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Educational, Scientific and  
Cultural Organization

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FOR THE DEVELOPMENT OF COMMUNICATION

**IMPLEMENTATION REPORTS ON  
PROJECTS APPROVED AND FINANCED  
IN 2008 - 2010**

**PART II: ASIA AND THE PACIFIC  
LATIN AMERICA AND THE CARIBBEAN**

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# PROJECT IMPLEMENTED BY THE ALMATY CLUSTER OFFICE

## REGIONAL PROJECT

**AIBD: DESIGN, DEVELOP AND DELIVER EFFECTIVE COMPETENCY DEVELOPMENT PROGRAMMES FOR MEDIA PRACTITIONERS IN CENTRAL ASIA**  
**BUDGET CODE: 354RAS 5072**  
**US\$ 29 100**

### **TYPE OF PROJECT:**

The project provides direct training for 12 professionals in radio, television and print who are responsible for training in their organizations, and university teachers offering senior-level courses to prepare students to enter the media industries. All have professional media and training/teaching experience. Secondary beneficiaries will be media trainers and university teachers who will take the courses developed and made available on the UNESCO Open Distance Learning Platform, and adapt them for use in their own organizations and universities. The Central Asian participants will be able to apply modern teaching and learning techniques in design, development and delivering effective training programmes, in their organizations or universities.

### **IMPLEMENTATION:**

AIBD organized a five-day workshop 12-18 February 2008 in Almaty (KIMEP University) to develop a course on a specific topic or skill in journalism or media for twelve teachers (5 from journalism and media faculties of higher learning institutions / 6 from media organizations and trainers working for television and radio and 1 from community radio) from Kazakhstan, Kyrgyzstan, Tajikistan, Uzbekistan and one representative from Afghanistan.

### **RESULTS:**

The twelve (12) participants is able design and develop curricula for training courses in media organizations and senior-level university courses in radio, television or print media. These courses include learning/training objectives, topics, presentations, assignments, exercises and evaluation techniques to measure knowledge and/or skills gain.

The courses made freely available through UNESCO's Almaty website for use and adaptation by other media trainers and university teachers in the Central Asian Republics.

### **CONCLUSION**

The project is operationally completed.

# PROJECT IMPLEMENTED BY THE ALMATY CLUSTER OFFICE

## REGIONAL PROJECT

**CARNET: TRAINING IN CENTRAL ASIA IN REPORTING ENVIRONMENTAL NEWS ON-LINE**  
**BUDGET CODE: 354RAS 5074**  
**US\$ 25 850**

### **TYPE OF PROJECT**

This project aims to help implement the Aarhus Convention on “Access to Information, Public Participation in Decision-making and Access to Justice in Environmental Matters” and the MDG 7 “Ensuring environmental sustainability”, by increasing critical, well-researched, as well as well analyzed and documented news and reporting on internet; it will raise the awareness of environmental democracy in the Central Asian countries.

### **IMPLEMENTATION**

The aim of this project is to (i) develop training materials on the “Basics of environmental web-journalism” including the creation of a web-resource, (ii) train national trainers in environmental reporting with focus on Kazakhstan, Kyrgyzstan and Tajikistan, who will then (iii) conduct three national training courses for web-journalists in the listed countries. In planning the content of the training, CARNet will use existing resource materials including those produced by the Asia-Pacific Institute for Broadcasting Development (AIBD), CARNet and UNESCO.

### **RESULTS**

The subregional training of trainers workshop took place in Bishkek, Kyrgyzstan, on 21-25 November 2008. Fifteen participants (9 women and 6 men) from five Central Asian countries participated in the five-day event, including Uzbekistan and Turkmenistan whose participation was supported from other funding sources. The participants acquired skills necessary to practice environmental journalism on the web. The training gained visibility when the members of the Commission on Sustainable Development for Central Asia (ICSD) noted that the organization of such events will enhance the implementation of the Aarhus Convention, increase public awareness, and improve the quality and timeliness of reporting on environmental issues. The activity resulted from a Decision signed by five Ministers of Environment of Kazakhstan, Kyrgyzstan, Uzbekistan, Turkmenistan and Tajikistan supporting the idea of ToT in education for sustainable development within the framework of UNESCO activities.

Three national workshops took place in Almaty (Kazakhstan, 24-26 March 2009), Dushanbe (Tajikistan, 27-29 March 2009) and Bishkek (Kyrgyzstan, 9-11 April 2009). During the trainings forty three journalists were trained (18 women and 25 men). The training benefited from the UNESCO Almaty Office translation into Russian of the UNESCO Manual on “Media as partners in education for sustainable development”. Web training modules developed [www.econewstraining.net](http://www.econewstraining.net) and hard copy (with CD attached) of module published.

### **CONCLUSION**

The project is operationally completed.

# PROJECT IMPLEMENTED BY THE ALMATY CLUSTER OFFICE

## REGIONAL PROJECT

**REGIONAL: STRENGTHENING INFORMATION SECURITY SKILLS AMONG  
CENTRALASIAN JOURNALISTS  
BUDGET CODE: 354 RAS 5081  
US\$ 36 000**

### TYPE OF PROJECT

This project implemented by Kyrgyz NGO Civil Initiative on Internet Policy Public Foundation (CIIP) contributes to improved access to information and freedom of expression in Central Asia by building media workers' capacity to use technologies and enabling them to better protect in the practice of journalism.

### IMPLEMENTATION

The aim of this project is to enhance the skills and knowledge of 25 male and 25 female radio, TV, print and online journalists (Kazakhstan: 20; Kyrgyzstan: 20; and Tajikistan: 10) from national, oblast, rayon level media outlets, who are willing to contribute to improved access to and freedom of information in Central Asia and therefore to be better protected in practicing journalism,

### RESULTS

The training workshop took place in Bishkek, Kyrgyzstan: 6-8 July 2009 (Kazakh training); 15-17 July 2009 (Kazakh training); 5-7th October 2009 (Kyrgyz local training)  
18-20th November 2009 (Kyrgyz oblast training); 23-26 November 2009 (Tajik training)

Fifty participants (27 women and 23 men) 9 web journalists; 20 print; 3 radio; 8 TV; 10 media centers from three Central Asian countries participated in the five tree-day events. The participants acquired information security policy and technology skills necessary to practice journalism. The handouts in Russian language developed for further application in community media.

The CIIP from January to May 2010: mentoring 50 Central Asian journalists in ICT use, information policy advocacy; regularly produce new tech tips; instead of updating web site of the PF CIIP <https://sec.internetpolicy.kg> which serves as a "one-stop shopping" source of technology use advice for Central Asian journalists and mass media organizations, we have started to provide direct support and follow up for the participant through Skype, because there is already exist a second version of a box and in order not to duplicate an already existing materials.

During the period of project implementation it became vivid that in it not safe and efficient to provide technical and legal support to the participants through the mailing list, as it was planned before. Instead of that trainers use Skype and provide necessary materials specifically developed for each request through Skype.

### CONCLUSION

The project is operationally completed.

# PROJECT IMPLEMENTED BY THE ALMATY CLUSTER OFFICE

## REGIONAL PROJECT

**REGIONAL: AIBD: MEDIA & GOOD GOVERNANCE IN CENTRAL ASIA**  
**BUDGET CODE: 354 RAS 5091**  
**US\$ 27 500**

### **TYPE OF PROJECT**

This project will be implemented by the Asia-Pacific Institute for Broadcasting Development (AIBD). The project contributes to freedom of information and public participation for good governance using, where applicable, reporting on "access to information" for the public as the theme promoted in four Central Asian countries via research based TV journalism.

### **IMPLEMENTATION**

The aim of the project is better understanding of the roles media in promoting freedom of information on the path to good governance among 50 media professionals (12 Kazakhstan, 13 Kyrgyzstan, 13 Tajikistan and 12 Uzbekistan) developed and their skills on topic finding, story developing, scripting etc through practical production training improved.

AIBD will be organizing two five-day workshops in Almaty for TV journalists from Kazakhstan, Tajikistan and Kyrgyzstan another one in Tashkent for Uzbekistan, in October 2011.

### **RESULTS:**

Results will be reported after the workshop, the preparations of which are well under way.

# PROJECT IMPLEMENTED BY THE ALMATY CLUSTER OFFICE

## NATIONAL PROJECT

### **KYRGYZSTAN: RADIOMOST: BUILDING COMMUNITY RADIO CAPACITY IN KYRGYZSTAN**

**BUDGET CODE: 354 KYZ 5071**

**US\$ 24 530**

#### **TYPE OF PROJECT:**

This project aims to help upgrade 'Radiomost' community radio/CMC members' skills in facilitating informed discussion on the community's development concerns; expressions of artistic talent; and non-formal education and information that improves the quality of people's lives, builds the capacity of Radiomost managers and reporters to maintain the social and financial sustainability of the community radio/ CMC and innovate the station's programme production. The project included the production of docu-drama that will pay particular attention to women's information needs.

#### **IMPLEMENTATION:**

The project consists of three parts : (i) enhancement training on community radio management, and its social, financial and technical sustainability; (ii) a study-visit to South Asia to learn from the experiences of the community radios in the region; (iii) and training in the production of a docu-drama on women's information needs.

At the end of the project, two key members of Radiomost have enhanced their insight about the scope and potential of community radio/ CMC on such issues as community participation, financial and social sustainability, educational, cultural and development-related programming. Ten volunteer members of Radiomost have been briefed about the findings of the study-visit and the findings will have been appropriately integrated to the Radiomost practice. Ten volunteer reporters have been trained in docu-soap and other innovative programme types, with special emphasis on gender awareness in all reporting. Three monthly hours of docu-drama episodes, and other programmes, will have been produced and aired. The innovative management and programming processes have been duly documented for future purposes.; and the Radiomost basic documents (community participation, ethics, financial administration, etc. have been reviewed, critiqued and updated against the experiences of the first year of operation).

#### **RESULTS:**

Number of Community Radio employees trained; 75 newsgathering tours in villages and Talas province. 37 of the "Kok-Asman" docu-drama scenarios developed, program produced and aired; the second edition of basic community radio documents discussed and developed; the book *Radiomost 100,5 FM Pioneer of Community Radio in Kyrgyzstan* is published, ISBN 978-9967-25-696-5

#### **CONCLUSION**

The project is completed. The project evaluation report submitted.

# PROJECT IMPLEMENTED BY THE ALMATY CLUSTER OFFICE

## NATIONAL PROJECT

**KAZAKHSTAN: AIBD: CAPACITY BUILDING OF TV NEWS REPORTERS FOR ENVIRONMENTAL SUSTAINABILITY IN KAZAKHSTAN**  
**BUDGET CODE: 354KZH 5081**  
**US\$ 19 000**

### **TYPE OF PROJECT**

The project provided direct training for twelve news reporters in television organizations in Kazakhstan to acquire knowledge and skills in investigative reporting to disseminate accurate and unbiased information on environmental sustainability. Trainees will be able to use these techniques to highlight the benefits of sustainable development. The aim of the project is to encourage media to engage in public participation and to debate improvements that can lead to sustainable development, as it related to every citizen's life situation.

### **IMPLEMENTATION**

AIBD organized a five-day in-country production workshop on Capacity Building of TV News Reporters for Environmental Sustainability was held from 17 to 23 November 2010 at Kazakhstan Institute of Management, Economics and Strategic Research (KIMEP) in Almaty. A local environmental non-governmental organization Central Asia Regional Environmental Centre (CAREC) partnered AIBD.

A course on a specific topic or skill in journalism based on the UNESCO training manual "Media as partners in education for sustainable development: a training and resource kit", aimed at upgrading their knowledge and skills in order to help them understand and impart knowledge that is essential for the survival, growth, protection and development of Planet Earth.

Through the one-week training workshop participants discussed and debated issues such as extreme temperatures, carbon emissions, decreasing snow with retreating glaciers, changing rainfall patterns, and decreasing fauna and flora in Kazakhstan and examined how the media could play a role in providing access to accurate and balanced information on environmental sustainability.

### **RESULTS**

9 people trained (five men and four women) included journalists working in Kazakh-language media, three university journalism teachers.

3 educational programs are filmed: melting of glaciers; land degradation; biodiversity.  
1 DVD produced.

### **CONCLUSION**

The project is operationally completed.

