>

## CAMBODIA

<b>A. PROJECT IDENTIFICATION</b>		
<b>1. TITLE</b>	<b>Affiliation of the Cambodia Communication Institute with the Royal University of Phnom Penh</b>	
<b>2. NUMBER</b>	<b>PDC/23 CAM/01</b>	
<b>3. CATEGORY OF MASS MEDIA</b>	<b>PRINT and ELECTRONIC MEDIA</b>	
<b>4. IPDC PRIORITY AREA</b>	<b>Human Resource Development</b>	
<b>5. SCOPE (NATIONAL, REGIONAL, INTERREGIONAL)</b>	<b>National</b>	
<b>6. TYPE OF ASSISTANCE REQUESTED</b>	<b>Capacity Building for advanced journalism training</b>	
<b>7. TOTAL COST OF PROJECT</b>	<b>US\$ 40,000</b>	
<b>8. AMOUNT REQUESTED FROM IPDC</b>	<b>US\$ 30,250</b>	
<b>9. BENEFICIARY BODY</b>	<b>Cambodia Communication Institute and the Royal University of Phnom Penh</b>	
<b>10. IMPLEMENTING BODY</b>	<b>UNESCO</b>	
<b>11. PROJECT LOCATION</b>	<b>Phnom Penh, Cambodia</b>	
<b>12. PROJECT PREPARED BY</b>	<b>National Professional Officer – CCI, under the guidance of ACI/Asia</b>	
<b>DECISION OF THE COUNCIL:</b> <b>DECISION OF THE BUREAU:</b>		

## **B. PRESENTATION**

### **1. BACKGROUND AND JUSTIFICATION:**

Media in Cambodia today is by and large free and pluralistic though written press remains highly politicized. It took nearly ten difficult years for Cambodian journalism to develop into the current level of maturity and with the increasing number media outlets journalism training continue to remain as major factor to ensure media functions in developing a democratic Cambodia. It is widely acknowledged (both by the Government and the Media Community) that much of the professionalism achieved so far is attributed to the important contribution made by the Cambodia Communication Institute (CCI). The CCI is the only regular training institute for Cambodian journalists, which constantly work to raising the level of professionalism among the journalists. Most students of CCI are now heading or working in the Cambodian Newspapers and Journals. CCI was established under a UNESCO/IPDC funds in trust project. In the course of eight-year period it has conducted around three hundred short-term training workshops and seminars and established a one-year Certificate of Journalism course with annual intake of 40 journalists selected in concurrence with media organizations. Since 1994 close to four thousands people have participated to training workshops and seminars that have either been organized solely by CCI or in partnership with other organizations. Besides all Cambodian print and broadcast media organizations, several local and international NGOs and government ministries have participated in CCI' s programmes, though some of the participants and organizations have attended more then one activities.

One key objective of the CCI is to develop the Institute into the national media-training institute catering to variety of emerging training needs and for that purpose to affiliate with the Royal University of Phnom Penh (RUPP) with a view to offer accredited high level training opportunities. After having trained solid core group of journalists, who are well trained in basic journalism skills, the CCI took the crucial step in September 2002 to accomplish this affiliation by relocating CCI in the premises of the University. This has made the possibility of accrediting CCI qualifications in the national higher vocational education plans and upgrading the CCI's journalism certificate course into a Diploma level. In Cambodia, where many journalists do not have proof of formal educations qualifications (Generally such proof of formal education has been either destroyed or lost during Khmer Rough period and subsequent political turmoil) an opportunity to bag an accredited qualification, besides acquiring higher professional training, would make the journalists feel in par with their counterparts in the region, thus ensuring their commitment to high standards of professionalism. This affiliation also in the long run ensures the sustainability of the CCI because University will become responsible for managing the CCI and for that purpose making public funds available to maintain the CCI training programme. Since September 2001 the Royal University of Phnom Penh established the first Department of Media and Communication with the first intake of 30 students who have formal educational qualifications.

The CCI will remain affiliated with the Royal University of Phnom Penh with the focus on mid-career training for working journalists while the University will offers academic media study for young students. Therefore the University looks forward for a mutually beneficial affiliation. The CCI is scheduled to be handed over to the RUPP by the end of 2003. The agreement is that CCI's courses at diploma level for working journalists will be credited by the University so that those who graduate from the CCI' s diploma program can be admitted to the University's academic programme. But the challenge is great for RUPP, which has just launched its academic programme with very limited resources and then will have to take over the management of CCI with its regular training programmes.



This affiliation is rather important because it will contribute directly to raise and strengthen the standards and quality of Cambodian journalism.

It is for that reason this proposal is submitted to enable the RUPP and CCI to complete the transition into a fruitful affiliation and specifically the RUPP to help upgrade CCI certificate course into a two year Diploma through acquiring or developing the necessary resource base to conduct the Diploma course.

**2. DESCRIPTION OF THE TARGET GROUPS:**

The primary target of the project is the working journalists of Cambodia. There are around 200 print media organizations and more than 20 electronic media outlets, number of freelance journalists; media production houses are on the increase. While the working journalists will be the direct beneficiaries, the project also impact on the University students taking up journalism as a subject

**3. IMMEDIATE OBJECTIVES:**

- a) To upgrade the CCI certificate of journalism course into a diploma.
- b) To produce annually at least 30 diploma holders among working journalists.
- c) To enable the Royal University of Phnom Penh to takeover the training management.

**4. DEVELOPMENT OBJECTIVE:**

To improve the quality of media output and to increase the investigative capacity of independent and pluralistic media in Cambodia as a vital condition for a sustainable democracy.

**5. PROJECT INPUTS:**

- (1) Consultants/trainers (2.) Training attachments for local trainers (3) Curriculum development workshop (4) Diploma course material (5) Training support costs

**6. PROJECT OUTPUTS:**

- At least five well trained local trainers are produced to conduct the diploma course at CCI/RUPP
- Annually 30 journalism diploma holders with high level of professionalism are produced
- CCI affiliation to RUPP is accomplished through the accreditation of the Diploma

**7. WORK PLAN and ACTIVITIES:**

Month 1	Selection of trainers/consultant
Month 2	Training attachments for principal trainers
Month 3	Curriculum development workshop
Month 3& 4	Development of course material (prototyping and revision included)
Month 5	First badge of trainees selected
Month 6	First diploma course commenced and conducted
Month 18	Completion of the first diploma course accreditation of diplomat's
Month 19	Project evaluation

**9. INSTITUTIONAL FRAMEWORK:**

By the end of 2003, the management of Cambodia Communication Institute (CCI) will be taken over completely by the University. The project will be implemented by the CCI under the supervision of the University. For training management the CCI shall be conducted under the guidance of Advisory Council representing media organizations, journalists organizations and the university. The staff and resources of the CCI and RUPP will be used to implement the project with the technical assistance of UNESCO.

**10. SUSTAINABILITY:**

After completing the affiliation the Cambodia Communication Institute will become an integral part of the Royal University of Phnom Penh. Recurrent costs of the Institute will be borne through University funds. While the cost of first diploma course will be met through this project the subsequent courses will be sponsored through combination of scholarships offered by media organizations and through student fees. With the affiliation of the CCI the University also plans to set up a radio station, which will be used for training purposes but is expected also to be able to generate some income to support the training programme. The first four-year academic programme of the RUPP, which is going on at the present, is intended to produce a group of journalism teachers. The RUPP has also sent out a number of their staff for communication and journalism study abroad. So by the time the project finishes it is expected that a group of local teachers will be available enabling the RUPP and CCI to continue the Diploma programme efficiently.

**11. FRAMEWORK OF MONITORING:**

The UNESCO Adviser for Communication and Information will monitor the project in close collaboration of UNESCO Office in Phnom Penh and relevant professional organizations in Cambodia.

**12. EVALUATION CARRIED OUT**

A tripartite (UNESCO/DANIDA and the Royal Government of Cambodia) evaluation carried in 1996 recognized the important contribution CCI has made in raising the quality of Cambodian journalism. The evaluation carried by UNESCO Consultant Lin Neumann in 1999, as a part of UNESCO's overall evaluation of the media in transitional countries, recognized the need in Cambodia to offer more structured and advanced training opportunities for Cambodian journalists and strongly supported the affiliation of CCI with the University.

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

- The CCI and University will provide joint implementation reports covering the activities conducted in each four-month period.

**C. ADDITIONAL INFORMATION**

Provide information on:

- Cambodia is an LDC and has benefited from the following IPDC projects in recent years:

1	510 CMB 62 (FIT – Denmark)	<b>Ministry of Information</b>  Cambodia Communication Institute (CCI) Phase III	<i>To develop national training plan for Cambodia media and information sources to include in the Framework of the National Higher Education Plan with the University of Phnom Penh.</i>	<i>(271,000) (the project is heavily under funded due to cancellation of Danida Framework agreement w.e.f Aug 2002)</i>
2	PDC/20 CAM/01  353 CMB 01	<b>WMC:</b> <i>Requesting radio equipment</i>  <b>CAMBODIA 2001</b>	<i>To improve the situation of women by providing awareness through electronic media, and give guidance to the public about the important role of women in society</i>	<b>27,000</b>  <i>Project completed</i>
3	PDC/21 CAM/01	<b>National Radio FM96:</b> <i>Increasing community participation and programme quality in National Radio FM96</i>	<i>To extend the choice available to listeners by offering a programme service which is not normally provided by the commercial broadcasters.</i>  <i>To improve its output by providing advance training to its personnel, particularly in participatory programme production.</i>	<i>Allotments awaited</i>

**Preparatory activities completed prior to submission of the project to IPDC:** Originally the activities proposed under this project could have been accommodated within Danida funded project 510 CMB 62. However premature cancellation of Danida framework agreement has nullified this possibility. The CCI has conducted so far three one-year journalism courses since 2000 for around forty journalists each and has now been affiliated with the RUPP. It is in the process of working together with the RUPP to improve the current training curriculum and that of the two-year diploma programmes in the way that the latter can give a certain credit to the programmes and that those who graduate from the CCI 's programmes can be admitted to further study at the RUPP. The RUPP has also

set up a partnership with a US university, the Ohio State University, a move that will also benefit the project.

The CCI will provide training facilities and staff support at its new building in the University premises and together with the RUPP will ensure management and accreditation of the Diploma course.

**Assistance sought other than IPDC: Nil.**

## D. BUDGET

### 1. Breakdown of IPDC's contribution (in US\$):

(Breakdown should include the budget line for monitoring of project progress (see article 11))

<b>Breakdown of IPDC's contribution during the year in question (in US\$):</b>	<b>US\$</b>
1. Consultant (curriculum Development)	4,500
2. Trainers	10,000
3. Study tours for trainers	7,000
4. Training programme costs (including the curriculum development workshop)	6,000
5. Project monitoring	3,000
6. Evaluation (10% except for project monitoring)	2,750
<b>TOTAL</b>	<b>30,250</b>

### 2. Breakdown of the beneficiary agency's contribution (in US\$):

(Breakdown should include the budget line for regular reporting on project progress (see article 13))

<b>Breakdown of the contribution of submitting agency during the years in question (in US\$):</b>	<b>US\$</b>
1. Logistics administrative support	2,000
2. Supplies and materials	2,000
3. Staff salaries	4,000
4. Project reporting	750
<b>TOTAL</b>	<b>9,750</b>

# INDIA

<b>A. PROJECT IDENTIFICATION</b>	
<b>1. TITLE</b>	<b>Training on Converging Media</b>
<b>2. NUMBER</b>	<b>PDC/23 IND/01</b>
<b>3. CATEGORY OF MASS MEDIA</b>	<b>New Media</b>
<b>4. IPDC PRIORITY AREA</b>	<b>Human resource training and capacity building.</b>
<b>5. SCOPE (NATIONAL, REGIONAL, INTERREGIONAL)</b>	<b>National with sub-regional orientation</b>
<b>6. TYPE OF ASSISTANCE REQUESTED</b>	<b>Equipment and expertise</b>
<b>7. TOTAL COST OF PROJECT</b>	<b>\$ 65,500.</b>
<b>8. AMOUNT REQUESTED FROM IPDC</b>	<b>US\$ 28,500</b>
<b>9. BENEFICIARY BODY</b>	<b>Indian Institute of Mass Communication, Aruna Asaf Ali Marg, New Delhi-110 067.</b>
<b>10. IMPLEMENTING BODY</b>	<b>Indian Institute of Mass Communication</b>
<b>11. PROJECT LOCATION</b>	<b>IIMC, New Delhi and other training centres can be envisaged in due course.</b>
<b>12. PROJECT PREPARED BY</b>	<b>Prof. B.P. Sanjay, Director, Indian Institute of Mass Communication, New Delhi-67 with advice from ACI/Asia</b>

## **B. PRESENTATION**

### **1. BACKGROUND AND JUSTIFICATION:**

The convergence of new communication technologies is set to make a discerning impact on mass media. In this scenario, the individual characters of the medium no longer determine mass media development. Convergence opened up vast opportunities for television, radio and Internet. The phenomenon can also be viewed in terms of convergence of print and electronic media. It is no wonder that today most leading newspapers can also be read on the Internet. Telecommunications, media and information technology are using all the flexibilities of digital technology to offer services outside their traditional business sectors increasingly on an international and global scale. The Indian society is fast getting armed with newer technologies. We are already marching rapidly towards e-governance and e-commerce. However, even in this changed scenario, where electronic media seems to dominate, the importance of the print media has not diminished. For serious information and in-depth analyses, people will still rely on the print medium and will continue to do so. Presently, any apprehension of print media being replaced by TV or Internet seems totally misplaced as is evident from the sustained growth of the newspaper sector in India. The print media will continue to service our vibrant democracy for a long time to come by ensuring transparency and accountability in public affairs and in safeguarding the rights of the citizens. The project is being pitched on the basis on the emergence of new media environment which recognizes new ways of using individual media and new information and communication technologies that can increasingly be used for mass media applications and incorporate interactivity and wherever possible generate alternate content and discourses.

However, the developments in this sector are currently technology driven without a clear understanding of the training needs and capacity building. As a training institution we have been able to constantly recognize the changing mediascape and formulate new training programmes and modules.

This proposal seeks IPDC assistance to enhance IIMC training programme to offer application-oriented understanding of new media to its trainees. We will also be analyzing policies in this area with a view to enhance the potential of the new media for better participation by the communities through training programmes for entry level journalists and communicators, in-service personnel and civil society groups.

The proposal involves purchase of equipment to set up the center, which will be based on training for multi-media skills. IIMC already have training studios for audio-visual training and some printing infrastructure. Planned integration of IIMC facilities with necessary hardware and licensed software is needed. We are looking at multi-media nodes with LAN and WAN connectivity. Network environment is visualized for video conferencing and distance training and conference options. Real-time online interactive training for students and trainees located in other regions is also envisaged.

### **2. Beneficiaries:**

Entry level and in-service journalists and professionals in the government, media and civil society sectors in India and the regions to which we already cater to in the SAARC, ASEAN and CIS states.

**2. The immediate objectives are:**

- a. To be able to train at least fifty entry level students on convergence and new media annually;
- b. To train Journalists and information officers;
- c. To train our development journalism students from developing countries.

**3. Development objectives**

To strengthen the democracy in terms of cherished communication goals of equity and participation and ensuring plurality through skills to operate in the new media environment

**4. Project inputs:**

- a. Support for digital and network equipment;
- b. Expertise on new media training
- c. Hardware and software consultants to provide network and related solutions.

**5. Project Output:**

- a. Regular training programme on convergence and new media
- b. Annual output of 50 trained professionals

**7. Activities and work plan:**

- a. Month 1 - Recruitment of experts
- b. Month 2—3, Analyzing training needs
- c. Month 3 – Development of course curricula
- d. Month 4. Equipment specification, purchase, installation and progress report
- e. Month 5- 6, Development of course modules
- f. Month 7 – Testing of course modules through test workshops
- g. Month 8- Revision of course modules
- h. Month 9- Commencement of first regular training programme and progress report
- i. Month 12- Project evaluation

**9. Institutional Framework:**

The Indian Institute of Mass Communication (IIMC) is a foundation training academy for the Indian Information Services; It offers regular Post-graduate diploma programmes in journalism, advertising, public relations and broadcasting and conducts diploma programmes in development journalism for journalists from developing countries (Currently the 39<sup>th</sup> course is under progress). The IIMC collaborates with institutions especially in the northeastern states where capacity building in this area is not significant. The IIMC with more than 36 years of experience in the media-training field will be implementing this project. Its track record and reputation in the region and internationally is beyond doubt.

**10. Sustainability:**

It will be begin in the project mode and subsequently absorbed as a routine activity like many other activities of the Institute are.

**11. Framework for monitoring.**

Sufficient mechanisms exist within the institutional framework for ensuring the realization of the objectives of the project. However, as and when necessary, UNESCO in consultation with the Institute can assign any agency for monitoring of the project.

**12. Evaluation:**

All training programmes conducted at the IIMC is subject to evaluation by respective participants. These evaluations are available for reference. The participants will evaluate the training programmes developed under this project.

**12. Framework for Beneficiary Agency's Reporting:**

Quarterly or any other periodicity reports can be sent by the institute including feedback by the trainees if necessary.

**C. ADDITIONAL INFORMATION**

The Institute has not received any IPDC support and this is the first time that a proposal is made to the IPDC.

IIMC is a national Center for mass communication and journalism with regional and interregional programmes. It is the foundation training academy for the Indian Information Services; Offers regular Post-graduate diploma programmes in journalism, advertising, public relations and broadcasting; Conducts diploma programmes in development journalism for journalists from developing countries; Collaborates with institutions especially in the northeastern states where capacity building in this area is not significant. Provision of fellowships for persons in the SAARC and ASEAN region. The Institute attracted persons from African and CIS areas as well.

**Preparatory activities completed prior to submission of the project to IPDC:**

The Institute based on its presentation to the Ministry has received approval for seeking a deemed university status, which is going to make a significant difference to the nature and quality of our programmes. It is also seeking collaboration arrangements with centres of learning in the region and abroad to gain from mutual experience. One of the proposals under active consideration is the setting up of a Centre for New Media and Policy. The proposal above will strengthen our capacity to create the centre. Further, the director as part of a national survey to study the media industry needs vis a vis media education has crystallised a plan in which IIMC will be a major centre for training of trainers and act as leading resource centre in the region. The proposed programme will supplement and enhance our ability to offer training in the convergent media environment. A senior faculty position has been notified in this area to plan and implement various activities. We are also moving towards a memorandum of understanding with universities such as Medill of USA which have proven experience in this area as far as training of journalists is concerned.

**Assistance sought other than IPDC: Nil.**



## BUDGET

1. Breakdown of IPDC's contribution (in US\$):

(Breakdown should include the budget line for monitoring of project progress (see article 11))

<b>Breakdown of IPDC's contribution during the year in question (in US\$):</b>	<b>US\$</b>
1. Equipment (Multi-media nodes, LAN & WAN, Video Conferencing, Software)	20,000
2. Experts (Course development and training)	4,000
3. Training need assessment	1,000
6. Project monitoring	1,000
6. Evaluation (10% except for project monitoring)	2,500
<b>TOTAL</b>	<b>28,500</b>

2. Breakdown of the beneficiary agency's contribution (in US\$):

(Breakdown should include the budget line for regular reporting on project progress (see article 13))

<b>Breakdown of the contribution of submitting agency during the years in question (in US\$):</b>	<b>US\$</b>
1. Staff	12,000
2. Training fellowships	12,000
3. Recurrent costs	12,000
4. Project reporting	1,000
<b>TOTAL</b>	<b>37,000</b>

# TAJIKISTAN

<b>PROJECT IDENTIFICATION</b>		
<b>1</b>	<b>TITLE</b>	<b>Resource Center for Tajikistan Journalists</b>
<b>2</b>	<b>NUMBER</b>	<b>PDC/23 TAD/01</b>
<b>3</b>	<b>CATEGORY OF MASS MEDIA</b>	<b>Print &amp; Electronic Independent Media</b>
<b>4</b>	<b>IPDC PRIORITY AREA</b>	<b>Human Resource Development</b>
<b>5</b>	<b>SCOPE (NATIONAL, REGIONAL, INTERNATIONAL)</b>	<b>National</b>
<b>6</b>	<b>TYPE OF ASSISTANCE REQUESTED</b>	<b>Training / Equipment</b>
<b>7</b>	<b>TOTAL COST OF THE PROJECT</b>	<b>\$43,642</b>
<b>8</b>	<b>AMOUNT REQUESTED FROM IPDC</b>	<b>\$36,267</b>
<b>9</b>	<b>BENEFICIARY BODY</b>	<b>200 local independent journalists and 25 governmental authorities</b>
<b>10</b>	<b>IMPLEMENTING BODY</b>	<b>Executive Body of the Union of Journalists</b>
<b>11</b>	<b>PROJECT LOCATION</b>	<b>Tajikistan</b>
<b>12</b>	<b>PROJECT PREPARED BY</b>	<b>Hayot Davlatov, Chairmen of the Union of Journalists of Tajikistan</b>
<b>DECISION OF THE COUNCIL:</b> <b>DECISION OF THE BUREAU:</b>		

## **B. PRESENTATION**

### **1. BACKGROUND AND JUSTIFICATION:**

The Constitution of Tajikistan provides for freedom of speech and of the press; however, the Government severely restricts this right in practice. It exercises control over the media both overtly through legislation and indirectly through such mechanisms as "friendly advice" to reporters on what news should not be covered. It also controls the printing presses and the supply of newsprint and broadcasting facilities and subsidizes virtually all publications and productions.

Lack of modern equipment in the independent news agencies and radio / TVs slow down the media the number of independent media continued to increase during the last years. Today there are more than 20 private newspapers in the country, although only a small number of them attempt to cover serious news and analysis. There is one government-run TV network. Its several local stations cover regional and local issues from an official point of view. There are about 25 non-governmental TV stations all over the country but not all of them are operating and only a handful of which can be considered genuinely independent. Some of these independent stations have studio facilities.

Journalists frequently are subject to harassment, intimidation, and violence. At times the perpetrators are government authorities. Low level of legal knowledge of media practitioners does not allow them to more actively play the role of a "watchdog of society". This makes editors and journalists, fearful of reprisals, to exercise self-censorship.

Development process in Tajikistan. There are five Internet service providers in the country but high fees and limited capacity means that access is out of the reach for most journalists. Analytical materials therefore are often are based on the old information.

Bringing a significant change into the situation in the short run appears almost impossible. The Union of Journalists aims to contribute to the development of strong and independent media in Tajikistan by setting up a Journalists' Resource Centre. The Centre will be equipped so as to allow media practitioners to learn computer skills, access international information through Internet, and photocopy their materials free of charge. A Legal Literature Library will be set up with materials on international and local media laws, democracy, human and journalists' rights, freedom of speech, etc. Equipment for the Centre and furniture for its Library are requested from IPDC. Furthermore, five training courses on media legislation and the security of journalists will be conducted in the regional centres of the country for some 100 participants. Another five round tables with participation of 50 media practitioners and 25 governmental decision-makers will be carried out under this project as well. The Union will publish a monthly bulletin "Mirror of Tajik Media" and distribute it among Tajikistan Mass Media, governmental and non-governmental institutions, faculties of journalism, libraries, and NGO Recourse Centers free of charge.

The implementation of this project is expected to give impetus and strengthen the role of media institutions in the democratization of the country.

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

The beneficiaries will be Tajik journalists from independent and government media.

### **3. IMMEDIATE OBJECTIVES:**

- Set up a Journalists' Resource Centre, with legal library and Internet access for Tajik journalists;
- Conduct 5 x 2-day training courses on media laws and professional security;
- Conduct five Round Tables on "Media & Government: Partners or Competitors" (all regions).
- Publish monthly "Mirror of Tajik Media".

### **4. DEVELOPMENT OBJECTIVE:**

- To foster the development of strong independent media in Tajikistan through strengthening of its information resources; to increase legal and professional knowledge of journalists; and to facilitate interaction between representatives of the media and governmental institutions.

### **5. PROJECT INPUTS:**

Following are elements needed to achieve the project objectives:

- Three-room building for the Resource Centre (Grantee contribution).
- Computers (four Pentium IV: three requested, one exists; printer and photocopier: both contributed by Grantee) and furniture (partly requested & partly existed) for Internet Center;
- Two-day training courses will be conducted by qualified journalist trainers.
- Furniture and legal books and other materials for Library: both requested.
- Room for training and round tables (rented in regions, contributed by Grantee in Dushanbe).
- Car and fuel (rented for 12 months) for project executors.
- "Mirror of Tajik Media" printed in "Nodir Publishers" (expenses requested).

### **6. PROJECT OUTPUTS:**

Following are the expected results of the project:

- A new module for a 2-day training course on legal and safety aspects will be developed.
- 100 Tajik journalists will be trained thus helping them to be more secure in expressing their opinions on different aspects of political and social life of the country.
- 50 journalists and 25 officials taking decisions affecting journalists' professional life will meet to discuss existing problems and seek solutions. These meetings will help both sides to avoid misunderstanding in their future interactions.
- 200 Tajik journalists will consult the Legal Library.
- 100 journalists will be trained in and have free access to Internet.
- 300 copies of "Mirror of Tajik Media" will be distributed. The bulletin will publish materials about the current situation of media in Tajikistan and the violations of journalists' rights, and new regulations in the sphere of media, etc.

### **7. ACTIVITIES:**

- 5 x 2-day training courses and five Round Tables in main cities of Tajikistan.
- To establish a Library on Legal Literature within the Tajikistan Journalists' Resource Centre.
- To establish an Internet Centre within the Resource Centre.
- To train 100 media representatives in the use of Internet.
- To provide journalists with a free access to Internet.

- To print twelve issues of “Mirror of Tajik Media” and distribute them.
- To submit narrative reports on project progress on a four-month basis.

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

Month 1: Repair Resource Centre building, purchase equipment, furniture and books, install furniture and equipment; finalize the workplan and instruct staff accordingly; start developing training module and publishing “Mirror of Tajik Media” (monthly).

Month 2: Establish the list of participants in the training seminars and round tables; open the Journalists Resource Centre; provide journalists with literature on legal aspects of their work (continuous); start the training in Internet and provide free access (continuous);

Month 3: *Conduct training in Dushanbe, Kulyab, Khujand, Krorugh and Kurgan-Teppa* (3<sup>rd</sup>, 5<sup>th</sup>, 7<sup>th</sup>, 9<sup>th</sup> and 11<sup>th</sup> months);

Project progress reporting will be on four-monthly basis and final financial report in Month 12.

#### **9. INSTITUTIONAL FRAMEWORK:**

The Union of Journalists of Tajikistan was established in 1959 as a branch of the USSR Union of Journalists. Since 1992, it's an independent NGO of more than 1,000 journalists from independent and governmental mass media. The Union is a member of the International Confederation of Journalists' Unions. This project will be implemented by the Union, which has qualified staff for project implementation. Two professional trainers have received Counterpart (association) Training of Trainers in adult learning and other relevant topics and have 3-5 years of experience in training. They will be contracted to conduct the seminars under this project. The Union has also highly skilled lawyer to run its Library. It is expected that he will provide free legal consultations to more than 200 Tajik journalists within the grant period. A contracted computer specialist will train journalists in Internet two hours a day two times a week. The Resource Centre will be established in the building of Sharqi Ozod Printing House where the majority of the national print media are located. The premises will be provided by the Printing House, free of charge, as its contribution to this project. Babilon-T (ISP) will provide Internet service with 64 Mb/sec. The National Commission for UNESCO represented by Ms. Lola Dodkhudoeva in cooperation with RCA will coordinate the implementation of the project.

#### **10. SUSTAINABILITY:**

After the completion of the grant period it is expected that the Resource Centre will continue providing its services. The Library will serve its clients for free while the Internet Centre will cover part of its expenses by providing paid services. At the same time students of the Departments of Journalism of the Universities and journalists of the newly established independent media will continue to use its services free of charge. The Union will continue to publish the “Mirror of Tajik Media” by itself with the same circulation after the completion of the grant period.

#### **11. FRAMEWORK OF MONITORING:**

Counterpart Tajikistan is recommended to UNESCO as a monitoring agency for this project. It has a network of strong Civil Society Support Centres in the capital and all four regional centers of the country with highly skilled professionals in implementing and monitoring projects.

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

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

The Union will submit to UNESCO reports on the project progress every four months. The final and financial report will be submitted in one month after completion of the grant period.

#### **C. ADDITIONAL INFORMATION**

##### **Previous IPDC support received by the country:**

##### **Preparatory activities completed prior to submission of the project to IPDC:**

Members of the Union actively participated in some surveys conducted by CIMERA Network, Swiss, in 2000 and OSCE on media situation in Tajikistan. After these surveys, we conducted a seminar for journalists on Freedom of the Press in Tajikistan sponsored by Global Project and series of seminars in five regional centers assisted by Democracy Commission of the US Embassy. In cooperation with National Association of Independent Mass Media of Tajikistan and OSCE we organized a three-day training on Professional Skills and Legal Knowledge in the most remote and mountainous area of Tajikistan- the GBAO in 2000. The absolute majority of those seminars' participants supported the idea of creating a Resource Center in the capital city to provide them with qualified and timely information and technical services.

##### **Contribution foreseen by the beneficiary agency during the project period:**

The total sum of the Union's contribution to this project is equal to 5,575 USD. It consists of some equipment, fee and honoraria for bulletin's editor and authors, Union's car that will be used by project, and a part of expenses for conducting training in Dushanbe. The Sharqi Ozod Publishing House has agreed to provide free of charge a 3-room space for the Resource Centre (equivalent of 1800 USD/year).

##### **Assistance sought other than IPDC:**

The Union has received from the US Embassy Democracy Commission US\$8,343 to prepare 10 trainers to conduct training all over the country; UNDP (\$643) and AED Global Project (\$920) to carry out a seminar for journalists on the Freedom of Press in Tajikistan. OSI covered expenses of Union's project to publish in Tajik the Universal Declaration of Human Rights, the brochure The Press and the Market, and The Guidebook of Journalists.

**D. BUDGET**

1. Breakdown of IPDC's contribution (in US\$):

	Budget item	Unit cost \$	Req. Sum (\$)		Budget item	Unit cost \$	Request. Sum (\$)
1	Training courses	1200	6,000		2 * Cartridge for printer	70	140
2	4 * Computer Pentium IV	825	3,300	3	Library		
	1 * Printer LaserJet 1200	450	450		Furniture and books		3,290
	1 * Copy Machine Canon	750	750		Local and International Press Subscription		850
	1 * Fax machine Panasonic	350	350	4	12 * Office supplies	90	1,080
	2 * Board	200	400	5	Communications		
	1 * Fax modem	150	150		12 * Internet online	500	6,000
	1 * Network connections	170	170		12 * Phone/Fax	45	540
	4 * UPS APC 600	170	680	6	12 * Publication of Bulletin	120	1,440
	5 * Filters	20	100	7	4 * Monitoring	300	1200
	1 * Scanner	180	180	8	Fee		
	1 * TV Receiver	350	350		12 * Librarian	90	1,080
	1 * TV Set Sony	550	550		12 * Internet Center Manager	100	1,200
	1 * Video Recorder	120	120		12 * Bookkeeper	70	840
	25* Video tapes	2	50		12 * Project Coordinator	110	1320
	3 * Cartridge for Canon	130	390	9	IPDC Evaluation		3297
<b>Total IPDC Contribution: 36,267</b>							

**2. Breakdown of the beneficiary agency's contribution (in US\$):**

	Budget item	Unit cost \$	Request. Sum (\$)		Budget item	Unit cost \$	Request. Sum (\$)
1	2d rent for training hall	30	60	7	1 * Scanner	180	180
2	20 units training mats	2,0	40	8	12 * Car	120	1,440
3	1 * Computer Pentium IV	825	825	9	12 * Bulletin Editor's fee	90	1,080
4	1 * Printer LaserJet 1200	450	450	10	12 * Honoraria for bulletin authors	50	600
5	1 * Copy machine Canon	750	750	11	12 * Resource Centre Office rent	150	1,800
6	1 * UPS APC 500	150	150	7	1 * Scanner	180	180
A. Total of the Union's contribution						7,375	

**GRAND Total : US\$43,642**



## TONGA

<b>A. PROJECT IDENTIFICATION</b>		
1	<b>TITLE</b>	Improved access to information through TBC radio and TV
2	<b>NUMBER</b>	PDC/23 TON/01
3	<b>CATEGORY OF MASS MEDIA</b>	Radio, TV
4	<b>IPCD PRIORITY AREA</b>	Training, community based media
5	<b>SCOPE</b>	National
6	<b>TYPE OF ASSISTANCE REQUESTED</b>	Equipment, training
7	<b>TOTAL COST OF PROJECT</b>	US\$76,611
8	<b>AMOUNT REQUESTED FROM IPDC</b>	US\$37,360
9	<b>BENEFICIARY BODY</b>	Tonga Broadcasting Commission (TBC)
10	<b>IMPLEMENTING BODY</b>	TBC and UNESCO
11	<b>PROJECT LOCATION</b>	Nuku'alofa, Tonga
12	<b>PROJECT PREPARED BY</b>	'Elenoa 'Amanaki, General Manager, TBC ACI Asia-Pacific

## **B. PRESENTATION**

### **1. BACKGROUND AND JUSTIFICATION:**

The electronic media are very significant for a country like Tonga where more than half of the population live in isolated islands separated by vast areas of seas. They are essential for the purposes of national integration, education, information and entertainment, as well as to preserve cultural integrity of the people. The Tonga Broadcasting Commission (TBC) has played a pivotal role to promote all these aims.

The TBC is in charge of the national AM radio, an FM radio and TV. The AM radio is heard in all islands. The other media outlets are mainly heard in the capital island. These include: a religious foreign and two locally owned TV stations, three FM stations, one weekly government and one weekly private newspaper and two monthlies (a newsletter and a magazine).

Both TBC and the private media support the freedom of speech. TBC itself has very experienced journalists, who ensure that controversial political issues are covered with balanced views following TBC Code of Ethics on honesty, fairness, independence and respect for the rights of others.

The share of foreign content in the three privately owned TV stations is about 95%. TBC's TV Tonga is seeking to produce as much local content as possible. About 45% of its programmes is now local.

TBC's production unit produces programmes ranging from children's educational and women's developmental to agricultural, environmental, fishery, health and other community-based programmes. Furthermore, TBC provides programme time to many government bodies and community groups, altogether 36 hours a week, and organizes panel discussions, interviews with citizens at random as well as telephone talk back shows on current affairs issues that affect their lives.

The mission of the TBC is to deliver to all people of Tonga quality programmes, education, news, information and entertainment at the highest professional level. To support this work, TBC has collected an archive, which contains: 2,500 reel-to-reel tapes; 9,000 tapes; 1,000 CDs and 2,000 cassettes. The collection is growing with the addition of videos for television. The tapes consist of thousands of recordings of wide national interests, which date back to when the TBC was opened in 1961. The TBC archive has a catalogue of all music, radio and TV programmes recorded by TBC in the last 45 years. The catalogue is manually operated.

Through this project, assistance is being sought to digitalize the TBC radio and TV archives, so as to preserve this invaluable source of social, political, cultural and economic information. The aim is to 1) digitalize the existing collection; 2) introduce digital storage, acquisition and access systems; 3) create a computer database for cataloguing the collection; 4) improve storage conditions; and 5) establish an archive policy. – If measures are not urgently taken, this valuable source is risking to disappear forever.

IPDC's support is also sought for a camera to record those important events, which can never be recorded due to the TBC camera shortage.

The archive storage space has A/C but is not yet dust-proof. The TBC has some of the equipment and the skills needed to do the work described in this project. It can cover the costs of refurbishing the archive, installing the steel cabinets to store the CDs and the in-house training. However, TBC's

resources are not sufficient to acquire the equipment listed in the budget, which is needed to conserve and preserve the archival materials.

**DESCRIPTION OF THE TARGET GROUPS:**

- TBC will have better archival collections; programme production will have better access to archival materials; and TBC's financial viability and services as publicly funded community-oriented broadcaster will improve.
- The audience at large will benefit from more elaborated and diversified programmes.

**2. IMMEDIATE OBJECTIVES:**

- Equipment and software will be acquired to computerize the programme catalogue, digitize the acquisition and access systems, and transfer the tape-based recordings to CDs or DVDs; as well as to record more valuable video materials for present and future purposes.
- Three technicians will be trained to transfer the tapes to CD or DVD; a senior archivist and two junior staff members will be trained in the maintenance of radio and TV archives.

**3. DEVELOPMENT OBJECTIVE:**

The project will ensure democracy, freedom of expression and improve the communicative capacity of people by:

- Improving the quality of radio and TV services, and people's access to diversified information of documentary, educational and informative value;
- Promoting national integrity, solidarity and unity through radio and television;
- Promoting national participation in development through programmes of socio-economic actuality.

**4. PROJECT INPUTS:**

- Equipment (as per budget)
- Staff training in the use of the equipment and software ('Access' or CDS/ISIS for the cataloguing; LAN set-up to facilitate the access and acquisition; Cool Edit to improve the sound before producing the digital master.)
- Materials for the refurbishing of the archive storage and office space by TBC.

**5. PROJECT OUTPUTS:**

- The archival storage and office space will have been refurbished.
- The equipment and software will have been acquired and installed.
- Three staff of the library-archive section and three technicians will have been trained in the maintenance of the archive and transferring tapes to CDs and DVDs.
- The archive policy will have been tested, revised and established.
- The archives will be efficiently used by the production unit.
- The sound quality and durability of the recordings will have improved.
- More important video material will be recorded.
- The recordings will have become more accessible to the public and for research purposes.
-

#### **7- 8. ACTIVITIES AND WORKPLAN:**

- TBC will refurbish its archive premises, 2 weeks.
- UNESCO/TBC will order the equipment, 3 months.
- TBC Chief Engineer will install the equipment, 1 week.
- TBC Chief Engineer and IT expert will train the staff to transfer the materials and use the Cool Edit and database software, 3 weeks (then on-going for the first year).
- TBC staff will start to transfer the reel and other tapes into CD's, discs and DVD.
- The archive staff will maintain the archive collection, On-going.
- The production unit will use the archive on day-to-day basis, On-going.
- The production unit will shoot new materials on day-to-day basis. On-going
- IPDC will evaluate the project (IPDC to define).

#### **9. INSTITUTIONAL FRAMEWORK:**

he project will be implemented by TBC and UNESCO, as described above.

#### **10. SUSTAINABILITY:**

The TBC archive collection could provide an invaluable resource for programme-makers and researchers, in addition to acting as a repository for cultural material, which otherwise will not be preserved. Much of the content is unique, irreplaceable and of immense cultural value. The present conditions are detrimental to the survival of the recordings: tapes are rapidly deteriorating and more and more information will be unrecoverable over time. Digitization is the only way to solve the current preservation difficulties, which will allow ready access to the collection in a manner that will not harm the contents.

#### **11. FRAMEWORK OF MONITORING:**

The National Commission for UNESCO or any relevant body recommended by UNESCO.

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

UNESCO survey on Information Needs in the Pacific (1998).

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

TBC will provide a progress reports to ACI/IPCD as needed, however, at least every four months.

### **C. ADDITIONAL INFORMATION**

#### **Previous IPDC support received by the country;**

- **TBC** – Radio Newsroom Computerization in 1997-9
- **TBC** – Tonga Community Broadcasting Development 1986-8
- **Ministry of Education** – Tonga Video Production Development 1992-7

UNESCO Survey (1998) the “**Information Needs in the Pacific**” showed the need to preserve the TBC archive, as a matter of priority. A more specific work plan has now been established and the costs

have been assessed. TBC is also familiar with the Pilot Archival Policy UNESCO has drafted for SIBC.

**TBC input** – The TBC will refurbish the premises, train the staff and ensure the maintenance. No assistance has been sought other than IPDC.

<b>D. BUDGET</b>
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**1. Breakdown of IPDC's contribution (in US\$):**

**2.**

**A. AUDIO ARCHIVING**

Item	Qty	Descriptions	Price/unit (US\$)	Total
1	4	CDR/RW Digital Audio CD Recorder	\$400	\$1,600
2	2000	CDR CD Blanks & Jewel case	\$2	\$4,000
3	20	CDRW CD Blanks & Jewel case	\$3	\$60
4	1	CD Copier (1 to 7)	\$3,000	\$3,000
5	1	CD Printer	\$2,000	\$2,000
6	1	PC Pentium 4 Computer	\$1,000	\$1,000
7	1	Cool Edit Software	\$500	\$500
			<b>Subtotal</b>	<b>\$12,160</b>

**B. VIDEO ARCHIVING**

Item	Qty	Descriptions	Price/Unit (US\$)	Total
1	2	DVD-R/RW Digital Video Recorder	\$3,000	\$6,000
2	1000	DVD-R Digital Video CD Blanks & Jewel Case	\$10	\$10,000
3	20	DVD-RW Digital Video CD Blanks & Jewel case	\$15	\$300
4	1	DVD-R/RW Apple G4 DVD Drive	\$1,000	\$1,000
			<b>Subtotal</b>	<b>\$16,300</b>
5	1	Sony DSR-150P DVCAM Camera	\$4,500	4,500
			<b>Subtotal</b>	<b>\$21,800</b>

Subtotal: US\$33,960

Evaluation: US\$ 3,400

**TOTAL: US\$37,360**

**3. Breakdown of the beneficiary agency's contribution (in US\$):**

1. Refurbishing	\$5,000
2. Installation of Equipment (1-w salary/Engineer)	\$250
3. Staff Salaries: 1 Senior Library, pa	\$6,000
2 Junior Staff, pa	\$6,000
3 Technicians, pa	\$15,000
4. Training of Staff: 3 weeks Chief Engineer	\$1,500
3 weeks Senior Journalist (1167x3)	\$3,501
5. Maintenance	\$1,500
6. Access to Archives for students, research etc using 2 x Apple G4 computers.	\$500
7. Reporting on the project to IPDC/ UNESCO (included in the staff salaries)	
TOTAL	\$39,251
<b>GRAND TOTAL</b>	<b>\$76,611</b>

# LATIN AMERICA AND THE CARIBBEAN

<b>A. PROJECT IDENTIFICATION</b>	
<b>1. NAME</b>	<b>STRENGTHENING AND PROMOTION OF FREEDOM OF EXPRESSION AND OF THE PRESS</b>
<b>2. NUMBER</b>	<b>PDC/23 RLA/04</b>
<b>3. CATEGORY OF MEDIA</b>	
<b>4. PRIORITY AREA OF THE IPDC</b>	<b>PROMOTION OF FREEDOM OF EXPRESSION AND OF THE PRESS</b>
<b>5. SCOPE (NATIONAL, REGIONAL, INTERREGIONAL)</b>	<b>REGIONAL: MEXICO, CENTRAL AMERICA AND THE DOMINICAN REPUBLIC</b>
<b>6. TYPE OF ASSISTANCE REQUESTED</b>	<b>FINANCIAL</b>
<b>7. TOTAL COST OF THE PROJECT</b>	<b>US\$ 171 893</b>
<b>8. AMOUNT REQUESTED FROM THE IPDC</b>	<b>US\$ 30 000</b>
<b>9. BENEFICIARY INSTITUTION</b>	<b>INTER-AMERICAN INSTITUTE OF HUMAN RIGHTS</b>
<b>10. IMPLEMENTING INSTITUTION</b>	<b>INTER-AMERICAN INSTITUTE OF HUMAN RIGHTS</b>
<b>11. STATUS OF THE PROJECT</b>	<b>FIRST PHASE UNDER WAY</b>
<b>12. PROJECT PREPARED BY</b>	<b>INTER-AMERICAN INSTITUTE OF HUMAN RIGHTS:</b>
<b>BOARD'S DECISION:</b>	
<b>BUREAU'S DECISION:</b>	

## B. INTRODUCTION

### 1. **BACKGROUNDS AND RATIONALE:**

The IIHR has been engaged in activities to promote the content and implementation of Article XIII of the American Convention on Human Rights since 1997, and has positioned itself as a key organization specializing in this issue in the hemisphere. The main activities that the IIHR has promoted include: (i) six regional seminars entitled *The Media and Democratic Society* (1996-1999 - AECI); (ii) two pilot training projects for judges, legislators, journalists and representatives of civil society, on the *Inter-American System of Human Rights and Freedom of Expression*, in Venezuela and Paraguay (2000-2001 - Robert R. McCormick Foundation); (iii) six preliminary studies on the status of freedom of expression and a forum entitled "*The Inter-American System of Human Rights and Freedom of Expression in Central America*" (23-24 August 2001 - PRODECA); and (iv) six initial exercises aimed at implementing a *system of indicators of progress on freedom of expression in Central America* (2001 – Ford Foundation).

These experiences highlighted the continued existence of a number of obstacles to the exercise of the freedom of expression and of the press, including the following:

1. The existence of legal provisions – such as the criminal offence of *desacato* – that permit journalists and/or the media to be prosecuted for reporting information or expressing an opinion about the conduct of public officials.
2. The existence of legal provisions that hinder access to information held by public institutions.
3. Many judges and justices, public defenders and attorneys are ignorant of international norms and jurisprudence dealing with freedom of expression and of the press.
4. The existence of practices – related to taxation, distribution of state publicity, etc. – that constitute improper, direct and indirect pressure on media organizations;
5. The continued existence of threats (carried out, in some cases) of the use of force against journalists, against which no effective legal protection exists or which go unpunished.

The problems identified and the good results obtained from previous efforts have led the IIHR to promote a regional program aimed at exploring and promoting solutions to these problems, and also at training key actors in the corresponding standards established within the Inter-American System of Human Rights.

### 2. **DESCRIPTION OF THE GROUPS**

#### OBJECTIVES:

This effort is targeted primarily at:

- (i) Directors and journalists of media organizations; and,
- (ii) Representatives of the State: executive, legislative and judicial branches (judges, justices), human rights ombudsman's offices, local government leaders and political leaders.
- (iii) Representatives of civil society, teachers...



### **3. SHORT-TERM OBJECTIVES:**

- (i) To carry out, in Mexico and the Dominican Republic, studies on national legislation on freedom of expression, similar to the ones undertaken previously in the Central American countries.
- (ii) To disseminate information about the standards of the inter-American human rights protection system in relation to freedom of expression and of the press, among key actors in Central America, Mexico and the Dominican Republic.
- (iii) To promote the incorporation of the standards on freedom of expression of the inter-American system into domestic legal systems;
- (iv) To foster dialogue among different sectors in the countries and in the region, with regard to legal frameworks that contribute to freedom of expression and of the press.
- (v) To propose solutions agreed by the various parts; and,
- (vi) To help inform journalists and directors of media organizations about their rights in relation to freedom of expression and of the press.

### **4. OVERALL OBJECTIVE:**

To promote international legal standards with respect to freedom of expression and of the press in Central America, Mexico and the Dominican Republic, by means of training, promotion of networks and dissemination of information.

### **5. THE PROJECT'S CONTRIBUTIONS:**

- (i) To complement the diagnostic studies already undertaken in the six Central American countries with two studies on the status of legislation on freedom of expression and of the press in Mexico and the Dominican Republic.
- (ii) To identify 16 key actors in each of the countries (Mexico, the Dominican Republic and six Central American countries) for the purpose of setting up a network to discuss, promote and disseminate legislation related to freedom of expression and of the press.
- (iii) To train previously identified key actors in the standards governing freedom of expression.
- (iv) To promote, among the members of the network set up, the generation of proposed legal reforms and public policies designed to improve freedom of expression and of the press.
- (v) To promote links among these key actors, UNESCO and the organs of the Inter-American System for the Protection of Human Rights.

### **6. PROJECT OUTPUTS:**

- (i) A manual based on the standards for the protection of freedom of expression within the Inter-American Human Rights System, to be produced by the Office of the Rapporteur for Freedom of Expression of the Inter-American Commission on Human Rights (ICHR).
- (i) One hundred key actors in Central America, Mexico and the Dominican Republic (officials, legislators, judges, journalists, human rights activists) trained in issues related to freedom of expression and of the press in the region.
- (ii) A proposed framework of concrete actions for legal reforms and public policies that would improve the defense and promotion of freedom of expression in the countries of the region.
- (iii) Eight national studies (six Central American countries, Mexico and the Dominican Republic) and one Central American regional study on the status of freedom of expression and of the press;
- (iv) Design and development of an electronic page, with public access, to disseminate the results.

**7. ACTIVITIES:**

**1 Studies**

1.1. Conduct two national studies on the status of legislation on freedom of expression in Mexico and the Dominican Republic, to complement the other six carried out in Central America.

**2. Training**

2.1 Hold eight national forums (one in each country) involving key actors (judges, legislators, civil society, journalists, directors of media enterprises, etc.), who will receive training in the subject and help validate the national reports and propose strategies for action in their respective countries and the region as a whole.

2.2. Hold a regional seminar, with the participation of the Rapporteur for Freedom of Expression of the Inter-American Commission on Human Rights, to discuss the problems of freedom of expression in the region in the light of the standards of the inter-American system, and to present the Manual of the Office of the Rapporteur.

**3. Production**

**3.1. Publish a Manual produced by the Office of the Rapporteur for Freedom of Expression.**

3.2. Draft a framework proposal setting out concrete actions aimed at promoting freedom of expression and securing the adoption of the standards of the inter-American human rights protection system in domestic legislation.

**4 Dissemination**

4.1. Design the section of the IIHR's website on freedom of expression, with electronic links, documents generated by various institutional activities and the results of the implementation of the project (national reports, comparative studies) and information on the subject that is important from the standpoint of human rights.

**8. WORK PLAN:**

Activities 2002 Y 2003																		
	3	4	5	6	7	8	9	10	11	12	1	2	3	4	5	6	7	8
<b>1. National reports</b>																		
1.1. Identify consultants in the Dominican Republic and Mexico																		
1.2. Compile the reports																		
1.3. Receive and edit reports																		
<b>2. Manual of the Office of the Rapporteur</b>																		
Systematization of principles																		
Layout																		



**12. FRAMEWORK OF THE REPORTS OF THE BENEFICIARY INSTITUTION:**

The beneficiary agency will submit a project status report, as provided for in the contract that will be signed with UNESCO, to monitor progress on the dates agreed.

**C. ADDITIONAL INFORMATION**

The Inter-American Institute will contribute US\$ 141,893, using funds provided by PRODECA.

**D. BUDGET**

**1. Breakdown of the budget (in U.S. dollars):**

INTER-AMERICAN INSTITUTE OF HUMAN RIGHTS  
FREEDOM OF EXPRESSION AND OF THE PRESS PROJECT

IPDC (Unesco) contributions

National studies in the Dominican Republic and Mexico	\$ 4,000
National training forums in Mexico and the Dominican Republic	\$ 6,700
Preparation of the Rapporteur's Manual	\$ 10,000
Regional seminar	\$ 9,300
<b>TOTAL:</b>	<b>\$ 30,000</b>

**2. Breakdown of the contribution of the beneficiary organization (in US\$):**

Inter-American Institute of Human Rights  
FREEDOM OF EXPRESSION PROJECT  
IIHR'S CONTRIBUTION

National reports in Mexico and the Dominican Republic	0
Systematization of the reports of the six Central American countries	\$ 11,182
National training forums in the six Central American countries	\$ 20,860
Drafting of framework proposal	\$ 23,475
Follow-up missions	\$ 15,682
Publications	\$ 6,000
Development of the website	\$ 6,405
Technical coordination	\$ 31,196
<b>Subtotal Program</b>	<b>\$114,800</b>
<b>Administration</b> (professional fees and administrative salaries, maintenance and depreciation of premises and equipment, utilities, supplies, etc.)	<b>\$ 27,093</b>
<b>TOTAL PROGRAM</b>	<b>\$141,893</b>

## LATIN AMERICA AND THE CARIBBEAN

<b>A. PROJECT IDENTIFICATION</b>		
1.	<b>TITLE</b>	<b>In-service Multi-media Training to upgrade the professional skills of practicing journalists in the Caribbean</b>
2.	<b>NUMBER</b>	<b>PDC/23 RLA/05</b>
3.	<b>CATEGORY OF MASS MEDIA</b>	<b>Radio and Television production and broadcast</b>
4.	<b>IPDC PRIORITY AREA</b>	<b>Human resource development and capacity building</b>
5.	<b>SCOPE</b> (NATIONAL, REGIONAL, INTERREGIONAL)	<b>regional</b>
6.	<b>TYPE OF ASSISTANCE REQUESTED</b>	<b>financial</b>
7.	<b>TOTAL COST OF PROJECT</b>	<b>\$174,200</b>
8.	<b>AMOUNT REQUESTED FROM IPDC</b>	<b>\$114,600</b>
9.	<b>BENEFICIARY BODY</b>	<b>Radio and TV stations in the Caribbean</b>
10.	<b>IMPLEMENTING BODY</b>	<b>Caribbean Broadcasting Union,(CBU) and Caribbean Media Corporation, (CMC)</b>
11.	<b>PROJECT LOCATION</b>	<b>Barbados and other Caribbean countries</b>
12.	<b>PROJECT PREPARED BY</b>	<b>CBU and CMC</b>
<p><b>DECISION OF THE COUNCIL:</b></p> <p><b>DECISION OF THE BUREAU:</b></p>		

## **1.0 Background and Justification**

The electronic mass media in the English-speaking Caribbean have been besieged in the last fifteen (15) years by dramatic changes driven largely by technological advances and a proliferation of new media entrants. A wave of liberalization over this period has resulted in an increase of radio stations from 50-150, TV stations from 20-40 (more than half of which are in one country alone). Convergence of technologies has at the same time raised new and challenging issues of multi-skilling for effective performance of newsrooms. Internet Protocol (IP) development in particular has driven “new media” development, challenging traditional players in the industry.

While Caribbean governments have engaged in sweeping, though inadequately thought-through media privatization policies and applications, in some countries they refuse to relinquish control of State-owned entities, posing a constant threat to freedom of expression and freedom of information.

In the face of these major changes, journalists and producers are professionally cramped. Gross inadequacy in mastering the new technologies, fulfilling convergence demands, understanding the global issues and responding professionally to new requirements, mitigates against their effective defense of democratic ideals and issues in the public interest. As a result, many buckle to the economic (advertiser) and political pressures to compromise on their trade.

Regional information flow requirements particularly as they concern issues critical to the very fabric of integration continue to baffle journalists and media decision-makers alike. It is expected that renewed in-service training and up-skilling of these players as foreseen in this project will engender the adaptation and understanding necessary for a breakthrough in resolving this dilemma. Use of existing equipment and technical infrastructure at the CBU, CMC and individual stations will be maximized in the delivery of the project’s outputs.

It is also expected that the practical challenges to be tackled will contribute to on-going efforts to chart an updated strategy for media and communication within the integration process of the region.

## **2.0 Description of the Target Group**

The focus of this training intervention is on working journalists whose skills need to be upgraded in keeping with new global trends and developments in the industry, as well as media decision-makers who need to become more pro-active in responding to policy issues and developments.

## **3.0 Immediate Objectives:**

- To undertake three four (4x) three-day multi-media training workshops for journalists and media decision-makers, of a total of one hundred (100) persons, through CBU, CMC and Radio GED, community radio service of the Barbados Community College.
- To inaugurate during these workshops the effective use of the traditional classroom, satellite radio and television services, as well as multi-media Internet Protocol (IP) feedback solutions.

#### **4.0 Development Objective:**

Encourage the use of new, cost effective, broad-based training mechanisms integrating traditional and emerging media technologies to accelerate the acquisition and repackaging of information by the region's media and the provision of more informed choices to audiences. Individual stations will be encouraged to undertake more training in-house training of its professionals.

#### **5.0 Project Inputs**

1. Training Room
2. TV Production facilities:
3. Cameras
4. Microphones
5. Video projectors
6. Video recorders
7. Radio Satellite uplinks
8. Television Satellite uplinks
9. Internet Connection Facilities
10. Telephone Interface units
11. 3 x Trainers
12. Programme Co-ordinator
13. Local co-ordinators
14. Public Broadcasting research (already initiated)

#### **6.0 Project Outputs**

- 100 in-service journalists and media decision-makers provided with new and updated information tools
- A new multi-media kit on CD-ROM, DVD and VHS tape of training material related to issues of sustainable social and economic development
- Information posted on CBU and CMC websites – hyperlinkages to websites of participating stations will be created
- Development of elements for a new policy proposal for consideration by media decision-makers
- Documentation on pre- and post- training effects on audiences

#### **7.0 Activities**

- a. Pre- and post-project surveys of current awareness and use of the methodology proposed in this project (combining existing research, experiences and expertise available)
- b. Preparation and publication of a proposed policy paper on up-skilling practicing media professionals in the region for inclusion in overall public policy affecting the regional media
- c. Identifying and engaging Project Co-ordinator
- d. Designing the training modules
- e. Engaging participating media resource persons 2x per workshop
- f. Recruitment of 3x trainers
- g. Identifying local co-ordinators in each participating territory
- h. confirming and fulfilling technical needs per workshop

- i. Preparing workshop material
- j. Conducting Workshops
- k. Developing workshop material on CD-ROM and VHS tapes for sale
- l. Reporting and evaluations for presentation at regional media conferences
- m. Post evaluation

## 8.0 Work Plan

1. pre- and post- project surveys and assessment	1 <sup>st</sup> Month	Sept/03
2. preparation and publication of proposed policy paper	3 <sup>rd</sup> Month	Nov/03
3. identifying and engaging Project Co-ordinator	1 <sup>st</sup> Month	Sept/03
4. designing the training modules	2 <sup>nd</sup> Month	Oct/03
5. engaging participating media players	4 <sup>th</sup> Month	Dec/03
6. recruiting trainers	5 <sup>th</sup> /6 <sup>th</sup> Mths	Jan-Feb/04
7. identifying local co-ordinators	6 <sup>th</sup> /7 <sup>th</sup> Mths	Feb/Mar 04
8. confirming and engaging technical needs	10 <sup>th</sup> Month	June 04
9. preparing workshop material, print and electronic	8 <sup>th</sup> /9 <sup>th</sup> Mths	Apr/May 2004
10. conducting workshops	12 <sup>th</sup> /14 <sup>th</sup> /16 <sup>th</sup> Mths	Aug/Oct/Dec/ 04
11. developing workshop material-CDs/VHS/sale	On-going	
12. monitoring and supervision		
13. reporting and evaluations	17 <sup>th</sup> Month	Jan 05
14. post evaluation	30 <sup>th</sup> Month	Feb 06

## 9.0 Institutional Framework

The Caribbean Broadcasting Union, and its subsidiary operating company the Caribbean Media Corporation, both based in Barbados have been responsible for the development and execution of regional multi-media services and in-service training in the region for over 25 years. They will co-ordinate this project with radio and television stations across the Caribbean. CBU/CMC will draw on their long established links with the CARICOM Secretariat in accessing information about the regional integration process to be utilised in these workshops to heighten awareness.

Other institutions of media training in the region, namely, the Barbados Community College, through its community radio service Radio GED, which has had an internship relationship with CBU/CMC, will also be engaged.

CBU/CMC will utilise its satellite networks for radio and television in an innovative approach to distance education in media to facilitate a live training laboratory employing multi-media facilities of IP, traditional e-mail and telephone interface, and the use of satellite to achieve the project objectives.

## 10.0 Sustainability

The project is designed on a partial cost-offset basis with a view to contributing to future training programmes, through participants' contributions and the marketing of CD-ROM and programme tapes. It is projected to tap into non-traditional, new media entrants requiring training of new



personnel as well as deliver refresher/in-service training of journalists, both at CBU/CMC and individual stations. The impact will also be sustainable, with an output of better skilled cadres and a more reliably informed public.

### **11.0 Framework of monitoring**

Independent monitoring of the project is proposed to be undertaken by the Institute of Management Studies (IMS) unit at the University of the West Indies, Mona campus, headed by a former media boss.

### **12.0 Framework of beneficiary agencies reporting**

CBU/CMC will prepare project reports after each major activity: research; start up preparation; workshops and a final report on the overall exercise.

## **C. ADDITIONAL INFORMATION**

The CBU/CMC have in the past received hardware and training support from IPDC in the form of radio production studio equipment and digital field camera units. That has assisted us in the broadcast of public service programmes such as the annual HIV/AIDS Awareness programming undertaken in association with the Caribbean Epidemiology Research Centre (CAREC), and with in-service training of at least six media professionals so far on two-week attachments to the CMC. The digital field cameras have also been accessed and used to train some stringers and freelancers who now utilise them on a breaking-news basis.

The CBU had commissioned a study on public service broadcasting opportunities and trends in the Caribbean. That extensive study has been completed and will guide some of the steps taken in this project. The CMC is presently in an active process of restructuring to include multimedia training for its newsroom. In addition, to making that study available as well as studio and other production facilities, the CBU/CMC will put at the disposal of this project training tools, such as Power-point instruments, projectors and its satellite uplink facilities.

Approaches have been made to the Caribbean Development Bank, the World Bank and the Commonwealth of Learning for assistance in carrying out this exercise.

## **D. BUDGET**

Consultancy for background research and publication	\$ 8,000
Project Co-ordination	\$ 3,000
Training: trainers and resource persons fees 8x	\$12,000
Travel	\$ 4,000
Perdiem	\$ 8,000
Resource persons	
Material production and duplication	\$ 5,000
Freelance Production Staff	\$ 10,000
Satellite time for Television (27 hrs for 2 x workshops @ 6hrs pd )	\$ 21,600
Satellite space for radio	\$ 3,500
Telephone Services for feedback	\$ 3,000
Communications and miscellaneous	\$ 4,500

<b>Sub total</b>	<b>\$ 82,600</b>
Post evaluation	\$ 8,200
<b>Total</b>	<b>\$ 90,800</b>

#### **16.0 Breakdown of Beneficiaries Contribution in US\$**

Project coordination	\$ 5,000
Previous needs analysis by CBU	\$ 4,000
Local/ station co-ordinators	\$ 5,000
Satellite time for Television (27 hrs for 2 x workshops @ 6hrs pd )	\$ 21,600
Satellite radio and television uplink services	\$20,000
CBU/CMC Website documentation	\$ 3,000
Production Equipment	\$15,000
Local studio and equipment	\$ 7,500
Local support staff	\$ 6,500
Internet set up and usage costs (4x )	\$ 4,000
<b>Subtotal</b>	<b>\$91,000</b>
<b>Project TOTAL</b>	<b>\$181,800</b>

# ARGENTINA

<b>A. PROJECT IDENTIFICATION</b>		
<b>1. TITLE</b>		<b>COMMUNITY MEDIA AND HUMAN RESOURCES</b>
<b>2. NUMBER</b>		<b>PDC/23 ARG/01</b>
<b>3. CATEGORY OF MASS MEDIA</b>		<b>Community radio station and community Antenna and a community TV circuit</b>
<b>4. IPDC PRIORITY AREA</b>		<b>COMMUNITY MEDIA AND HUMAN RESOURCES DEVELOPMENT</b>
<b>5. SCOPE</b> (NATIONAL, REGIONAL, INTERREGIONAL)		<b>NATIONAL</b>
<b>6. TYPE OF ASSISTANCE REQUESTED</b>		<b>ECONOMIC</b>
<b>7. TOTAL COST OF PROJECT</b>		<b>56.000 Dollars</b>
<b>8. AMOUNT REQUESTED FROM IPDC</b>		<b>30.000 Dollars</b>
<b>9. BENEFICIARY BODY</b>		<b>UNIVERSAL RADIO (100.3) and UNIVERSAL TV COLOUR</b>
<b>10. IMPLEMENTING BODY</b>		<b>UNIVERSAL RADIO (100.3) and UNIVERSAL TV COLOUR</b>
<b>11. PROJECT LOCATION</b>		<b>BRINKMANN, Province of CORDOBA ARGENTINE REPUBLIC</b>
<b>12. PROJECT PREPARED BY</b>		<b>UNIVERSAL RADIO and UNIVERSAL TV COLOUR. B. Director: RAUL ALBERTO POSSETTO</b>
<b>DECISION OF THE COUNCIL:</b>		
<b>DECISION OF THE BUREAU:</b>		

## **B.PRESENTATION**

### **1. BACKGROUND AND JUSTIFICATION**

Since the return of democracy to Argentina in 1983, freedom of expression has been reinforced as a condition of daily life, and the major media (or multimedia) are free in their professional and commercial practices. Today the big national media have intertwined their commercial interests with other sectors of the economy by diversifying their activities, including telephony and the Internet.