# PROJECT IMPLEMENTED BY THE ALMATY CLUSTER OFFICE

## NATIONAL PROJECT

**KAZAKHSTAN: BASIC SKILLS TRAINING IN NEWS-GATHERING, REPORTING AND WRITING FOR REGIONAL JOURNALISTS IN KAZAKHSTAN**  
**BUDGET CODE: 354 KZH 5091**  
**US\$ 30 000**

### **TYPE OF PROJECT**

This project implemented by Kazakhstan Newspaper Publishers Association (KNPA). The purpose of the project is to improve skills in News-gathering, sourcing, fact-checking and reporting by regional journalists through the customization of two foundation courses in the *UNESCO Model Curricula for Journalism Education*—Logic, Evidence and Research and Tier 1 Reporting and Writing (basic news and feature stories). It has been designed within the framework of UNESCO Media Development Indicators, Category 4—professional capacity building and supporting institutions that underpin freedom of expression, pluralism and diversity. More specifically, it addresses MDI: 4.1;4.3;4.4;4.5.

### **IMPLEMENTATION**

Twenty-eight regional journalists and journalism teachers acquired the skills and knowledge to design and deliver courses in News-gathering, reporting and writing and adapting two foundation courses in *UNESCO's Model Curricula for Journalism Education*.

KNPA organized two five-day workshops (12 participants in each) in Astana (for participants from north and east Kazakhstan) and Almaty (south and west Kazakhstan)

### **RESULTS:**

28 participants of both workshops were trained: 5 of them, or 18%, were male, and 23 participants, or 82%, were female. As for the occupation, 11 participants were university teachers of journalism from regional universities in Kazakhstan, 12 participants were working media professionals, 4 participants work as editors and at the same time teach journalism at local universities, and 1 participant is a journalist and media trainer. Participants of the workshops represented the following cities in Kazakhstan: Taraz (2 persons), Kyzylorda (2 persons), Shymkent (2 persons), Aktobe (2 persons), Semipalatinsk (2 persons), Pavlodar (2 persons), Ust-Kamenogorsk (2 persons), Karaganda (2 persons), Kostanay (2 persons), Astana (2 persons), Lisakovsk (1 person), Ekibastuz (1 person), Turkestan (1 person), Almaty (5 persons). A team adapted the courses to regional needs by developing presentations, case studies, practical individual and group assignments, and assessments. 10 teams co-teach the courses, with specific classes and practical experiences taught at the university and the media organization. 10 participants shared best practices, discussed challenges and formulated plans for future course offerings and development.

### **CONCLUSION**

The project is operationally completed.



# PROJECT IMPLEMENTED BY THE ALMATY CLUSTER OFFICE

## NATIONAL PROJECT

**TAJIKISTAN: STRENGTHENING PROFESSIONAL KNOWLEDGE AND SKILLS OF YOUNG JOURNALISTS**  
**BUDGET CODE: 354TAD 5081**  
**US\$ 25 000**

### **TYPE OF PROJECT**

This project aims to contribute to the development of independent and pluralist mass media in Tajikistan by enhancing professional knowledge and strengthening practical skills among 120 young TV, radio and print journalists, notably in accurate and balanced reporting of development issues. Training is organized by the Independent School of Journalism “Tajikistan – 21st Century”.

### **IMPLEMENTATION**

Its first stage started 1 June 2009 and delivered throughout the summer period. 60 young journalists, aged 18-30, have been selected on competitive basis to participate in the training.

The second stage of the training on practical journalism takes place in 1 December 2009 and also involved 60 students.

The courses are held twice a week, in Tajik and Russian languages, and focused on topics such as: international professional and ethical standards, analytical reporting in the media, economic journalism, etc. Special attention is given to practical skills in reporting and analysis.

After the training, the participants are able to cover political, social and economic issues accurately and in a balanced manner, based on a thorough research. Materials (more than 400 items) prepared by the students is published in various Tajik media; an internship for the graduates is organized in TV and radio stations and in newspapers. On completion of the training, the students received certificates and recommended to press and electronic media for the job.

### **RESULTS**

120 young TV, radio and print journalists trained on practical reporting skills;

Training modules and teaching programs developed;

400 media items produced by the students, during the training period, published in the print and broadcast media and on ISJ web;

The students are carrying out internships at TV and radio stations, and in print outlets;

The Journalist Resource Center acquires special literature for the target group;

Formal agreements between ISJ and media outlets (Media-Group Asia-Plus, Tajik Journalists’ Union, faculties of journalism at Tajik universities and the Dushanbe TV station “Simoi Mustaqili Tojikiston”) provides basis for employment in the media for more than 50 percent of the graduates; U.S. Embassy Democracy Commission Small Grants Program provides financial assistance to this project.

The project activities are ongoing.

NATIONAL PROJECT

**TAJIKISTAN: IMPROVING REPORTING ON CLIMATE CHANGE,  
ENVIRONMENTAL ISSUES AND BIODIVERSITY BY MEDIA IN TAJIKISTAN  
BUDGET CODE: 354TAJ5091  
US\$ 14 800**

**TYPE OF PROJECT**

This project aimed to address the lack of in-depth reporting on climate change issues in the media of Tajikistan with a five-day workshop where journalists will gain detailed knowledge of key issues, learn to analyze environmental data and reports, and produce in-depth stories that explain the human impacts of global climate change and local environmental problems. Training is organized by the Independent School of Journalism “Tajikistan – 21st Century”

**IMPLEMENTATION**

The workshop was held 21-25 September 2010 in Dushanbe, Tajikistan. The goals of the workshop were to “encourage media to engage in public participation and to debate improvements that can lead to sustainable development” (Russian edition of the *Media as partners in education for sustainable development*, UNESCO, 2008).

The workshop was conducted by the Independent School of Journalism “Tajikistan – 21st Century” under financing of the UNESCO’s International Programme for the Development on Communication (IPDC). Technical support for this training was provided by the Committee on Protection of Environment under the Government of the Republic of Tajikistan Media Group “Asia-Plus”, and the Tajik Branch of the Central Asian Regional Environmental Center (CAREC).

Print, radio, TV and online journalists improved the ability to conduct research and analysis and present balanced and contextualized coverage of environmental issues and their human impacts. Participants visited two sites around Dushanbe city to assess areas with evident consequences of climate changes and human caused impact on environment. They interviewed representatives of local authorities, experts and local population.

**RESULTS**

18 journalists from Tajik and Russian mass media trained: 7 from Dushanbe, 2 from Kurgon-Tepa, 2 from Kulob, 2 from Khujand cities, and one from each of the following cities: Isfara, Penjikent, Khorog, Tursunzade, as well as one participant from Tavildara District of Rasht Zone. Gender balance was taken into account in the selection process: 9 women and 9 men. Journalists represented: newspapers (5), radio (5), television (5), information agencies and online media (3).

2 video reports in Tajik and Russian languages, 3 audio reports in Tajik and Russian languages, 1 multimedia report in Tajik, as well as 8 printed and online materials in Tajik and Russian languages produced during the training.

**CONCLUSION**

The project is operationally completed.

# PROJECT IMPLEMENTED BY THE TASHKENT OFFICE WITH SUPERVISION OF ALMATY CLUSTER OFFICE

## NATIONAL PROJECT

**Uzbekistan: Development of professional potential of young journalists on the subject of "Global climate changes: coverage in media**  
**BUDGET CODE: 354UZB5091**  
**US\$ 16 500**

### **TYPE OF PROJECT**

This project aimed to address the lack of media coverage on issues of global climate change and environmental safety in Uzbekistan. The training programme supported national media trainers, journalism students and young journalists who need specialization on environmental reporting and contribute to sustainable development at the national level. The trainings were organized by the International In-Service Training Centre for Journalists (IISTC).

### **IMPLEMENTATION**

A total of five trainings were organized by IISTC from July to December 2010. Two training of trainer seminars were organized in July-August 2010 for 10 selected journalism teachers and IISTC trainers. In addition, three trainings and internships within media outlets were carried out: July 2010 training for Uzbek and Russian languages print journalism students; and two trainings “Global climate change and its impact on people's lives: in the mirror of the media” in November 2010 for radio journalists and in December 2010 for TV journalists and students;

### **RESULTS:**

- 10 selected journalism teachers and IISTC trainers passed methodology training.
- 58 young print journalism students in Uzbek and Russian languages trained on Climate change issues. 10 newspapers and magazines provided support for skills practicing, as well as 10 print items published on renewable energy, global aspects of climate change; analytical environmental reporting; greenhouse effect on ;
- 45 radio journalists trained; 5 of radio educational items produced;
- 32 TV journalists trained; 10 multimedia educational items produced;
- cooperation established with the EcoForum of Uzbekistan;
- report regarding the training in Russian is received.

### **CONCLUSION**

The project is operationally completed.

# PROJECT IMPLEMENTED BY THE APIA CLUSTER OFFICE

## REGIONAL PROJECT

**STRENGTHENING AWARENESS AND MONITORING OF PRESS FREEDOM  
IN THE PACIFIC**  
**PROJECT CODE: 354 RAS 5085**  
**US\$35 000**

### TYPE OF PROJECT

Project XIX for Pacific Media Practitioners was a back to back duo of activities combining a seminar and workshop for up to 15 Pacific media practitioners from mainstream broadcast and print organizations. The project focused on building greater knowledge of Article 19 amongst Pacific media practitioners with a view to invigorating respect and efforts to protect basic human rights particularly freedom of information and expression across the Pacific.

### IMPLEMENTATION

The implementation of this project focused on the following activities:

- a. 'Building courage under fire': A 5-day training workshop for 15 regional Pacific media practitioners on 'Planning and strategic thinking for upholding media freedom under threatening circumstances and spreading the word via media freedom advocacy and campaigns' to be held in Suva, Fiji, at the RMC media training centre in Nabua in April 2009.
- b. Visioning Article XIX in the Pacific: A 2-day seminar for 15 regional Pacific media practitioners on enhancing ownership and awareness of freedom of expression, freedom of the media and freedom of information in the region. This visioning activity was designed to follow-on from the 5-day training and sought to develop a framework and implementation strategy for creating a Pacific network to protect human rights.

### RESULTS

Increased censorship and bans in Fiji forced the workshop to be relocated at fairly short notice to Apia, Samoa where it was organized at the UNESCO Apia Office Conference Room from 5 - 8 May, 2009. The increase in cost resulting from the change of venue made it necessary to reduce the previously 7-day long programme into a 4-day event.

Concerns over the situation in Fiji lead to increased interest in the activity which attracted a total of 29 participants including observers from the United States of America, Australia and New Zealand. In addition, 7 Pacific countries were represented including 4 delegates from Fiji.

The event served to provide a rallying point for media practitioners concerned about media freedom and has served to catalyze a number of activities which have extended beyond the scope of the initial project. The workshop and visioning seminar coupled with the interaction with organizations from outside the region created opportunities for ongoing sharing of expertise and resources. It also lead to greater recognition of the Pacific Freedom Forum (PFF) as a network of Pacific media and civil society groups working in the area of freedom of expression and information. PFF through its website <http://www.pacificfreedomforum.org/>, mailing list and more recently its NIUSPacificBEAT media newsletter continues to provide regular updates on media freedom issues. PFF also provides a platform for collaboration with groups and networks such as the International Federation of Journalists (IFJ) and IFEX.

## **CONCLUSION**

The project is completed, has achieved its primary objectives and has also served to catalyze other national and regional initiatives that contribute to its longer term developmental goal of strengthening good governance and Pacific democracies.

# PROJECT IMPLEMENTED BY THE APIA CLUSTER OFFICE

## REGIONAL PROJECT

**MONITORING AND DEFENDING MEDIA RIGHTS IN THE PACIFIC**  
**PROJECT CODE: 354 RAS 5092**  
**US\$33 000**

### **TYPE OF PROJECT**

Monitoring and Defending Media Rights in the Pacific, is a 1-year project implemented by the International Federation of Journalists (IFJ) Asia-Pacific. The project will implement a Media Rights Monitoring and Reporting program for at least 10 media professionals from Pacific Island states and seeks to:

- i. Build the capacity of media personnel to develop and rollout strategic advocacy responses to media-rights violations in their countries and region;
- ii. Enhance regional solidarity by strengthening Pacific press freedom networks;
- iii. Systematically monitor, document and publicize media rights violations enabling journalists and civil society across the Pacific to challenge impunity and restrictions on media freedom.

### **IMPLEMENTATION**

The project will focus on:

- The development of a training module and resources for monitoring and reporting on media rights violations in the Pacific. This material will also include a Trainer the Trainer module;
- Organizing a 3-day media rights monitoring workshop, for up to 10 media workers from across the region, using the training module and resources developed;
- Supporting the organization of at least a further 6 national 1-day workshop in 6 countries. These workshops will seek to attract around 20 journalists and will be facilitated by national participants at the initial 3-day media rights monitoring and Trainer the Trainer workshop.