Argentina has a system of mixed broadcasting that includes the official broadcasting service, private enterprises, universities and other organizations. The main concentration of media is in Buenos Aires metropolitan area and the provincial capitals. The market is divided into no more than five groups, two of them have the 80 % of the national map ("Cablevision and Multicanal"). The rest is formed by small independent enterprises and cooperative societies for services distributed in small cities, towns and rural zones.

Cable TV has contributed widening the dissemination of information by providing coverage in areas where broadcast TV does not penetrate and allowing the development of programming related to local and regional interests. Small, independent enterprises, in spite of having few resources, have given more impulse to the production of contents of community interest.

This project involves two community media dedicated to meeting local community interests: Universal Radio (FM 100.3) which is a community radio station working for 22 years in the city of Buenos Aires, with a coverage of 70 kms; and Universal TV colour is a mixed system of TV integrated by a community antenna and a community TV circuit. It has been working there (in the same city) for 15 years.

The goal of this project is to promote a participatory approach to programming by involving in productions those segments of the community most open to this type of initiative - schools, social and cultural institutions and neighbourhood groups. The participation of teachers, cultural and social promoters, leaders and neighbours of the neighbour's group would be preceded by an effective training in the use of radio and telegenic-television media.

### IMPORTANCE

The reasons why we began to elaborate this project are:

- a) to meet the needs of the public who want their radio-TV services to be more in turn with their work, professional, technical, educative and cultural needs;
- b) to create a multimedia environment committed to the integration of the urban and rural communities in actions which guarantee the citizen's participation;
- c) to promote a spirit of co-operation with the agents of the community and the general public;
- d) to reinforce cultural identities in an increasingly globalized world;
- e) to focus attention on matters concerning with the defence of the ecosystem and the quality of life

The project would be carried out in four consecutive stages: training, production of contents, diffusion and evaluation.

The training of the agents will be oriented to the usage of available contents and to the fundamentals and instruments for the production of new contents and of local or regional interest.

The production of new contents and of regional interest proposes the creation of educational videos and documentary referring to these urban-rural communities also of school use to incorporate them to the programming of community media.

The broadcasting concerns the point of view of the school or community public.

Evaluation is the research work to determine if the contents and their forms respond to the needs of the public and audiences.

Lastly the proposal involves the purchase of equipment for sound recording.

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

The immediate beneficiaries of the project are agents of the community who develop activities with multiplying effect: teachers of the different levels of the education, cultural and social promoters as well as neighbourhood organisations.

The teachers will benefit when they use contents everyday tasks (production of educational programmes) and when they understand the global phenomenon of the mass media (the study of the theories, methodology, and the structures of the mass media and its influence).

The cultural and social promoters as well as the neighbourhood organizers will be trained for the production of contents for the broadcasting of their institutional activity and will deal with topics referred to the structure of the mass media and its effects in the environment that develops its task.

## **3. IMMEDIATE OBJETIVES:**

The two basic objectives are the training in the use of the social mass media and the production of radio-television contents. The estimated time for the training will be of 1 trimester and one semester for the production of contents. The proposal intends to train 250 people (70 % women, 30 % men).

## **4. DEVELOPMENT OBJETIVE:**

The knowledge of structures of mass media, the development of skills in the use of media and the production of contents are fundamental tools so that the citizen can participate in and with the media, and thus help guarantee the right to information, which is fundamental to democracy and the promotion of freedom of expression. The citizens develop activities which multiplying effects reach to every sector of the community (as they were described in the objectives group).

These citizens will be the responsible of guarantee the greatest communicative capacity of people.

## **5. PROJET INPUT:**

The necessary elements to reach the immediate objectives are:

a) Training

a.1. **Staff assigned to the project:** 2 qualified persons or trainers in audiovisual communication media and 2 trainers in the performance of audiovisual contents.

.2. **Academic resources:** 10 seminars about theory, methodology, structure and usage of audiovisual mass media and 10 workshops of performance and production of audiovisual contents.

a.3. **Materials:** bibliography, printed-paper and equipment

c. **Production of contents**

• b.1. Staff assigned to the project: 5 performers and producers of audiovisual contents and 2 technicians

• b.2. Materials: 1 equipment of sound recording for outside work, 1 video projector and support elements ( CD, video cassettes)

6. **PROJET OUTPUTS:**

This project covers a geographical area of more than 54000 kms including only the urban centers with less than 20000 inhabitants and urban communities. These towns are located in the following departments: San Justo, Rio Primero and Cruz del Eje in the Province of Córdoba. The other departments are San Cristóbal, Castellanos, Las Colonias and San Martin in the province of Santa Fe, Argentine Republic.

Ten zones of no more than 50 kms of coverage each (see following map) will be conformed so as to have a more efficient distribution of these resources.

The expected results of the project are:

a) Train 250 people in the knowledge, use of the mass media and in the production of audiovisual contents.

b) Produce 500 videos (documentaries, educational and/or institutional) on the history of the town, colony (rural zone) the neighbourhood, the typical inhabitants of the place.

7. **ACTIVITIES**

To attain these objectives, the following actions will be performed

a) Carrying out the work in 10 zones will allow a better distribution of resources, which will be monitored in each location by a co-ordinator formed by small radial or television media, which will provide their tactical support

b) The academic follow-up of the trainers of the school of Information sciences of the National University of Córdoba or private institutes from seminars, workshops and in the production work.

c) The formation of research team equipment from the project beneficiaries to evaluate the results.

## **8. WORK PLAN:**

The suggested work plan supposes the performance of the activities in a period of nine months.

**First stage:** preparation to develop the activity communication with the beneficiaries and adjustments of the instrumental topics of the project. Approximate date: from 1<sup>st</sup> February to 10<sup>th</sup> March 2003.

**Second stage:** training of agents - a workshop and a seminary for each one of the determined zones. Approximate date: from 15<sup>th</sup> March to 15<sup>th</sup> June 2003

Each trainer will take charge of five 3-day seminars and five weeklong workshops. The seminars will deal with theory-practice topics such as theory, methodology, structure and usage of audiovisual media. The workshops will train in techniques of audiovisual performance oriented to a concrete usage according to a routine and a specific topic.

**Third stage:** the production of audiovisual contents will start when the topics to deal with are defined in the workshop.

- 1) Teams formed by the trained agents plus students of schools, neighbours or collaborators of social or cultural institutions will start with the task of identification of informative sources, recollection and selection of documentation and interviews with the main characters of the stories that want to be told. Approximate date: from 20<sup>th</sup> June to 31<sup>st</sup> July 2003.
- 2) Once the information and the documentation are selected, the plots for the performance of determined contents will be elaborated. Approximate date: from 1<sup>st</sup> August to 20<sup>th</sup> August 2003
- 3) The trained agents will perform the radio-telegenic/television programmes with the assistance of performers, producers and technicians. Approximate date: from 25<sup>th</sup> August to 25<sup>th</sup> October 2003.

**Fourth stage:** under the motto “250 towns tell their stories”, the 11<sup>th</sup> November 2003 performances will be broadcasted simultaneously. For this reason the radio-television media from the different zones involved in the project will be used (broadcasting stations of FM, channels of cable TV and systems of open TV like the MMDS and UHF)

## **9. INSTITUTIONAL FRAMEWORK:**

Universal radio and Universal colour TV will carry out all the project. They will be in charge of an integral organisation, the election of the communities which will conform the centers of a net integrated by ten zones of no more than 50 kms of coverage each one.

Activities at the beginning of the project will seek to determine the interest grade of the potential beneficiaries. References about work performed in radio and television or the interest about the training in these topics will be asked.

The staff assigned to the training and production tasks will supervise the progress of each module or training stage. These teams will include teachers from the school of information Sciences from the National University of Córdoba or private institutions.

Actions will be coordinated with local institutions, which will have a support function in the performance of academic activities. Marks-records and curricular background register will be acquired to Ministries of Provincial Education and Culture

**10. SUSTAINABILITY:**

In order that this project can be self-sustaining, the mass media in charge of fulfilling it have some support from private and official institutions as well as enterprises interested in its continuity. Steps are being taken to get the legal capacity for the creation of a foundation whose objectives are the promotion and development of communication, education and culture.

**11. FRAMEWORK OF MONITORING:**

Regional Office for Communication and Information for Latin America and the Caribbean.

**12. EVALUATIONS CARRIED OUT:**

See preparatory activities

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

As we informed in the article 8, the project's work plan will be in four stages.

The first report would be before 30<sup>th</sup> June 2003, and cover the fulfilment of the stages related to preparation and training which will be carried out between the 15<sup>th</sup> of February and 15<sup>th</sup> of June 2003.

The second report would be before 15<sup>th</sup> November 2003 and cover the performance of the last stages of production and diffusion-transmission of audiovisual contents, which will be carried out between 20<sup>th</sup> June and 11<sup>th</sup> November 2003.

## **C. ADDITIONAL INFORMATION**

National Radio General Gregores in Santa Cruz province received support from the IPDC in 1999 for the modernization of its equipment.

### **PREPARATORY ACTIVITIES**

The elaboration and design of the project are based on assessments of the needs of the urban zones (with less than 20000 inhabitants) such as training in the use of audiovisual media at school and other social and cultural institutions.

After determining the coverage area of the services to offer, several meetings were carried out with the inspectors of the zones or educative regions of departments San Justo, Rio Primero and Cruz del Eje in the province of Córdoba and San Cristóbal, Las Colonias and San Martín in the province of Santa Fe. It was explained the scope of the project, the methodology of selection of the beneficiaries and the commitment they should assume to contribute to the success of the project. Suggestions were received to improve the development of the proposal more efficiently.



Contacts with the directors of the local and regional radial and TV media have been made with the purpose of communicating the content of the project as well as to invite them to join as co-participants of this performance. In all the cases the answers were positive.

CONTRIBUTIONS BY THE BENEFICIARY AGENCY:

Universal Radio and Universal Colour TV- Brinkmann, province of Córdoba, Argentine Republic, society which carries out the project, contributes all the management structure, the administrative support for the workshops and seminars, the human resources (reporters, announcers, sound operators, cameramen, engineers) the technical infrastructure and the management.

ASSISTANCE GOT FROM OTHER DONORS:

The following enterprises and foundations have given economic and technical support: Social and Cultural Foundation "San Jorge", Institute Salesiano, Agency of Rural Extension of INTA, Town Hall of Brinkmann, Regional Committee of northeast of Córdoba, ARCOR Foundation, San Cor Foundation and "La Piamontesa cold-storage plant

## D. BUDGET

### **1.CONTRIBUTIONS OF PIDC**

Staff assigned to the project	m/h	U\$S
1 Coordinator of the Project	12	6.000,00
2 Trainers in audiovisual media	6	3.000,00
2 Trainers in the performance of audiovisual contents	6	6.000,00
5 Performers and/or producers of audiovisual contents	20	5.000,00
2 Operators and/or technicians	4	4.000,00
1 Auxiliary staff	12	3.000,00
<b>A. Materials and equipment</b>		
1 equipment for sound recording outside		2.000,00
1 video projector		3.000,00
1 pack of materials for technical support		1.000,00
<b>B. Total</b>		<b>30.000,00</b>

### **CONTRIBUTIONS OF BENEFICIARY ORGANISM**

C. Staff assigned to the project	m/h	U\$S
2 Consultants in no formal education	6	3.000,00
2 Announcers	4	2.000,00
2 Cameramen	4	2.000,00
1 Technician	2	1.500,00
1 Sound operator	2	1.500,00
1 Video operator	2	1.500,00
1 Administrative personal	3	1.000,00
<b>D. Materials</b>		
Administrative support for the workshops and seminars		3.000,00
bibliographies, printed sheets		4.000,00
diffusion(printed, publicity, press)		2.500,00
Trip's expenses		3.000,00
other business(several)		1.000,00
<b>E. Total</b>		<b>26.000,00</b>

# BAHAMAS

<b>A. PROJECT IDENTIFICATION</b>		
<b>1. TITLE</b>		<b>Building Community Media Capacity for Environmental Stewardship</b>
<b>2. NUMBER</b>		<b>PDC/23 BHA/01</b>
<b>3. CATEGORY OF MASS MEDIA</b>		<b>Traditional and New Media</b>
<b>4. IPDC PRIORITY AREA</b>		<b>Community Media</b>
<b>5. SCOPE</b> (NATIONAL, REGIONAL, INTERREGIONAL)		<b>NATIONAL</b>
<b>6. TYPE OF ASSISTANCE REQUESTED</b>		<b>Financial and Technical</b>
<b>7. TOTAL COST OF PROJECT</b>		<b>\$ 310,600.00</b>
<b>8. AMOUNT REQUESTED FROM IPDC</b>		<b>\$ 61,600.00</b>
<b>9. BENEFICIARY BODY</b>		<b>Sub-committee for media and development, of the Bahamas Environment, Science and Technology Commission (BEST)</b>
<b>10. IMPLEMENTING BODY</b>		<b>BEST Sub-committee for media and development</b>
<b>11. PROJECT LOCATION</b>		<b>New Providence and Family Islands, The Bahamas</b>
<b>12. PROJECT PREPARED BY</b>		<b>BEST Sub-committee for media and development</b>
<b>DECISION OF THE COUNCIL:</b>		
<b>DECISION OF THE BUREAU:</b>		

## **B. PRESENTATION**

### **1. BACKGROUNDS AND JUSTIFICATION:**

In The Bahamas, the press is relatively free. Seven (7) new FM radio stations emerged over the past 10 years following gradual application of a national liberalization policy. Four of these are on New Providence with one each on Grand Bahama, Abaco and Eleuthera. All inhabited islands have radio coverage and telephone access while 90% of those with populations of over 100 enjoy public electricity; the other islands use diesel generators. Cable is available on the major islands thus enabling Internet access through four service providers. Ninety eight percent (98%) of households have access to cable television.

Daily newspapers produced in some of the major islands are shipped by airplane for circulation throughout the country. Four are produced on New Providence and one each in six other islands. Multi-media Resource Centres have been introduced on the major islands to encourage public access to information and knowledge, and to function as training and animation centres.

While the media infrastructure might appear sound, the capacity to effectively exploit it for development remains a major challenge. Economically and geographically fragile, (four major hurricane disasters in ten years), The Bahamas is heavily dependent on the environment as its main source of livelihood. Repeated efforts have been made to address issues of environmental awareness and education with the support of mainstream media with little sustainable success.

This project is seeking to use the more targeted and focussed approach of community-based media including both traditional and new media, as the source for instilling individual responsibility and the making of informed choices by community members with respect to environmental practices. The project therefore foresees implementation of a sustained strategy, focussed on community media, to change the mindset of various target groups in society towards demonstrated and positive action in favour of its objective.

Five pilot island-communities have been initially selected for this project namely, Abaco, Andros, Exuma, Grand Bahama and New Providence. Using a combination of traditional mass media, the Internet and existing distance learning infrastructure, the project aims to build capacities in research and information-gathering, methodologies for easy access to information such as portal and database management and usage, community media production and packaging, on-line networking and exchanges, and advocacy at all levels, as the main tools in the development of community stewardship for a safe and productive environment. The project will build on community organisational structures and equipment and facilities that may already be in place, and provide upgrades and miscellaneous field production equipment as necessary, in the training of a core of persons to ensure the on-going nature of this exercise.

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

- i. *Schools* : teachers and students; Parents Teachers Associations (PTA)
- ii. *Community members*: children and young people; local government officials; civic and church groups; law enforcement agents; fishermen;
- iii. *Environmentalists*

- iv. *National NGO's*
- v. *Politicians*
- vi. *Representatives of traditional media*
- vii. *Migrant populations:*

**3. IMMEDIATE OBJECTIVES:**

- i. Begin the process of influencing responsible thinking and behaviour at the community level in relation to the environment using new and traditional media.
- ii. Reinforce community media capacities so that they can assume their role in effecting positive change.

**4. DEVELOPMENTAL OBJECTIVE:**

Foster awareness and individual responsibility, free expression and exchange of new information and knowledge through diverse application of the media.

**5. PROJECT INPUTS**

- i. Coordination - New Providence and Family Islands
- ii. Infrastructure – Distance Learning, telecommunications, inter-island and ground transportation
- iii. Portal on environment awareness
- iv. Equipment and materials
- v. Multi-media Resource Centres and premises
- vi. Trainers and resource persons
- vii. Local overheads – electricity, potable water, furnishings and supplies, etc
- viii. Inter-island transport and logistics, trainers and resource persons

**6. PROJECT OUTPUTS**

- i. Increased use of the portal by at least 100 hits per minute.
- ii. Programmes/messages produced, disseminated and tested in different communities.
- iii. 2- 4 action-oriented workshops and seminars conducted on five islands
- iv. 4 – 6 students and teachers on each participating islands trained to produce messages on video for radio and television broadcasts.
- v. Demonstration of more proactive approaches to environmental issues.
- vi. Ongoing networking and information exchange using the Internet and traditional media within and among participating islands.

**7. ACTIVITIES**

- i. Management and maintenance of a portal on environmental awareness practices in New Providence and the Family Islands.
- ii. 2-4 action-oriented seminars per island for the traditional media and environmentalists in the preparation and dissemination of focussed messages in environmental awareness.
- iii. 2-4 training workshops per island for 4-6 trainers in mass media production to produce focussed messages for the general public.
- iv. Community fora and town meetings as required
- v. Introduction and management of an Internet Forum among schools and the general public.

- vi. Training in basic community video. Radio and print technology for inter-island networking and exchanges.
- vii. Upgrading of existing field recording and computer equipment.
- viii. Monitoring and Reporting
- ix. Post evaluation

**8. WORK PLAN**

<b>Activities</b>	<b>Date</b>
a) Management of portal on environmental awareness	Oct – Dec. 2003
b) Action-oriented seminars for the traditional media environmentalists	Sept. 2003 – Sept. 2004 and
c) Training in mass media production	June 2003 – March. 2004
d) Community fora and town meetings.	July 2003 – Sept. 2004
e) Introduction and management of Internet Forum	July 2003 – Dec. 2004
f) Training in basic community video, radio and print	July 2003 – April 2004
g) Upgrading of existing field recording and computer	March – July 2003
h) equipment.	
i) Reporting and evaluations.	Jan 2003 – Dec. 2004
j) Post evaluation	2005

**9. INSTITUTIONAL FRAMEWORK**

The project will be implemented by the BEST Sub-Committee for Media and Development, a public agency engaged in the promotion of the mass media in environmental, scientific and technological activities. This body is composed of environmentalists, community development specialists and media professionals. The Sub-Committee will work in close collaboration with The College of The Bahamas (COB), the Learning Resources Section (LRS) of the Distance Education Facility in the Ministry of Education, the Ecotourism Department of the Ministry of Tourism and the Bahamas Broadcasting Corporation (ZNS).

COB will make available to the project its expertise in research skills, data base compilation and resource management. LRS will implement a system of training using Distance Education while the Ecotourism Department will provide environmental content. ZNS will assist in the training in basic media techniques and production for national broadcast and basic promotion.

**10. SUSTAINABILITY**

An inclusive approach is being adopted from the outset so as to ensure an integral role for all stakeholders. The “training of trainer” model will be employed in all workshops and seminars. Continuous electronic networking and supervision are also foreseen. This project is expected to be a model for future advocacy strategies on development issues.

**11. FRAMEWORK FOR MONITORING**

This project will be coordinated locally and monitored by the Bahamas National Commission for UNESCO in close collaboration with ACI/CAR/UNESCO

## **12. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING**

The Bahamas National Commission for UNESCO undertakes to report on the progress of the project at four month intervals.

### **C. ADDITIONAL INFORMATION**

#### **i. Previous IPDC support received by The Bahamas**

The Bahamas was a first time beneficiary of IPDC support in 2000 for implementation of the regional project entitled: "Digitisation of Audio-Visual collections of broadcasting institutions in the Caribbean". This project has now been launched and implementation is set to be completed by mid-2003.

#### **ii. Preparatory activities completed prior to submission of Project to IPDC.**

Preparatory research and data base development (Opinion Survey, state of access to information in each island community, compilation of existing data on environmental awareness activities into a database to be included in a portal on this subject in the Bahamas) are foreseen to be carried out during the first semester of 2003.

A number of activities including data collection, consultants, environmental workshops, and symposia in environment and development were carried out over the past six (6) years which emphasized the need for more creative media use in changing perceptions with respect to environmental issues. Amongst these were:

- a. The Children's Environmental Summit which was held in 1996 and 2002
- b. Staging of a Science, Technology and Mathematics Exhibition giving focus to the protection of the marine environment in 1998
- c. Data collection from environmental NGO's in 2000.
- d. Bahamas National Trust Environmental Symposium
- e. Ministry of Tourism's Ecotourism and Environmental fora

#### **iii. Assistance sought other than IPDC :None.**

## D. BUDGET

### 1. Breakdown of IPDC contribution (in US \$)

(Breakdown should include the budget line for monitoring of the progress of the project (see article 11))

Refining and management of web-site and portals	\$2,000.00
Honoraria for trainers and resource persons	\$3,000.00
Multi-media productions	\$6,000.00
Upgrading of existing computer equipment, accessories and software	\$10,000.00
Field recording equipment – digital camcorders, tape recorders, etc	\$5,000.00
Workshops, meetings or seminars (includes materials, travel and per diem)	<u>\$30,000.00</u>
<b>Sub-Total</b>	<b>\$56,000.00</b>
Evaluation	\$5,600.00
<b>Total IPDC</b>	<b>\$61,600.00</b>

### 2. Breakdown of the beneficiary agency's contribution in (US\$)

(Breakdown should include the budget line for regular reporting on the progress of the project (see article 12))

• Local coordination	\$5,000.00
• Overhead costs (Includes coordination, electricity, potable water, furnishings and supplies)	\$10,000.00
• Salaries of Technical Officers (Man hours on a part-time basis for six (6) technical officers)	\$ 30,000.00
• Infrastructure and premises (Distance Learning, Telecommunications and internet, Multi-Media Resource Centres inter-island and ground transportation)	\$200,000.00
<b>Total</b>	<b>\$245,000.00</b>
<b>OVERALL PROJECT TOTAL</b>	<b>\$310,600.00</b>



# MEXICO

<b>A. PROJECT IDENTIFICATION</b>		
<b>1. TITLE</b>		<b>Dissemination of and training for the execution and compliance of the Federal Law on Transparency and Access to Governmental Public Information</b>
<b>2. NUMBER</b>		<b>PDC/23 MEX/01</b>
<b>3. CATEGORY OF THE MEDIA</b>		
<b>4. PRIORITY AREA FOR THE PIDC</b>		<b>Promotion of freedom of expression and of the press</b>
<b>5. SCOPE</b> (NATIONAL, REGIONAL, INTER REGIONAL)		<b>National Mexico</b>
<b>6. TYPE OF ASSISTANCE REQUESTED</b>		<b>Financial</b>
<b>7. TOTAL COST OF PROYECTO</b>		<b>60.000,00</b>
<b>8. AMOUNT REQUESTED TO PIDC</b>		<b>30.000,00</b>
<b>9. BENEFICIARY AGENCY</b>		<b>Asociación Mexicana de derecho a la Información (Mexican Association for the Right to Information)</b>
<b>10. INSTITUTION TO IMPLEMENT THE PROJECT</b>		<b>Asociación Mexicana de derecho a la Información (Mexican Association for the Right to Information)</b>
<b>11. PROJECT SITUATION</b>		<b>To be started</b>
<b>12. PROJECT PREPARED BY</b>		<b>Asociación Mexicana de derecho a la Información (Mexican Association for the Right to Information)</b>
<b>COUNCIL'S DECISION:</b>  <b>BUREAU'S DECISION:</b>		

## B. PRESENTATION

### 1. BACKGROUND AND JUSTIFICATION:

In 1977 the Congress of the Union of Mexican United States added article six of the General Constitution of the Republic, adding to it the paragraph: "The Right to Information will be guaranteed by the State".<sup>1</sup> This addition opened up a debate around the need to build a normative framework in order to guarantee Mexicans their right to information.

In 1980 the Legislative Chamber organized public hearings in six regions of the country, with the purpose of consulting on the issue different sectors related to the mass media, as well as gathering their proposals to prepare a regulation project for article 6 of the Constitution.

In 1983, within the framework of the elaboration of its National Development Plan, then President Miguel de la Madrid, calls on a Popular Consultation Forum of Social Communication.

In 1995 the Legislative Chamber creates the Special Social Communication Commission, with the mandate of "consulting the population and gathering opinions in order to execute and safeguard freedom of expression, to guarantee the right to information, as well as to adjust the normative framework to the technological transformations that occurred in the fields of information and communication".

The Special Commission organized a national referendum. Two initiatives emerged from it and they were presented to the Legislative Chamber in 1996.

Proposals to regulate the Right to Information and redesign and update the current legal status in force for the Mexican media were presented at all the consultations. Nevertheless, businessmen's reticence, economic and political interests of the successive PRI governments and of the opposition to that party that held a majority in Congress until 1988, prevented those reforms.

Within the framework of the country's political changes, efforts were intensified to regulate the Right to Information.

On July 11, 2001 Legislator Luis Miguel Jerónimo Barbosa Huerta, of the PRD Parliamentary Group, presented a *Law Initiative for Access to Information Related to Administrative Actions and of the Executive Power of the Union*.

On November 30, 2001, President Fox presented the *Federal Law Initiative for Transparency and Access to Information*.

On the basis of a proposal by a group of citizens, academicians and representatives of some newspapers, on December 6, 2001 the PRI, PRD, PT Convergencia por la Democracia, presented the *Federal Law Initiative for Access to Public Information*.

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<sup>1</sup> Article 6: "The expression of ideas shall not be the object of any legal or administrative inquiry, except in cases when the morale or the rights to third parties are attacked, or when it causes a crime or disturbs the public order; *the right to information shall be guaranteed by the State*".

On April 24, 2002 the plenary of the Legislative Chamber approved by 411 votes, the Report with the Project *Federal Law on Transparency and Access to Governmental Public Information*. The Law Project was then sent to the Senate for discussion and unanimously approved on April 30 of that same year. The Law was published in the Federation's Official Newspaper on June 11, 2002.

At the *Asociación Mexicana de Derecho a la Información* (AMEDI) –(Mexican Association for the Right to Information- we start from the premise that the Right to Information represents an effective and real possibility for every person to investigate, receive, produce and spread all kinds of information, through any kind of procedure or means he/she chooses, and that in order to achieve that, full guarantee of the Right to Information is absolutely necessary. The Right to Information is hereby understood as the power of every person to request and receive appropriate, truthful, plural and sufficient information on any subject of public interest.

It is also important to hereby reiterate that it is the States responsibility to guarantee this right. Members of AMEDI considered the approval of the Law as a substantial progress, but believe it is not guarantee to a full compliance with the Right to Information. Therefore, we hereby present this project, whose main objective is to disseminate the content of the law and train citizens and different interested sectors in the exercise of said law.

**2. DESCRIPTION OF TARGET GROUPS:**

- a) Members of citizens' organizations related to the defense of human rights, communication and vigilance of public policies.
- b) Teachers and students of subjects related to communication, with the special collaboration of those universities making up the National Council for Education and Research of Communication Sciences.
- c) Journalists and media at the national and state levels.

**3. IMMEDIATE OBJETIVES:**

- a) Train citizens, teachers and students of Communication Sciences, members of civil organizations and journalists on the exercise of the Federal Law on Transparency and Access to Governmental Public Information.
- b) Provide specific advice to whomever requests it.
- c) Advice and special follow-up for those controversial cases where information is not provided.
- d) Creation of a concrete space where citizens can systematically find the socialization of topics such as the reform of the legal framework with regards to the information activity, the creation of clear mechanisms to access data generated with public resources, citizens' organizations such as the information *ombdusman*, observance and demand of compliance of the laws related to information, etc.

**4. OBJECTIVE TO BE DEVELOPED:**

Promote the scrutiny and social reflection with regards to the application of current laws on the right to information, thus avoiding indifference when facing discretionary use of regulations.

**5. PROJECT'S CONTRIBUTION:**

- Specialists in the Right to Information, who would be selected from those integrating AMEDI.

- A laptop computer, equipment for showing slides and copies of the bibliography to be handed out in the workshops.
- The project's academic coordinator.
- A four-member team, including a technical coordinator for the workshops, in order to achieve the four phases included in the project.

**6. PROJECT'S RESULTS:**

Training of teachers and students integrating the CONEICC schools.  
 Training of leaders from 40 non-governmental organizations whose work area relates to the defense of human rights and communication;  
 Training of workers at the most important press and electronic media of the capital city and the rest of the country.

**7. ACTIVITIES:**

- a) 20 workshops given by specialists, lawyers and communication experts. Each workshop will last three days. The 20 workshops will be given in a one-year period and will be divided as follows: 10 in the Federal District and 10 regional workshops in the interior of the country.
- b) Attention, consultancy and follow-up.
- c) Special consultancy and follow-up for those controversial cases where information is not provided.

**8. WORK PLAN:**

Activities 2003	1	2	3	4	5	6	7	8	9	10	11	12
<b>1. 20 workshops</b>												
10 workshops in DF												
10 regional workshops												
<b>2. Attention, consultancy</b>												
<b>3. Special consultancy and follow-up</b>												

**9. INSTITUTIONAL FRAMEWORK:**

- d) The project's first phase consists of 20 workshops given by specialists, lawyers and communication experts. Each workshop will last three days and their objectives are:
  - 1. Training.
  - 2. Examples of how to request information.
  - 3. Provide ties with related national and international organizations.

The second phase will be one of attention, consultancy and follow-up, with the goal of providing specific consultancies to citizens and organizations that request it.  
 A third phase deals with the follow-up of special cases, in order to provide special consultancy and follow-up to those controversial cases where information is denied.

**10. SUSTAINABILITY:**

- a) AMEDI commits itself to pay the difference of the total cost, after the amount approved by UNESCO.

- b) Minimum costs of recovery on the workshops.
- c) Sale of the editions emerging from the activities.
- d) Sale of books in the workshops.

**11. MONITORING FRAMEWORK:**

AMEDI would be more than willing to accept the proposal made by UNESCO on who should monitor the correct development of the project.

**12 EVALUATIONS TO BE CARRIED OUT:**

Evaluations will be structured on the basis of the following information:

- Reports by the specialists giving the training.
- Report by the person appointed by AMEDI to coordinate the workshops and by the beneficiary agencies and organizations.
- Questionnaires for the students to evaluate the workshops.

**13. FRAMEWORK FOR THE REPORTS BY THE BENEFICIARY AGENCY:**

Based on the information above, AMEDI will do the general evaluation of the project.

**C. ADITIONAL INFORMATION**

- AMEDI has never before received support from PIDC
- AMEDI has participated in different activities to promote the realization of the Right to Information in Mexico (national and international conferences, joint actions with Congress and other organizations, among others)
- Support in species and cash has been from Universities and non-governmental organizations (for the payment of specialists, travel expenses, bibliographic material, physical spaces, etc.)

## D. BUDGET

### 1. Breakdown of IPDC's contribution (in U.S\$):

#### WORKSHOPS

Workshops	Cost per unit	Total cost
10 Workshops to be given in Mexico city	\$1.000,0	\$10.0 00,0
10 Regional workshops given in the country's interior	\$1.000,0	\$10.000,0
Travel expenses for each event in the interior (5 events).	\$1.000,0	\$10.0 00,0
		<b>TOTAL= \$30.000,0</b>

### 2. Breakdown of the beneficiary agency's contribution (in US\$):

#### ATTENTION AND CONSULTANCY TO SPECIFIC CASES.

Item	Monthly cost.	Total cost (1 year)
Basic staff	\$1.000,0 per month.	\$12.000,0
Operational expenses	\$ 500,0 per month.	\$6.000,0
		<b>TOTAL = \$18.000,0</b>

#### FOLLOW-UP OF SPECIAL CASES.

Item	Monthly cost	Total cost (1 year)
Special consultancies (lawyer payment)	\$1,000,0 per month.	\$12. 000,0

<b>Total cost for the project's three phases: \$60.000,00</b>
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## ARAB STATES

<b>A. PROJECT IDENTIFICATION</b>	
<b>1.</b>	<b>TITLE</b> Enhancing training potential and facilities for ASBU members through the use of new technologies
<b>2.</b>	<b>NUMBER</b> PDC/23 RAB/01
<b>3.</b>	<b>CATEGORY OF MASS MEDIA</b> Broadcasting
<b>4.</b>	<b>IPDC PRIORITY AREA</b> Training
<b>5.</b>	<b>SCOPE</b> (NATIONAL, REGIONAL, INTERREGIONAL) Regional
<b>6.</b>	<b>TYPE OF ASSISTANCE REQUESTED</b> Financial, equipment
<b>7.</b>	<b>TOTAL COST OF PROJECT</b> US \$252,736
<b>8.</b>	<b>AMOUNT REQUESTED FROM IPDC</b> US \$103,736
<b>9.</b>	<b>BENEFICIARY BODY</b> Arab States Broadcasting Union (ASBU)
<b>10.</b>	<b>IMPLEMENTING BODY</b> Arab States Broadcasting Union (ASBU)
<b>11.</b>	<b>PROJECT LOCATION</b> 6, rue des Entrepreneurs, P. O. Box 250, 1080 TUNIS Cedex
<b>12.</b>	<b>PROJECT PREPARED BY</b> ASBU
<p><b>DECISION OF THE COUNCIL:</b></p> <p><b>DECISION OF THE BUREAU:</b></p>	

## B. PRESENTATION

### 1. **BACKGROUND AND JUSTIFICATION:**

The Arab States Broadcasting Union (ASBU), a non-profit professional organization, was established in 1969 within the framework of the League of Arab States. It aims at promoting and developing co-operation among its member broadcasters and endeavours to improve the Arab States' broadcasting capacity by, *inter alia*:

- Achieving complementarity among its member organizations in all fields of broadcasting services;
- Providing training for staff of its member organizations, e.g., editors, producers, journalists, engineers and technicians;
- Developing radio and television programme production skills for journalists, engineers and producers;
- Continuously developing the systems, programmes and methods of training at its Training Centre in Damascus in order to keep abreast of technological development and requirements of professionals in the field of audiovisual information;
- Coordinating exchanges of various radio and television programmes among members and endeavouring to increase and develop the volume of programmes exchanged;
- Coordinating exchange of expertise among its members in the various engineering and programming fields so as to achieve better complementarity in such fields.

ASBU has a solid training programme established since 1982 and conducted by its Training Centre in Damascus: approximately twenty courses are organized and implemented, providing training for more than 400 personnel from its member organizations annually. Although the Training Centre is operating efficiently and improving the standards and quality of the trainees as a result of the efforts of its staff and thanks to regular follow-up by ASBU's various training groups and committees, development in the field of audio and visual media is growing at a pace that requires further efforts to train and update radio and television personnel.

Classroom and interactive training are essential; however, budget limitations and the number of staff that an organization can release at any one time impose constraints on training possibilities. Bearing this in mind, ASBU started exploring the possibilities of providing distance training as well as looking around at the experience of pioneers in the field (telemedicine and certain universities).

ASBU headquarters in Tunis has thus established a VSAT system to enhance audio programme exchange, voice conferencing, data exchange and point-to-point telephone calls where these facilities can provide:

- Interactivity between trainer and trainees through voice conferencing;
- Rapid and advance facilities for sending lectures and electronic data.

In order to apply distance training with the required interactivity, ASBU must also install VSAT equipment at the Training Centre in Damascus to transmit live pictures and other materials related to any training course in addition to audio and data. It must also install video receiving equipment in the member organizations' classrooms; the other facilities (e.g. voice conferencing and data equipment) are already available.



This has considerable financial implications, some of which ASBU has been able to meet; meanwhile, external financing is sought. In this context, the assistance requested from IPDC will enable the purchase of video and audio transmission equipment, while ASBU will cover the training of technicians required to bring them up-to-date with this new technology and the integration of the system from its own budget.

It should be recalled that several of ASBU's member organizations operate in countries classified by the United Nations as least developed countries (Djibouti, Mauritania, Somalia, Sudan and Yemen). Their training needs are growing as a result of rapid development in techniques and technology in the fields of radio and television, and a considerable amount of money (e.g. for travelling, accommodation, per diem, etc.) needs to be allocated to meet their demands. Distance training would provide training for their staff at virtually no cost.

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

Broadcasting organizations which are members of ASBU – in particular those in the least developed countries.

## **3. IMMEDIATE OBJECTIVES:**

- To offer training opportunities to the largest possible number of employees of ASBU member organizations in their own country.
- To offer a cost-effective solution for the organizations unable to send trainees to the training courses organized by the Centre in Damascus (air tickets, accommodation and other related expenses will be avoided).

## **4. DEVELOPMENT OBJECTIVE:**

Training is an important issue for all organizations. In particular, with the rapid technological advances and changes in the field of sound and television broadcasting, there is a genuine need to investigate the various innovative and practical ways to train more broadcasters as efficiently and cost-effectively as possible. Since the advent of digital technology in the field of broadcasting over the past two decades, ASBU's members have been introducing digital technology to improve image and sound quality and to widen the possibility of adapting and re-utilizing audio and video content.

In this respect, ASBU's general directorate deeply appreciates the initiative of its member organizations in requesting them to study the feasibility of applying distance training applications aimed at further promoting the training orientations for the ASBU radio and television Training Centre. They also appreciate the proposed suggestions for the implementation of this kind of training within ASBU's activities, since ASBU believes that this application will offer further training opportunities to the greatest possible number of personnel in the Arab radio and television organizations.

ASBU further believes the availability of the appropriate developed technical tools owned by the Union (ASBU has leased capacities on ArabSat and set up the ASBU VSAT radio and data exchange system), the technical equipment and practical facilities at the Training Centre will assist in launching this vital project.

In particular, ASBU aims:

- To offer training opportunities to the largest possible number of employees of ASBU member organizations in their own country.
- To offer a cost-effective solution for organizations unable to send trainees to the training courses organized by the Damascus Centre.
- To offer ASBU member organizations the possibility to have their own archives of the Centre's training courses by means of television and computerized recording so as to constitute a significant training reference that may be used on further occasions for training additional staff.
- To set up a selected number of training courses, organized and supervised by the ASBU Training Centre and relating to various radio and television training issues in compliance with the new trends in training and distance training.

## **5. PROJECT INPUTS:**

ASBU in cooperation with Newtec (Belgium) and International Data Casting (from Canada) has designed the project to enable compressed video transmission of good quality compared to video conferencing. This is considered to be economical use of the satellite. The system consists of an up-linking station based in the training centre in Damascus and 20 receiver stations to be installed in member organizations.

### **Phase I**

At this juncture, ASBU has signed a cooperative agreement with the Arab League Educational, Cultural and Scientific organization (ALECSO), covering a number of cultural and information fields, including, mainly, cooperation in the field of distance training. For this purpose ALECSO will have at its Headquarters a VSAT remote station equipped with the necessary up-link facilities that will provide the distance training application. The ALECSO National Committee in various Arab countries will benefit from the training courses organized through this application using the facilities to be made available by the ASBU Radio and TV organizations. ALECSO has agreed to provide the following distance training facilities:

- a suitable training room at the ALECSO HQ in Tunis equipped with facilities necessary to provide distance training application
- an up-link remote station fully up-graded with the necessary equipment to allow the up-linking of the video signal, e-mail and FT services, necessary for distance training application
- the up-grade receiver equipment, free of charge, for the remote stations located at the different ASBU Radio and TV member Organizations. These stations will be up-graded with the necessary facilities to receive the video signal, e-mail and FT necessary for distance training application.

Meanwhile ASBU will provide the following:

- supervision and maintenance of the network
- training classrooms of its members put at the disposal of ALECSO
- provision of the necessary space segment.

### **Phase II**

All of the ASBU member organizations will have a receiving station ready to operate for distance training; ASBU will establish its up-linking station in its Training Centre in order to start its pilot training project. This will imply an additional cost for which ASBU is seeking outside financial assistance

**6. PROJECT OUTPUTS:**

Staff of the member organizations of ASBU trained at reduced cost.

**7. ACTIVITIES:**

See "Project inputs".

**8. WORK PLAN:**

Month 1:	Finalizing specification of equipment and ordering it
Months 2-8:	Commissioning, reception and installation of equipment
Month 9:	Training of technicians (at ASBU's expense)
Month 10:	Entry into service of new equipment.

**9. INSTITUTIONAL FRAMEWORK:**

ASBU's training programmes are run by the Training Centre in Damascus, which has one General Director, four senior managers and seven technical staff working full-time. The training programme is prepared two years in advance by Special Committees concerned with programming, radio, television, sport and technical issues.

**10. SUSTAINABILITY:**

ASBU undertakes to ensure that technicians are trained to exploit fully the new equipment as soon as it is installed and to maintain the equipment in good working order.

**11. FRAMEWORK OF MONITORING:**

**12. EVALUATIONS CARRIED OUT**

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

- The beneficiary agency undertakes to report on project progress on a four- month basis.

**C. ADDITIONAL INFORMATION**

**1. Previous IPDC support**

The 20<sup>th</sup> session of the IPDC Council approved (under project 353-RAB-01) \$45,000 (of which 4,000 were retained for evaluation) for the purchase of a digital video tape recorder and non-linear editing suite to strengthen the exchange of television and radio programmes among Arab States and private broadcasters, especially in the fields of news, sports, cultural and educational programmes and to promote intercultural exchanges within the Arab world by providing viewers with wider opportunities to open their minds to other societies and realities. This project has been entirely implemented and the system is fully operational.

## 2. Preparatory activities completed prior to submission of the project to IPDC

ASBU has established a system for programme and news exchange by using satellite for television stations in the Arab region; similarly, the system allows direct contact between members and the Training Centre; in addition, data and file exchange is provided, thus facilitating distance training. It should be noted that ASBU has allocated US\$92,000 for the purchase of antenna, voice conferencing, data and file exchange in the Training Centre, in addition to the accessories required. ALECSO has already provided video receiving stations to ASBU member organizations and these will be installed shortly.

## 3. Contribution foreseen by the beneficiary agency during the project period

ASBU will ensure maintenance and provide skilled personnel to operate the production and transmission equipment. It will also cover costs related to producing courses and other programmes.

## 4. Assistance sought other than IPDC

No other assistance is sought.

# D. BUDGET

ASBU has acquired quotations from the company, which provided the VSAT equipment. This company will up-grade the system using the existing facility to meet the new requirements; incompatibility will thus be avoided and no risks will be taken. Furthermore, the company will provide the necessary equipment at competitive prices.

### 1. Breakdown of IPDC's contribution (in US\$):

Up-link station:	
SSPA, modulators, chassis, IFL output, IFL combiner, MPEG 1 server and its accessories, Echonet server, camera, microphone, mixer, rack and other accessories	93,736
Post-evaluation:	10,000

**TOTAL: 103,736**

### 2. Breakdown of the beneficiary agency's contribution (in US\$):

Constructing VSAT system (including training, equipment and software)	97,000
Staff salaries	12,000
Services related to the factory acceptance test, installation, documentation, Training and factory integration	40,000
<b><u>TOTAL:</u></b>	<b><u>149,000</u></b>

## INTERREGIONAL PROJECT

<b>A. PROJECT IDENTIFICATION</b>		
<b>1. TITLE</b>		<b>Narrowing the Digital Divide: Increased Press Freedom Campaigning Through ICT Capacity Building.</b>
<b>2. NUMBER</b>		<b>PDC/23 INT/01</b>
<b>3. CATEGORY OF MASS MEDIA</b>		<b>All mass media, general freedom of expression</b>
<b>4. IPDC PRIORITY AREA</b>		<b>Press freedom</b>
<b>5. SCOPE</b> (NATIONAL, REGIONAL, INTERREGIONAL)		<b>Interregional and regional</b>
<b>6. TYPE OF ASSISTANCE REQUESTED</b>		<b>Financial</b>
<b>7. TOTAL COST OF PROJECT</b>		<b>US\$55,000</b>
<b>8. AMOUNT REQUESTED FROM IPDC</b>		<b>US\$40,000</b>
<b>9. BENEFICIARY BODIES</b>		<b>At least 6 of IFEX's 35 member organisations in developing countries or countries in transition, and prospective new member groups.</b>
<b>10. IMPLEMENTING BODY</b>		<b>Canadian Journalists for Free Expression, which manages the IFEX network under the supervision of the IFEX Governing Council.</b>
<b>11. PROJECT LOCATIONS</b>		<b>Middle East-North Africa, East Africa, South Asia, Latin America, CIS and Eastern Europe.</b>
<b>12. PROJECT PREPARED BY</b>		<b>IFEX Clearing House of the IFEX Network</b>
<b>DECISION OF THE COUNCIL:</b>		
<b>DECISION OF THE BUREAU:</b>		

## **B. PRESENTATION**

### **1. BACKGROUND AND JUSTIFICATION:**

An estimated 75 per cent of the world's population lives under serious restrictions on free expression and the mass media. While there are improvements in press freedom in some countries, problems can arise in others, so groups must constantly be vigilant in monitoring press freedom conditions. The International Freedom of Expression exchange (IFEX) is described as one of the most innovative and successful groups to use Internet communications and technology for free expression/media advocacy work. A network of 57 organisations worldwide, IFEX is managed from the IFEX Clearing House, operated on behalf of the network by Canadian Journalists for Free Expression (CJFE), Toronto, Canada. The network employs the most modern ICTs to distribute information, reports, and a weekly newsletter to more than 4,000 groups and individuals in 123 countries.

Developing IFEX, however, has had its challenges – most notably in confronting the widening digital divide. While many IFEX members based in the North have implemented highly sophisticated campaigns and communications strategies using ICT, many members based in developing countries or countries in transition still face the most basic issues in ICT development: a lack of infrastructure, knowledge base and culture for using the Internet in their country; prohibitive costs for using the Internet; limited access to hardware and software, etc. IFEX places high importance on developing the communications capacity of its members as part of its work of campaigning and fostering partnerships. This request for IPDC support is made following an IFEX survey that revealed that groups require ICT support more than anything else if they are to advance their work. All parts of the project are new activities, never before undertaken by IFEX.

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

The beneficiaries of this project will be about 6 of IFEX's 35 member organisations based in developing countries or countries in transition, and groups that are expected to become members of the network. Some of the groups are small and still developing, while others are larger but still need help to improve their ICT capacity. (See IFEX members list at: [www.ifex.org](http://www.ifex.org).) The partner groups IFEX will work with promote and defend freedom of expression in the following regions: Middle East-North Africa (MENA), East Africa, South Asia, Latin America, CIS and Eastern Europe.

### **3. IMMEDIATE OBJECTIVES:**

- Skills through technical and advocacy training: Training will be provided for the first time ever for about three to four groups. This training will be carried out by local experts, and by Clearing House staff. Groups also will emerge with stronger skills in the area of advocacy campaigning through use of the Internet. IFEX will provide all of its 35 member groups with a manual that will provide instruction on how they can develop their use of ICT for free expression advocacy work
- Skills sharing and training: Several organizations from developing countries and countries in transition will develop the capacity to have reliable and accessible communication with international or regional partners, something they have never had before. New partnerships will be developed.
- Website hosting and training: Three to four groups will receive assistance in developing their own websites, which are becoming more important than ever before in international campaigning.

Also included will be website hosting, website software, and basic training in website management.

ICT equipment in support of this project will be provided by other donor agencies.

#### **4. DEVELOPMENT OBJECTIVE:**

IPDC support will enable groups to be more effective in campaigning for press freedom internationally and within their own regions and countries. They will be able to better produce vitally important Action Alert reports describing threats to free expression, take part in IFEX network campaign activities, circulate information inter-regionally and regionally, and collaborate with other groups in joint initiatives. In the longer term, funds from this project will be strengthening freedom of expression in the countries identified and thereby contribute to democratic development.

Achievements will also make a contribution to narrowing the digital divide, which is key to democratic development. Strengthening the communicative capacities of organisations that work to disseminate information will contribute to creating a culture more practiced in the open exchange of information and an independent media.

#### **5. PROJECT INPUTS:**

- Ongoing support and training from local (from the same country or region) experts where possible and Clearing House staff in the areas of website maintenance, and strategies for using the Internet for Advocacy campaigning;
- One-time training for groups concerning website development and maintenance;
- Setting up website hosts for certain members and supporting web access;
- Training in the most modern aspects of using the Internet for Action Alert campaigning;
- Participation of other groups to engage in expertise-sharing;
- IFEX CH staff will be developing and regularly updating ICT manual, overseeing project implementation and be in touch with all participating organisations;
- Regular updating of ICT information and resources on IFEX website.

#### **6. PROJECT OUTPUTS:**

All of the participating groups will have a combination of some of the below:

- A new or improved website that will be regularly maintained and contain quality free expression news;
- Hardware and software to carry out their free expression work using the Internet;
- More reliable and affordable Internet access and/or website hosting;
- More frequent use of the Internet for free expression advocacy by using it to form new or stronger relationships with other groups in their region and internationally, and participating in campaigns.

All IFEX members will have the following:

- More regular communication and stronger relationships with the groups participating in the project;
- Quick access to updated and useful ICT information on the IFEX website;
- Benefits from greater information from countries where target groups are located.

#### **7. ACTIVITIES:**

- Ongoing support and training on ICT will be given to groups where possible. This will be carried out as one-time training sessions by experts as well as ongoing online support from partners. Support will be both technical in nature as well as supporting groups to use the Internet for campaigning and advocacy work;
- Group-to-group partnerships and training will be facilitated wherever possible to engage in expertise-sharing in ICT skills and advocacy. This will involve communication via email and telephone, and where possible visits from the organisation offering expertise to work one-on-one with staff at the group;
- Training provided by IFEX staff concerning how to use the Internet for Action Alert campaigning, and how to research and develop Alerts;
- Clearing House staff will provide groups with a reliable and affordable website host, particularly where the local costs are prohibitively expensive;
- The ICT Development Manual will be prepared by Clearing House staff and put online. Staff will also send a hard copy of this document to all 57 IFEX members. Copies will also be made available to non-IFEX groups. It will provide information on website development, advocacy work using the Internet, information on Internet rights, and include extensive links to ICT-related sites.

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

All activities will be carried out over a 12-month period. Training will be provided throughout the year. The timing of one-time training sessions will be set up in conjunction with the target organisations to ensure maximum effectiveness. The ICT Development Manual will be developed by the end of the first quarter of the project period, and will be updated throughout the year.

#### **9. INSTITUTIONAL FRAMEWORK:**

The IFEX Clearing House, which is managed by CJFE, will implement all aspects of this project. Clearing House staff will work one-one-one with the selected organisations in ensuring that all activities are implemented as planned. Staff and project partners will draw upon and work with UN entities working on ICT development, such as UNITEs, an initiative allowing people from any country to volunteer their skills and time to extend the benefits of the digital revolution to developing countries, and the UNDP, which is drawing on expertise and best practices from around the world to develop strategies for addressing the digital divide.

#### **10. SUSTAINABILITY:**

The IFEX Clearing House works with all of its members based in developing countries or countries in transition on an ongoing basis to attempt to assure their sustainability. Support involves timely grants made through IFEX's Outreach Program, assistance in obtaining grants from donor agencies, and support in the preparation of fundraising appeals.

#### **11. FRAMEWORK OF MONITORING:**



IFEX has considerable experience in monitoring its projects.

**12. EVALUATIONS CARRIED OUT:**

A full evaluation will be conducted at the conclusion of the project. Success of the activities will be assessed by the IFEX Outreach Committee and IFEX Clearing House staff.

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

- The beneficiary agency undertakes to report on project progress on a four-month basis.

**C. ADDITIONAL INFORMATION**

- Previous IPDC support: Most recent grants from IPDC include \$81,000 in 1998, and \$34,000 in 2000.
- Preparatory activities completed prior to submission of the project to IPDC: All IFEX members based in the South or countries in transition were surveyed concerning their new ICT needs.
- Contribution foreseen by the beneficiary agency during the project period: Donation of staff resources and time, as well as some equipment.
- Assistance sought other than IPDC: We anticipate some support for additional ICT activities from Sida and Hivos.

**D. BUDGET**

1.and 2. COMBINED:

US\$					REQUEST
	<b>ICT skills training sessions</b>				10,080
	3-4 trainings in partner countries				
	<b>ICT campaign strategies</b>				3,940
	Chouse staff provide ongoing support to organisations to do advocacy work				
	<b>Training in Internet Action Alert work</b>				3,700
	Assistance for new in formatting, writing, etc IFEX groups				
	<b>Website Development</b>				7,340
	Site development (3-4 groups)				
	Website hosting (3-4 groups)				
	Web access: site maintenance, tech evaluations and upgrades				
	Website software (3-4 groups)				
	On-going partner training				
	<b>Features on IFEX website that help South groups</b>				3,970
	Researching and updating relevant ICT resources on site; translation				
	<b>ICT manual</b>				4,410
	Production, translation and dissemination				
	Updating online and hard-copy				
	Copies made for distribution				
	<b>Monitoring and reporting</b>				3,600
	<b>Project management (8 per cent)</b>				2,960
	<b>TOTAL:</b>				<b>40,000</b>
NOTE: Other donor agencies, such as Sida and Hivos, will provide support estimated at \$15,000 for computer equipment and Internet technology.					

# **COMMUNITY MULTIMEDIA CENTRES**

# BURUNDI

<b>A. PROJECT IDENTIFICATION</b>		
<b>1. TITLE</b>	<b>Women Using Media for Peace in Burundi (DUSHIREHAMWE «Let's Reconcile» Peace Documentation Centre and CMC)</b>	
<b>2. NUMBER</b>	<b>PDC/23 BDI/01</b>	
<b>3. CATEGORY OF MASS MEDIA</b>	<b>Peace documentation center, radio broadcasting, and ICTs</b>	
<b>4. IPDC PRIORITY AREA</b>	<ul style="list-style-type: none"> <li>• <b>Development of community media</b></li> <li>• <b>Human resource development (training) for peace</b></li> </ul>	
<b>5. SCOPE</b> (NATIONAL, REGIONAL, INTERREGIONAL)	<b>National (Burundi)</b>	
<b>6. TYPE OF ASSISTANCE REQUESTED</b>	<ul style="list-style-type: none"> <li>• <b>Advisory services</b></li> <li>• <b>Three training sessions</b></li> <li>• <b>Documents, equipment, and premises</b></li> </ul>	
<b>7. TOTAL COST OF PROJECT</b>	<b>US \$ 90,000</b>	
<b>8. AMOUNT REQUESTED FROM IPDC</b>	<b>US \$ 79,200</b>	
<b>9. BENEFICIARY BODY</b>	<b>DUSHIREHAMWE "Let's Reconcile" (Peace documentation center and CMC in Bujumbura)</b>	
<b>10. IMPLEMENTING BODY</b>	<b>DUSHIREHAMWE "Let's Reconcile" and UNESCO</b>	
<b>11. PROJECT LOCATION</b>	<b>Burundi (Bujumbura)</b>	
<b>12. PROJECT PREPARED BY</b>	<b>DUSHIREHAMWE with UNESCO's assistance</b>	
<b>DECISION OF THE COUNCIL:</b>		
<b>DECISION OF THE BUREAU:</b>		

## B. PRESENTATION

### 1. **BACKGROUND AND JUSTIFICATION:**

Burundi is in a state of crisis—politically, economically, and socially. Since October 1993 the nation has suffered from massive ethnic-based violence, which has resulted in the death of more than 200,000 persons and the displacement of 800,000 others—more than 54 percent of these are women. It has been estimated that nearly 70 percent of Burundi's over 6 million citizens live below the poverty level and only 35 percent of the population over the age of 15 can read and write.<sup>1</sup>

With regard to its media, Burundi has four FM radio stations and one short-wave station. Burundi's media landscape also includes only one television station and one Internet service provider.<sup>2</sup> And despite private ownership of some of the radio stations in Burundi, the free exchange of information is not widely disseminated. In fact, the worldwide index of press freedom, prepared by *Reporters Without Borders*, rates Burundi 72<sup>nd</sup> among 139 nations with respect to press freedom.

Thus, to promote peace in this war-torn region and augment the free exchange of ideas, we proposes a **COMMUNITY MULTIMEDIA CENTRE and PEACE DOCUMENTATION CENTRE** in Bujumbura. Community Multimedia Centres, combining broadcasting with the Internet and related new technologies, have the potential to reach, serve, involve, and improve the lives of whole communities in developing countries by supporting education, health, food security, good governance, democratization, and (most importantly in this region) peace. This centre would also include an extensive library of peace and reconciliation literature to further peace efforts in the region.

An integral component of this proposal is its special attention to the role of women in building a culture of peace in the region. Women are too often portrayed merely as victims in violent conflicts. This project promotes women as prominent social actors in the quest for peaceful responses to conflict. The primary community group implementing this project, DUSHIREHAMWE ("Let's Reconcile") has worked since 1995 with women and women's organizations in the Great lakes to strengthen women's capacity to play a crucial role in the development and maintenance of peace in the region.

The category of mass media supported by this project includes an integration of **information and communication technologies (ICTs)** including a community radio station (a radio station owned by the community and serving a specific community on a non-profit basis), and telecentre (a shared community-owned facility providing media and peace documentation for community use and community development).

In addition, the focus of this project includes **THREE UNIQUE ASPECTS: involvement of women** in the media at the grassroots level in peace building and disseminating messages of peace; a **comprehensive training program** for these women on how to best utilize the technology to broadcast their messages of peace; and a **continuous and participatory monitoring and evaluation system** to measure the impact of the activities carried out within the context of this program.

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<sup>1</sup> Central Intelligence Agency—World Factbook 2002, USA.

<sup>2</sup> Central Intelligence Agency—World Factbook 2002, USA.

The specific Millennium Development Goals this proposed Peace Documentation Centre and Community Multimedia Centre in Bujumbura would address is promoting gender equality and empowerment of women. In addition, this project will address a fundamental development issue--the promotion of peace in Burundi and throughout the Great Lakes region.

**1. DESCRIPTION OF THE TARGET GROUPS:**

- Grassroots women in the region already organized to be at the vanguard of promoting peace in Burundi—the **DUSHIREHAMWE Network**.
- The rural poor, illiterate, and displaced people who have been negatively affected by ten years of Burundian ethnic conflict.

**2. IMMEDIATE OBJECTIVES:**

- **To strengthen the active participation of media women and civil society groups at the grassroots level** to participate actively in the establishment and consolidation of peace through capacity building and skills development
- **To enhance the provision of peace related documentation through the creation of a CMC** where people (women, men, and youth) can meet, discuss, learn, exchange experiences, about peace and conflict resolution. It is also seen as a framework for gathering information on best practices in peace. For that the centre would need reports, newsletters, case studies, videos, and subscriptions to other peace centers from around the world focusing on peace studies.
- **To enhance computer literacy among the target population** for the dissemination of economic social and culture of peace information, practices and principles.

**4. DEVELOPMENT OBJECTIVE:**

The introduction of a culture of peace in the project’s target groups as a precondition to restore civil peace as well as to prevent conflict in the region and to setup the conditions to restore a social and economic environment conducive to the consolidation of peace that, in turn, jump-start national development.

**5. PROJECT INPUTS:**

- |                   |  |
|-------------------|--|
| <b>Equipment:</b> | 4 computers and installation (with UPSs and network cards)<br>2 printers<br>1 scanner<br>1 television<br>1 repeater and handheld radio<br>1 portable recorder  |
| <b>Premises</b>   | A locale where people can gather to study and share ideas about the peace.   |
| <b>Training</b>   | Intensive radio training to be held in Bujumbura for 5 days for 10 representatives of DUSHIRWEHAMWE Network THREE times in the first year of operation.  |
| <b>Trainers</b>   | Initial trainers will be highly knowledgeable in radio production and second and third training sessions would include women who were trained at the first training session thus trainees training each other. |

**6. PROJECT OUTPUTS:**

- The creation of a walk-in Peace Documentation Community Multimedia Centre containing literature on peace and conflict resolution and also equipped with small radio station, Internet connectivity, and other office technology (printers, scanners, etc.)

- The equipment at this centre could also be used to produce newsletters and brochures promoting peace
- 10 women journalists trained in radio browsing, in talk radio production and in news gathering-- all aimed at promoting peace

**7. ACTIVITIES:**

Community Multimedia Centre activities include:

- Preparatory activities for the identification of working methodologies,
- Purchasing and setting up of equipment
- Training of volunteers who will supervise the day-to-day operations
- Training of volunteers to produce radio programmes by and for local people in local languages promoting peace
- Production of local newsletters and pamphlets promoting peace
- Training of journalists in journalism coverage of pre-conflict and conflict situations.

**8. WORK PLAN: 12-month operation**

Activity/Month	1	2	3	4	5	6	7	8	9	10	11	12
Preparatory activities	█											
Coordination and actual community group training sessions with 10 DUSHIREHAMWE women. Session 1 :Basic newsgathering Session 2 : Advanced newsgathering (radio) Session 3 : News gathering to promote peace		█				█				█		
Research and purchase and set up of equipment and systematic review of equipment efficiency		█					█				█	
Systematic review of CMC progress and efficiency			█				█				█	

**9. INSTITUTIONAL FRAMEWORK:**

- Overall coordination of the project will be under the auspices of the UNESCO Office of the Communication Advisor for Eastern Africa. This office will be responsible for the initial equipment purchase, and broadcast training co-ordination.
- UNESCO will seek journalism trainers from regional journalism education community.
- In addition, the DUSHIREHAMWE Network will be the primary community organization, which will staff and oversee the day-to-day operations of the Peace Documentation and Community Multimedia Centre.

**10. SUSTAINABILITY:**

- Through regular community training sessions and the training of community trainers, this Peace Documentation and Community Multimedia Centre will have access to a constant supply of staff,

volunteers, and facilitators willing to share ICT information and share strategies for peace with the community.

- Other donors/funders will be approached including USAID.

**11. FRAMEWORK OF MONITORING:**

Evaluation of the efficiency and effectiveness of this project is proposed in third, eighth, and twelfth month of the program. The monitoring will be conducted by an independent agent using both quantitative and qualitative data collected at the CMC site.

- 12. EVALUATIONS CARRIED OUT:** None at this time.

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

The beneficiary agency will undertake to report on project progress on a regular systematic basis every four-months.

**C. ADDITIONAL INFORMATION**

Provide information on:

- Previous IPDC support received by the country; Maison de la presse Bujumbura
- Preparatory activities completed prior to submission of the project to IPDC;
- Discussions with major stakeholders in Burundi including government agencies, media women associations, Journalists association, the Press House and the international cooperation;
- Discussions with bilateral donor agencies in particular with USAID for future financing
- Discussion with other possible partners, NGOs and governmental agencies: Collectif des associations et ONGs Femines in Burundi (CAFOB); Women's Peace Center in Bujumbura coordinator Ms Spes Muhakanizi; Discussion with International Alert representative Ndeye Sow; Messages sent to Burundi Human Rights League (Mr Pie Ntakurutiman); and messages sent to le centre canadien d'etudes et de cooperation international (Mr Joseph Nindorera).
- Contribution foreseen by the beneficiary agency during the project period; Volunteer staffing Day-to-day operation of CMC Various fundraising projects to maintain the CMC Assistance sought other than IPDC. USAID



## D. BUDGET

1. Breakdown of IPDC's contribution (in US\$):

	(US\$)	Units	(US\$)
<b>Expendable and non-expendable EQUIPMENT</b>			
Computer and installation (4 multimedia PCs with UPS and network card)	2,500	4	10,000
Printers	2,000	2	4,000
Televisions	500	2	1,000
Repeater and handheld radios			3,000
Portable recorders	100	5	500
Office furniture and premises			12,000
Stationeries			1,000
Initial purchase of peace literature and subscriptions			2,500
<b>SUBTOTAL</b>			<b>34,000</b>
<b>TRAINING</b>			
Intensive Training to be held in Bujumbura for 5 days (Three times during the year)			
Representatives of DUSHIREHAMWE Network (10)			
Accommodation	50x5=250x 3	10	7,500
Local Travel	50 x 3	10	1,500
Training Material	1,000 x 3		3,000
<b>Trainers fees, travel and accommodation</b>	5,000	3	15,000
<b>SUBTOTAL</b>			<b>27,000</b>
<b>Advisory Services</b>			
<b>Project coordinaton (CMC staff)</b>			4,200
<b>Trainers (CMC staff) (2)</b>	600	2	1,200
<b>SUBTOTAL</b>			<b>5,400</b>
<b>EVALUATION</b>			
<b>Monitoring of project (3 times in year 1)</b>			7,800
<b>Miscellaneous</b>			5,000
<b>TOTAL</b>			<b>79,200</b>

2. Breakdown of the beneficiary agency's contribution (in US\$):

DUSHIREHAMWE network will be responsible for providing staff and volunteers for the daily operation of the Peace Documentation and Community Multimedia Centre. The DUSHIREHAMWE network will also coordinate training sessions by inviting interested women and setting up training dates. Their members will also contribute those training hours. The DUSHIREHAMWE network will also provide a volunteer staff to monitor the CMC on a daily basis. Contributing members of DUSHIREHAMWE will also be responsible to provide regular reports on the progress of the CMC; including information on how many people are making use of the documentation centre, how many hours of radio programming have been broadcast; how many people have used the computers for how many hours; and any written or verbal community responses to the CMC.