### **RESULTS**

A three-day Train the Trainer (TTT) in Media Rights Monitoring and Reporting was held in Apia, Samoa, (Polynesia) from 27-29 October, 2011. 17 journalists representing the countries of Cook Islands, Fiji, Niue, Samoa, Solomon Islands, Tonga and Tuvalu were competitively selected following a call for expressions of interests. In line with the quest for gender parity, 9 female participants were selected.

The TTT workshop was followed by a one-day roundtable meeting of journalists, academics, students and civil society actors. This further developed discussions regarding the status of press freedom in the Pacific region, ethics, editorial independence and editorial responsibility and strengthening Pacific media associations. A desk-study of Pacific media press violations over the past 5 years was developed within this project and shared with participants. It was agreed to refine this work and produce an inaugural report on Press Freedom in the Pacific to be released in June 2011. Strategies to support journalists in Fiji who are operating under restrictive conditions were also identified.

The IFJ project has issued a number of media statements on media rights violations in the Pacific. These have been publicized through international and regional press freedom groups including the International Freedom of Expression eXchange (IFEX), Pacific Media Watch and Pacific Scoop. A Pacific focus page has been developed on the IFJ Asia-Pacific webpage at <http://asiapacific.ifj.org/en> to raise visibility. As

the project also serves to build capacity in order to strengthen Pacific press freedom networks, the project has also seen the level of media statements coming from project associate the Pacific Freedom Forum (PFF) increase. PFF statements can be viewed on the PFF website at <http://www.pacificfreedomforum.org/>.

## **CONCLUSION**

The project is moving ahead well in meeting its objectives and is also benefitting from financial support provided through the European Union. Subsequent events will be staged in Melanesia and potentially in Micronesia to support greater inclusion and networking amongst the Pacific sub-regions. National 1-day training workshops will be conducted by participants of the workshop in the first quarter of 2011.

# PROJECT IMPLEMENTED BY THE APIA CLUSTER OFFICE

## NATIONAL PROJECT

**MICRONESIA: CAPACITY-BUILDING AND HUMAN RESOURCE DEVELOPMENT IN A RESOURCE-LIMITED ISLAND NATION**  
**BUDGET CODE: 354 MIC 5071**  
**US\$ 18 500**

### **TYPE OF PROJECT**

The goal of this project was to provide intensive capacity development to all staff at Yap State Radio as well as purchase modern equipment and receive training for maintenance and extended use. The project was driven by a newly elected Governor and Cabinet committed to higher ideals of transparency and ethics. The management of Yap State Radio hoped that the training and equipment upgrade would improve their ability to deliver quality programmes to inform and educate listening citizens.

### **IMPLEMENTATION**

As Yap State is very remote it was very time-consuming (May – September 2008) to search for training organizations and to recruit a trainer (willing to train in Yap).

Training was split into specialist TV and Radio components with 2 expert trainers recruited. All reporters and management staff were required to attend both sets of training which were held consecutively from October to November 2008).

Quotes for equipment were sought from Australia, English-speaking Philippines, and mainland USA adding complexity to best vendor/equipment/costs selection. The cost of air-freight to Yap is prohibitive and sea-freight is infrequent and also time-consuming.

### **RESULTS**

Almost all staff including the Division Chief, 6 Unit Managers in News, Television, Technical, Radio, Programming and Public Information and the 10 Youth Interns have been extensively trained in TV and Radio programme production.

A large set of equipment including camcorder, microphones, headphones, amplifiers, audio mixer, speakers, Mac book Pro laptop, Cable Tester, and audio recorders has been ordered. All staff were provided training in best-use and maintenance.

The Director of the Bureau responsible for Yap Radio has reported an increase in both the quality and quantity of radio and TV programming evidenced by caller feedback and participation and small increases in advertising despite the financial recession.

### **CONCLUSION**

The project was completed in March 2009 with the delivery, installation, testing and training, and official commissioning.



# PROJECT IMPLEMENTED BY THE APIA CLUSTER OFFICE

## NATIONAL PROJECT

**NAURU**  
**CAPACITY DEVELOPMENT FOR NAURU MEDIA BUREAU**  
**BUDGET CODE: 354 NAU 5071**  
**US\$22 000**

### **TYPE OF PROJECT**

This Project was initiated after an official visit to Nauru by the UNESCO Director General, Mr. Koïchiro Matsuura, in early 2008. The Nauru National Commission for UNESCO submitted an official request for assistance for the Nauru Media Bureau (NMB). The Bureau had suffered considerably with the departure of highly skilled and experienced media and engineering staff and was operating on extremely old equipment that was only able to relay radio and TV content from Australia with zero local programming.

The IPDC project proposal developed sought to assist the incoming Bureau Director to develop a Strategic Plan, to provide capacity building to the journalists and production staff on news gathering, editing, and production, and to purchase new equipment with accompanying training on maintenance/support (as Nauru is an extremely isolated Pacific Island Country).

### **IMPLEMENTATION**

The first tranche of funding for the IPDC grant was received in late September 2009. This enabled the purchase of the studio lights, lapel microphones and editing. Late and incomplete submission of contract deliverables made it impossible to release subsequent tranches of funds which in turn lead to project delays which were finally resolved through amendments to the workplan and project contract. The release of these funds allowed the project to resume, facilitated the acquisition of the remaining equipment, enlistment of a technical consultant to oversee installation, as well as training of staff in production, equipment use and maintenance.

### **RESULTS**

This project has enabled the Nauru Media Bureau to obtain improved equipment, facilities and better trained staff. Staff now has the skills and confidence to produce quality programs, better care for equipment and implement preventive as well as first line maintenance response. These improvements have lead to improved local news coverage, and a greater variety of quality, locally produced television content for the Nauruan people.

### **CONCLUSION**

The project was completed in February 2011. Despite a number of delays the project has achieved its objectives. However, given the realities of a limited viewership, limited financial resources, the remoteness of Nauru and related factors, additional ongoing support will be required to maintain and expand on the achievements realized through the IPDC grant. A second-stage of funding that will be delivered through UNESCO has been now approved to support the production of locally produced television and radio content at the Nauru Media Bureau.

# PROJECT IMPLEMENTED BY THE APIA CLUSTER OFFICE

## NATIONAL PROJECT

**PALAU EMPOWERING LOCAL VOICES**  
**BUDGET CODE: 354 PAU 5071**  
**US\$20 000**

### **TYPE OF PROJECT**

The AM radio transmitter of the Palau Government Office of Broadcasting Services (OBS) is no longer reliable with frequent expensive breakdowns affecting up to 10,000 listeners in rural areas and outer islands (40% of the total population). The lack of communication infrastructure reduces their access to information about daily issues as well as potentially life-threatening events such as typhoons. The goal of this project is to upgrade the transmitter, provide training to the OBS staff, and to search for compatible AM transmitters/suppliers to serve as the eventual replacement.

### **IMPLEMENTATION**

The project is being implemented very slowly. Following the 2008 Presidential Elections all OBS staff members were re-assigned to other areas of Government. With skeleton staff in 2009, the Apia Office assisted OBS with obtaining quotations for new and 2<sup>nd</sup>-hand AM transmitters including freight, installation and training. These costs were well above the IPDC grant. Quotations were obtained from both equipment manufacturers and vendors as well as from other Pacific Island radio stations which were disposing of equipment. It was very difficult to find available equipment that would comply with Palau's USA-based frequency standards, be compatible with media room equipment, and within the capability of the sole remaining OBS Engineer to maintain or obtain training/support.

The OBS proposed an alternative solution of replacing the radial span of the transmitter to boost signal strength and reach. A newly appointed OBS Management Team presented Workplans and Budgets to the Apia Office in mid 2009 and a contract established to commence work by late 2009. Further staff re-assignments in 2010 lead to further delays and halt to the progress achieved earlier.

With the assistance of the Secretary-General of the UNESCO National Commission for Palau, discussions with OBS on the project revived in late 2010 and are ongoing with the search for counterpart funds and technical options resumed. OBS is preparing a revised work plan and budget.

### **RESULTS**

The technical problems facing the Project has encouraged the Government to focus on the goals and required resources for national radio broadcasting. This has lead to renewed activities to obtain additional funding resources. However, the global economic downturn coupled with the weakening of the United States Dollar has increased the challenge. Nevertheless the government has been able to implement short-term measures to decrease the portions of the population not covered from 40% to 20%.

### **CONCLUSION**

The high staff turn-over and lack of continuity has been a major challenged, nevertheless the project is still regarded as an important one as demonstrated by the ongoing efforts to explore a variety of solutions to the identified problem.

# PROJECT IMPLEMENTED BY THE APIA CLUSTER OFFICE

## NATIONAL PROJECT

**PALAU  
CAPACITY BUILDING IN COMMUNITY TELEVISION TO ENHANCE  
FREEDOM OF EXPRESSION IN THE REPUBLIC OF PALAU THROUGH BI-  
WEEKLY TELEVISION NEWS PROGRAM  
BUDGET CODE: 354 PAU 5081  
US \$33 000**

### **TYPE OF PROJECT**

Within the framework of this project the IPDC provided US\$33,000 to support the purchase of television studio equipment, field (ENG) equipment, computer archiving and support equipment and training for local television news reporting and broadcasting. By creating bi-weekly news broadcasts – no such service previously existed – and training young Palauans as news journalists the project sought to encourage freedom of expression in Palau.

### **IMPLEMENTATION**

The project was initially delayed as a result of political interference by a prominent government official who sought to restrict OTV's efforts to disseminate information to the public. The official was ultimately restrained by a court order. Thereafter, the project moved forward with success beyond expectation and managed to complete its activities on schedule. All equipment has been purchased and installed, training conducted and regular news production continues.

### **RESULTS**

The twice weekly news broadcast and open forum talk show launched as a result of the IPDC grant have quickly become an integral source of information in Palau. While traditional rating services are not available in Palau, surveys by OTV show nearly total saturation among the target audience, Palauans (survey's also indicate 50% of foreign residents are watching OTV's news broadcasts regularly). OTV has been able to provide quality reporting on a range of controversial issues involving corruption, court cases involving government officials, social issues, health and other human-interest stories. OTV has often been the only media available to report on key issues such as a recent Tsunami warning where OTV provided live updates and information until the watch was canceled. They have also gained exclusive access and provided international coverage on the arrival of six Uighur detainees from Guantanamo as well as the visit of a royal party from the United Arab Emirates.

### **CONCLUSION**

This project is completed and has achieved its goals of training staff and providing regular, quality local news content. The stories reported by OTV continue to be picked up by local and regional newspapers and accessed world-wide through OTV's website (oceaniatv.net). The success of this project is catalyzing efforts to develop more local content in other Micronesian countries. Other countries in the Micronesian group have now called on OTV to work with them to assist them in replicating this model and OTV has begun working with potential partners to support these efforts.

# PROJECT IMPLEMENTED BY THE APIA CLUSTER OFFICE

## NATIONAL PROJECT

**PAPUA NEW GUINEA  
BUILDING CAPACITY FOR THE COMMUNICATION ARTS  
DEPARTMENT FOR THE HIGH QUALITY JOURNALISM TRAINING  
BUDGET CODE: 354 PNG 5081  
US\$30 000**

### **TYPE OF PROJECT**

This project seeks to promote the development of free, independent and pluralistic media in Papua New Guinea by enhancing the quality of training, access to and use of modern tools for research and journalistic production by students of journalism at the Divine Word University (DWU) in Madang, Papua New Guinea.

The project includes the establishment of a modern newsroom fitted with 25 computers for students to produce their stories and publications and upgrade the Radio/TV Studio with new technology and specialized modern equipment for students' practical hands-on training. DWU has the necessary technical expertise to install, test, and commission the equipment.

### **IMPLEMENTATION**

In order to achieve its objectives, the project has included establishment of a project management team to supervise planning and construction of the new studio; procurement and commissioning of the ICT equipment for the media studio as well as ongoing reporting and promotional activities.

### **RESULTS**

Preparation of the facility that will house the upgraded newsroom and tv/radio studio is near completion. The ICT equipment for the media studio will be installed on its arrival from Singapore. These activities to upgrade facilities are a morale booster for faculty and students.

By delaying the shipment of the equipment and including it in a containerized shipment with other supplies for DWU this has significantly reduced freight charges. This has offset the declining value of United States dollar and the need to reduce equipment acquisition targets.