# CAMEROON

<b>A. PROJECT IDENTIFICATION</b>		
1.	<b>TITLE</b>	<b>Multimedia centre for the young people of Garoua</b>
2.	<b>NUMBER</b>	<b>PDC/23 CMR/01</b>
3.	<b>CATEGORY OF MASS MEDIA</b>	<b>Multimedia</b>
4.	<b>IPDC PRIORITY AREA</b>	<b>Communication</b>
5.	<b>SCOPE</b> (NATIONAL, REGIONAL, INTERREGIONAL)	<b>National</b>
6.	<b>TYPE OF ASSISTANCE REQUESTED</b>	<b>Technical support and equipment</b>
7.	<b>TOTAL COST OF PROJECT</b>	<b>US\$ 73 360</b>
8.	<b>AMOUNT REQUESTED FROM IPDC</b>	<b>US\$ 35 500</b>
9.	<b>BENEFICIARY BODY</b>	<b>Young people</b>
10.	<b>IMPLEMENTING BODY</b>	<b>Ministry of Youth and Sport (MINJES)/Ministry of Communication (MINCOM)/UNESCO</b>
11.	<b>PROJECT LOCATION</b>	<b>Garoua (northern province)</b>
12.	<b>PROJECT PREPARED BY</b>	<b>Ministry of Youth and Sport (MINJES)</b>
<p><b>DECISION OF THE COUNCIL:</b></p> <p><b>DECISION OF THE BUREAU:</b></p>		

## **B. PRESENTATION**

### **1. BACKGROUND AND JUSTIFICATION:**

Since the return of multiparty democracy to Cameroon in the early 90s, the country's audiovisual landscape has become peopled with a multitude of press publications reflecting a diverse range of tones. This liberalization momentum was further expanded with the establishment of private FM radio stations. Although the television sector remains outside this thrust, the advent of cable and satellite means that all Cameroonians, provided that they have access to cable, have a choice of TV viewing options.

This panorama would not be complete without mentioning the NICTs, which represent Cameroon's window on the world.

The institutional environment is conducive to the emergence of all medias supports since the change from a system of prior authorizations to one of simple declaration *a posteriori*.

However, despite this wave of liberalization, access to the NICTs and even radio remains limited for young people particularly as one moves further from the major metropolitan areas of Douala and Yaoundé. This is due, on the one hand, to the prohibitive cost of access to these medias (where they exist) and, on the other hand, to their non-existence. In fact, very few have a radio station or a multimedia centre.

It is in response to this situation that through the Ministry of Youth and Sport, which has responsibility for defining and managing youth policy, the government of the Republic has decided to gradually provide young people in peripheral areas with multimedia centres equipped in particular with Internet access and FM Mobile radio.

The potential problems that these multimedia centres and FM Mobile radios are likely to face are linked to the lack of familiarity with computing tools and language difficulties owing to the sometimes chronic illiteracy among young people (particularly in the northern regions). The proposed solutions will comprise *inter alia* IT outreach programmes based on the organization of free training sessions and the design of multilingual radio programmes (presented in dominant local languages and in the official languages French and English).

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

The project is targeted mainly at young people aged 15 to 30 years regardless of their occupation or level of formal education.

### **3. IMMEDIATE OBJECTIVES:**

- Through FM Mobile radio:
- Create a framework in which young people can express themselves freely and have an opportunity to discuss the various social problems confronting them (STDs-AIDS, drugs, prostitution, early marriage, school dropout (especially in the case of girls))
- Enable young people to organize and run sensitization campaigns against STDs, AIDS and other social scourges.
- Through multimedia centres:
  - Familiarize young people with the NICTs through a participatory approach
  - Enable the majority of young people to have access to the Internet through free training sessions of short duration.

- Create facilities for exchange between the young people of Cameroon and those of the world and foster intercultural contacts and the sharing of experience.
- Create a virtual documentation centre to provide young people with access to articles and magazine dealing with issues of interest to them (STDs-AIDS, drugs, prostitution, sharing of experience, etc.)

#### **4. DEVELOPMENT OBJECTIVE:**

By making available facilities where young people can express themselves freely and discuss issues of interest to them, multimedia centres serve as a tool for consolidating the spirit of democracy and reinforcing freedom of expression.

In addition, providing access to the Internet and NICTs to young people in towns other than Douala and Yaoundé increases the communication capacity of the young people of Cameroon.

#### **5. PROJECT INPUTS:**

- A- Equipment:
  - IT
    - 10 computers
    - 05 printers
    - 10 inverters
    - 01 photocopier
    - 01 server
  - Radio:
    - 01 FM Mobile radio (transmitter + built-in antenna)
- B- Training
  - Training of young people in the NICTs and of facilitators and maintenance technicians
- C- Monitoring
  - Project follow-up

#### **6. PROJECT OUTPUTS:**

- A total of 10 young people a year will be trained in radio programme hosting
- A total of 100 young people a year will be trained in computing
- A total of 1,000 young people a year will have access to the Internet and the NICTs
- An equipped and operational FM Mobile radio
- A multimedia centre with 10 operational computers

#### **7. ACTIVITIES:**

- Acquisition of equipment
- Installation of equipment
- Training of young people in the NICTs and in FM radio programme hosting
- Training of facilitators and maintenance technicians

- Preparation of progress reports

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

- March 2003: Purchase and installation of equipment
- April 2003: Training of facilitators and maintenance technicians
- May-June 2003: Training of young people (02 training sessions)

#### **9. INSTITUTIONAL FRAMEWORK:**

The project is an initiative of the Ministry of Youth and Sport (MINJES), which is the project manager. Technical support is also provided by the Ministry of Communication.

#### **10. SUSTAINABILITY:**

- The operating costs of permanent staff will be met from the independent budget of the MINJES
- Maintenance costs and of miscellaneous expenses (electricity, water, telephone and voluntary personnel) will be taken up by the budget of the MINJES or contributions from potential partners (municipalities for example)

#### **11. FRAMEWORK OF MONITORING:**

The project will be monitored by the UNESCO sub-regional office for Central Africa in Yaoundé.

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

An ex-ante evaluation was conducted on the young people of northern provinces revealing the difficulties they have in accessing the NICTs and the medias (of which the number is very limited).

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

- The MINJES undertakes to produce and submit a report to the sub-regional office on a four-monthly basis.

### **C. ADDITIONAL INFORMATION**

#### **Provide information on:**

- *Previous IPDC support received by the country*  
No previous assistance from the IPDC.
- *Preparatory activities completed prior to submission of the project to IPDC*
  - ❖ The first activity consisted in sectoral meetings to define strategies for implementation of an effective NICT immersion policy for young people.
  - ❖ Next joint MINJES/MINCOM missions were sent out into the field to evaluate access of young people to the media and the NICTs
  - ❖ Next a site of choice was identified to house the project, which is, of course, expected to be gradually extended to other localities.

- ❖ Project feasibility studies were conducted
- ❖ After submission of the project to the IPDC, a budget line will be included in the autonomous budget of the MINJES for fiscal year 2003 (1 January – 31 December) to cover the costs of fitting up the premises to house the multimedia centre.
- *Contribution foreseen by the beneficiary agency during the project period*  
The MINJES contribution to the project will consist in the fitting the premises with basic infrastructures (offices, telephone, water, electricity).  
MINJES will also make the necessary personnel available to the project with the support of the Ministry of Communication for the radio FM component.
- *Assistance sought other than IPDC.*  
No assistance other than that of the IPDC has been sought for the moment.

## D. BUDGET

### 1. **Breakdown of IPDC's contribution (in US\$):**

Designation	Cost
Equipment	
- <b>IT:</b>	
• 10 computers	15 000
• 03 printers	3 000
• 10 inverters	2 500
• 01 photocopier	3 000
• 01 server	4 500
- <b>Radio:</b>	
• An FM Mobile radio	5 000
Training	
➤ Training of young people ( 02 sessions)	4 000
➤ Training of facilitators and maintenance technicians	2 500
Monitoring (follow-up of the project)	1 000
<b>Total</b>	<b>35 500</b>

### 2. **Breakdown of the beneficiary agency's contribution (in US\$):**

DESIGNATION	Cost in US\$)
Fitting up of premises (office, toilettes, rooms)	28,572
Equipment:	
- Offices equipped with of desks + chairs	2,858
- Water + electricity connection	715
Operating expenses (upkeep, water rates electricity, costs of security, etc.)	4,286
Regular activity reports	2,143
<b>Total</b>	<b>38,574*</b>

## DOMINICA

<b>A. PROJECT IDENTIFICATION</b>		
<b>1. TITLE</b>		<b>Reinforcing the capacity to produce and disseminate local content mass media material within the framework of community multimedia centres</b>
<b>2. NUMBER</b>		<b>PDC/23 DMI/01</b>
<b>3. CATEGORY OF MASS MEDIA</b>		<b>radio, television, print and new media</b>
<b>4. IPDC PRIORITY AREA</b>		<b>Community media</b>
<b>5. SCOPE</b> (NATIONAL, REGIONAL, INTERREGIONAL)		<b>National</b>
<b>6. TYPE OF ASSISTANCE REQUESTED</b>		<b>financial and technical</b>
<b>7. TOTAL COST OF PROJECT</b>		<b>\$75,300</b>
<b>8. AMOUNT REQUESTED FROM IPDC</b>		<b>\$68,800</b>
<b>9. BENEFICIARY BODY</b>		<b>Three community-based groups concerned with youth and indigenous peoples</b>
<b>10. IMPLEMENTING BODY</b>		<b>Selected community-based development NGOs in close collaboration with the Dominica National Commission for UNESCO</b>
<b>11. PROJECT LOCATION</b>		<b>Carib Territory, Grand Bay and Dubique in rural Dominica</b>
<b>12. PROJECT PREPARED BY</b>		<b>Dominica National Commission for UNESCO in consultation with ACI/CAR/UNESCO</b>
<b>DECISION OF THE COUNCIL:</b>		
<b>DECISION OF THE BUREAU:</b>		

## **B. PRESENTATION**

### **1. BACKGROUND AND JUSTIFICATION**

The Commonwealth of Dominica has an estimated population of 73,000. For each thousand persons there are 294 main line telephones and 16 cell phones. There are approximately 16 internet service providers and more than 2000 persons connected to the internet.

The economy of the country is agriculture based, with an emphasis on banana cultivation. The imminent threat of the loss of preferential marketing arrangements for this commodity through the European Union, and the resulting slump in the economy are of constant concern to all. Tourism presents a major challenge, due to its rugged coastline and the lack of an international airport.

The country is in the process of liberalisation of its media and telecommunications sector. It is widely served by radio (90%), television (70%) and the printed press (35%). Of the four (4) national radio stations three are privately owned. Radio Dominica, only, operated by the Dominica Broadcasting Service, (DBS) is owned by the government. The three television stations are also all privately owned. Similarly, with the print media, three of the four weeklies are privately owned.

Despite the wide radio coverage in the country, and access to television and cable, locally generated information that may equip citizens to determine their own development remains grossly inadequate. One solution envisaged is to revise the regulatory system governing media programming thus generating more competition and to significantly reduce the existing government dominance of state owned media houses.

Another is to pursue the objectives foreseen under UNESCO's strategic programme of action begun under the previous biennium entitled *Focus on the Caribbean* which highlighted the urgent introduction of community multimedia telecentres with additional basic electronic infrastructures for print, sound, photo and video for local transmission via radio and television. This also foresaw access to the internet for downloading as well as posting new information for community, national and international consumption.

Multimedia centres were set up in at least three rural communities in Dominica - Dubique, the Carib Territory and Grand Bay. This project intends to accelerate the growth of the multimedia centre by introducing the traditional media component necessary for the promotion and support of community based development initiatives and contribute positively to income generation, enhanced employment opportunities and poverty alleviation at both the community and national levels.

The establishment of mechanisms to produce and disseminate relevant development-oriented information of quality by and for communities is expected to contribute significantly to community empowerment and lend a greater voice to issues affecting the lives and livelihoods of citizens while facilitating improved decision making. This is particularly important at this moment of crisis in the economic situation of the country where mechanisms to positively engage citizens in the development process are lacking. Diversification and independent ownership of media entities are encouraged particularly on the community levels, in light of their relevance to local programme content, free expression and development.



This project will facilitate the creation of printed materials such as on-line newsletters, posters, bulletins, and sound materials for both community and mainstream media, digital photographic material for magazines and newspapers, audio and video clips and programmes for local radio and television consumption as well as the internet and the creation of web pages on various sectoral themes.

## **2. DESCRIPTION OF THE TARGET GROUPS**

The ultimate beneficiaries will be three pilot rural communities that will receive audio, video and on-line print training and miscellaneous equipment based on individual need, to complement their own community multimedia centers: in Salybia, Carib Territory; Grand Bay Youth group; and Dubique community resource organisation

## **3. IMMEDIATE OBJECTIVES**

- to enable the development and dissemination of independently conceived and produced mass media content on the community level using traditional and new technologies
- to create a culture of using information and communication technologies as engines for sharing and disseminating local knowledge and stimulating development

## **4. DEVELOPMENT OBJECTIVE:**

To use inter-active community-oriented media to encourage the formulation of mature opinions by citizens and more active participation and advocacy in local issues

## **5. PROJECT INPUTS**

- project personnel: manager
- consultant for pre-project survey to determine resources and current capacities on the level of the community, communities' media habits, assessment community readiness, possible income sources from media content etc.
- Additional equipment:  
3x multimedia PC systems with UPS, printer, radio and television production to inform the implementation strategy, and editing software, desktop editing software and cd burner etc.
- 3x digital video camcorders
- digital audio field production equipment
- radio transmission equipment and basic studio accessories
- trainers in sound, photo and video production, print journalism and on-line newsletters
- inspection and monitoring visits
- post-project survey
- Evaluation

## **6. PROJECT OUTPUTS**

- Pre- and post- project surveys completed
- Three community multimedia centres equipped with community radio production and transmission facilities; video production and editing, and print
- Core of four (4). community members per community trained in the delivery of programmes on air, on-line journalism etc

- One (1) new radio programme on a weekly basis, and sound clips for public service as well as commercial activity
- One (1) on-line news journal per community and publications in local weeklies
- Three (3) video documentaries for airing per community
- Enhancement in self-management skills, demonstrated focus on local issues and methodologies for problem solving
- Content material on dvd/cd rom for distribution
- Project evaluation

**7. And 8. Activities and Workplan**

<b>Activity</b>	<b>Time period</b>	<b>Responsible Party</b>
Recruitment of project personnel	Sept-Oct 2003	NAC/UNESCO-IPDC
Establishment of a project implementation committee in each community	Oct- Dec 2003	NAC/UNESCO-IPDC
Pre and post- surveys: determination of the communities' media habits, assesment of community readiness, additional needs and demands; and measurement at the end of the project	Nov 2003 - Feb 2004	NAC/UNESCO
Preparation of premises for equipment and production	Nov 2003- Feb 2004	COMMUNITIES/ GOVT
Acquisition and installation of equipment and accessories	March-May 2004	UNESCO-IPDC
Initial training and capacity building in: research methodologies; marketing on-line; story writing; production packaging for broadcast on air, online and on local media channels, lobbying and advocacy, socialisation to work etc;	March 2004-March 2005	UNESCO-IPDC/NAC
Internships for production staff at existing community multimedia centres: – a series of short internships at other community multimedia centres specialising in integrating traditional and new media for development	March 2005-	UNESCO-IPDC/ NAC
Monitoring and evaluation	Report every 4 months	UNESCO-IPDC

**9. INSTITUTIONAL FRAMEWORK**

The project will be implemented locally under the supervision of already existing community-based organisations. All three communities are formally organised and ready to take decisions on behalf of the community in terms of local resources and labour for the project. As is currently being done, these organisations will be coordinated and served on the national level by the Dominica National Commission for UNESCO. The project manager will be attached to the National Commission and report to the National Commission on a four-month basis for on-pass to UNESCO.

## **10. SUSTAINABILITY**

Services will be sold to users and public and private bodies charged for public service functions. Yearly business plans will be developed where the equipment received will figure as an investment (rather than a donation)

## **11. FRAMEWORK OF MONITORING**

RADIO GED at the Barbados Community College will monitor the progress of the project in collaboration with UNESCO

## **12. FRAMEWORK OF BENEFICIARY AGENCIES REPORTING**

The beneficiary agency undertakes to report on project progress on a four-month basis.

### **C. ADDITIONAL INFORMATION**

- Previous IPDC Support

Dominica received IPDC assistance in 1993 in the amount of US\$35,000 for equipment and training for Marpin Television and in 1994 US\$ 37,000 to enable community television outreach production by the Government Information Services. Both of these projects were successfully carried and post evaluations made.

- Preparatory activities completed prior to submission of the project to IPDC

Two computers installed in Dubique in 2001 under *Focus on the Caribbean* are currently in use. In the Carib Territory, premises are prepared for radio production and broadcasting and studio equipment are on order. Preliminary training in community radio was provided to one community member in April 2002. In Grand Bay, computers are installed and in use in the local high school and a community radio station is already in operation. In Dubique, computer equipment installed in 2001 under the *Focus on the Caribbean* programme is presently in use by the community. Consultant and staff missions were carried out in 2001-2002 and local meetings held with government officials and communities.

- Contribution foreseen by the beneficiary agency during the project period

- local support staff and volunteers
- assistance and/or contribution to installation of equipment
- provision for cable extensions and internet connection
- provision of premises and fittings
- electrical cabling
- overheads

- *Assistance sought other than IPDC*

UNDP has been approached to provide support for the pre and post project surveys and advocacy training

## D. BUDGET

### 1. Breakdown of IPDC Contribution (in US\$):

(Breakdown should include the budget line for monitoring of project progress (see article 11))

### 2. Breakdown of Beneficiaries Contribution (in US\$):

(Breakdown should include the budget line for regular reporting on project progress (see article 12))

#### D. Budget

Activities	Specific Costs (US\$)				Total required funding	Of Which	
	Personnel	Materials / equipment	Travel / Meetings	Misc		IPDC	Beneficiary contribution
Pre- and post- project surveys	3000	300	500	200	3,000	3000	UNESCO-IPDC
Project manager (Part time) and local staff (part time), resource persons	5000	200	500	100	5,800	5,800	UNESCO-IPDC
Trainers: news 3 wks; on-line photos 3 wks; sound clips 2 wks; video 2wks	7,500	-----	4,500		12,000	12,000	UNESCO-IPDC
Initial training and capacity building workshops	2,200	2,000	900	500	5,600	5,600	0 UNESCO-IPDC
Preparation of premises and overheads, security	6,000	2,000	1,500	500	10,000	3,000	7,000 Govt. & Community
Acquisition and Installation of Equipment;(video and radio production and editing software)	2,000	14,000	500	1,000	17,500	16,500	1000 UNESCO-IPDC and Community
Production and dissemination of community specific materials via website, printed material	1,000	3,000	1,000	0	5,000	4,000	1000 UNESCO-IPDC
Share knowledge on community development (networking online and face to face)	0	0	2,000	2,000	4,000	2,000	2,000 Government and UNESCO-IPDC
Dissemination of Lessons Learned( via web, prints, CD Rom)	2,000	1,000	0	0	3,000	1,000	2,000 UNESCO-IPDC
<b>Sub-Total</b>					<b>65,190</b>	<b>52,900</b>	<b>13,000</b>
Post Evaluation		0			5,290	5,290	0 UNESCO-IPDC
<b>Total IPDC</b>						<b>58,190</b>	
If complete funding as described above is not obtained, the project will be cut accordingly.							

# **NEWS AGENCIES**

# BENIN

<b>A. PROJECT IDENTIFICATION</b>		
1.	<b>TITLE</b>	<b>STRENGTHENING THE COMMUNICATION SYSTEM OF AGENCE BENIN PRESSE (ABP)</b>
2.	<b>NUMBER</b>	<b>PDC/23 BEN/01</b>
3.	<b>CATEGORY OF MASS MEDIA</b>	<b>NEWS AGENCY</b>
4.	<b>IPDC PRIORITY AREA</b>	
5.	<b>SCOPE</b> (NATIONAL, REGIONAL, INTERREGIONAL)	<b>NATIONAL</b>
6.	<b>TYPE OF ASSISTANCE REQUESTED</b>	<b>EQUIPMENT/TRAINING</b>
7.	<b>TOTAL COST OF PROJECT</b>	<b>US\$ 71,250</b>
8.	<b>AMOUNT REQUESTED FROM IPDC</b>	<b>US\$ 40,000</b>
9.	<b>BENEFICIARY BODY</b>	<b>AGENCE BENIN PRESSE</b>
10.	<b>IMPLEMENTING BODY</b>	<b>AGENCE BENIN PRESSE</b>
11.	<b>PROJECT LOCATION</b>	<b>COTONOU AND THE 12 DEPARTMENTAL CAPITALS OF BENIN</b>
12.	<b>PROJECT PREPARED BY</b>	<b>AGENCE BENIN PRESSE</b>
<p><b>DECISION OF THE COUNCIL:</b></p> <p><b>DECISION OF THE BUREAU:</b></p>		

## B. PRESENTATION

### 1. **BACKGROUND AND JUSTIFICATION:**

The project emanates from a national news agency: *Agence Bénin Presse*. This is a national institution that serves both public and private sector media in the area of information gathering and dissemination. It is headquartered in Cotonou and has regional bureaus spread throughout the national territory. The number of bureaus will soon be increased to 12 to take account of the new territorial division resulting from the implementation of the decentralisation process.

With UNESCO assistance, ABP was equipped with a local area network (LAN) in 1991. The network, designed with 2 servers, 3 PC terminals and dedicated software for news agency editorial tasks, offered possibilities for interconnection with the remote offices of media companies (broadcasting, television, daily newsrooms, etc.) as well as with the Agency's regional bureaus in the country's 6 departments.

For financial reasons, the extension modules could not be installed before the end of the project. Use of the network was limited to headquarters, which means that difficulties persist in the remote handling of dispatches as well as in the flow of information from the regional bureaus. The latter are veritable goldmines of information, which if properly exploited could foster the economic and social development of the country. Mindful of the value and potential of this precious tool made available to Benin, Agency staff have done their best to ensure that the system is regularly maintained and kept functional despite its advanced age. In 1995, using local resources, the Agency launched remote connection to its network. This made it possible to connect the following institutions to the computer network remotely: the newsroom of the national broadcasting company, the national television newsroom, the newsroom of the public service daily «La Nation», the newsroom of the private daily «Le Matin», the newsroom of the private daily «Le Matinal», the newsroom of the private magazine «Le Continental Magazine», the information service of the Presidency of the Republic and the information service of the Ministry of Foreign Affairs and Cooperation. Driven by the boom in the Beninese media environment, since the liberalisation of the sector, demand continues to grow. Hence the need for the news agency to provide a more dynamic and efficient service.

The Agency's aim is to continue its efforts to put in place reliable national infrastructure to serve the entire media community in the area of information gathering and dissemination. To achieve this, equipment at the head office and regional bureaus will be reinforced. Communications links will be put in place. The Agency could take advantage of the opportunity afforded by the decentralisation process underway to encourage and facilitate the development of regional press and turn the regional bureaus into true information repositories at the service of local community development. Further, the government has launched a vast construction programme to provide premises to house the headquarters of the Agency's regional bureaus. To date, five headquarters have been built and are operational. Delivery of the last one is expected at the end of the year 2002. Each bureau has been fitted with an air-conditioned room to house the computer equipment.

IPDC assistance is being sought to complement these efforts and achievements.

1 20'

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

The present project, which is designed to strengthen the technical and human capacity of ABP, will benefit the following target groups:

- **Public and private sector media:** in general, they have very limited information gathering resources, particularly in view of the expanse of the national territory. Speedy, efficient service from ABP is a valuable asset to them.
- **Reporters across the country:** their performance is hampered by a lack of communication tools for effective information gathering in the field.
- **Grassroots levels of society:** although the Constitution of Benin guarantees citizens the right to information, the national information system is such that citizens' enjoyment of their right is not always assured in practice. The putting in place of a system that facilitates the reporting of events drawn from everyday life would help draw more attention from governing authorities and other policy-makers, particularly NGOs, to the need to improve the living conditions of ordinary people and promote increased participation in the exercise of power.

## **3. IMMEDIATE OBJECTIVES:**

- a) To connect around a dozen microcomputers, to be installed in the Agency's decentralized newsrooms, to a dedicated network and provide the regional correspondents with field equipment (audio and video recorders, digital cameras, etc.) with a view to strengthening and reinvigorating the information gathering network across the nation. This would make it possible to set up a process of information exchange among the regional bureaus. The Agency would be able to diversify its products and supply the media with not only text but also sound and images (still and animated) on the activities of grassroots populations. Further, the strengthening of technical maintenance equipment at headquarters is intended to meet the increased demands related to the deployment of new technologies in terms of maintenance and all other operations needed to keep the equipment in good working order and ensure high availability of the network.
- b) To provide twenty-four local correspondents with training to enable them to master the basic tools of news agency information gathering and make efficient use of the new equipment put at their disposal.

## **4. DEVELOPMENT OBJECTIVE:**

Successful achievement of the immediate objectives of the project will contribute to strengthening the technical and human capacity of the Agency, which would thus be able to offer the media, and the community as a whole, the kind of reliable national information infrastructure that is necessary for the exercise of citizens' right to information and for the consolidation of democracy.

## **5. PROJECT INPUTS:**

To achieve the immediate project objectives, inputs will be needed in the following areas:

- Funding for the acquisition of computing and communication equipment
- Funding for the training of 24 journalists



## **6. PROJECT OUTPUTS:**

Implementation of the present project will make it possible to produce the following results:

1. At the central newsroom: increased availability of workstations. It would be possible to go from 2 workstations for 8 journalists to 6 workstations for 8 journalists. This would make for faster information processing.
2. The regional bureaus are not yet equipped with computer technology. The project will remedy this situation. The use of IT will improve the processing, storage and transmission of data in real time between the headquarters and the regional bureaus.
3. By providing the Agency with high-performance tools, this project will enable the Agency to increase and diversify its information production. The Agency will not only produce text but also photos and sound that meet the quality standards in demand today not only by the local press but also by the foreign press and the Beninese community abroad eager for credible news and information about the country.
4. The Agency will be able to produce and market a documentary base on CD-ROM on a yearly basis.
5. All the ABP journalists and regional correspondents will become familiar with the use of computer tools and modern information gathering and distribution techniques.
6. Reduction in the cost of production of the daily news bulletin (aimed at newspapers and State and diplomatic institutions). A large part of this production will be made available directly to subscribers electronically by computer thus gradually phasing out the need for printing, which consumes huge amounts of resources (paper, ink, etc.) This process is already being tried but is hampered at the moment by inadequate equipment.
7. Rapidly distributed quality production will be provided to various users, particularly newspapers, from both the public and private sectors. ABP would be able to contribute more effectively to the entrenchment of democracy in Benin through the achievement of its most heartfelt goal: *«information for all»*.

## **7. ACTIVITIES:**

- Preparation of tender dossiers
- Selection of suppliers
- Acquisition and installation of equipment
  - **At headquarters:** Four (4) microcomputers (with network cards, inverters and printers), two engravers, a digital camera, a photocopier, a set of tools, maintenance kits and computer consumables.
  - **In the regional bureaus:** Six (6) microcomputers, six (6) outdoor tape recorders, three (3) digital cameras and three (3) 4-wire dedicated line modems.

As soon as it is acquired, the ABP technicians will install and start up the equipment both at headquarters and in the departments.

- Once the equipment is up and running, a basic training programme will be put in place for the journalists and correspondents from the departments. A mission will be organized for a team of trainers (journalists and technicians) in order to provide *in situ* training for 6 correspondents-in-chief and 24 local correspondents (in 12 departments). A training module will be organized at headquarters for 12 journalists.

A dedicated line will be put in place to connect five regional bureaus to headquarters in a VPN network configuration. After installation of the cables, a team of ABP technicians will install the operating system.

- Training
- 

**8. WORK PLAN:**

N°	Activities	Duration
1	Preparation of tender dossiers	1 week
2	Issue of tenders and selection of suppliers	2 weeks
3	Acquisition of equipment	4 weeks
4	Installation and start up	4 weeks
5	Training	4 weeks

**9. INSTITUTIONAL FRAMEWORK:**

The Government of Benin, through the Ministry of Communication, will provide the legal and technical environment as well as all the necessary facilities for the coordination, execution and follow-up of the project. *Agence Bénin Presse* is the lead project manager.

**10. SUSTAINABILITY:**

Long-term sustainability will be assured through the promotion of income-generating services notably:

1. the sale of wire-based information services (remote access)
2. the sale of products from the photo service
3. CD-ROM sales
4. increasing the number of subscribers to the daily bulletin
5. the creation and sale of *à la carte* information services
6. support to specialized training centres to encourage better training of young technicians and journalists to strengthen the Agency's productive capacity.

**11. FRAMEWORK OF MONITORING:**

Activity reports will be prepared at the end of each programmed activity. A final report will provide details on overall project implementation.

**C. ADDITIONAL INFORMATION**

**1. General state of development of communication in the country, region or sector concerned by the project**

In the year 2000, there were over a dozen dailies, around twenty periodicals, two television channels and about twenty radio stations in Benin as compared to one radio station, one television channel and virtually one daily in 1990. The reform currently underway in the telecommunications sector will make it possible in the short term to create a competitive environment conducive to the reduction of telecommunication costs and the modernization of infrastructure. The law on the

liberalization of the communications sector as well as the establishment of a regulatory body (High Audiovisual and Communication Authority) triggered a veritable boom in the sector resulting in the mushrooming of mass media companies such as newspapers, radio and television broadcasting stations. Internet use has become widespread with more than three service providers and an increasing number of connections. Many Web sites are also being established. Most of them are not updated regularly, however, for lack of available information. The present project, therefore, comes at a time when *Agence Bénin Presse* needs to strengthen its role as the linchpin of the national information system. Its structures, experience and the quality of its human resources facilitate more efficient information gathering throughout the national territory. It should also be noted that neither the public nor private sector media companies have the means, individually, to be represented in every corner of the country. Added to this is the need to end the isolation of rural areas, where there is a growing boom in rural radio stations that can serve as genuine instruments of education and information exchange in the service of a community thus far marginalized in terms of information access. In this regard, development of the system of communication between the structures of ABP will contribute to improving exchange among the various localities and will help democracy take hold at the grassroots level.

**2. Preparatory activities conducted before submission of the project to the IPDC**

- Assessment of the existing situation
- Needs assessment
- Formal discussions with a view to studies and estimates
- Preparation of the project
- Administrative procedures and correspondence

**3. Contribution of the beneficiary agency during implementation of the project**

- Project coordination
- Support in the form of secretariat and administrative services
- Installation of dedicated lines between the regional bureaus and headquarters
- Refurbishing of the electrical network for securization of the installations
- Services of technicians to install the equipment
- Services of technicians to train users
- Transport services for moving the equipment and conducting missions in the interior of the country

**4. Assistance sought from sources other than the IPDC**

- Apart from Benin's own contribution to this project, no other contribution has been sought.