Obtaining quotations from overseas equipment suppliers has been difficult and time consuming due to the remote location of DWU as well as the high risks – insecurity, fraud and violent crime - in Papua New Guinea.

### **CONCLUSION**

Despite the various adverse external pressures, significant progress is being made in this project. Through an independent initiative, Divine Word University has been able to acquire additional ICT equipment for its 3<sup>rd</sup> and 4<sup>th</sup> year students. The IPDC project once completed will serve to further alleviate equipment shortages and provide greater opportunities for developing the practical media and information skills that students require.

# PROJECT IMPLEMENTED BY THE APIA CLUSTER OFFICE

## NATIONAL PROJECT

**VANUATU: ESTABLISHMENT OF A COMMUNITY MULTIMEDIA CENTRE IN  
PENAMA PROVINCE  
BUDGET CODE: 354 VAN 5071  
US\$15 000**

### **TYPE OF PROJECT**

The Penama Provincial Council of Vanuatu of 2007 requested UNESCO Apia for assistance with setting up a community radio. An IPDC application was successfully submitted for the 2008 round and extensive consultations have taken place between UNESCO Apia and the Council.

### **IMPLEMENTATION**

The Project has faced severe implementation difficulties. Shortly after the IPDC award in March 2008, the Provincial Council was disbanded by the central Government due to mismanagement. An audit was to be carried out and all projects suspended. The staff who had submitted the IPDC application were terminated and not replaced.

The Audit was completed in late 2008 and UNESCO Apia worked very closely with the 'new' Council members to formulate their new requirements for a community radio. Several previous Workplans were not sufficient as they didn't comply with UNESCO's procurement standards or were not close to the project's original requirements.

UNESCO enlisted the assistance of the AusAid Pacific Media Assistance Scheme in Vanuatu, the Vanuatu Broadcasting & Television Corporation, and the Media Association of Vanuatu to provide assistance to the Penama Council to understand their development and media needs and to formulate a professional Workplan & Budget to implement a CMC.

### **RESULTS**

Despite a significant amount of work to resuscitate the Project including a Mission by the Director of the UNESCO Apia Office in mid 2009, it was impossible to agree on a compliant Work plan and Budget to establish a CMC in the Penama Province. UNESCO Apia recommends that the Project be cancelled.

### **CONCLUSION**

The challenge of the Project was the extreme rural location of the Penama Province making it very difficult for the transfer of resources and field visits from the capital, Port Villa. This has been compounded by the absence of reliable communication as it was only possible to make phone calls or obtain fax and e-mail service when in Port Vila. The key lesson learnt is the need to work directly with community NGOs instead of the provincial Government as well as with the national broadcaster as a direct contributing partner to reduce project risk.

# PROJECT IMPLEMENTED BY THE BANGKOK CLUSTER OFFICE

## REGIONAL PROJECT

### **AMIC: ASIAN CONSULTATIONS ON UNESCO MODEL JOURNALISM CURRICULUM**

**BUDGET CODE: 354 RAS 5073**

**US\$ 25 000**

#### **TYPE OF PROJECT**

The 'Model Curriculum for Journalism Education for Developing Countries and Emerging Democracies' launched by UNESCO in July 2007 is a document designed to raise the level and standards of journalism education in developing countries. Through consultations with academic organisations, journalists, journalist associations and policy makers in the Asian region, this project aims to develop Asia-specific material to support the model curriculum drawn up by UNESCO and wherever appropriate modify it to suite specific local conditions. This project will assist in making journalism education more relevant to local conditions and environments, where the students will be able to relate course contents to realities on the ground in terms of freedom of expression and the role of the media in creating environments conducive to promotion of democratization and good governance. The development objective in this regard is to get student to think about the issues from a more regional/local perspective and not dismiss these ideas as 'Western fads' (when these ideas are presented mainly with Western examples).

The objective of the project is to produce a series of CD-ROMs that will serve as resource material with an Asian focus to deliver curriculum material in tertiary institutions and journalism training programmes.

#### **IMPLEMENTATION**

The report on the ASEAN meeting on journalist education curriculum has been forwarded to UNESCO. The Singapore consultation with experts in the journalistic areas of Reporting and Writing in Arts and Cultures, International and Development, and Science and Health was organized in April 2010. Over the three-day consultation program, separate sessions were dedicated to the discussion of the four modules of the model journalism curriculum chosen for this project,

#### **RESULTS**

Over the three-day consultation program, separate sessions were dedicated to the discussion of the four modules of the model journalism curriculum chosen for this project, namely, Media and Society; Science and Health; and Specialised Journalism. The syllabi of these courses were revised in the light of the need to expand the content to accommodate concerns and debates that are specific to the region.

The project is under way to achieve its objectives and the CD-ROMs will be completed 31 Mach 2011.

**TRAINING OF WOMEN MEDIA TRAINING IN THE MEKONG COUNTRIES**  
**PROJECT NO: 354 RAS 5084**  
**US\$ 33 000**

**TYPE OF PROJECT**

Rapid changes in new technologies continue to transform the media industries but they cannot replace human creativity and competency. Trained Trainers are in dire need. Women trainers in the media are far more less in comparison to their male counterparts in the same profession, due to the fact less opportunities are given to them to acquire specific skills required to enable them to become trainers. Hence this project is aimed for the exclusive participation of potential women media trainers.

The potential women media trainers must acquire knowledge in designing relevant curricula and adopt up to date modes and media for instruction in if they are to function as skilled trainers in a fast-changing media industry. Most of them who wish to become trainers lack professional skills in imparting knowledge and skills to others either on-the-job or formal training. While media organizations are responsible for training staff, training needs and costs will be reduced if they provide training to potential local trainers to become self sufficient in carrying-out their own training. Thus, this project seeks not only to train women media trainers but also enable them to apply the techniques as trained trainers.

**IMPLEMENTATION**

The project is for a ten day face-to face workshop in each of the four Mekong countries Cambodia, Laos, Vietnam and Thailand. The content and the methodology at each venue was planned as a ten day face-to face workshop in each of the four Mekong countries. Structured methodology for adult learning as opposed to the traditional teacher centered approach was demonstrated throughout the training. The desired output of the target group was forty. However, due to the needs expressed by the media organizations concerned the AIBD gave the opportunity for an additional number of eight women media trainers to participate in the training. e.

**RESULTS**

Is highly recommended to have the Training of Trainers pave the way to multiply the women media trainers which then will meet the in-country needs and requirements of the media organisations. This is the committment of the trainede individuals and to uilise them as local trainers by the repspective media organisations.

The concepts learnt during the workshop are required to be practiced as the participants were also told that the real learning comes from doing. Therefore it is important the trainees return to their organisations, the mangements should give them an opportunity to put into practice their learning over and over again so as to realize the benefits of the program to yeild long term benefits in buidling up a compendium of trained women media trainers. The project was finished in February 2011.

# PROJECT IMPLEMENTED BY THE BANGKOK CLUSTER OFFICE

## NATIONAL PROJECT

### **CAMBODIA: IMPROVING REPORTING SKILLS OF REPORTERS IN THE PROVINCES**

**BUDGET CODE: 354CMB5091**

**US\$ 13 200**

#### **TYPE OF PROJECT**

Many Cambodian newspapers and private radio and TV stations depend on support from political parties. Although press freedom is not guaranteed, government has declared support for press freedom, publicly praising the benefits to society of an unfettered media. There are no restrictions on satellite dish ownership and foreign radio broadcasts can be received easily from neighbouring countries. The purpose of the project is to develop the provincial media in the Kingdom of Cambodia. By focusing on the specific skills required of media professionals working at remote areas, this project will ensure that rural Cambodian's journalists will know how to access the suitable media services that provide for their specific needs.

One hundred journalists/young reporters acquire necessary skills with the professional knowledge to enhance media coverage of good governance, social and environmental.

#### **IMPLEMENTATION**

Four training courses have been implemented in four provinces (Kompongcham, Battambang , Siem Reap and Sihanouk Ville). By the end of the training course the participants were able to: Describe the media methodology used and to write articles on media law and ethnics; specify media systems, goals, objectives, and define activities to reach the media standard; define realistic progress indicators, and create a strategy for working in the journalistic field; create detailed activities and implement them; and identify the value base of media (fundamentals).

#### **RESULTS**

In general, the practice was mainly concentrate on searching, collecting and verifying/validating the information which would enhance the journalists' capacity in writing the correct story. There are still limitations, though, in report writing especially about good governance and democracy, but participants have been very committed and fully participated in both the training and the field practices. The participants are noted to have better understanding about searching and enter into discussions with colleagues on related issues before applying opinions into their script writing. It was also noted that the journalists networked with each other either personally or through their activities.

The final report will be forwarded to UNESCO Bangkok the 15 February 2011.



# PROJECT IMPLEMENTED BY THE BANGKOK CLUSTER OFFICE

## NATIONAL PROJECT

**BUILDING INSTITUTIONAL CAPACITY MASS COMMUNICATION  
DEPARTMENT NATIONAL UNIVERSITY OF LAOS  
BUDGET CODE: 354LAO5092  
US\$ 19 800**

### **TYPE OF PROJECT**

Mass media play a crucial role in forming and reflecting public opinion, connecting the world to individuals and reproducing the self-image of society. The media have a strong social and cultural impact upon society. Television, radio and print media have been influential media as they have been largely responsible for structuring people's daily lives and routines. In Lao PDR, mass media has gradually evolved. Recently, more types of media are being used, including newspapers, radio and television. There are both private and government owned media. The freedom of expression is guaranteed by the media law recently endorsed.

In order to produce quality media, quality media professionals need to be developed. In 2004 Mass Media Bachelor Course was initiated under Department of Lao Language and Mass Media, Faculty of Letter, National University of Laos. After the establishment, the department plays a crucial role in human resource development in mass media in three main areas: newspaper, radio and television. The needs for development are huge in all three areas of journalism courses, in this project the focus is on capacity development of the university trainers in newspapers production, including news writing, editing, layout, etc as these are foundations for the other areas of journalism.

### **IMPLEMENTATION**

About a third of the university's 45-member Department of Lao Language and Mass Communication and five students enrolled in its mass communication program attended the workshop. Save for one, the faculty members who participated in the workshop have no journalistic experience but have been or may be tapped to teach journalism, news writing in particular, given the growing demand for the course. The students, who doubled as members of secretariat, are upperclassmen, and the department anticipates they would eventually join the faculty ranks.

### **RESULTS**

The trainer stressed the earnest desire and eagerness of ALL the participants to learn and cannot express enough her appreciation for their cooperation. Attendance was perfect, workshop exercises were participated by nearly all, and feedback was received with openmindedness and enthusiasm. The project is under way to achieve its objectives.

# PROJECT IMPLEMENTED BY THE BANGKOK CLUSTER OFFICE

## NATIONAL PROJECT

**MYANMAR: CAPACITY BUILDING THROUGH A MEDIA RESOURCE CENTRE**  
**BUDGET CODE: 354 MYN 5071**  
**US\$ 30 000**

### TYPE OF PROJECT

The project is to expand and upgrade the Myanmar Dana Media Library (MDML) into a resource center for journalists. The MDML is to become a resource center with electronic materials such as CDs, VCDs, and DVDs and computers connected to internet. It is projected to develop into a training venue for media professionals. The ability of the journalists will be enhanced through the proposed Media Resource Center and the networking within the private media community will be expanded and strengthened. Around 600 working journalists in the private media will be the immediate beneficiaries. The majority of them are in their 20s and 30s with very little formal training in journalism. In addition to provide the working journalists with a media resources center training will also be available through workshops in the center. The immediate aim is to improve the competences of the professional journalists and the development objective is to encourage and support the journalists in their work towards freedom of expression and freedom of the press in the country. Through training workshops, round table talks and internet access the journalists will be exposed to other democratic societies in the region and in the world.

### IMPLEMENTATION

The second roundtable: February 2009 with resource persons: Dr. Yin Yin Nwe, UNICEF Representative to China, Beijing and U Thiha Saw, Editor in Chief, MDML and Open News Weekly Journal. Theme: The role of UNICEF in disasters: Tsunami, China Earthquake and Myanmar Nargis Cyclone. The third roundtable: April 2009 with resource persons: Jeff Hodson: Internews, USA; Ye Moe, Editor in Chief, True News weekly journal and Beauty Magazine, Ygn. Theme: Media Trends in the US and Asia. After the third roundtable talk, the coordinator of the IPDC project was called in by the authorities of the Ministry of Information. He was warned that all gatherings, in the form of roundtable talks or training workshop, of journalists, especially if there were any foreign journalist among them they must be reported to the authorities and their permission should be asked. Without any permission from the authorities, the gathering of local and foreign journalists would be deemed "illegal", he was told. The coordinator responded by explaining that the gathering was an "In-house private gathering" and just for the purpose of improving skills of the staff journalists and among local journalists. No action was taken against the coordinator. Later the authorities told the coordinator that there was a report in a local journal about the roundtable (the story was censored). The presence of an American journalist at the roundtable talk had prompted them to call the coordinator. Thus, the training workshop, that had been planned, with two American journalists as resource persons, had to be cancelled. Another training workshop was planned with resource persons: Hans Roel, Dutch journalist from Inter-Press Association, Amsterdam; U Ye Moe, M. A (Journalism), University of Berkeley, California; U Thiha Saw, Hubert Humphrey Fellow in Journalism, University of Maryland, College Park. Theme: Reporting on Environment.

The ADSL connected computers in the MD Media library have offered about 900 hours of internet access to the local journalists a month.

### RESULTS

The project was finalized and had achieved its objectives. We are waiting for the receipts for the last US\$ 800 which has been promised at the end of February 2010.

**THAILAND: BUILDING CAPACITY OF WOMEN IN COMMUNITY RADIO  
FOR GENDER RESPONSIVE GOVERNANCE  
BUDGET CODE: 354 THI 5081  
US\$ 24 000**

**TYPE OF PROJECT**

The contribution of Thai women in all sectors to the national socio-economic development is tremendous but has not been adequately recognized at all levels. Women's concerns and interests are thus often overlooked and not seen as priority. Community radio is considered by far the most favoured community media due to accessibility, cost-effectiveness, easiness to operate and above all, its participatory nature and principles in working with the people, by the people and for the people.

A small number of female producers are currently working for community radio stations nationwide and there are very few women working for gender responsive governance. It is, therefore, crucial to train more women leaders and/or women radio producers to have adequate knowledge and skills to produce and broadcast programmes that promote democracy, gender equality and good governance.

The project caters for 24 female producers of radio programmes and "grassroots" women leaders from 6 selected sub-districts in 3 regions in Thailand. The women acquire necessary skills and knowledge for producing radio programmes to promote "women's concerns" and gender sensitive governance after having participated in the training workshop.

**IMPLEMENTATION**

The training workshops have been carried out and women producers from each sub-district have produce most of the 10 radio programmes. The programmes have addressed women's concerns ranging from the private to the public sphere, including violence against women, health, education, employment, laws, politics, trafficking of women, gender stereotyping, etc.

**RESULTS**

Some sub-districts have had excellent program outputs and content design including a Production and Broadcasting Plan. Others had only fair performance. Experiences suggest that there are four main success factors: Strong leadership; strong community support; flexibility; and adequate funding (fundraising). Lampang is the group with strong team work. They are all the members of Local Administrative Council. The leader can manage team work and can find good cooperation from the community radio of Vocational College in the same Tambol. The 10 broadcasted programs in Lampang received good feedback from the listeners and the Station Director. Academics who have long experience in teaching radio production can adjust the way of work for voluntary radio producer. The project will finish 21 March 2011.

# PROJECT IMPLEMENTED BY THE BEIJING CLUSTER OFFICE

## NATIONAL PROJECT

**CHINA: CHINESE JOURNALISM EDUCATION REFORM AND UNESCO  
MODEL JOURNALISM CURRICULA  
BUDGET CODE: 354 CPR 5081  
US\$ 43 230**

### **TYPE OF PROJECT**

The Tsinghua International Center for Communications held a second national conference on Journalism Reform in the Southwest University of Political Science of Law, Chongqing China. This conference brought in over 100 media representatives mostly from western China, including ethnic minorities from Tibet and Xinjiang. Journalism school deans and representatives from over 20 universities across China and local governmental officials, headed by mayor of Chongqing city Huang Qifan, as well as representatives of foreign media schools debated the future of journalism with reform in China.

Since the first national conference took place in Tsinghua University at the end of 2008, a book was published by this same program entitled, 'The Future of Journalism Education Reform in China' which was distributed to over 100 delegates at this conference.

The planning of the UNESCO Model Journalism Curricula review workshops and consultations in Chinese provinces: Xinjiang, Qinghai and/or Yunnan, is underway

### **IMPLEMENTATION**

The conference lasted two entire days with a series of both local and international speakers covering a wide range of topics revolving around journalism education reform. All speeches were recorded and will be compiled with other sections of this project to take place in the first half of 2010. Over 1000 students and local scholars was recorded to have taken part in the 2 day conference. The coordination was a joint effort from the Tsinghua International Center for Communications, as well as the School of Global Journalism and Communications at the Southwest University of Political Science and Law, in Chongqing.

### **RESULTS**

Wide spread domestic coverage was seen as a result of this conference, one key indicator was a story published on the online version of the People's Daily, which was further linked by Harvard University's education website, the first time that Harvard University had linked a story composed by the Chinese government mouthpiece.

Additional benefits included widespread understand and support from the local regions, laying the foundations for the next phases of this project which will be to travel to universities in rural regions and talk to local educators directly about their thoughts on the UNESCO journalism education programs.

All speeches were recorded during the conference and presented on both print and web versions of this project.

# PROJECT IMPLEMENTED BY THE BEIJING CLUSTER OFFICE

## NATIONAL PROJECT

**FREEDOM OF INFORMATION AWARENESS RAISING CAMPAIGN**  
**BUDGET CODE: 354 CPR 5091**  
**US\$ 36 300**

### **TYPE OF PROJECT**

This project aims at raising the awareness of Chinese citizens about the basic principles of the Right to Information as well as promoting the adoption of legal guarantees for the right of access to information in China through the launch and dissemination of the Chinese version of UNESCO's publication 'Freedom of Information, a Comparative Legal Survey.

### **BACKGROUND**

Due to the political sensitivity of the subject in the Chinese context, it has been difficult to find a suitable national partner for implementation of the project.

### **IMPLEMENTATION**

The Institute of Culture & Communication of Peking University which was eventually contracted to launch the publication at a conference with participation of foreign experts and national media has not yet received clearance from the university authorities to go ahead with the event.

# PROJECT IMPLEMENTED BY THE ISLAMABAD OFFICE

## NATIONAL PROJECT

**PAKISTAN: WORKSHOP FOR PHOTO JOURNALISTS ON COVERAGE OF COMMUNITY**  
**BUDGET CODE: 354 PAK 5071**  
**US\$ 45 000**

### TYPE OF PROJECT

The recent advances in information, digital and printing technologies have opened new opportunities for rural journalists. The explosive growth of Internet and opening of independent channels have resulted in the dramatic increase in the use of computers as well digital cameras. Advances in printing technologies and increase competition among newspapers has led to increasing use of photographs. However, very little emphasis has been placed on training of photographers and the potential of photo coverage from rural areas has not been fully realized. There is pressing need to train photojournalists in professional and technical advances. This was a capacity building type of a project with special emphasis on photojournalists. The aim of this project was to introduce district journalists to recent advances in digital photography and current trends in photojournalism and to develop their capacity to cover the political, economic, social and cultural events and development in their areas.

### IMPLEMENTATION

- Eight three days training workshop for photo journalists on use of photo techniques and related aspects to it.
- One training of trainers on technical aspects of digital photography.

### RESULTS

- Capacity of 167 photojournalists in digital photo journalism to cover the social, political, economic, cultural and human rights issues enhanced in an effective and professional way.
- Capacity of 24 photojournalists trainers increased to conduct the training activities in their areas.
- Training materials produced for distribution to target groups

### CONCLUSION

The project was successfully concluded by the beneficiary and final report submitted.

# PROJECT IMPLEMENTED BY THE ISLAMABAD OFFICE

## NATIONAL PROJECT

### **PAKISTAN: IMPROVING ACCESS TO ONLINE INFORMATION IN RURAL AREAS**

**BUDGET CODE: 354 PAK 5072**

**US\$ 14 000**

#### **TYPE OF PROJECT**

This was a capacity building project which aimed to train rural journalists so that they may also become active participants in the national press freedom-monitoring network. The training was expected to raise the awareness of rural journalists on issues concerning freedom of the press, impart skills to monitor and defend freedom of expression, allow journalists in rural areas to further train other journalists to effectively defend and promote freedom of expression and increase journalists' capacity to campaign nationally and internationally to discourage attacks on journalists and media. Also it was proposed under the current project to set up a web unit in English and Urdu languages so the press freedom violations and freedom of expression newsletter Sadiq News could be published online. Participants were supposed to receive training in areas such as web content writing and editing and use of online technologies, online journalism and e-governance.

#### **IMPLEMENTATION**

- Launching of Urdu newsletter Sadiq News to report violations of freedom of expression and other related news.
- Two days long training for male journalists on freedom of expression.
- Three days long training for women journalists on online journalism.
- Twelve weeks long training in writing and editing content for Urdu language website.

#### **RESULTS**

- Twenty seven journalists (17 male and 10 females) equipped with skills on online journalism and freedom of expression and related issues.
- Five journalists trained in writing and editing content for the web and effective use of online technologies.
- Urdu website launched and available for information sharing to the rural journalists.
- Publication of monthly newsletter Sadiq News has become a regular feature after the launch of this project and information made available on select themes.

The project was successfully concluded by the beneficiary and final report submitted.

## PROJECT IMPLEMENTED BY THE ISLAMABAD OFFICE

### NATIONAL PROJECT

**PAKISTAN: STRENGTHENING PRESS CLUB IN FATA**  
**BUDGET CODE: 354 PAK 5091**  
**US\$ 33 000**

#### **TYPE OF PROJECT**

This particular project aims at addressing the challenge faced by media professionals working in Federally Administrated Tribal Areas (FATA), who established The Press clubs to strengthen networking among them. There are seven independent Press Clubs in the FATA, with memberships of more than 250 print and electronic journalists. These Press Clubs are under-resourced and under-developed, including the absence of broad professional development. There is still no formal mechanism for the members of the clubs from different areas to share experiences with members of other clubs.

Through this project, the current capacity of these seven press clubs located in Bajur, Mohmand, Khyber, Orakzai, Kurram and North & South Waziristan Agencies, will be improved by providing training to journalists and ICT equipment support. The focus of the trainings will be on the conflict reporting skills, international and ethical reporting standards, safety and security of the journalists in the conflict zones, understanding of the relevant laws, and how to access information by enhancing research based skills to view news & other information available in English, Urdu, and Pushtu languages and dissemination of news stories through emails. There is also media monitoring in FATA and publication of 12 monthly electronic reports on the status of freedom of expression in its coverage area. Alumni groups will also be formed to promote networking among the press clubs and trained journalists through internet and other means.

#### **IMPLEMENTATION**

According to approved work plan, the implementation of this project is done through series activities:

- Purchase, transport and install the ICT equipment at the press clubs. Train regular staff in the use of internet and trouble shooting.
- In total, 2 rounds of training workshops on conflict reporting
- Formation and networking of alumni groups which will be done by the regular Intermedia staff.
- Publication of 12 monthly reports on state of media in FATA, with a focus on the violations of press freedom and violence against journalists to be done by media research officer, Intermedia.
- Follow-up and support for the press clubs will be continued for trouble shooting by Intermedia office.

The ICTs equipments that were planned to be provided have been purchased, transported and installed for 8 press clubs and the press club staff have also been trained in the use of Internet and trouble shooting. Workshops on conflict reporting have also been conducted for 5 of 8 press clubs in 5 of 7 agencies including Khyber, Bajaur, Orakzai, North Waziristan and South Waziristan. Due to security considerations and immediate non-availability of journalists, trainings in Mohmand and Kurram agencies have not been held so far. The second round of 2-day training workshops to be held in the next quarter, which will be followed by the formation and networking of all 8 partner press clubs. The monthly reports have been published for the months of August, September, October and November 2010. The rest are on track. Activities related to follow-up and support for the press club is also continuing by way of mentoring throughout after the installation of equipment and training at each of the press clubs.



## **RESULTS**

During the implementation it shows that there have been improved understanding of FATA journalists in the field of conflict sensitive reporting, ethical standards, safety and security mechanisms, and relevant media legislation, while at the same time the participating journalists also have better access to information as well as better synergy among them through the use of ICTs.

## **CONCLUSION**

The project has contributed to the strengthening of the capacity of media professionals in Pakistan, especially those who work in FATA. This will create a better condition in ensuring the freedom of the press and freedom of information in Pakistan.