## D. BUDGET

### 1. **Breakdown of IPDC's contribution (in US\$):**

10 computers with network cards, inverters and printers	
2 external engravers	
3 dedicated-line modems	
6 outdoor audio-video recorders	
4 digital cameras	
1 digital photocopier	
Tools and maintenance kit	
Computer consumables	
Sub-Total	34 000
Follow-up	6 000
<b>TOTAL:</b>	<b>40 000</b>

### 2. **Breakdown of the beneficiary agency's contribution (in US\$):**

Administrative support:	
Head of Project: 250 dollars per month	750
A part-time secretary– 150 dollars per month	
450	
Office supplies: 50 dollars per month	
150	
Communication costs (telephone, fax, telex): 300 dollars per month	900
Domestic transport: 1 000 dollars per month	3 000
Preparation of regular reports on project activities	1 000
Other:	
Securization of electrical installations:	6 000
Installation of dedicated lines:	3 750
Missions to the interior of the country:	2 250
Training costs	12 000
Miscellaneous costs	1 000
<b>TOTAL:</b>	<b>31 250</b>

## ZAMBIA

<b>A. PROJECT IDENTIFICATION</b>		
<b>1. TITLE</b>		<b>Zambia News Agency Restructuring Project</b>
<b>2. NUMBER</b>		<b>PDC/23 ZAM/01</b>
<b>3. CATEGORY OF MASS MEDIA</b>		<b>News Agency</b>
<b>4. IPDC PRIORITY AREA</b>		<b>Mass Communication</b>
<b>5. SCOPE (NATIONAL, REGIONAL, INTERREGIONAL)</b>		<b>National</b>
<b>6. TYPE OF ASSISTANCE REQUESTED</b>		<b>Equipment, Training and Transport</b>
<b>7. TOTAL COST OF PROJECT</b>		<b>US\$80,000</b>
<b>8. AMOUNT REQUESTED FROM IPDC</b>		<b>US\$50,000</b>
<b>9. BENEFICIARY BODY</b>		<b>Zambia News Agency (ZANA)</b>
<b>10. IMPLEMENTING BODY</b>		<b>Zambia National Commission for UNESCO</b>
<b>11. PROJECT LOCATION</b>		<b>Lusaka</b>
<b>12. PROJECT PREPARED BY</b>		<b>Zambia National Commission for UNESCO</b>
<p><b>DECISION OF THE COUNCIL:</b></p> <p><b>DECISION OF THE BUREAU:</b></p>		

## **B. PRESENTATION**

### **1. BACKGROUND AND JUSTIFICATION:**

The first newspaper "The Livingstone Pioneer" in Zambia was published in 1906 in Livingston. This was purely for the white settlers as the Africans were not the intended audience.

During the 1940s an attempt was made to publish a newspaper for the Africans 'Mutende'. This paper "Mutende" was published in English and four other local languages.

The paper was not popular especially among people whose languages were left out which led the literate Africans to go for the papers meant for the Europeans.

Again in the 1940s radio broadcast was started at amateur level by some White miners on the Copper belt for their own local consumption.

Later when radio broadcast began at the old Lusaka city airport in a tin house, radio receivers were placed at communal places like beer halls where people could listen. Broadcasts were for a limited time only of the day only.

The introduction of the saucepan radio gave chance to working Africans to listen to radio broadcast at home.

All these communications were mainly found along the line of rail and not in rural areas where the majority of people lived.

At independence the government acquired two tabloids " The Northern News and the African Mail forerunners to the Times of Zambia and the Daily Mail respectively in addition to the radio and TV broadcast. The focus of these media has largely been the urban areas as they arrive late in the rural areas.

The Zambia News Agency was established in 1969 in order to contribute to the accelerated national development through the promotion of the existence of a well-informed society by collecting and disseminating/distributing accurately credible and professional news to the nation and beyond.

The major objective was to ensure the widest possible news coverage of the activities in the country, especially the rural areas for distribution to local and international communities, to keep the nation informed of events taking place around the world.

With the advent of plural politics in the 1990s a number of private newspapers and radio have been established including community radio stations for a number of reasons.

Basically, the media in Zambia when government owned or private are free to report on anything but this does not mean there may no cases of self censorship in some organizations.

The Zambia News Agency (ZANA) is a government owned organization. This is a news collecting/distributing agency for both local and foreign news.

It is an agency that reflects Zambia to Zambians and to bridge the urban-rural gap in terms of information flow. Offices are found at all provincial centres in the country.

The major problem faced by the organization is operational constraints due to lack of adequate funding for capital projects and movable assets.

For example there are inadequate and obsolete computers for processing collecting and distributing and storing news. At times news is sent to head office via telephone.

This proposal is aimed at addressing the communication network equipment for ZANA to increase and improve the information flow from rural areas for people to know what is happening in all corners of the country.

Once the above is addressed it will ease the receiving, processing and distribution of more news from rural areas including from sources such as Reuters, PANA, AFP, ADN, etc.

It would be folly in this world of globalization to lie behind in information technology when knowledge is power and knowing fully well that news is a highly perishable commodity which requires to be consumed immediately.

Required will be computers, laptops, scanner, printers, digital cameras, modems, phones, transceivers, training, transport, etc to make the organization vibrant.

It is essential to purchase equipment since these are the required tools that may enable a news agency operate effectively and provide quality service to clients. The modern way to communicate is through information technology.

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

The target groups are the peasants in rural areas, urban populace and international and local mass media.

## **3. IMMEDIATE OBJECTIVES:**

- (a) To design and establish an effective system for news agency management and operation to improve financial viability of ZANA.
- (b) To develop the capability for the reporting and writing of rural news for both local and international clients.
- (c) To improve performance by organizing training programmes on all levels of journalism through attachments and fellowships within African and abroad.

**4. DEVELOPMENT OBJECTIVE:**

To provide adequate communication and media coverage by providing a forum through which people can articulate issues affecting them in their social, economic, political, cultural, spheres including freedom of expression, human rights, good governance and democracy.

**5. PROJECT INPUTS:**

Required will be Pentium III Desk Tops/Lap tops/Notebooks, scanner, laser jets, digital cameras, modem, satellite phones, SSB transceivers, training of staff, vehicle.

**6. PROJECT OUTPUTS:**

Nine provincial offices and 11 district offices will each be equipped with a desktop, tap top, notebook, modem, satellite phone, scanner and transceiver in addition to the head office. It is hoped at least 20 members of staff will receive training or attachment to another news agency.

**7. ACTIVITIES:**

- (a) Acquisition and installation of equipment
- (b) Training of staff
- (c) Restructuring of ZANA
- (d) Establishment of district offices

**8. WORK PLAN:**

- January/March 2003 Acquisition of equipment
- April/June 2003 Equipment installation
- July/August 2003 Orientation period and appointment of Coordinator start of training programme
- September 2003 Presentation of Act to Parliament establishing ZANA as statutory body
- October/December 2003 Training
- January 2004 Project review

**9. INSTITUTIONAL FRAMEWORK:**

ZANA is currently a government department under the Ministry of Information and Broadcasting Services with offices in all provincial centres and six others on the Copper belt.

The head office runs seven specialized desks and on average transmits 16,000 words of local and foreign stories per day.

The workforce is currently around 100 though the establishment is 117.

After restructuring the institution will operate under a board and shall have statutory status after an Act of Parliament is passed.

**10. SUSTAINABILITY:**

Clients will pay for service rendered in the same way Reuters, AFP, PANA, etc operate.



**11. FRAMEWORK OF MONITORING:**

Since other media houses will be invited to have a stake the Zambia Union of Journalists, Zambia Independent Media Association, Society of Senior Journalists, etc could be assigned by UNESCO to monitor the project progress.

**12. EVALUATIONS CARRIED OUT**

An evaluation to restructure ZANA was carried out by Mr., Jorg Schierenbeck from the German News Agency DPA in 1986. This evaluation was funded by the Friedrich Ebert Stiftung through a special media related fund from the Federal Republic of Germany. This evaluation concluded for the need for invited investment into ZANA operations in order to yield the required benefits in the long run.

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

The agency undertakes to report on project progress on a three-monthly basis.

**C. ADDITIONAL INFORMATION**

Previous IPDC support has been:

- (a) Computerization of Zambia Information Services newsroom and provision of video van.
- (b) Equipment and vehicle for Mazabuka Community Radio Station.
- (c) Studio equipment for Mkushi Community Radio Station.

Preparatory activities prior to submission of project to IPDC include:

- (a) Identifying districts, which will initially be part of the project.
- (b) ZANA was one of the news organizations under the Ministry of Information and Broadcasting Services identified to be restructured and a study to this effect was undertaken in 1986.
- (c) The contribution foreseen by the beneficiary agency is \$30,000 plus office space and staff.

There is no other assistance sought other than IPDC.

## **D. BUDGET**

### **Breakdown of IPDC's contribution (in US\$):**

#### **RURAL MOBILE COMMUNICATION STATION**

1 NO. Laptop @ \$4,000	=	4,000
2 NO. SSB Transceiver @ 2,500	=	5,000
1 NO. Modem @ \$50	=	50
1 NO. Digital Camera @ \$12,000	=	12,000
<b>SUBTOTAL:</b>		<b>\$21,050</b>
2. 13 NO. Computers (for rural stations) @ \$1,500	=	\$19,500
<b>SUBTOTAL:</b>		<b>\$40,550</b>

#### **TRANSPORT**

1 NO. 4 x 4 Twin Cab @ \$10,000	=	\$10,000
<b>TOTAL:</b>		<b><u>\$50,550</u></b>

### **Contribution from Beneficiary Agency**

5 Computers & Printers	=	\$10,500
2 Vehicles	=	\$20,000

# AFGANISTAN

<b>PROJECT IDENTIFICATION</b>	
<b>1. Title</b>	<b>Bakhtar Information Agency Reform &amp; Afghan Journalist Training Project</b>
<b>2. Number</b>	<b>PDC/23 AFG/03</b>
<b>3. Category of mass media</b>	<b>Print</b>
<b>4. IPDC priority area</b>	<b>Training and development</b>
<b>5. Scope</b>	<b>National</b>
<b>6. Type of assistance requested</b>	<b>Training, publications, project implementation</b>
<b>7. Total costs of project</b>	<b>\$128,076</b>
<b>8. Amount requested from IPDC</b>	<b>\$76,159</b>
<b>9. Beneficiary body</b>	<b>Bakhtar Information Agency/Institute for War and Peace Reporting</b>
<b>10. Implementing body</b>	<b>Institute for War and Peace Reporting</b>
<b>11. Project location</b>	<b>Kabul, Afghanistan</b>
<b>12. Project prepared by</b>	

## **1. Background and justification:**

One year after the Bonn Conference, the media in Afghanistan remain weak and the provision of reliable information to Afghans through their own media remains nearly non-existent.

The primary news provider, Bakhtar Information Agency (BIA), follows Soviet practices, with “journalists” serving primarily to collect, proof-read and translate press releases on official meetings provided by ministries, police or other official institutions. No reporting takes place. Regional bureaus barely function, or communicate with the centre only occasionally, limited by poor communications links and/or control to local authorities. This uninformative and uninteresting output serves as the primary content of the state television and radio news, and is disseminated to state and independent newspapers. At the same time, skills throughout the media sector are remedial. Reporting is essentially an unknown concept, and basic understanding of story selection and structure is poor. Poetic prose and argument predominates over facts, clarity and analysis. It is nearly impossible to learn about Afghanistan today through the country’s own media.

At the same time, commitments have been made for reform, and enthusiasm for change, especially among younger media professionals, is high. In particular, at the UNESCO sponsored media conference in Kabul in September 2001, the Deputy Minister of Culture agreed to a series of steps to increase the flow of information and strengthen the independence of the media. Predominant among these is a commitment to professionalise Bakhtar and transform it into a public service news and information provider. This includes ambitions to utilise the Internet, strengthen regional reporting, and serve other information needs. The Deputy Minister and the BIA Director General are fully supportive of this project and committed to collaboration and support. IWPR’s experience with practical training projects in Afghanistan to date, working with more than 300 journalists, in part with DFID support, confirms not only that aspiring Afghan journalists have much to learn but also that they have a great enthusiasm to gain new skills.

Specifically the project will address the following clearly articulated needs:

- **The Information Deficit:** There is a dramatic lack of reliable information in Afghan journalism, primarily through the dissemination of official press-release style information rather than reliable fact-based reporting through the Bakhtar Information Agency, and via BIA through the Afghan state TV and radio, newspapers and other media throughout the country. This project begins a process of fundamental reform of BIA into a reliable information resource for all Afghan media, while disseminating reliable reporting from the project for syndication within the existing local media.
- **Low Journalism Skills Base:** After a quarter century of war, and periods of communism, warlordism and Taliban rule, Afghan journalism is at ground zero, lacking any professional tradition, few or no experienced editors, journalists or trainers. Fundamental skills in responsible reporting are all but absent. The project provides intensive and sustained on-the-job training for journalists through a well-established method of skills-based workshops, practical reporting projects and regular feed-back, evaluation, “copy clinics” and other means. It is the best method for achieving real transfer of skills and experience for the long-term.
- **“Giving Afghans a Voice”:** With the international community heavily involved in the political, security and humanitarian development in Afghanistan, it is important to provide an opportunity for Afghans to strengthen their own voice to debate and report on events in their own country, through local, regional and international platforms. This process assists in setting policy and practice, and critically supports the process of ownership of the process essential for long-term sustainability. IWPR’s widespread dissemination network – locally to Afghan newspapers and other media, and regionally and internationally via Internet, email (around 10,000 readers), and newspaper dissemination (such as through the Knight Ridder Feature Service) – gives Afghans a unique platform, while providing an essential motivator for participation in training programmes.

- **Basic Employment Support:** Independent-minded journalists are essential for the formation of a new media and information environment in Afghanistan. But the lack of paying employment in the profession leaves journalist open to bribery, to taking up other professions, or for those with real leadership potential, to taking up high-paying employment even for menial work in international institutions. IWPR provides modest fees for articles published through the process.
- **Regional/National Inclusion:** The project seeks to support social and political inclusion by working with, and reporting on, people from all ethnic and national groups. It includes a strong emphasis on working with women journalists; assisting in this process, the country director, a highly experienced international trainer and journalist, is a woman, and the project coordinator is an Afghan woman and former BBC World Service reporter.

## **2. Description of the target groups:**

The project targets Afghan journalists, editors and media organisations, providing training and information sharing, and in the case of the state news agency providing consultancy support in developing plans for transformation to an independent institution producing reliable reporting and information on the country.

### *Training and Expertise for New and Working Journalists:*

Since March 2002, over 300 aspiring and working journalists have completed a series of 3-week training cycles and more than 80 have received individual training as part of the story training cycle. Demand for the time and resources of the training team continues to grow as local journalists and editors learn about the project and observe the quality of the output. Over the course of this project, 100 journalists will be trained over the six-month period.

### *Skills Enhancement & Institutional Reform for the Bakhtar Information Agency (BIA):*

IWPR will adapt the successful journalism training method already applied in Afghanistan to key journalists and staff of BIA. Since BIA operates throughout the country and provides content for Radio Afghanistan as well, expansion of the current project to include BIA will benefit not only journalists working for the agency in Kabul, but also journalists in the provinces, the regional readership, and the large number of non-literate radio listeners who rely on BIA for their news.

The BIA training component will be linked with support to the senior editors, management and deputy minister responsible as part of a process of assisting Bakhtar to develop detailed plans for its transformation, which will require a substantial overhaul in its working practices.

### *Regional Print Media Skill Development:*

Recourses provided through this project will enable IWPR to expand its training activities to the regions. It is expected that this effort will be linked to plans – with UNESCO support – to create a network of regional media centres. IWPR will also be working with Bakhtar region bureaus. International trainers will travel regularly to host workshops and “copy clinics” in the regions, and to exchange information and articles for publication. This outreach will link regions and the capital, and will expand the number of journalists and media organisations developed through the project.

### *Developing Journalists from Minority Groups:*

Both inside Kabul and during regional training sessions, the IWPR training team will actively seek to develop promising journalists from minority and under-represented communities.

### *Developing Women Journalists:*

Both inside Kabul and during regional training sessions the IWPR training team will be given specific instructions to commission and train a specific percentage of women. This will benefit women trainees in 3 direct ways; skill development, financial gain at the end of the story cycle and inclusion of women's perspectives via the mechanism of syndication. IWPR already employs a senior Afghan journalist as project coordinator to assist in outreach to women. Programmes to date have involved 30% participation by women, and this is projected to rise.

### **3. Immediate objectives:**

**The immediate objectives of the project are to strengthen the fact-based content and overall quality of news and information reporting by the Afghan media, through independent outlets and through the state Bakhtar Information Agency (BIA) through an intensive process of practical training, information sharing and media reform.**

### **4. Development objective:**

The project contributes directly to core development priorities to support good governance, humanitarian recovery, civil society and regional communications and exchange. The dramatic lack of reliable information and the absence of any countrywide media preclude public engagement, accountability, cross-regional communication and understanding and the formulation of a national voice for a public, *Afghan* debate over Afghanistan's future.

### **5. Project inputs:**

Project inputs will include:

- 2 International Trainers
- 2 Local editors
- 1 Staff reporter
- 3 Translators
- Technical consultant
- Training and editing support team (London)
- Management support (London)
- Preparation of plan for training including BIA
- Training materials
- Handbook for Afghan Journalists
- Local office support
- Computers
- Telecommunications
- Monitoring and evaluation

### **6. Project outputs:**

Project outputs will include:

- **An average of 20 news/analysis or features articles and 40 humanitarian news reports each month**, produced by journalists in Kabul, Herat, Mazar-e-Sharif and Kandahar;
- **Additional in-depth research and investigative projects**, developed and produced in collaboration with local partner organisations;
- **Short-form news articles produced by BIA** on humanitarian issues, in a format suitable for publication in newspapers and for use in news bulletins by local and national radio;
- **Regular syndication within the local press of all material** produced through the project, which is translated into Dari and Pashto as well as English;
- **Regular training and discussion meetings**, including project planning and evaluation workshops with participating journalists, bi-weekly knowledge-based training seminars and monthly debate roundtables;

- Daily updating of the IWPR website, and weekly posting and email distribution of locally produced journalism internationally via the Internet.

As part of the specific initiative with BIA, the project will provide:

- Practical "on-the-job" training by IWPR international trainers provided through **a dedicated, specially designed intern-style program for BIA journalists**;
- **Increased outputs through BIA via project-supported reporting** on international, humanitarian and regional news issues, produced in local languages;
- **Dedicated training in short-form style news reports** to facilitate direct outputs from BIA through Afghan radio programming;
- **Workshop sessions** to drive home lessons of practical reporting projects, providing journalists with evaluation, feedback and an opportunity to monitor overall progress;
- **Workshop sessions with Bakhtar editors and management** to review basics of international journalism, aspects of editing and fundamentals of news agency management.
- **A comprehensive report** including the steps towards transformation and prospects of reform of BIA.

#### 7. Activities:

Primary tasks include:

Skills-based training: Workshop based training modules focus on fundamentals of journalism such as structure, interview techniques, etc, as well as reporting to an international standard, human rights reporting and other themes. The workshops, held weekly at the Afghan Media Centre and generally attended by 20-30 journalists, are based on *Reporting the Future: The Afghan Journalists Training Handbook*, IWPR's training manual in Dari, Pashto and English. The workshops are intended for aspiring journalists or those requiring support in basic skills and fundamental concepts. Training so far has included journalists from BIA, the tri-lingual Kabul Weekly, the women's magazine Malalai, Zanbele-e Gham monthly, and freelance journalists working for many other publications. Regional workshops will be undertaken in Herat, Mazar-e-Sharif and Kandahar.

Practical on-the-job training: Practical, one-on-one story-based training is based around twice weekly "copy clinics" lead by local Afghan "trainers in training" under guidance of the international trainer. Participants discuss story ideas, propose and undertake writing projects, and work through the process of reporting, writing and revision. The latter stages involve intensive review with an international trainer to review structure, facts, and presentation and bring the story to publishable quality in an environment of supportive training and evaluation. Topics cover the full range of humanitarian, political and social subjects ranging from water shortages, the housing crisis in Kabul, the attitude of the Afghan Interim Administration towards the international community and NGOs, and the problems of the return of refugees from Pakistan. The process has also involved field reporting trips, to bring journalists outside the capital, and team investigative projects linking journalists in diverse locations.

Local and International Publication: The practical training results in weekly outputs syndicated to local publications in Dari and Pashto. This includes the following publications: Anis, Armagan-e-Mahsel, Bahar, Farda, Hewad, Kabul weekly, Kabul Times, Mashal, Seerat. In addition, all material is disseminated internationally via a multi-lingual website and email list-serve. Selected stories are further syndicated via the Knight Ridder Features Service and other means to international publications.

## 8. Workplan:

	<b>Activity</b>
<b>Month 1</b>	<p><b>Activity 1: Skills-based training</b>            Weekly workshops based on training modules:            ‘Why are you a journalist?’            Two theme based workshops:            ‘The press and ethnic community issues’            IWPR 3 week, 3 article training cycle for all journalists who want to write for IWPR            Workshop sessions with BIA journalists            Workshop sessions with Bakhtar editors and management to review basics of journalism, editing and fundamentals of news agency management</p> <p><b>Activity 2: Practical-on-the-job Training:</b>            One-on-one story based training at weekly ‘copy clinics’            Each story idea discussed, writing projects undertaken            Each story edited, revised and evaluated.            Comments and evaluation shared with journalist through one-on-one meeting            Implementation of intern style programme for BIA journalists</p> <p><b>Activity 3: Local and International Publication</b>            20 news/analysis or features articles and 40 humanitarian news reports each month translated into Dari and Pashto            Articles syndicated to Afghan publications            Short-form news articles produced            Daily updating of the IWPR website, weekly posting and email distribution of local stories via the Internet.</p>
<b>Month 2</b>	<p><b>Activity 1: Skills-based training</b>            Weekly workshops based on training modules:            International Journalism            Two theme based workshops:            ‘The press and international organisations’            IWPR 3 week, 3 article training cycle for all journalists who want to write for IWPR            Workshop sessions with BIA journalists            Workshop sessions with Bakhtar editors and management to review basics of journalism, editing and fundamentals of news agency management</p> <p><b>Activity 2: Practical-on-the-job Training:</b>            One-on-one story based training at weekly ‘copy clinics’            Each story idea discussed, writing projects undertaken            Each story edited, revised and evaluated.            Comments and evaluation shared with journalist through one-on-one meeting            Implementation of intern style programme for BIA journalists            In-depth research and investigative projects in collaboration with local partner organisations</p>



	<p><b>Activity 3: Local and International Publication</b>  20 news/analysis or features articles and 40 humanitarian news reports each month translated into Dari and Pashto  Articles syndicated to Afghan publications  Short-form news articles produced  Daily updating of the IWPR website, weekly posting and email distribution of local stories via the Internet.</p>
Month 3	<p><b>Activity 1: Skills-based training</b>  Weekly workshops based on training modules:  Human Rights and Journalism  Two theme based workshops:  ‘The national and international news agenda’  IWPR 3 week, 3 article training cycle for all journalists who want to write for IWPR  Workshop sessions with BIA journalists  Workshop sessions with Bakhtar editors and management to review basics of journalism, editing and fundamentals of news agency management</p> <p><b>Activity 2: Practical-on-the-job Training:</b>  One-on-one story based training at weekly ‘copy clinics’  Each story idea discussed, writing projects undertaken  Each story edited, revised and evaluated.  Comments and evaluation shared with journalist through one-on-one meeting  Implementation of intern style programme for BIA journalists</p> <p><b>Activity 3: Local and International Publication</b>  20 news/analysis or features articles and 40 humanitarian news reports each month translated into Dari and Pashto  Articles syndicated to Afghan publications  Short-form news articles produced  Daily updating of the IWPR website, weekly posting and email distribution of local stories via the Internet.</p>
Month 4	<p><b>Activity 1: Skills-based training</b>  Weekly workshops based on training modules:  ‘House styles’  Two theme based workshops:  ‘Reporting international and regional issues’  IWPR 3 week, 3 article training cycle for all journalists who want to write for IWPR  Workshop sessions with BIA journalists  Workshop sessions with Bakhtar editors and management to review basics of journalism, editing and fundamentals of news agency management</p> <p><b>Activity 2: Practical-on-the-job Training:</b>  One-on-one story based training at weekly ‘copy clinics’  Each story idea discussed, writing projects undertaken  Each story edited, revised and evaluated.  Comments and evaluation shared with journalist through one-on-one meeting  Implementation of intern style programme for BIA journalists  In-depth research and investigative project developed and produced in collaboration with local partner organisations</p>

	<p><b>Activity 3: Local and International Publication</b>  20 news/analysis or features articles and 40 humanitarian news reports each month translated into Dari and Pashto  Articles syndicated to Afghan publications  Short-form news articles produced  Daily updating of the IWPR website, weekly posting and email distribution of local stories via the Internet.</p>
Month 5	<p><b>Activity 1: Skills-based training</b>  Weekly workshops based on training modules:  ‘Journalism safety’  Two theme based workshops:  ‘The press and the law’  IWPR 3 week, 3 article training cycle for all journalists who want to write for IWPR  Workshop sessions with BIA journalists  Workshop sessions with Bakhtar editors and management to review basics of journalism, editing and fundamentals of news agency management</p> <p><b>Activity 2: Practical-on-the-job Training:</b>  One-on-one story based training at weekly ‘copy clinics’  Each story idea discussed, writing projects undertaken  Each story edited, revised and evaluated.  Comments and evaluation shared with journalist through one-on-one meeting  Implementation of intern style programme for BIA journalists</p> <p><b>Activity 3: Local and International Publication</b>  20 news/analysis or features articles and 40 humanitarian news reports each month translated into Dari and Pashto  Articles syndicated to Afghan publications  Short-form news articles produced  Daily updating of the IWPR website, weekly posting and email distribution of local stories via the Internet.</p>
Month 6	<p><b>Activity 1: Skills-based training</b>  Weekly workshops based on training modules:  ‘Sourcing in stories’  Two theme based workshops:  ‘Women and the media’  IWPR 3 week, 3 article training cycle for all journalists who want to write for IWPR  Workshop sessions with BIA journalists  Workshop sessions with Bakhtar editors and management to review basics of journalism, editing and fundamentals of news agency management</p> <p><b>Activity 2: Practical-on-the-job Training:</b>  One-on-one story based training at weekly ‘copy clinics’  Each story idea discussed, writing projects undertaken  Each story edited, revised and evaluated.  Comments and evaluation shared with journalist through one-on-one meeting  Implementation of intern style programme for BIA journalists</p>

	<p><b>Activity 3: Local and International Publication</b>  20 news/analysis or features articles and 40 humanitarian news reports each month translated into Dari and Pashto  Articles syndicated to Afghan publications  Short-form news articles produced  Daily updating of the IWPR website, weekly posting and email distribution of local stories via the Internet.</p>
Month 7	<p><b>Activity 1: Skills-based training</b>  Weekly workshops based on training modules:  ‘Story structure’  Two theme based workshops:  ‘The press and the military’  IWPR 3 week, 3 article training cycle for all journalists who want to write for IWPR  Workshop sessions with BIA journalists  Workshop sessions with Bakhtar editors and management to review basics of journalism, editing and fundamentals of news agency management</p> <p><b>Activity 2: Practical-on-the-job Training:</b>  One-on-one story based training at weekly ‘copy clinics’  Each story idea discussed, writing projects undertaken  Each story edited, revised and evaluated.  Comments and evaluation shared with journalist through one-on-one meeting  Implementation of intern style programme for BIA journalists  In-depth research and investigative project, developed and produced in collaboration with local partner organisations</p> <p><b>Activity 3: Local and International Publication</b>  20 news/analysis or features articles and 40 humanitarian news reports each month translated into Dari and Pashto  Articles syndicated to Afghan publications  Short-form news articles produced  Daily updating of the IWPR website, weekly posting and email distribution of local stories via the Internet.</p>
Month 8	<p><b>Activity 1: Skills-based training</b>  Weekly workshops based on training modules:  ‘Use of detail’  Two theme based workshops:  ‘The press and reporting conflict and post-conflict situations’  IWPR 3 week, 3 article training cycle for all journalists who want to write for IWPR  Workshop sessions with BIA journalists  Workshop sessions with Bakhtar editors and management to review basics of journalism, editing and fundamentals of news agency management</p> <p><b>Activity 2: Practical-on-the-job Training:</b>  One-on-one story based training at weekly ‘copy clinics’  Each story idea discussed, writing projects undertaken  Each story edited, revised and evaluated.  Comments and evaluation shared with journalist through one-on-one meeting  Implementation of intern style programme for BIA journalists  In-depth research and investigative projects, developed and produced in collaboration with local partner organisations.</p>

	<p><b>Activity 3: Local and International Publication</b>  20 news/analysis or features articles and 40 humanitarian news reports each month translated into Dari and Pashto  Articles syndicated to Afghan publications  Short-form news articles produced  Daily updating of the IWPR website, weekly posting and email distribution of local stories via the Internet.</p>
Month 9	<p><b>Activity 1: Skills-based training</b>  Weekly workshops based on training modules:  ‘Quotations’  Two theme based workshops:  ‘The press and the law’  IWPR 3 week, 3 article training cycle for all journalists who want to write for IWPR  Workshop sessions with BIA journalists  Workshop sessions with Bakhtar editors and management to review basics of journalism, editing and fundamentals of news agency management</p>
	<p><b>Activity 2: Practical-on-the-job Training:</b>  One-on-one story based training at weekly ‘copy clinics’  Each story idea discussed, writing projects undertaken  Each story edited, revised and evaluated.  Comments and evaluation shared with journalist through one-on-one meeting  Implementation of intern style programme for BIA journalists  In-depth research and investigative projects, developed and produced in collaboration with local partner organisations</p>
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Month 10	<p><b>Activity 1: Skills-based training</b>  Weekly workshops based on training modules:  ‘Story selection’  Two theme based workshops:  ‘The press and ethnic community issues’  IWPR 3 week, 3 article training cycle for all journalists who want to write for IWPR  Workshop sessions with BIA journalists  Workshop sessions with Bakhtar editors and management to review basics of journalism, editing and fundamentals of news agency management</p>
	<p><b>Activity 2: Practical-on-the-job Training:</b>  One-on-one story based training at weekly ‘copy clinics’  Each story idea discussed, writing projects undertaken  Each story edited, revised and evaluated.  Comments and evaluation shared with journalist through one-on-one meeting  Implementation of intern style programme for BIA journalists  In-depth research and investigative projects, developed and produced in collaboration with local partner organisations.</p>

	<p><b>Activity 3: Local and International Publication</b>  20 news/analysis or features articles and 40 humanitarian news reports each month translated into Dari and Pashto  Articles syndicated to Afghan publications  Short-form news articles produced  Daily updating of the IWPR website, weekly posting and email distribution of local stories via the Internet.</p>
Month 11	<p><b>Activity 1: Skills-based training</b>  Weekly workshops based on training modules:  ‘Economic journalism’  Two theme based workshops:  ‘Women and the media’  IWPR 3 week, 3 article training cycle for all journalists who want to write for IWPR  Workshop sessions with BIA journalists  Workshop sessions with Bakhtar editors and management to review basics of journalism, editing and fundamentals of news agency management</p> <p><b>Activity 2: Practical-on-the-job Training:</b>  One-on-one story based training at weekly ‘copy clinics’  Each story idea discussed, writing projects undertaken  Each story edited, revised and evaluated.  Comments and evaluation shared with journalist through one-on-one meeting  Implementation of intern style programme for BIA journalists  In-depth research and investigative projects, developed and produced in collaboration with local partner organisations</p> <p><b>Activity 3: Local and International Publication</b>  20 news/analysis or features articles and 40 humanitarian news reports each month translated into Dari and Pashto  Articles syndicated to Afghan publications  Short-form news articles produced  Daily updating of the IWPR website, weekly posting and email distribution of local stories via the Internet.</p>
Month 12	<p><b>Activity 1: Skills-based training</b>  Weekly workshops based on training modules:  ‘Information sources’  Two theme based workshops:  ‘The press and ethnic community issues’  IWPR 3 week, 3 article training cycle for all journalists who want to write for IWPR  Workshop sessions with BIA journalists  Workshop sessions with Bakhtar editors and management to review basics of journalism, editing and fundamentals of news agency management</p> <p><b>Activity 2: Practical-on-the-job Training:</b>  One-on-one story based training at weekly ‘copy clinics’  Each story idea discussed, writing projects undertaken  Each story edited, revised and evaluated.  Comments and evaluation shared with journalist through one-on-one meeting  Implementation of intern style programme for BIA journalists</p>

	<p><b>Activity 3: Local and International Publication</b>  20 news/analysis or features articles and 40 humanitarian news reports each month translated into Dari and Pashto  Articles syndicated to Afghan publications  Short-form news articles produced  Daily updating of the IWPR website, weekly posting and email distribution of local stories via the Internet.</p>
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**9. Institutional framework:**

Based in the Afghan Media Centre in Kabul, under the proposed project period, the project will employ two senior international trainers, including a 34-year veteran from Reuters reporting and training. Additional staff include two Afghan journalists emerging through the project as potential future local trainers, an Afghan senior woman project coordinator, plus local Afghan translators and project support. Planning has been undertaken and the workplan reflects this process. A training manual “Reporting the Future: A Handbook for Afghan Journalists” has been produced and provides the basis for the training programme. Local translators with support from London ensure translation takes place as planned to Dari and Pashto. A complex capacity for Pashto posting on the Internet has been established and the local website is being developed. A network of local and international publications receive IWPR news analysis, articles and investigative reports for syndication and publication. IWPR London provides training, editorial, management and logistical support when required.