**EAST TIMOR: TRAINING FOR REPORTERS AND PROGRAMME  
PRODUCTION FOR LOS PALOS COMMUNITY RADIO IN EAST TIMOR  
BUDGET CODE: 354TIM5071  
US\$ 20 000**

**TYPE OF PROJECT**

The type of this project is capacity building and content production for reporter/broadcaster of Los Palos community radio that is located in the town of Los Palos in the eastern part of Timor Leste. Access to information and communication in the town and its surrounding area is still very low. The first stage of this project will be the series of training for six reporters of the radio which will be conducted three days a week for 28 weeks. In the week 20, the participant of the training will start to produce various radio programmes, ranging from news and current affairs to talk show and feature. The selected programmes produced during this period will be offered to other community radio stations in some other areas within Timor Leste. The immediate objective of this project is to improve the capacity of the broadcasters to produce better quality programmes to serve the community. The development objective of this project is to strengthen the role of community radio in empowering the community to participate in development process, in the town in particular and in Timor Leste in general.

**IMPLEMENTATION**

To strengthen the role of community radio in empowering the community to participate in development process in Los Palos in particular and in Timor Leste in general, UNESCO/IPDC and Radio Comunidade are partnered to implement the project namely Training for Reporters and Programme Production. The project implemented from late February through December 2009. The national crisis that began in 2006 and resulted in high levels of displacement continues to impact security and tension levels in many communities. Conflict factors related to economic hardship, political differences, institutional weaknesses, and social disparities have facilitated violence in the past and continue to threaten the future stability of Timor-Leste. Therefore access to communication remains as a very important tool for the community to have better understanding of their current economic, social, and political situation. By acquiring the access, the community will be able to help themselves by producing correct decision, even give more contribution to overcome their local and national problems. Through some trainings and radio programmes produced by the community in Radio Comunidade, the community of Los Palos has not only get the access and obtained information from, but also increased their skills on how to get, produce and distribute information.

**RESULTS**

- 20 volunteers are trained on Interview skills.
- 20 volunteers are trained on Life Report skills.
- Weekly talk shows on various issues are produced (e.g.: Combating Violence Against Women in Timor Leste)
- Some radio drama packages are produced and produced (e.g.: Independent Women Candidates in Local Elections)
- Daily news reports are produced.

## **CONCLUSION**

The project has been successfully implemented. Despite of all difficulties, e.g.: lacking of training facilities, such as electricity, computers, and internet access, the series of activities that has been done by Radio Comunidade in Los Palos in Timor Leste has triggered its local community to participate in their development process. Series of training has improved volunteers of Radio Comunidade's capacity in producing their daily radio programmes.

# PROJECT IMPLEMENTED BY THE JAKARTA CLUSTER OFFICE

## NATIONAL PROJECT

**EAST TIMOR: COMMUNITY RADIOS MODEL FOR TIMOR-LESTE**  
**BUDGET CODE: 354 TIM 5081**  
**US\$ 20 000**

### **TYPE OF PROJECT**

Sustainability problems among community radio stations in Timor Leste are worsen by the mostly volunteer staff, which are not understand the concept of volunteerism, and are more interested in getting actual salaries elsewhere due to their real financial need. These issues may also be linked to lack of ownership by the community. Most of the existing community radio stations in Timor Leste do not connected to their community members. Even if the community members want to keep the station going, they do not have adequate financial resources to provide the station, given the weak rural economy. Therefore, guidance on how to manage community radio is needed. This project assisted a community radio station association, Community Radio's Association Timor-Leste (ARKTL) in developing a community radio's model for Timor-Leste, through institutional support to conduct a research, training, and equipment procurement assistance. The model is also a valuable information and knowledge resource for radio managers so that they will able to understand the key elements of a successful community radio station, which has active community participation; sound management practices, solid structure, training, and effective strategies leading up to financial sustainability.

### **IMPLEMENTATION**

The approved work plan for this project divines the implementation of the following activities:

- Set up a research team;
- Conduct an assessment to eight community radio stations;
- Carry out consultation sessions with communities;
- Develop and distribute a framework for model for community radio within all the community radio stations;
- Implement the model in three community radio stations.

The research team assessed community radio stations in Timor Leste by doing series of interviews with eight (8) stations and listing their successes and failures. The interviews not only have been done with journalists, editors, management, radio technicians, finance personnel, and board members, but also with their community members as their target audiences. Series of in-depth consultations have also been done through discussion groups on topics that relate to questions of sustainability of future of the community radios. An extensive literature review, including a one-month comparative study visit to a successful community radio station in Yogyakarta, Indonesia have also been carried out to enrich the model. The project is completed in November 2010.

### **RESULTS**

A framework for model for community radio stations in Timor-Leste has been developed. The model is designed to suits the particular circumstances of Timor-Leste and written to enhance volunteers and community understanding about how best community radios should be operated. In developing the model, Community Radio's Association Timor-Leste (ARKTL) focuses on three main

streams, i.e.: management solving, business plan and how to increase the community participation in the radio stations. 10 active volunteers working at community radio stations, and approximately 150 volunteer journalists are benefited from this projects. The model has been tried out in three community radio stations in Maubisse, Liquisa, and Cai Coli. The model will be further developed based on this try out sessions.

## **CONCLUSION**

Through the activities carried out, the community radio stations association gained more knowledge from exchange experiences among them, which generated a rich understanding between community members, board members, and station managers. Although the financial support from stakeholders (especially from donors) is still considered as the vital role in managing the station, but the common understanding on how the community radio station should be managed is now emerging.

**EAST TIMOR: INDEPENDENT PRINTING PRESS FOR INDEPENDENT MEDIA  
IN TIMOR-LESTE  
BUDGET CODE: 354 TIM 5082  
US\$ 33 000**

### **TYPE OF PROJECT**

This project is aimed to establish a first printing house in Dili, Timor-Leste, owned by a group of independent newspapers through training and equipment procurement assistance. Currently, from 10 independent publications in operation in Dili, there are only two of them have printing press. Through the existence of the printing house, printing media/independent newspapers are able to produce their publication in relatively low cost. This printing house facilitates independent newspapers to produce their publication with higher quality without the high charges for colour printing. The immediate beneficiaries of this project who share the ownership and combine resources and efforts to establish the printing house are *Timor Post*, *The Dili Weekly* and *Kla'ak*. *Timor Post* is a daily newspaper where the founders want to contribute to the development of Timor-Leste by providing balanced and professional news; *The Dili Weekly* is a weekly bi-lingual (English-Tetum) newspaper; and aims to reduce the information gap that exists between the national and the international community in Timor-Leste; and *Kla'ak* is a weekly magazine style newspaper that provides in-depth analysis and commentary as well as news of current affairs in Timor-Leste. Other indirect beneficiaries are namely: *Bola Amor*, *Jornal Labarik*, *Jornal Lian Foin Sa'e*, *Jornal a Voz da Cultura*, *Timor Timor*, *Alerta*, *newsletter Akademika*, *9 high school wall newspapers*, and *Lifau Post*. This project allows independent newspapers to publish at affordable rates, thus allowing the newspapers to increase their circulation, reduce the cost of newspapers, and increase the financial sustainability of newspapers.

### **IMPLEMENTATION**

According to approved work plan, the implementation of this project is done through series activities:

- Develop printing house team to attend training on business development including business plan writing, finance and administration, printing press;
- Rehabilitate the location of where the printing house will be located;
- Procure a second hand printing machine, and operate the printer;
- Increase circulation with more affordable prices.

A second-hand printing press machine has been procured through careful selection in November 2009. The machine's brand is Heidelberg (serial number: 515950). It has been operated and set up in independent printing house that run and managed by *The Dili Weekly*, *Timor Post* and *Kla'ak* in collective manner. They have and will continue ensure that the printing machine is used for the maximum benefit of the people and for the strength of the media organisations. A trainer has been assigned to train seven (7) operators of printing press on printing techniques and maintenance for six (6) months, from November 2009 until April 2010.

## **RESULTS**

Independent Printing Press established and operational under a business model for a commercial printing house. The newspapers are now can save their printing cost up to US 500 per edition. The Printing House is now open for other newspapers to join the independent Press Printing team.

## **CONCLUSION**

The project contributes to the development of the mass media in Timor-Leste by allowing independent publications to achieve greater economic independence and independent production is necessary to consolidate freedom of expression and newspapers' editorial independence, which is a crucial requirement for press freedom.

**MALAYSIA: PROTECTING THE RIGHTS OF SARAWAK INDIGENOUS GROUPS THROUGH MEDIA DEVELOPMENT**  
**BUDGET CODE: 354 MAL 5081**  
**US\$ 25 000**

**TYPE OF PROJECT**

Main newspapers in Sarawak are privately owned by only two business persons and the state government. Moreover, all broadcasting stations are either under the Information Ministry or commercial broadcasters. Strong laws such as the Printing Presses and Publications Act and the Official Secrets Act prevent the media from being independent and plural. Communities that lack resources or political connections cannot have their own newspaper or radio station. As a result, there are no community media in any format that exist to support indigenous communities and individuals. Issues raised by indigenous communities are not heard through the mainstream media. In particular, the struggles over land rights, land use and preservation of cultural rights, the impending effects of climate change and other environmentally sensitive activities are among the issues that need more public visibility and attention. A strong presence of the state also disadvantages the communities in terms of dealing with institutions like security and judiciary. Hence when the people raise their issues, they are seen as anti-government and are not given spaces in the mainstream media.

It is important that the voices of marginalized people be expanded to create greater diversity in Sarawak's media. Opportunities much be increased so that the people in the project area can become better informed and more involved in decision making affecting their own communities. Communities need to be empowered to use communications as a way of protection and preserving their cultural, social and political rights. Through this project, marginalized indigenous people from different districts in south Sarawak has produced and managed their own information. Their "news" have had distributed by both old and new media – sometimes published in local newsletters, issued via press releases, circulated as audio programmes or on CD, and through the Internet on various web pages and weblogs.

**IMPLEMENTATION**

The approved work plan for this project divine the implementation of the following activities:

- Stakeholder meeting
- Preparation of modules
- Training local coordinators and trainers and follow up
- Community training
- Meeting with local media
- Finalising plan for podcasting and publications
- Content production by communities
- Evaluation
- Post training

**RESULTS**

Three types of training have been implemented: a workshop for Sarawak Dayak Iban Association (SADIA), one for coordinators and key resources people among the communities, and the other for communities' members. The training modules have been developed and prepared through discussions with selected representatives from among the contact group and the communities, to examine the most



essential subject should be delivered on the trainings and fit with the need and basic skills of the participants. The training on audio production, which involves sound recording, news writing, interview skills, sound editing, mixing, and podcasting is given by three trainers who are capable of providing the audio training, have long experience on the similar training, and expert in information distribution via Internet-based systems. They trained and assisted the participants to use various technologies for information production and distribution. SADIA has also established a network of 10 teams of indigenous communities and linked them with other groups. Furthermore, eight local individuals are appointed and trained to be coordinators, conduct trainings and produce the content for their community media ; ten indigenous communities (villages/longhouses) are trained on communication skills using the ICT and writing skills ; ten teams are capable to produce their own audio programmes, weblogs, CDs and press releases independently ; a network for content exchange is established with the Sarawak Civil Society Organisations (SCSO); 13 NGOs (local and international) have been identified as potential organisations to network with to produce, share and disseminate information; and facebook, youtube and two projects of online news pages are identified as the main platforms where community news will be channelled to audio programmes, and Internet. At this rate, opportunities for communities to be better informed and more involved in decision making will be increased, and their need to protect and preserve their cultural, social and political rights will be fulfilled. The primary target group of this projects is the Sarawak Dayak Iban Association (SADIA), a non-profit, non-governmental organization that provides communication channels for local citizens to circulate information and air their views on local issues. The direct beneficiaries will be citizen journalists who receive training in the basics of writing journalism as well as the various methods of information distribution. Secondary beneficiaries are the indigenous rural communities of South Sarawak as the audience of the community media.

## **CONCLUSION**

SADIA has been successfully worked with coordinators of the communities for the training and monitoring to ensure there is continuous production of content. The newly established network facilitates the communities to produce, share and disseminate information and the developed pool of trainers will be able to ensure long term and sustainable transfer of knowledge. Now, the marginalized communities in Sarawak have the knowledge, the skills and the tools to highlight and disseminate the information about the matters that worry and affect them.