**10. Sustainability:**

The project incorporates sustainability in two ways. The state news agency can only be sustained if it reforms. If it remains unchanged as now, it is doomed to irrelevance and ultimate closure. By launching the process of fundamental reform of BIA, the project will as a core aim seek to develop the journalistic quality and clarify the market role that can enable the agency to survive in the long term.

In terms of training, the project focuses sustainability in two main ways: in the capacity of the individual journalist to develop professional skills that can be practised within the Afghan media for the long-term, and in the beginning to develop Afghan trainers (training the trainers) and skilled editors who can regenerate the skills of practical fact-based reporting within the Afghan media community on an on-the-job or formal training basis for the long-term.

In investing intensively in individual capacity, the project further strengthens leadership capacity within the Afghan media. As IWPR has witnessed in other developing countries, it is such leadership individuals who will, in time, create the new professional Afghan media that will be able to achieve businesses sustainability for the long-term based on quality and reliability of reporting.

**11. Framework of monitoring:**

Monitoring and evaluation takes place at various levels, on the ground, within headquarters implementing and support teams, and through board review and outside professional oversight. IWPR will comply with all grant reporting requirements, in accordance with UK regulations and as established by the IWPR Board of Trustees, as follows:

IWPR operates a comprehensive financial controls and procedures policy, as follows:

- IWPR operates a cost-centre based accounting system. Bank statements are reconciled with the computerized accounting system monthly. Financial reports are produced monthly with income and expenditure compared against budget, by department and activity. Variances reported are rectified as appropriate, and budgets are regularly reviewed against income projections.

- All expenditure is authorized prior to being incurred through a purchase order system. Authorization is made in line with agreed budgets and approved limits. All payments require two authorized signatures.
- IWPR's accounts externally and independently audited annually by qualified auditors appointed at the Annual General Meeting. The auditors also provide an opinion on the annual accounts, which they present to the Board. The auditors are commissioned to undertake individual project or grant audits as required by donors.

In terms of overall impact:

- Project staff regularly consult with participants, partners and other stakeholders;
- Senior staff review project achievements in consultation with donors, international NGOs and IGOs and other experts;
- The Board of Trustees monitors project performance against targets and impact.

This project will include an early stage base-line assessment of BIA and a close of project assessment recommendation report, which themselves will allow monitoring of the results of the project.

## **12. Evaluations carried out:**

An initial needs assessment of the Afghan print media was undertaken for the UN Department of Public Information with support from the UK's Department for International Development, that included a consultative process in Kabul, Islamabad and Peshawar. Local stakeholders consulted included editors, publishers and journalists from the state and emerging independent sector, as well as university faculty members and members of the interim administration. The report identified the clear potential of the print media to affect change in the country and strengthen public support for the recovery and democratisation process. The assessment forms the base-line against which future evaluations will take place.

## **13. Framework for beneficiary agency's reporting:**

IWPR will report quarterly on programme activities and developments.

### **A. C. ADDITIONAL INFORMATION**

With support from the UK's DFID, in March 2002 IWPR launched a training and humanitarian information project based in Kabul, with a parallel project in Peshawar, Pakistan, to support Afghan journalists there. Distinguished by IWPR's intensive hands-on practical training approach, the project has since attracted additional donor support (including EC and USAID), and achieved substantial results, including:

- training: more than 300 journalists trained in three-month cycles of skills-based workshops;
- outputs: 200 articles (English/Dari/Pastun) published to an international standard, with a further 300 trainee articles produced and reviewed;
- information: at least 5-10 articles/week syndicated in Afghan press;
- international voice: only website with regular news from Afghan journalists in three languages; direct email dissemination to up to 10,000 expert email subscribers;
- resources: publication of only Dari-Pashto-English journalists practical training handbook;
- historical archive: production, in collaboration with Bakhtar, of Loya Jirga reporting project and tri-lingual transcript of historic Loya Jirga proceedings;

- **capacity-building**: initiation of dedicated Bakhtar training for journalists and editors to support information to TV, radio and print countrywide, and launch of consultancy for transformation of the state institution into a public service.

IWPR is the *only* organisation providing sustained, high-level practical journalistic training in Afghanistan. It works in close collaboration and coordination with the UNESCO-supported Aina Media Centre and the international and local NGOs and media based at the centre, plus more than a dozen local media outlets and other local NGOs. IWPR is well qualified to undertake this training and media development programme and specifically the new consultancy role addressing the multi-faceted training needs of the BIA.

A. Summary budget

Item	Amount \$
1. Project trainers	27,622
2. Training project costs	5,874
3. Workshops and debate	8,805
4. Publications	9,187
5. Special project costs (Hostile environment training and insurance)	5,184
6. Project implementation costs (office rent, utilities etc)	6,124
7. Communications	6,439
8. Administration 10%	6,924
<b>B. TOTAL</b>	<b>76,159</b>



## LATIN AMERICA AND THE CARIBBEAN

<b>A. PROJECT IDENTIFICATION</b>		
<b>1.</b>	<b>TITLE</b>	<b>Latin American Communication Network for Children's Rights</b>
<b>2.</b>	<b>NUMBER</b>	<b>PDC/23 RLA/02</b>
<b>3.</b>	<b>CATEGORY OF MASS MEDIA</b>	<b>News Service</b>
<b>4.</b>	<b>IPDC PRIORITY AREAS</b>	<b>Training and Transfer of Technology</b>
<b>5.</b>	<b>SCOPE</b>	<b>Regional (Latin America)</b>
<b>6.</b>	<b>TYPE OF ASSISTENCE REQUESTED</b>	<b>Financial</b>
<b>7.</b>	<b>TOTAL COST OF THE PROJECT</b>	<b>US \$ 55,300</b>
<b>8.</b>	<b>AMOUNT REQUESTED FROM IPDC</b>	<b>US \$ 30,000</b>
<b>9.</b>	<b>BENEFICIARY INSTITUTION</b>	<b>Agencia de Noticias por los Derechos de la Infancia (ANDI - News Service for Children's Rights)</b>
<b>10.</b>	<b>IMPLEMENTING INSTITUTION</b>	<b>Agencia de Noticias por los Derechos de la Infancia (ANDI - News Service for Children's Rights)</b>
<b>11.</b>	<b>PROJECT LOCATION</b>	<b>BRASILIA, BRAZIL</b>
<b>12.</b>	<b>PROJECT PREPARED BY</b>	<b>Agencia de Noticias por los Derechos de la Infancia (ANDI)</b>
<p><b>DECISION OF THE COUNCIL:</b></p> <p><b>DECISION OF THE BUREAU:</b></p>		

## **B. PRESENTATION**

### **1. BACKGROUND AND JUSTIFICATION**

The *Agencia de Noticias por los Derechos de la Infancia* (ANDI), or News Agency for Children's Rights, is a Brazilian NGO whose mission since its founding 1992 is to promote and defend the rights of children and adolescents through a strategy that includes research, training for media professionals, and the creation of guides and information resources for journalists. In March 2000, ANDI created the *Red ANDI*, a network of seven Brazilian organizations also involved in promoting children's and adolescent's rights in order to strengthen its activities to train journalists and improve coverage of children and youth issues by the media.

From this successful national experience, ANDI decided in August 2002 to establish a Latin American Section, in cooperation with Save the Children, with the goal of developing a regional network in Latin America for the promotion of children's and adolescent's rights in the media similar to what was established in Brazil. In October 2002 ANDI organized in Brasilia the Encuentro Latinoamericano de Experiencias en Comunicación y Niñez (Latin American Meeting on Experiences in Communication and Childhood and Adolescence), which involved eight organizations in Latin America involved with children's rights in order to define regional strategies and a plan of action. The countries represented included Argentina, Bolivia, Chile, Costa Rica, Guatemala, Nicaragua, Paraguay, Peru. The Brasilia offices of UNESCO and UNICEF also participated in the meeting. One concrete result of the meeting is the creation of the Latin American Communication Network for Children's Rights (*Red Latinoamericana de Comunicación por los Derechos de la Infancia*) with a three-year work plan that will begin in January 2003.

This project for a Latin American Communication Network for Children's Rights is ANDI's presentation to the IPDC. ANDI is requesting financing for the first year of this project. We believe this is an innovative project for Latin America and one that will provide methodology and technological expertise to other participating organizations. The themes of the network will be the promotion of sustainable human development, human rights, freedom of expression, and children's rights. Through the network's systematic work with the media, including training, we also hope to mobilize public opinion in favor of these themes.

### **2. DESCRIPTION of the TARGET GROUPS**

A. 8 NGOs in Latin America that work in communication to promote children's and adolescent's rights:

1. Centro de Educación y Comunicación Eco Jóvenes Bolivia, **BOLIVIA**.
2. Corporación Asociación Chilena Pro Naciones Unidas (ACHNU), **CHILE**.
3. Asociación Servicio de Noticias de la Mujer (SEM), **COSTA RICA**.
4. Coordinadora Institucional de Promoción por los Derechos de la Niñez (CIPRODENI), **GUATEMALA**.
5. Centro Nicaragüense de Promoción de la Juventud y la Infancia "Dos Generaciones", **NICARAGUA**.
6. Fundación La Luciérnaga, **ARGENTINA**.
7. Asociación Global (Global... Infancia), **PARAGUAY**.
8. Instituto Superior de Comunicación y Diseño Toulouse Lautrec, **PERU**.

B. Other possible organizations that have shown interest in the ANDI experience in the Latin American sphere and would like to become part of the network.

C. Journalists, individuals active in the social area, children, adolescents and society in general in the countries in which this project will be developed. In identifying the beneficiary organizations for this project, the gender equity and participation will be taken into account, with women representing 50% of the total of those participating.

**3. IMMEDIATE OBJECTIVE:**

- Development of a methodology and strategies to improve journalistic coverage and sources of information for the promotion of children's and adolescent's rights.

**4. DEVELOPMENT OBJECTIVE:**

- Promote a culture for the propagation and defense of children's and adolescent's rights in Latin America, through monitoring, research and media training that is also consistent with freedom of expression and opinion, as well as press freedom.

**5. PROJECT INPUTS**

- To train each of the participating NGOs in methods and strategies in order to create a unit for monitoring, analysis and training of the communication media within those organizations.
- Elaboration of activities and products for the dissemination of information to be distributed via journalistic and other communication networks and media, as well as by participants in the social area.
- Promotion of the Latin American Network.

**6. PROJECT OUTPUTS**

Training and Transfer of Methodology

- 32 people, four in each organization, trained in the different processes of analyzing journalistic articles and classifying them by themes and sources of information, in the elaboration of strategies for providing information, guidance and training to journalists.
- Creation of a unit for communication media monitoring, analysis and training in each of the countries in the network.

Producing and Distributing Information

Strategic information products will be developed and distributed by each of the participating NGOs in its own country as well as via the network, including:

NATIONAL:

- Creation of a daily national bulletin, distributed electronically, containing a summary of the main stories and articles appearing in the media on children and adolescents in each of the countries in the network.
- Elaboration of a weekly theme containing suggestions for coverage by journalists.

- Creation of a weekly national agenda of the principal activities, events, new sources of information and courses pertaining to children and adolescents.
- Annual national research containing quantitative and qualitative analyses of media coverage of themes relating to children and adolescents.

REGIONAL:

- Creation of a weekly electronic news bulletin for Latin America containing summaries of the main stories and articles appearing the region's media on children and adolescents. The bulletin will be edited and distributed by ANDI.
- Elaboration, in cooperation with all of the members, of thematic lines of action for all of the network, which will be updated every six months.
- Creation of a database on social themes, including children's rights, with the aim of establishing a directory of specialists, social organizations, issues and projects in these areas.
- Regional research conducted every two years on a specific issue on children's rights, coordinated by ANDI.
- Creation of a Web page for the network that will be hosted by ANDI.

Promotion of the Network

- The Latin American Communication Network for Children's Rights will have regional distribution to journalists and individuals involved in the social areas focused on children's rights issues.

**7. ACTIVITIES**

Training and Transfer of Methodology :

- Production, translation and printing of materials in Spanish, English and Portuguese.
- Organization and carrying out of 8 training missions for participating NGOs in the network
- Organization of a training workshop in Brasilia of the responsible officials from each participating institution in the network on the methodology for monitoring, analysis and training. This workshop will also include the first meeting of the network's management council in order to develop a strategic work plan, including financial aspects, for the sustainability of the Red Latina.
- Developing three training workshops annually in each of the eight countries.
- Production and distribution of training manual.
- Organizing workshops on fund-raising.

Producing and Distributing Information

- Planning, research and data collection, production, printing and distribution of the different products of the network designed to meet its various objectives.
- Establishment of direct contacts, workshops and encounters with journalists in order to promote the network's products and objectives.

Promotion of the Latin American Network

- Production, printing and distribution of materials on the network.

- Systemization, evaluation and publication of experiences, themes, ideas etc.
- Establishment of communication links with other information networks.
- Organization of a journalism contest.
- Analysis of the potential for extending the network to other organizations and countries.
- Production of a final report on the results of the project

## **PROJECT PLAN**

Timetable for the execution of activities that will be financed by the PIDC UNESCO project

Activity	Year I											
	1	2	3	4	5	6	7	8	9	10	11	12
<b>Training and Transfer of ANDI methodology</b>												
1.1. Production, translations and printing of manuals on ANDI methodology in Spanish, Portuguese and English.	X	X	X									
1.2. Organization and carrying out of 8 training missions for participating NGOs in the network and/or other suitable NGOs that have shown interest in becoming part of the network	X	X	X	X	X	X	X	X	X	X	X	
<b>Promotion of the Rede ANDI Latina</b>												
1.3. Production, printing and distribution of information material on the Rede ANDI Latina	X											
1.4 Presentation of the final report and accounting statements												X

## **9. INSTITUTIONAL FRAMEWORK**

The project will be implemented and coordinated by ANDI's Latin America section in cooperation with ANDI's other operational areas and under the ultimate supervision of its Executive Board. The main coordination functions will be to manage the development of network activities and agreements, assure the meeting of deadlines and objectives, facilitate communications and the flow of information, organize meetings and exchanges of the network, assist with the coordination of activities of the network partners, coordinate the process of systematizing the experiences of the network, promote and facilitate the entry of new organizations into the network, and supervise the contracting of consultants.

To assure the active participation of the cooperating organizations, an Executive Board will be created that will guide the development of the work plan for the network and act as a deliberative body for strategic decision-making. The members of the Board will be made up of the main officers of the network members and ANDI. UNESCO will be invited to some of these Board meetings in the role of adviser. The project will be administered by an administrative assistant contracted by the project and supervised by ANDI's financial manager.

## **10. SUSTAINABILITY**

When the project has begun operations, the organizations will be trained and developed to carry out the activities. The fact that these organizations already make up a network makes it possible for an Executive Board to support each one of them. ANDI has great experience in fundraising development. Part of this project will be holding training seminars in order to train the organizations for fundraising.

It is important to keep in mind that the organizations that benefit from the project are consolidated organizations that have already developed a broad range of fundraising experience for other programs. (Please see strategic alliances and fund-raising sources listed in Preparatory Activities section.)

#### **11 FRAMEWORK OF MONITORING**

The methodology developed by ANDI allows for a high level of monitoring and evaluation. Some examples of monitoring indicators include additions, assignment suggestions, how much the dedicated space has grown, evolution of research quality, and diversification of information sources consulted by journalists when developing news. Monitoring will take place through evaluations.

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

At the meeting in October in Brasilia, ANDI and the 8 participating organizations agreed on the feasibility of developing the Latin ANDI Network and the execution of the work plan, both of which will be based on methodologies and strategies that ANDI has already demonstrated to be effective.

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

The Executive Board should prepare information reports during the execution of the current project, Rede ANDI Latina. In addition to this, the Board will present progress reports in accordance with the dates defined by UNESCO and in accordance with the budgets and timetables established by the organization.

### **C. PREPARATORY ACTIVITIES**

For appropriate execution of the current project, ANDI created *Editoria da América Latina*, and began to identify organizations for potential participation on the network. The Latin American Meeting on Experiences in Communication and Childhood and Adolescence took place and the results of the meeting were systematically developed and stored.

In addition to the \$30,000 requested from IPDC, ANDI foresees contributing \$25,300 from funds it has received from other contributors to finance this project. ANDI has formed strategic alliances with the Banco Nacional de Desenvolvimento Econômico e Social (BNDES), the Conselho Nacional dos Direitos da Criança e do Adolescente (Conanda), the Foundation for a New Journalism (FNP), the Fundação Abrinq pelos Direitos da Criança, the Avina Foundation, the W.K. Kellogg Foundation, the Instituto Latino Americano das Nações Unidas para Prevenção ao Delito e Tratamento do Delinqüente (ILANUD), con el Instituto Ayrton Senna, the Brazilian Ministry of Education, con el Ministério da Justiça/Secretaria Nacional de Direitos Humanos/Departamento da Criança e do Adolescente (DCA), Ministério da Saúde/Coordenação DST e AIDS, the Internacional Labour Organization, Save The Children – Sweden, the European Union, UNESCO, UNICEF, World Childhood Foundation (WCF), and with the Instituto para o Desenvolvimento do Investimento Social, among others.

ANDI has received financial support from la Associação Brasileira de Magistrados e Promotores da Infância e da Juventude (ABMP), la Associação Projeto Aprendiz do Futuro, CENPEC, Editora Segmento, Fundação Stichiting Doen, Fundação Victor Civita, el Instituto de Estudos Sócio-Econômicos (INESC), el Instituto Xerox do Brasil, McCann Erickson do Brasil, Microsoft, Modus Faciendi, Prevenção Orientada a Meninos e Meninas em Risco/Usaid, la Revista Imprensa and Trevisan Auditores Associados.

**D. BUDGET**

**Contribution requested from IPDC (in U.S. dollars)**

ACTIVITY	COST
Production, translation and printing of ANDI materials in Spanish, English and Portuguese.	8,000
8 missions to provide training to the organizations participating in the network	13,000
Production, printing and distribution of materials and information on the Latin American network	2,000
Project Coordinator	4,500
1 portable computer	2,000
Materials	500
<b>TOTAL</b>	<b>30,000</b>

**Contribution from the Beneficiary Organization (in U.S. dollars)**

ACTIVITY	COST
Infrastructure in Brazil (electricity, communications etc.)	10,000
Coordination and management of the project	5,000
Communication Assistant	1,800
Specialists	3,000
Administrative Assistant	3,000
Reports and final publication on the project	500
Editing / production of anticipated products	2,000
<b>TOTAL</b>	<b>25,300</b>

**Project Total: U.S. \$ 55,300**

# MAURITANIA

<b>A. PROJECT IDENTIFICATION</b>		
1.	<b>TITLE</b>	<b>Strengthening the operating capacity of l'Agence Mauritanienne d'Information (AMI)</b>
2.	<b>NUMBER</b>	<b>PDC/23 MAU/01</b>
3.	<b>CATEGORY OF MASS MEDIA</b>	<b>News Agency</b>
4.	<b>IPDC PRIORITY AREA</b>	<b>Human Resource Development</b>
5.	<b>SCOPE</b> (NATIONAL, REGIONAL, INTERREGIONAL)	<b>National</b>
6.	<b>TYPE OF ASSISTANCE REQUESTED</b>	<b>Development study; training (phase I); Creation of a database (phase II)</b>
7.	<b>TOTAL COST OF PROJECT</b>	<b>\$111.800</b>
8.	<b>AMOUNT REQUESTED FROM IPDC</b>	<b>Phase I : \$68.000 Phase II : \$15.000</b>
9.	<b>BENEFICIARY BODY</b>	<b>Agence Mauritanienne d'Information</b>
10.	<b>IMPLEMENTING BODY</b>	<b>Agence Mauritanienne d'Information</b>
11.	<b>PROJECT LOCATION</b>	<b>Nouakchott, Mauritania</b>
12.	<b>PROJECT PREPARED BY</b>	<b>Nacer Mehal</b>
<p><b>DECISION OF THE COUNCIL:</b></p> <p><b>DECISION OF THE BUREAU:</b></p>		



## **B. PRESENTATION**

### **1. BACKGROUND AND JUSTIFICATION:**

Established in 1974, the Mauritanian news agency, *Agence Mauritanienne d'Information* (AMI), employs 132 people, including 60 journalists, working mainly at the headquarters in Nouakchott. It also has permanent correspondants based, throughout this vast country, in major urban areas such as Nouadhibou, Atar, Rosso, Zouerate, Kaidi, Aleg, Kifa, Selibaby, Ayoun, Nema and Tijibja.

This State-funded Agency produces between 40 and 50 dispatches a day, essentially for around a dozen local media companies and institutions. The Agency's external sources of information are AFP (French), DPA (German), APS (Algerian), MAP (Morrocan) and the Panafrican News Agency, PANA. Transmission is done either via the Internet or through a local platform in Nouakchott.

The longer-term goal of the heads of AMI is to achieve a level of development that would enable the Agency to satisfy the demand coming from the new independent titles (50 out of the 400 authorized titles) and support the action of government authorities engaged in a process of democratization of national life. According to information supplied by the Director General of the Agency, in Mauritania there are currently 27 registered political parties, 622 associations and NGOs, 3 journalists' associations, 26 foreign NGOs and 3 trade union bodies.

*Agence Mauritanienne d'Information* is a young news agency which, with the little means at its disposal, serves a user base comprising a dozen or so State-owned and privately-run newspapers as well as public radio and television broadcasting companies.

Within the context of the process of democratisation of public life in Mauritania, an extremely useful contribution could be made by helping this agency to develop, raise its overall level and take up a modest place in the media landscape as a credible source of information for the national media.

To achieve this initial performance objective, AMI needs first and foremost to upgrade its editorial and technical staff and later acquire the necessary tools to improve its production.

The proposed solution is to meet the urgent demand for training in the immediate term, while launching a study aimed at devising a development plan for the agency. The assistance needed to strengthen its equipment, though modest, will have to be provided in a second phase.

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

The target groups are made up of journalists and computer engineers.

### **3. IMMEDIATE OBJECTIVES:**

In the case of the journalists, the number of persons to be trained is sixty, while three engineers will receive technical training.

**5. DEVELOPMENT OBJECTIVE:**

Developing a news agency could assist in increasing the material available to independent newspapers and to enriching the media arena, while also contributing to enhancing the communication capacity of a mostly desert country in which the four local radio stations, based in Nouadhibou, Aleg, Barkeol and Rosso, play an essential role.

**5. PROJECT INPUTS:**

Provision should be made for two trainers over a two-month period and for two experts entrusted with formulating a medium-term development plan for the Agency over one month.

**6. PROJECT OUTPUTS:**

Return on investment is quantifiable mostly in terms of the journalists' increased mastery of their profession and the engineers' mastery of the new technologies.

**9. ACTIVITIES:**

The activities to be carried out consist in selecting trainers with the required competence—probably with the assistance of news agencies from neighbouring country—so as to reduce costs and also to cater for training in Arabic and French as suggested by AMI.

**10. WORK PLAN: 12-month operation**

This will simply involve working out, with the Mauritanian Agency, the best possible way of organising delivery of the training courses, including details on the scope and content of the training, the required profile and the timing.

**9. INSTITUTIONAL FRAMEWORK:**

After discussion with the beneficiary, it has been agreed that once IPDC approval is confirmed one month's preparation would be required to facilitate implementation of the project.

**10. SUSTAINABILITY:**

The IPDC, through the UNESCO Office in Rabat, will identify and designate the trainers and experts, and AMI will provide accommodation for them as the Agency's contribution to the funding of the project.

**11. FRAMEWORK OF MONITORING:**

This aspect will not pose any insurmountable problems once the project is adopted. The Paris-based International Centre for the Training of Journalists (CFPJ) or other training institutes could be approached to obtain trainers.

**12. EVALUATIONS CARRIED OUT:**

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

In the cover letter accompanying the project, AMI has committed itself to submitting an activity report every four months in keeping with the terms of the agreement with IPDC.

### C. ADDITIONAL INFORMATION

**Provide information on:**

The IPDC has never provided assistance to *Agence Mauritanienne d'Information* in the past. The preparatory activities were defined during the mission conducted by the IPDC rapporteur. The beneficiary agency's contribution is described in the "Budget" section below;

### D. BUDGET

**2. Breakdown of IPDC's contribution (in US\$):**

<b>PHASE I</b>		
• Training:		\$44 000
• Transport costs	\$4 000	
• Fees (\$10.000/month)	\$40 000	
• Development study		<u>\$24 000</u>
	<b>TOTAL</b>	<b>\$68 000</b>
<b>PHASE II</b>		
Creation of a database		<b>\$10 000</b>
<b>EVALUATION</b>		<b>\$5 000</b>
<b>TOTAL REQUESTED FROM THE IPDC</b>		<b>\$83 000</b>

**2. Breakdown of the beneficiary agency's contribution (in US\$):**

• Training		\$21 600
• Development study		<u>\$7 200</u>
	<b>TOTAL</b>	<b>\$28 800</b>

**ALGERIA : Computerisation of Algérie Presse Service (APS)  
approved at 17<sup>th</sup> session of the IPDC Council pending financing**

*(English only/seulement en anglais)*

**45<sup>th</sup> Meeting of the IPDC Bureau  
45<sup>e</sup> Réunion du Bureau du PIDC**

**Room XIV (Bonvin), Paris, 11 – 13 December 2002**

PROJECTS FROM THE 17TH SESSION TO BE REPRESENTED TO THE 36TH BUREAU OF THE IPDC COUNCIL

PROJETS DE LA 17E SESSION A ETRE REPRESENTES AU 36E BUREAU DU CONSEIL DU PIDC

ASIE ET PACIFIQUE (National)

PROJECT NO	TITLE OF THE PROJECT	17TH COUNCIL DECISION
PDC/17 BGD/01	BANGLADESH: Strengthening of the IUB School of Communication	<i>Decision postponed; awaiting clarification on the budget</i>
PDC/17 NEP/01	NEPAL: Newsroom computerization project	<i>Approved funds will be allocated after project "Radio Sagarmatha" has obtained its frequency</i>
PDC/17 TKM/01	TURKMENISTAN: Establishment of an independent youth radio channel	<i>Approved; financing postponed</i>

AFRIQUE (National)

PDC/17 BDI/01	BURUNDI: Improving radio coverage of rural areas	<i>Approved; financing postponed awaiting clarification</i>
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ARAB STATES (National)

PDC/17 ALG/01	ALGERIA: Computerization of Algérie Presse Service (APS)	<i>Approved; funds will be allocated after the evaluation of Phase I</i>
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INTERREGIONAL

PDC/17 INT/01	Caribbean-Pacific Women's Television Co-production and Exchange	<i>Approved, funding postponed</i>
PDC/17 INT/02	International Network of Journalism Schools associated with UNESCO	<i>Discussions postponed</i>

# NATIONAL PROJECT

## A - IDENTIFICATION

1.	TITLE	:	ALGERIA : Computerization of Algérie Presse Service (APS)
2.	NUMBER	:	PDC/17 ALG/01
3.	SUBMITTED BY	:	Algérie Presse Service
4.	ADDRESS	:	2, rue Farid Zouïouèche, Kouba, Algiers
5.	FIELD OF ACTIVITY	:	Information
6.	PROJECT PHASE	:	Phase II
7.	SCOPE	:	National
8.	ESTIMATED TIME FRAME OF IPDC ASSISTANCE	:	Three to four years
9.	TYPE OF ASSISTANCE REQUESTED	:	Equipment, training, consultants
10.	TOTAL PROJECT COST	:	US\$1,800,000
11.	AMOUNT REQUESTED FROM IPDC FOR CURRENT PHASE	:	US\$200,000
12.	TOTAL AMOUNT REQUESTED FROM IPDC	:	US\$494,000 (US\$144,000 was allocated for phase one and US\$150,000 has been earmarked for phase three)
13.	IMPLEMENTING AGENCY	:	Algérie Presse Service (APS)

## B - PRESENTATION

### 1. Background and justification:

The mission of *Algérie Presse Service* (APS), a public service concern, is to gather, process and disseminate national and international news. To that end, APS has five regional news rooms in charge of centralizing dispatches coming from the wilaya (departmental) bureaus, 42 wilaya bureaus, 15 foreign bureaus and a staff of 638 employees, including 320 journalists. APS manages a stock of around 600 teleprinters, and broadcasts to 250 subscribers. The agency also has a radioteletype service. Nineteen agencies for twenty-two services are received by cable (ten in French, nine in Arabic, one in Italian, one in English and one in Spanish). Because of the archaic methods generally in use, it is difficult to set up an efficient storage and archival system to facilitate rapid and reliable information searches.

The emerging pluralistic media environment in Algeria, since the adoption of the 1989 Constitution, demands that the Agency modernize its technical resources so as to be able to produce a better quality finished product that is readily available and easily accessible. In addition, APS is an active member of the Non-Aligned pool, a founding member of the Pan-African News Agency (PANA) and of the Alliance of Mediterranean News Agencies as well as an active participant in the Federation of Arab News Agencies (FANA). Thus, to be on par with its partners in these regional groupings, the Agency must modernize its equipment and introduce new technologies.

2. Long-term objectives:

- a) To ensure the free flow of information by opening up to all sectors of the political, economic and social life of the country and by introducing new services.
- b) To play a pivotal role in the region with regard to inter-Maghrebi, inter-African and inter-Mediterranean exchanges.
- c) To be on the leading edge of communication technology.

3. Immediate objectives:

- a) Establishment of a standard, upgradable system for information processing and storage.
- b) Storage of the existing documentary stock in electronic memory
- c) Promotion of training.
- d) Development of exchanges.

4. Work Plan:

1. Computerization of the central news room
2. Computerization of APS's regional and foreign bureaus
3. Computerized archiving of the existing documentation

5. Institutional Framework:

An Informatics Committee, made up of journalists, technicians and computer engineers, has been set up at the Agency.

6. Measures taken to ensure the long-term viability of the project and approximate time frame for attainment of self-sufficiency:

Computerization of APS is one of the concerns of the Algerian authorities with a view to bringing the Agency fully into the era of modern communications. With this in mind, the Informatics Committee, in operation since 1989, presented its first report. The project needs to be implemented in a rational manner, so as to ensure that the journalists accept the new computer technology as a tool enabling them to work faster and more efficiently. Thus, consultations with experts, visits to international agencies and introductory work

processing sessions have already been organized. The Agency's computerization plan is to be implemented in three phases, spread over three to four years.