## PROJECT IMPLEMENTED BY THE KABUL OFFICE

### NATIONAL PROJECT

**AFGHANISTAN:  
WOMEN'S MAGAZINE ROZ  
BUDGET CODE: 354 AFG 5071  
US\$ 22 000**

#### **TYPE OF PROJECT**

Created in April 2002 right after the fall of the Taliban regime, Roz magazine is a monthly magazine intended for Afghan women and written by Afghan women. The magazine has a circulation of approx. 5000 copies and is sold all over the country. Its staff is comprised of 16 permanent employees (among which 13 journalists) and 5 freelance journalists. This project aimed at supporting and improving the quality of each monthly edition of Roz magazine. It was also intended to develop its marketing and advertisement to increase its financial autonomy and ensure its long-term viability.

#### **IMPLEMENTATION AND RESULTS**

In order to improve the magazine's distribution, which is dealt with by Nay-Kleed, the only distribution body in the country, Afghanistan Libre hired and trained one person to be in charge of distribution. He travelled to all the sale spots of Roz in 14 provinces and was thus able to create direct contacts with local retailers. Roz magazine thereby acquired greater control over part of the distribution managed, not always very satisfactorily, by Nay-Kleed. If security conditions allow, these contacts should expand even further in the near future. Roz magazine faces competition from other women magazines, such as the free magazine "Morsal" launched by Nay-Kleed, "Sabâ" and other sporadic initiatives.

The higher of a person dealing with distribution and marketing made it possible for Roz to attract some clients interested in advertising in the paper but at low prices. Advertising is limited because only a few companies in Afghanistan can afford it. Moreover, businesses are generally more interested in advertising through radio and TV, which offer for affordable prices and which can reach most part of the population as they are not affected by the issue of illiteracy.

The topics dealt with by Roz magazine, such as violence against women and the economic difficulties they have to face daily in all the activity sectors and in all the different provinces, have been much appreciated. Roz magazine has attracted the attention of women in the Afghan diaspora in Canada, the US, Europe and even India. They have been many to contact Afghanistan Libre to ask to subscribe to ROZ. However, Afghanistan Libre has so far not been able to respond to these requests for lack of logistical means (the mail service in Afghanistan is not safe enough and the cost is too high). For now, its priority is to meet the increasing demand of subscription in the country and especially in Kabul. However, the creation of a website for Roz is planned even if it will imply additional costs for its creation and daily updating.

The project has successfully ended.

## PROJECT IMPLEMENTED BY THE KABUL OFFICE

### NATIONAL PROJECT

**AFGHANISTAN:  
RADIO NAI TRAINING  
BUDGET CODE: 354 AFG 5072  
US\$ 22 000**

#### **TYPE OF PROJECT**

The objective of this project was to set up a news and entertainment section at Radio Nai, to train journalists using a combination of classroom-based and on-the-spot training, as well as to provide technical assistance and basic troubleshooting to ensure quality and innovative programming and constant broadcasting at the radio station. The project also sought to reinforce cooperation between the different stations of the network, through the sharing of experiences, ideas, programmes and resources, and to encourage participation in the network of journalists and the communities that the stations serve.

#### **IMPLEMENTATION**

The training on radio journalism was successfully completed in July 2009, and involved 228 participants including journalism students and media professionals from a range of diverse Afghan media outlets from various provinces. Each training course lasted one to two weeks, with 4 hours of class per day on the following issues: 3-5 people weekly on news presenting, reporting and interviewing; and 3-5 people weekly on DJ/ entertainment programs/presentation skills. The training was broken down into basic and intermediate. The evaluation forms filled out by the participants show that they were very satisfied with the training they received and found it very useful for their work.

Radio Nai's transmitter has been upgraded and due to increase in the radio's coverage, it has been able to attract a greater audience, as demonstrated by the frequent telephone calls from listeners (50-60 calls daily), in which they express how interested they are in listening to Nai radio.

Radio Nai's staff includes 3 female and 3 male employees as well as 2 volunteers. Two desktop computers have been purchased thanks to the IPDC funds. Nai's contribution has enabled the purchase of CDs and MP3s aimed at developing the radio's music archives. Radio Nai's staff has set up a news section and a music section, and runs roundtables with some exclusive interviews.

#### **RESULTS**

- 228 journalism students and media professional (33 women and 195 men) trained in radio journalism
- 35 programmes produced by the trainees for the Nai educational radio
- Transmitter of Radio Nai upgraded and coverage increased

#### **CONCLUSION**

The project has been successfully terminated.

## PROJECT IMPLEMENTED BY THE KABUL OFFICE

### NATIONAL PROJECT

**AFGHANISTAN: RADIO NAI TRAINING**

**BUDGET CODE: 354 AFG 5091**

**US\$ 35 000**

#### **TYPE OF PROJECT**

Since the fall of the Taliban regime in 2001, the numbers of media outlets have expanded in the print, radio, TV and the Internet. Despite efforts undertaken by the media to accurately report on Afghanistan daily realities, serious threats on press freedom are present, thus impeding the Afghan population to access the objective, independent and reliable information that is needed for citizens to fully participate in the democratic process. Today, journalists in Afghanistan lack the security, independence and access to information they need to fulfill their professional duties in the best and impartial manner.

Creating media outlet is easy, establishing a radio station which is the most common medium in Afghanistan is very easy today, but the most important aspect is the content. Afghan media is still a medium of entertainment, predominantly radio stations at local and national level play music. TV, the newest growing medium, has already started to be a rebroadcast machine of Indian dramas with very little connection of any sort of reality.

The project is to develop and increase the existing news and entertainment section of the Radio NAI which was set up in a previous IPDC project, to train journalists using a combination of classroom based training as well as to provide technical assistance and basic troubleshooting to maintain quality and constant broadcast in the radio stations. This media development program is designed to ensure that radio fulfils its potential as the medium with the power to reach the largest numbers of Afghans.

#### **IMPLEMENTATION**

The main project objective is make Afghan journalists empowered to set up news and entertainment section in their radio stations to develop the quality of the station's contents via conducting training in diverse scope of journalistic issues, technical assistance and basics troubleshooting to maintain quality and constant airing of radio stations.

#### **ACTIVITIES CARRIED OUT**

45 radio journalists has attended trainings on different topics: Cool edit, Radio production, DJ (disk journey) and Media and its responsibilities.

Radio staff has set up a news section and music sections and sending the trainees to the press conferences and as well as running round tables with some exclusive interviews.

NAI radio Staff produce 22 programs in to daily, weekly and bi-weekly formats which go on air according to the broadcasting schedule.

Five new educational and entertainment programs have been produced and will be going on air soon.

Throughout the project activities NAI attracted more listeners and audiences and it is obvious from the telephone call (40-50 calls daily) from the audience expressing their willingness and interest in listening NAI radio, which is an outcome of the previous UNESCO-IPDC funded project for upgrading the NAI radio transmitter.

## **RESULTS**

The training courses are still to go on scheduled basis and so far around 43 Journalists including 5 female from provincial stations and 8 male Journalists were invited from Kabul stations are trained at NAI training center. Provincial journalists were invited from Faryab, Samangan, Takhar, Badakhshan, Bamyan, Ghazni, Hirat, Wardak, Kapisa, Loar and Panjshir provinces. The topics covered were Basics of Journalism, DJ, Radio Production and Cool Edit.

NAI have been providing its facilities for both practical and theoretical to the trainees. On other hand they have learnt how to present a music programme, creating play list and archive, live shows, live desk with the presence of audiences who are working with diverse Afghanistan media outlets. The trainings are on strengthening the capacity of the participating journalists to develop quality media outlet.

## **CONCLUSION**

The training were/is effective, with much positive feedback from the participants. Feedback forms were distributed after each training session to the trainees and as well as to their radio station managers. The project activities/ trainings impressed and they are very happy and optimistic for continuation of such the trainings in future as well.

On the training evaluation forms, the participants gave the training an overall score of 95% and the favorite topics were all that have been carried out in the trainings. Trainees have mentioned that the trainings were really useful for them and they now learned how easily to produce programs to run their media through the technical and practical knowledge they have gained.

Some of the training participants requested that the duration of the courses should be extended in order to have a follow up of the training and as well as enough time for theoretical and practical sessions, but most of them were happy with the duration and also requested to conduct these kinds of trainings in the provinces as well.

## PROJECT IMPLEMENTED BY THE KATHMANDU OFFICE

### NATIONAL PROJECT

**NEPAL: BUILDING INSTITUTIONAL CAPACITY OF THE NEPAL PRESS INSTITUTE TO OFFER HIGH QUALITY MEDIA TRAINING**  
**BUDGET CODE: 354 NEP 5091**  
**US\$ 22 000**

#### **TYPE OF PROJECT**

The media sector in Nepal is developing rapidly and becoming increasingly diverse. There are currently more than 400 newspapers published and 235 radio stations that are registered. Due to the rapidly growing industry, there is an enormous demand in the media sector for skilled media professionals. It is estimated there are approximately 10,000 journalists working in Nepal, but most journalists have not received any form of training.

This project aims at building the capacity of Nepal Press Institute (NPI) to provide training to newspaper and radio journalists who live outside of Kathmandu and who do not have access to other media training opportunities. In order to reach the journalists living in remote areas, a distance learning system will be established, using an online Content Management System (CMS).

#### **IMPLEMENTATION**

Planned activities that have already been, or are being, implemented are the following:

- Consultation with prospective students of Distance Learning course.
- Preparing curriculum for the Distance Learning course.
- Preparing a training manual based on the course curriculum (published online and as hard copy).
- Developing Content Management System (CMS) handbook for teachers and students.

The following activities will be: Training teachers to use the CMS to create and manage course content online; Organizing one-to-one training sessions between teachers and students on using the CMS system; Conducting the online training course; and Monitoring the use of CMS.

#### **RESULTS**

The implementation of the project started in July 2010 with a seminar entitled “Distance learning model of curriculum on diploma course on Journalism and Mass Communications”. The seminar was organized in order to consult media scholars, media trainers and journalists as well as senior curriculum experts from the Council for Technical Education and Vocational Training (CTEVT) in order to collect feedback on the project plans.

After the seminar, NPI appointed a curriculum development team that presented the first draft to a group of experts in August 2010. The expert panel reviewed the course content and made sure it will meet the CTEVT curriculum standard format, after which it was approved in September.

After finalizing the curriculum, NPI has developed software and a 25-page handbook for the training course. Currently NPI is uploading the handbook online, and preparing to start advertising the course to potential participants.

## **CONCLUSION**

The results of the project that is ongoing up to July 2011 are likely to provide Nepali journalists more equal access to quality journalism training even in remote areas. The project will benefit especially those journalists who are currently untrained. Through the enhanced capacity of Nepal's journalists, the project contributes to Nepal's peace-building and state-restructuring process.

# PROJECT IMPLEMENTED BY THE KATHMANDU OFFICE

## NATIONAL PROJECT

**NEPAL: BUILDING BRIDGES: COMMUNICATION OF EMPOWERMENT**  
**BUDGET CODE: 354NEP5092**  
**US\$ 27 500**

### TYPE OF PROJECT

Nepal is going through an important period of democracy building with the Constitution making-process. The Constituent Assembly (CA) is guiding the process of drafting a new constitution, which, unlike anything in Nepal's past, will be a federal one. Nepal has no experience in this kind of administration structure, having been a centralized monarchy characterized by an extremely weak and inefficient state for many years. Thus, it is crucial to have a well-informed population with access to accurate and independent information from diverse sources, with an understanding of what decision-making processes are happening around it. There are hundreds of Community Learning Centres (CLCs) around the country but only few operative and self sufficient Community Multimedia Centres (CMCs). A network among these centres will become a fundamental awareness and information channel for communities.

This project intends to enhance the capacity of CMCs and CLCs by promoting networking and information exchange between CMCs and CLCs through journalism and communication training, ICT training and networking meetings. In addition, two new CMCs, Radio Kapilbastu CMC and Radio Janakpur Today CMC, will be established.

### IMPLEMENTATION

The activity plan for this project foresees the implementation of the following activities:

- Establishing 2 new CMCs in Janakpur and Kapilvastu.
- Organizing 2 training workshops for journalists from underrepresented groups.
- Organizing capacity building and ICT training for the CMCs and CLCs.
- Organize 6 networking events between CMCs and CLCs.
- Organize monthly fora in 6 CLCs to provide platforms at the grassroots level to initiate informed discussions on federalism, as well as to inform the citizens about the constitution building process

### RESULTS

The implementation of the project started in November 2010 only, and therefore the project is still in the very beginning.