## C - ADDITIONAL INFORMATION

1. General state of development of communication in the country, region or sector covered by the project:

Technical improvements have already begun to be introduced in Algeria, particularly with the current modernization of its media sector, the boom in computer consultancy firms, the incorporation of digital technology into its telecommunications network, the start-up of a service for packet transmission of data files, connection to the Arab Scientific and Technical Information Network, ASTINET, via the Maghreb-Net sub-network and connection to the Internet.

APS already receives Agence France-Presse by satellite and will soon be able to receive the Spanish news Agency, EFE, by the same means. Satellite broadcasting of APS services was scheduled to come on stream in 1995.

2. Preparatory activities completed prior to submitting the project to IPDC:

In addition to the awareness building and preparatory activities organized for the journalists and the information missions by technical personnel to computerized news agencies, APS has already launched computerized transmission. Trials on the system enabling subscribers to receive APS services on PC by 1995 reached their final stages.

3. Contribution from the submitting agency over the project period:

Contribution from APS will cover mainly training, preparation of the headquarters building, acquisition of supplementary equipment, hiring of specialist staff and the services of consultants.

4. Assistance requested from sources other than IPDC:

APS would be interested in finding other sources of funds.

5. Parameters and criteria used by the submitting agency to estimate project costs:

Not specified.



**D - BUDGET**

*N.B.: The budget takes into account the capacity of computerized systems to adapt to packet transmission of data files or X25 standards. It also takes into account the standards defined in the CCITT and ITU recommendations to facilitate free interconnection with other news agencies, particularly within the framework of documentary data exchanges between the countries of the Union of the Arab Maghreb (UMA), as well as access to national and international databanks via transmission networks that are poised to develop, and lastly the choice of equipment (architecture and software designed specifically for news agencies).*

1. Breakdown of IPDC contributions for the year in question (in US\$):	
Phase Two:	
• 486DX2, 66MHz, DD>200MB PC terminals, colour monitor, fax/modem card, Arabic version DOS/Windows software	65,000
• 14,400 bps modems for Avis UIT V32bis distant terminals	50,000
• NSE-1E modem access equipment (extremities of the headquarters) 8 port Netblazer chassis, 4MB RAM, YC asynchronous 8 port internal card, connection devices	27,900
• CC-Mail Router software (X25 LAN)	20,000
• Professional audio recorders	25,600
• Miscellaneous	1,500
• Post-evaluation	10,000
<b>GRAND TOTAL:</b>	<b>200,000</b>

2. Breakdown of contributions from the submitting agency for the year in question (in US\$):

Not specified.

## TECHNICAL COMMENTS FROM THE SECRETARIAT

PDC/17 ALG/01

### Project formulation and overall assessment

The project objectives are clear. Modernization of APS and upgrading of its technology is vital for its development and scope. The exact means of implementation of the project and continuity in relation to its first phase need to be clarified, however.

### Technical feasibility

The work plan is very succinct. No details have been provided either on the duration of each phase or on the stages of implementation (equipment installation and testing, training, interventions by the consultants, etc.). Further, although this is a second phase, which should lead on harmoniously from the first phase, no clear information has been provided on the results of phase one. Lastly, it is important that the contribution of the submitting agency should be the hiring of specialist staff and consultancy services as these are essential elements for the technical feasibility of the project.

### Financial feasibility

The budget estimate indicates the type of equipment without specifying the number required. In this context, and in the absence of an estimated budget of the contribution of the submitting agency, it is difficult to assess the financial feasibility of the project.

### Conclusion

The submitting agency needs to provide further clarification on the points mentioned above.

## ANNEXE 2

### DESCRIPTION DU SYSTEME APS

### ET BESOINS POUR LA PHASE II

Document fourni par l'APS

#### a - Plate-forme actuelle

##### a-1 Système rédactionnel

Le système rédactionnel actuel de l'agence est basé sur une architecture client/serveur dont l'épine dorsale est un réseau FDDI 100 Mbits/s.

La partie opératoire est assurée par le système Netware 3.12 de Novell, permettant de gérer jusqu'à 100 utilisateurs.

Le système APS, comporte deux types de serveurs ( dédiés), un serveur de communication (DCOM) et un serveur de fichiers. Le serveur de fichiers assure la régulation de l'activité des postes de travail et le contrôle du partage des ressources alors que le serveur de communication permet la gestion des entrées/sorties ( réception et production de fils).

Le serveur de communication DCOM est lui même un client du serveur de fichiers. Les deux serveurs sont regroupés d'un point de vue fonctionnel en un seul superserveur appelé Mega Server ou tout simplement serveur DCOM.

En plus des serveurs de communication et de fichiers le système dans sa configuration de base dispose d'un serveur d'archives dédié à la conservation du fil APS.

Concernant la sécurité, le système rédactionnel est un système à tolérance de panne, c'est à dire que les serveurs de communication et de fichiers sont dupliqués et travaillent en redondance sous le contrôle d'une station de mirroring appelée DMIRROR. Cette solution offre l'avantage de permettre un mirroring permanent et dynamique contrairement au mirroring statique de Netawre 3.12.

#### Description du DCOM

Le DCOM est un concentrateur de fils intelligent conçu spécialement pour les besoins des agences de presse. Il permet d'intrefacer jusqu'à 32 fils en entré pour être exploitées sur des machines PC disposées en réseau local ou distantes via réseau RTC.

Pour la gestion des communications, le DCOM utilise une carte spécifique compatible avec le bus PC et bâtie autour du processeur industriel 80180 de Zilog. Cette carte de communication permet la reconnaissance du format et l'indexation automatique des dépêches.

Le DCOM dispose aussi d'une couche logicielle de supervision permettant le stockage des dépêches en mémoire centrale et la retransmission des fils avec format approprié pour chacune des sorties.

Ces informations peuvent ensuite être exploitées par le personnel rédactionnel soit à travers le réseau local au niveau du siège soit à distance via une liaison RTC.

## **a-2 Système clientèle**

La baie de diffusion dédiée à la clientèle est diversifiée et présente plusieurs facettes. Elle comporte les éléments suivants :

- Un Système de diffusion par télégraphie

Système classique de diffusion. Les transmissions en provenance du système rédactionnel transitent par deux armoires télégraphiques CESCO qui se chargent ensuite de les aiguiller vers les abonnés grâce à des liaisons télégraphiques spécialisées.

- Un Système de diffusion par satellite

Les informations en provenance du système rédactionnel sont concentrées et transmises vers un port série grâce à une station Satscan uplink, ces données digitales sont ensuite véhiculées par modem via une liaison spécialisée à 9660 bauds jusqu'à TDA, l'opérateur satellite, où elles vont attaquer un modulateur qui va les convertir en un signal TV vidéo composite compatible avec le système audio Wegener FM2 et conforme à l'entrée audio du transpondeur satellite de TDA. Ainsi, le signal modulé en sortie de l'encodeur sera délivré au mixeur audio du transpondeur satellite pour être injecté dans le signal vidéo bande de base du canal Canal Algérie. La réception des données au niveau des stations terrestres requiert un décodeur de données commercial Satscan.

- Un serveur On line via le réseau Internet

Service On line via le réseau Internet proposant des produits textes à la carte, sur une période de deux semaines. Les informations sont puisées directement du système rédactionnel (noyau TOSCA nouvellement acquis) et converties au format HTML par le logiciel TWEB.

TOSCA étant une plate-forme de communication modulaire basée sur une architecture client-serveur multimédia. Cette solution entièrement logicielle dont l'APS a acquis un certain nombre de composants est une architecture consistant en un ensemble de modules software opérant en réseau local ou en réseau étendu et utilisant le protocole TCP/IP. Le cœur de la plate-forme étant constitué d'un gestionnaire de base de données compatible avec tous les standards ODBC.

Les modules TOSCA par interaction avec le système de gestion de base de données permettent la réception, le traitement et la transmission des informations multimédia ainsi que leur classification et leur archivage. L'accès aux informations multimédia est possible aussi bien en Intranet, en réseau local ou étendu, qu'à travers le réseau Internet ou le réseau téléphonique commuté.

- Une banque de données APS Data

Basée sur l'architecture TOSCA dont elle exploite la base de données sous TCP/IP et accessible via le réseau Internet ou via RTC, APS Data est constituée des services d'informations de l'agence ainsi que de la base d'articles indexés en fonction des besoins et des domaines d'intérêt définis par l'utilisateur.

- Un site Internet APS Web

Site Internet et portail d'accès aux différents produits de l'APS, proposant une sélection d'informations nationales (textes et images), en quatre langues (Arabe, français, Anglais, et Espagnol) présentées par thèmes et actualisées quotidiennement.

### **b) Plate-forme projetée**

Compte tenu de la nouvelle stratégie allant dans le sens d'une décentralisation effective et d'une utilisation rationnelle des ressources technologiques et humaines de l'agence, la rénovation du système rédactionnel actuel par la mise en place d'un nouveau système réparti de production multimédia à large étendue (WAN) devient une nécessité pour plusieurs raisons, entre autres :

1/ La limitation intrinsèque due aux cartes de communications DCOM actuellement utilisées dans les serveurs rédactionnels de l'APS (et dans certaines institutions nationales). Ces cartes étant des cartes 8 bits elles ne peuvent être montées sur des serveurs performants (Pentium 166 maximum).

2/ Les cartes DCOM étant à base d'un microprocesseur (Zilog80) qui n'est plus en production, le fabricant de ces cartes n'est plus capable de les produire d'où risque d'arrêt du système (y compris ceux des institutions nationales) faute de disponibilité de pièces détachées.

3/ Les cartes DCOM sont à l'origine conçues pour traiter du texte ce qui ne permet pas d'envisager le lancement de produits multimédia avec le système actuel.

4/ Les serveurs actuels limitent les accès distants à une seule porte série d'où la concentration des envois des bureaux régionaux et des bureaux à l'étranger sur une seule entrée.

### **Description de la nouvelle plate-forme**

L'Architecture des systèmes informatiques ayant évolué avec une tendance à la décentralisation pour tirer profit des réseaux numériques de la société de l'information, les critères d'ouverture et de communicabilité sont devenus primordiaux pour tout système

d'entreprise. A ce titre, l'APS entend refonder son système de communication autour d'une plate-forme répondant aux quatre critères suivants :

- Architecture de communication à structure ouverte
- Structure modulaire des fonctionnalités
- Gestion du multimédia
- Indépendance logiciel / Matériel

La communication entre les différents modules sera de type TCP/IP permettant de servir aussi bien les clients en réseau local que ceux d'un réseau géographique distant. La solution TCP/IP permet de déplacer les serveurs, les concentrateurs et les clients en différents endroits du réseau.

#### Evaluation des besoins pour la mise à jour et l'extension du système rédactionnel

Les besoins pour la mise à jour de la plate-forme actuelle et l'extension du système rédactionnel aux bureaux régionaux sont beaucoup plus d'ordre matériel, les logiciels se limitant à une actualisation des applications acquises par l'agence.

Pour compléter le noyau TOSCA, il faudra acquérir les composants suivants :

Des convertisseurs de signaux EDS pour la transformation TG / RS232

Des cartes multivoies de type Digiboard ou Equinox

Un système de gestion rédactionnel ( NORMA)

#### Evaluation des besoins en formation

Compte tenu des mutations technologiques que subit l'agence actuellement, il est impératif de mettre à profit la mise à jour et l'extension du système de communication de l'agence pour introduire un programme conséquent de recyclage et de formation en vue d'entretenir les connaissances du personnel utilisateur de ces nouvelles technologies.

Elle doit aussi concerner les ingénieurs de l'agence dans le cadre d'un programme de formation continue, recyclage, mise à niveau, stage de perfectionnement.

La formation qui doit concerner l'ensemble du personnel de l'agence, et en priorité ceux en rapport direct avec le système de production (banque de données, photo, multimédia) et de maintenance (systèmes, réseaux).

### **c) Tableau des besoins**

	Désignation	Total
1	PC réseaux	60
2	Serveurs	10
3	Scanner pour coupures de journaux	1
4	Appareils photo numériques avec modem	2
5	Cartes multivoies Digiboard	10
6	Formation	/

### **d) Caractéristiques techniques**

#### **1/ PC connectés en réseau**

- Processeur intel Pentium III cadencés à 500 Mhz minimum
- 128 Mo extension mémoire
- Disque interne supérieur à 10 GO
- Clavier Azerty bilingue
- Ecran couleur 17"
- Carte réseau intégrée 10/100 UTP RG45
- Lecteur disquettes 3"1/2
- Lecteur DVD
- WINDOWS Millénium
- Boitier Tour AT
- Accessoires protection écran et houes

#### **2/ Serveurs**

- CPU bi-processeur pentium III (deux processeur installés )
- Mémoire RAM minimum 256 MO
- Mémoire vidéo 2 Mo
- Double contrôleur SCSI système RAID
- DD 8 Go minimum Hot plug ( disques durs amovibles fournis )
- Lecteur DVD
- Carte réseau intégrée 10/100 UTP RG45
- Double Alimentation installée
- Onduleur intégré autonomie 30 Mn minimum
- 8 slots ISA, PCI, etc et plus compatibles systèmes NT, Unix et Linux

### 3/ Scanners pour coupures de journaux et clichés photos

- 1 Scanner à plat 1200 DPI avec module transparents
- 1 Scanner de négatif 35 mm

### 4/ Appareils photo numériques

professionnel

### 5/ Cartes multivoies Digiboard ou Equinox

### 6/ Logiciels

Logiciel d'OCR Omnipage Pro Arabe/Latin

### 7/ Formation

- Windows, office
- multimédia
- internet
- création et la mise en œuvre de bases de données
- image (photo, infographie)
- administration réseaux Wan

### d) Estimation du budget

<u>Désignation</u>	<u>Quantité</u>	<u>Total dollar US</u>
PC réseaux	60	80 000
Serveurs	10	60 000
Scanners pour coupures de journaux et photos	2	5 000
Appareils photo numériques	2	8 000
Cartes multivoies Digiboard	10	5 500
Formation	/	30 000
<b>Total</b>		<b>188 500</b>



**CUBA : Completing the network of the Press Information Centre  
(Revised and resubmitted project)**

*(Received in Spanish on 10 December 2002  
Reçu en espagnol le 10 décembre 2002)*

**45<sup>th</sup> Meeting of the IPDC Bureau  
45<sup>e</sup> Réunion du Bureau du PIDC**

**Room XIV (Bonvin), Paris, 11 – 13 December 2002**

**PROYECTO NACIONAL****A. IDENTIFICACIÓN DEL PROYECTO**

<b>1-. Título:</b>	<b>Completamiento de la red del Centro de Información para a Prensa.</b>
<b>2-. Número:</b>	<b>PDC/21 CUB/01</b>
<b>3-. Rango: (Nacional, Regional, Interregional)</b>	<b>Nacional</b>
<b>4-. Categoría de Medio de Comunicación:</b>	<b>Nacional</b>
<b>5-. Área de prioridad del PIDC (Ver Anexo 1)</b>	<b>Promueve la libertad de expresión. Se vincula al desarrollo de los medios comunitarios, además de posibilitar el desarrollo de los recursos humanos mediante su capacitación para asimilar las nuevas tecnologías.</b>
<b>6-. Tipo de asistencia requerida:</b>	<b>Financiamiento para entrenamiento – certificación de personal y adquisición de equipamiento</b>
<b>7-. Costo total del proyecto:</b>	<b>\$ 65,000.00 USD</b>
<b>8-. Cantidad pedida al PIDC:</b>	<b>\$ 30, 000.00 USD</b>
<b>9-. Organismo Beneficiario:</b>	<b>Centro de Información para la Prensa de la Unión de Periodistas de Cuba (CIP)</b>
<b>10. Organismo ejecutante:</b>	<b>Centro de Información para la Prensa de la Unión de Periodistas de Cuba (CIP)</b>
<b>11-. Localización del proyecto</b>	<b>Cuba</b>
<b>12-. Proyecto preparado por:</b>	<b>Jesús Hernández Pérez, Director CIP Tel.: (537) 881-7578 E-mail: <a href="mailto:jesus@cip.cu">jesus@cip.cu</a></b>

## **“B PRESENTACIÓN”**

### **1.- ANTECEDENTES Y JUSTIFICACIÓN.**

En el 7mo Congreso de la Unión de Periodistas de Cuba, organización no gubernamental que agrupa a más de tres mil profesionales del país, se hizo énfasis en la superación profesional y la necesidad de crear condiciones cualitativamente superiores para que los medios de comunicación, particularmente los comunitarios, utilicen de manera más efectiva las nuevas tecnologías de la información y la comunicación, potenciando así el procesamiento y tratamiento de las noticias y de la información disponible hacia las comunidades a las cuales se dirigen.

En el sistema de la prensa en Cuba existen dos diarios nacionales, 5 semanarios nacionales, 15 provinciales, una revista quincenal y más de 300 publicaciones impresas con diferentes frecuencias y formato, y dos agencias de noticias. Contamos además con una emisora radial internacional, 6 nacionales, 18 provinciales y 45 municipales. También hay tres canales de televisión nacional y 14 televisoras provinciales.

El Centro de Información para la Prensa (CIP) actualmente es el proveedor de acceso a internet de los medios de comunicación nacionales y otras instituciones del sector. A su vez, y en colaboración con otro proveedor, facilita la mensajería nacional e internacional a los medios comunitarios.

Los servicios y productos informativos elaborados por el CIP y por los propios medios de comunicación, se difunden a través de esta infraestructura, la cual se utiliza además para distribuir el *Cast* informativo de la Agencia de Información Nacional (AIN).

El CIP se encuentra en un proceso de perfeccionamiento y mejoramiento de la tecnología que soporta la red. Por ello, recientemente la UPEC aprobó un financiamiento que permitirá que el centro tenga un equipamiento tecnológico más avanzado con vistas a ampliar las posibilidades de conectividad y acceso eficiente a internet, de los medios de comunicación y profesionales de la prensa en todo el país.

Se espera que este proyecto se ejecute en un año, una vez entregado el financiamiento.

Se solicita la contribución del PIDC para el completamiento de la infraestructura tecnológica, el mantenimiento de lo ya establecido, y el asesoramiento y entrenamiento para los profesionales de la comunicación y los especialistas en administración y mantenimiento de redes de computación.

### **2.- Descripción de los grupos beneficiados.**

- Nuestro país cuenta con 15 medios comunitarios de prensa escrita. Al menos 3 profesionales de cada medio se beneficiará del presente proyecto, un periodista, el webmaster, y un diseñador para el caso del medio que lo tenga. Al mismo tiempo por la parte del CIP se beneficiarán 2 especialistas en administración y mantenimiento de redes de computación, específicamente con redes conectadas a Internet, así como 3 analistas de información. En total se beneficiarán 50 personas.

### **3.- OBJETIVOS INMEDIATOS.**

- Entrenar a periodistas, editores, webmasters, diseñadores y analistas en el uso más eficaz de las fuentes de información de Internet, en técnicas de redacción y edición y en la confección y posicionamiento de publicaciones digitales en Internet. Al mismo tiempo se certificarán a dos especialistas del grupo de desarrollo tecnológico del CIP, como Microsoft Certified Profesional (MCP), CCNA de CISCO y en administración de redes en ambiente UNIX (LINUX). Todo esto deberá ejecutarse entre febrero del 2003 y febrero del 2004. Los dos especialistas del CIP, estarán así en condiciones de transmitir sus experiencias a otros profesionales del sector de la prensa, y al mismo tiempo de colaborar con estos en cualquier proyecto de desarrollo tecnológico ulterior que lleven a cabo.
- Poner a disposición del proyecto la infraestructura del CIP, de forma que se pueda garantizar, tanto el acceso a la información de Internet a no menos de 300 periodistas en todo el país. Así mismo adquirir y poner a punto un servidor de mediano porte para brindar un espacio permanente de publicación en Internet a todos los medios comunitarios, y cuatro estaciones de trabajo para el análisis y evaluación de la prensa digital. Todo lo cuál deberá ejecutarse entre febrero y julio del 2003.

### **4.- Objetivo de desarrollo:**

Sin lugar a dudas, el cumplimiento de los objetivos propuestos, garantizará un mayor flujo de información internacional hacia los medios de prensa comunitarios, ampliando su perfil temático y haciéndolo más plural y dinámico.

Es evidente que el incremento de los accesos a Internet por parte de los profesionales de la prensa, así como la ejecución del plan de adiestramiento elaborado, mejorará la capacidad de información del pueblo e influirá determinadamente en el empeño de hacer más diversa y democrática la gestión de los medios de prensa.

### **5.- Recursos invertidos en el proyecto.**

Para lograr los objetivos inmediatos del proyecto se hace necesario utilizar los siguientes elementos:

- a) Un profesor para impartir un curso sobre técnicas de redacción – edición y análisis de publicaciones digitales.
- b) Un profesor para impartir un curso de confección y posicionamiento de publicaciones digitales en Internet, que será recibido por los diseñadores y webmasters de los medios comunitarios.
- c) Un centro educacional avalado para emitir certificaciones como Microsoft Certified Profesional (MCP) y como Cisco Certified Network Associated (CCNA). La inscripción incluye: matrícula, exámenes, certificados y bibliografía oficial.
- d) Utilizar la infraestructura técnica del CIP para instalar el servidor, que brinde el servicio de hosting permanente para los sitios web de los medios de prensa comunitarios.
- e) Se utilizarán las instalaciones del Instituto Internacional de Periodismo José Martí, de la UPEC, para impartir los cursos de entrenamiento. Dicho instituto posee aulas bien equipadas para el desenvolvimiento de los cursos.

f) Se utilizarán las capacidades que sean necesarias en la residencia del Instituto antes mencionado, para hospedar tanto a los participantes como a los profesores.

#### **6.- Resultados del Proyecto:**

- Treinta periodistas de todos los medios comunitarios del país recibirán un curso de redacción y edición de noticias e informaciones para medios digitales, y en el procesamiento y tratamiento de la información tanto desde el punto de vista formal como de los contenidos.
- 15 webmaster y diseñadores de la prensa comunitaria recibirán entrenamiento en la confección y el posicionamiento de publicaciones digitales en Internet.
- 3 analistas de información del CIP se adiestrarán en el análisis de contenidos y la evaluación de información de páginas web.
- Dos especialistas del grupo de desarrollo tecnológico del CIP se certificarán en la administración y mantenimiento de redes (Microsoft Certified Profesional y Cisco Certified Network Associated).
- El CIP pondrá a disposición de todos los medios comunitarios un servidor que hospedarán los sitios web de los mismos. Al mismo tiempo, garantizará la conexión desde sus casas a no menos de 300 periodistas en todo el país.

#### **7.- Actividades:**

- I. Contratar un profesor de una Universidad Iberoamericana, para impartir un entrenamiento en nuestro país en técnicas de redacción – edición de publicaciones digitales, en el análisis y evaluación de las mismas, y en el procesamiento y tratamiento más eficaz de la información disponible en Internet.
- II. Contratar a un profesor para impartir un entrenamiento en las técnicas de confección y posicionamiento de publicaciones digitales en Internet.
- III. Localizar e inscribir a los dos especialistas del Departamento de Desarrollo Tecnológico del CIP, en un Centro Educativo con licencia internacional de Microsoft y CISCO, para que reciban los cursos, la bibliografía y pasen los exámenes que los certifican como MCP (Microsoft Certified Profesional) y CCNA (Cisco Certified Network Associated).
- IV. Cotizar y adquirir mediante un proveedor nacional un servidor de mediano porte
- V. Configurar e instalar a la red del CIP este servidor, quedando así listo para el montaje de los sitios web de los diferentes medios comunitarios.
- VI. Adquirir igualmente mediante un proveedor nacional, las estaciones de trabajo que serán usadas para la evaluación y análisis de los sitios web comunitarios, con el objetivo de su mejoramiento continuo.
- VII. Coordinar con el Instituto Internacional de Periodismo José Martí, de la UPEC, el uso de sus instalaciones durante los cursos de entrenamiento, además del uso de su residencia para el hospedaje, tanto de los entrenadores, como de los participantes en los cursos.
- VIII. Ejecutar las instalaciones de acceso a Internet de los periodistas, desde sus casas, en la cantidad prevista.

## 8.- Plan de trabajo:

<b>1.- Adiestrar a los profesionales involucrados directamente con los objetivos de este proyecto</b>	<b>febrero 2003 / febrero 2004</b>
1.1 Entrenar a periodistas y analistas en las técnicas de redacción – edición de publicaciones digitales, en el uso de las NTIC, para lograr un procesamiento y tratamiento más eficaz de las fuentes de información disponibles en Internet, así como en el análisis de contenido y evaluación de sitios web.	febrero 2003 / julio 2003
1.2 Adiestrar a diseñadores y webmasters de los medios en la confección y promoción de páginas web.	septiembre 2003 / diciembre 2003
1.3 Entrenar al Grupo de Desarrollo Tecnológico del CIP en administración y mantenimiento de redes informáticas, particularmente en tecnologías CISCO, Microsoft y Red Hat Linux (UNIX).	febrero 2003 / agosto 2003
1.4 Adquisición y puesta a punto del servidor que brindará el servicio de hosting a los medios comunitarios	febrero 2003 / agosto 2003
1.5 Adquisición de las estaciones de trabajo	febrero 2003 – abril 2003

\* El cumplimiento de las fechas de ejecución estarán en dependencia de la entrega del financiamiento y la adquisición del equipamiento necesario.

## 9.- Marco Institucional:

Este proyecto será ejecutado por el Centro de Información para la Prensa de la Unión de Periodistas de Cuba, cuyo status es de ONG. Contando además con la estrecha colaboración de todos los medios de prensa escrita comunitarios del país, del Instituto Internacional de Periodismo que pertenece también a la UPEC. Participan además otras entidades como INFOCOM, proveedor de acceso a Internet de ETECSA (Empresa de Telecomunicaciones de Cuba).

La participación específica de cada una de las organizaciones antes mencionadas será la siguiente:

- El CIP será el ejecutor principal del proyecto y por ende su coordinador general.
- La UPEC en lo fundamental se ocupará de los tramites de visado, viaje, etc de los profesores que sean contratados para impartir los cursos en Cuba y al mismo tiempo de los 2 especialistas del Departamento de Desarrollo Tecnológico del CIP que deberán viajar al extranjero para recibir los cursos de certificación. Se ocupará además de la coordinación con cada medio comunitario para el traslado del personal desde cada provincia hacia la Ciudad de La Habana con vistas a participar en los entrenamientos.
- La dirección de cada medio comunitario debe garantizar la participación de los profesionales que ellos mismos seleccionen en cada uno de los cursos de entrenamiento programados.
- Se utilizarán las instalaciones y medios técnicos necesarios del Instituto Internacional de Periodismo José Martí, para impartir los cursos y también se utilizarán las capacidades de que dispone en su residencia para hospedar, tanto a los profesores, como a los participantes de los cursos de entrenamiento.

- Infocom colaborará con el CIP en la ampliación del ancho de banda de los canales de comunicación dedicados del CIP, para lograr un acceso rápido y eficiente a los sitios web de los medios comunitarios que se irán hospedando en el servidor instalado para tales efectos en el CIP.
- Infocom garantizará la conexión a Internet de los periodistas, fundamentalmente en las provincias.
- El CIP pondrá también a disposición del proyecto tanto su infraestructura tecnológica como su personal técnico y del departamento de gestión de información para la evaluación posterior de los medios comunitarios.

#### **10.- Sostenibilidad:**

El Centro de Información para la Prensa de la Unión de Periodistas de Cuba, se fundó en 1987 y en 1992 obtuvo un financiamiento del PIDC de la UNESCO. Desde entonces ha sido el soporte técnico - informativo de los medios de prensa escrita en el país y apoya las estrategias nacionales de los mismos.

Durante estos años, y con el apoyo de las UPEC el CIP se ha ido desarrollando y en la actualidad cuenta con una infraestructura tecnológica y con el personal calificado capaz de continuar con la labor que hasta el momento ha venido desarrollando.

#### **11.- Marco de monitoreo:**

El CIP propone a la UNESCO valore a la Facultad de Comunicación Social de la Universidad de La Habana, como la organización profesional que se encargue de monitorear el progreso del proyecto.

#### **12. – Marco del informe de la agencia beneficiaria:**

- La agencia beneficiaria informará sobre el progreso del proyecto cada cuatro meses.

### **C. Información Adicional**

#### **1.- Apoyo que el país ha recibido previamente del PIDC**

- En 1992 el PIDC de la UNESCO otorgó al CIP un financiamiento, fundamentalmente para la adquisición de tecnología.
- I y II fase del proyecto Creación de la Televisión Serrana.
- Automatización de la Agencia de Información Nacional y sus correspondencias. (1996)
- Creación de una Radio Comunitaria en el poblado Cocodrilo. (1997)
- Fortalecimiento del trabajo de los telecentros provinciales de conjunto con la comunidad local. (1999)

## 2.- Actividades preparatorias realizadas antes de la presentación del proyecto al PIDC.

El CIP acaba de ejecutar una remodelación parcial de la red existente, que fue en un inicio ejecutada por un presupuesto del PIDC asignado en el año 1989, y que conecta los periódicos Juventud Rebelde, Tribuna de La Habana, Trabajadores, Habanero, Granma Internacional y Granma. Esto permite que el centro esté en condiciones de asumir la misión de ser proveedor de Internet para los medios de comunicación con un mínimo de inversión.

## 3.- Contribución prevista de la agencia presentadora durante el período del proyecto.

La dirección del CIP y la Presidencia de la UPEC deberán contribuir en la coordinación y dirección ente todos los factores involucrados en el proyecto, la logística (alojamiento, transportación, alimentación, entre otros), instalaciones, el personal y el soporte técnico – material y las utilidades necesarias además de la transportación local.

## 4.- Contribuciones solicitadas a fuentes distintas del PIDC.

Ninguna

## D. PRESUPUESTO

### 1.- Pormenorización de la contribución del PIDC durante el año en cuestión (en dólares estadounidenses)

#### COMPLETAMIENTO Y MANTENIMIENTO DE LA INFRAESTRUCTURA TECNOLÓGICA

Descripción	Cantidad	Precio	Importe
Estaciones de trabajo	4	\$ 950.00	\$ 3 800.00
Servidores	1	\$ 6 000.00	\$ 6 000.00
ADIESTRAMIENTO			
Matricula y exámenes de curso para especialización en administración de redes de computación	2	\$ 9 000.00	\$ 9 000.00

El costo estimado para matricula y contratación a profesores es de \$ 4 000.00 USD

#### ASEGURAMIENTO

Descripción	Costos
Combustible	\$ 1 000.00
Alojamiento y alimentación	\$ 5 000.00
Arrendamiento de local y demás materiales necesarios	\$ 1 200.00

**Presupuesto estimado total: \$ 30 000.00**



**2.- Desglose de la contribución de la agencia beneficiaria (en dólares estadounidenses).**

2.1 La contribución del CIP con el apoyo de la Unión de Periodistas de Cuba es la siguiente:

- a) Remodelación del local donde se encuentran los servidores, rack de comunicaciones y canales dedicados del CIP.
- b) Reinstalación del cableado, tanto de datos como de energía y obtención de la certificación de calidad del nodo principal de la red, por una empresa nacional especializada (PCMAX).
- c) Adquisición y montaje de tres servidores Acer Altos 600, Dual Pentium.
- d) Adquisición y montaje de catorce modems tipo rack, para acceso remoto a la red.
- e) Adquisición y montaje de un respaldo eléctrico Matrix – UPS de 5Kv de potencia.
- f) Adquisición y montaje de un router Zyxel Prestige 153X para enlazar a la Agencia de Información Nacional (AIN) con el CIP:
- g) Adquisición de una impresora HP LaserJet 1200
- h) Adquisición de dos estaciones de trabajo para tareas de administración de la red.
- i) Remodelación y mantenimiento de la consola de aire acondicionado del local de la red.

**Cantidad estimada: \$ 33,400.00 USD**

2.2 La agencia beneficiaria hará un informe cada cuatro meses sobre el desarrollo del proyecto, y el costo estimado para esto es de: \$ 1000,00 USD

**Cantidad total estimada: \$ 35,000.00 USD**