The collaboration with the first community radio, Radio Kapilbastu, has been initiated, and NEFEJ has started working on establishing the community multimedia centre in Radio Kapilbastu. In December 2010 NEFEJ and Radio Kapilbastu met together with a technical expert in order to finalize the plans for the CMC, and in January 2011 the equipments were purchased and installed. The collaboration with the other community radio, Radio Janakpur Today, will start once the first CMC is well established.

In order to support the new CMCs, a guide for management, capacity building and organization of a CMC has been prepared, as well as material for a training course that will be conducted in 2011.



None of the trainings or networking meetings have been organized yet, but the dates for the first trainings on journalism and communication as well as ICT have been fixed.

## **CONCLUSION**

The results of the project that is ongoing up to November 2011, are likely to provide the CMCs and CLCs increased capacity, not only through the trainings organized during the project, but also through the new contacts and networks that are created at the local level: The CMCs will be able to support the CLCs in technical aspects of disseminating information, while the CLCs will provide the CMCs with locally relevant media content. Together the CMCs and CLCs will be strengthened to take their role in supporting members of the communities to be informed of and to participate in peace building and state restructuring.

## PROJECT IMPLEMENTED BY THE NEW DELHI CLUSTER OFFICE

### REGIONAL PROJECT

**IFJ: SOUTH ASIA: STRENGTHENING SOUTH ASIA JOURNALISTS' SAFETY AND MEDIA MONITORING INITIATIVES AND NETWORKS**  
**BUDGET CODE: 354 RAS 5075**  
**US\$ 22 000**

#### **TYPE OF PROJECT**

The project is focused on building capacity for media rights monitoring networks in order to contribute to the promotion of free media and freedom of expression across South Asia and enhancing professional capacity. The project, implemented by International Federation of Journalists (IFJ) aims at assisting local journalists to understand the dynamics of reporting on conflicts, to employ skills for their safety, monitor and report on media rights issues.

Some of the activities in the project, such as the field-testing of the media rights monitoring module and a situation report on media freedom in Sri Lanka, were conducted with resources drawn from other funding sources than the project budget.

#### **IMPLEMENTATION**

The following activities were successfully completed: Development and field-testing of media rights development module; Production of a four-page translation-ready handout on media rights monitoring; a two-day workshop on media rights monitoring in Delhi involving 18 journalists from India's conflict-prone zones; and three Reports on media freedom in situations of conflict in India and Sri Lanka, with the additional support of International Media Support (Copenhagen, Denmark) and the International Press Institute (Vienna, Austria).

- Kashmir: <http://asiapacific.ifj.org/assets/docs/091/117/d537a5b-d81bd75.pdf> and North-- East India: <http://asiapacific.ifj.org/assets/docs/091/117/d537a5b-d81bd75.pdf> )

- Sri Lanka: <http://asiapacific.ifj.org/assets/docs/236/115/1d464ec-8892c73.pdf>

#### **RESULTS**

The activities were conducted as planned under the revised project and schedule. The main results include the following: (a) Strengthened networking for media rights monitoring and reporting in India; (b) Regular media reporting on the basis of press statements issued by the IFJ and the South Asia Media Solidarity Network (SAMSN); (c) Improved capacity of local organisations to work with common purpose in defence of media rights; (d) Better awareness of safety issues.

#### **CONCLUSION**

The project built the capacity of regional media monitoring initiatives and prepared the ground for the online networking of future such initiatives.

The project initiated a process of creating training modules in media rights monitoring for South Asia and to empower local journalists organisations to carry out media rights monitoring and training.

# PROJECT IMPLEMENTED BY THE NEW DELHI CLUSTER OFFICE

## REGIONAL PROJECT

**AMIC: SOUTH AND SOUTHEAST ASIA: STREAMLINING COMMUNITY RADIO  
CAPACITY BUILDING IN ASIA  
BUDGET CODE: 354 RAS 5082  
US\$ 35 000**

### **TYPE OF PROJECT**

The past quarter of the century saw the burgeoning of community radios in Latin America, Europe, Africa, Australia and North America. Yet the worldwide advocacy for the pluralistic and people-empowering communication system made little inroads on the Asian media system.

The sluggish establishment of low-power people-operated radio can be attributed to the authoritarian government systems prevailing in most Asian countries where broadcasting is dominated or monopolized, by government or private operators aligned with the governing party. In spite of the obstacles, there have been few experiments in recent years in Sri Lanka and the Philippines in the 1980s down to the 1990s in Nepal, Indonesia and Thailand. Twenty four pioneering community stations were established by the UNESCO Tambuli Project in the Philippines from 1991 - 2001. Around the turn of the century about two dozen other stations were set up by UNICEF and Gen Peace, patterned after the Tambuli stations.

Hence, there is need to equip the key country actors and promoters with information resource and bring the general citizenries to a higher level of awareness / understanding about community radio. This project aims to transfer the Tambuli community radio experience, especially its participatory communication model to other countries in the region, which are now beginning to enter the community radio age, countries such as India, Indonesia, Laos and Bangladesh.

### **IMPLEMENTATION**

The approved work plan for this project foresees the implementation of the following activities:

- Developing curriculum in consultation with Louie Tabing of Tambuli community radio, Philippines.
- Conducting workshops in India, Indonesia, Bangladesh, Laos and Philippines under the following themes: Community Radio Station Management, Principles of Community Radio and Participatory Programme Production Strategies for Community Radio.
- Drawing up curriculum for a semester long tertiary level course in participatory communication and community radio, as an elective in mass communications programmes in Asia.
- Maintaining community radio programme exchange via the AMIC Alternative Media portal and document special projects.

### **RESULTS**

- The curriculum for the workshops were prepared by Louie Tabing and Kalinga Seneviratne.

- All the workshops planned for India, Indonesia, Laos, Bangladesh and Philippines have now been completed. In all countries, except Bangladesh.
- Currently the curriculum for the 14 weeks semester long module is being prepared.
- During 2010 AMIC produced 11 ‘Asian Voices’ programmes for dissemination among community radio broadcasters in Asia, addressing media issues in the Asian region.
- AMIC is also working on an e-book on community radio in Asia with a few examples from outside the Region. Most of the material has already been submitted by researchers and community radio broadcasters. It will be edited by Kalinga Seneviratne. It is planned to be completed by end of March 2011 and made available via the AMIC Alternative Media portal.

## **CONCLUSION**

The workshops in all countries were well received. In Bangladesh and Laos, participants initially thought participatory communication strategies to involve the community people in programme planning and production were not possible, but after the field exercise they were convinced that it is possible to do it there. In India, because of All India Radio’s (AIR) involvement in development communications for a long time, the workshop was able to address the issue of the difference between ‘radio by the people for the people’, and ‘radio for the people’, which was the development communication model practiced by AIR.

A comprehensive summary of each workshop has been submitted to UNESCO Office in Delhi. There have been requests for further assistance from AMIC to conduct more workshops especially in Indonesia, Philippines and India, because we were not able to accommodate all applicants because of limitation of funds and class size

# PROJECT IMPLEMENTED BY THE NEW DELHI CLUSTER OFFICE

## REGIONAL PROJECT

**ABU: SOUTH AND SOUTHEAST ASIA: CAPACITY BUILDING ON “ICTS IN BROADCAST MEDIA” BY ABU**  
**BUDGET CODE: 354 RAS 5083**  
**US\$ 30000**

### **TYPE OF PROJECT**

This Project was aimed at building capacity of media content creators, journalists, web-designers, engineers and other professionals on the use of ICTs in broadcasting. Two Roadshows was organized across 6 countries, namely Bangladesh, Bhutan, Cambodia, Sri Lanka, Maldives and Mauritius. It was designed as a multi-disciplinary event, open to all media professionals, to showcase how broadcasters can utilize Internet in delivering their services to the audiences.

### **IMPLEMENTATION**

Since the beginning of the project, good collaboration and participation were promoted among stakeholders in the six countries. Experts and resource persons were identified among broadcasters who had already gained enough experience in the application of ICTs in broadcasting, namely from KBS-Korea and RTHK-Hong Kong and UCSC-Colombo.

Difficulties in the arrangement of a joint schedule emerged and led to the decision of dividing the Roadshow in two rounds. Therefore, six two-day workshop was organized in each of the six country addressed issues ranging from technical aspects of broadcasting through ICTs, contents production and post-production, webcasting, podcasting, regulatory frameworks and copyright of digital media content. Workshops were hosted with the support from ABU broadcaster members in their respective countries. In each country one main broadcaster was selected as hosting organization for the workshops: BBS-Bhutan, MDCC-Bangladesh, TVK-Cambodia, SLRC-Sri Lanka, MNBC-Maldives and MBC-Mauritius. Besides broadcasters as main beneficiaries, the project also targeted other industry players like telecom providers and news agencies. ABU produced a CD with the contents of the workshops which will be distributed to ABU members to share the training material among a broader range of beneficiaries.

### **RESULTS**

Six workshops on the use of ICTs in broadcasting were successfully organized in 6 different countries and reached out more than 250 beneficiaries: producers, senior executives, telecommunications industry, regulators, media content creators, journalists, web-designers and other stakeholders who enhanced their competencies in content production, distribution / coverage and re-purposing through ICTs. Participants also increased their awareness on the importance of coordination between different stakeholders, such as broadcasters, ISP's, regulators, and telecommunication providers, and their knowledge on how to use ICTs to reach marginalized and unconnected communities. Finally, ABU produced a CD with the contents of the workshops which will be distributed to ABU members to share the training material among a broader range of beneficiaries

### **CONCLUSION**

The project enabled broadcasters and media professionals from 6 Asian countries to build their capacities in the use of ICTs in different phases of broadcasting and to learn how to use them for encouraging the audience's participation.

# PROJECT IMPLEMENTED BY THE NEW DELHI CLUSTER OFFICE

## NATIONAL PROJECT

**BANGLADESH: CAPACITY BUILDING OF YOUNG JOURNALISTS BY NEWS NETWORK**  
**BUDGET CODE: 354 BGD 5071**  
**US\$ 25 000**

### TYPE OF PROJECT

The project was about the organization of three training programmes aimed at building capacity of young local journalists working in print and electronic media.

### IMPLEMENTATION

It is a 12-month project which was launched on 11 October 2008 and completed on 10 October 2009. It included the following three one-month training programmes, organized by News Network:

- 11 January to 10 February 2009 in Barisal city, a southern divisional headquarters
- March 2009, in Sylhet city, a north-eastern divisional headquarters
- May 2009 in Rajshahi city, a north-western divisional headquarters.

The project included the following major activities:

**Preparation of the training manual in Bangla:** The training manual has been drafted by a group of senior journalists coordinated and supervised by a senior journalist (consultant) over a period of two months. Journalism trainers and local reporters have been involved during the preparation of the manual. Later, the manual was experimentally used during the training sessions and it has been found very effective at the point that News Network is evaluating the possibility to translate it into English to make it available to different partners in other countries.

**Planning, organization and conducting of three different training programmes for journalists:** During the training programmes, journalists were taught about ethics of journalism, human rights and social responsibilities.

### RESULTS:

A training manual was prepared. A total of 75 journalists (24% of participants were women), working for 20 major national and local newspapers and five TV channels, received training.

### CONCLUSION

The programme has been able to draw the attention of various stakeholders, particularly media houses in Bangladesh, local press clubs, and educational institutions as well. News Network is now receiving requests from various districts and journalists from different areas to organize similar programmes. The participants put forward recommendations to further develop and expand the programme.

Recommendations are summarized in the following points: Similar programmes should be organised in other districts and sub-districts; Similar programmes should also be organised for sub-editors, assistant editors and news photographers working for both print and electronic media, journalists working for TV channels and radio stations; Capacity building programme, need to be organized which are focused on

global warming and climate change issues; Training on science, cultural and socio-economic issues is needed to increase young journalists' awareness; Conflict sensitive reporting should be included in the training programme.

**The project is terminated**

# PROJECT IMPLEMENTED BY THE NEW DELHI CLUSTER OFFICE

## NATIONAL PROJECT

**BANGLADESH: PROMOTING INVESTIGATIVE JOURNALISM BY BCDJC**  
**BUDGET CODE: 354 BGD 5072**  
**US\$ 15 000**

### TYPE OF PROJECT

The aim of the project was addressing the lack of high quality investigative report in the Bangladeshi media. Among the causes of this situation there are the lack of training for journalists and the attitude of media organizations toward investigative reporting. Therefore, besides the research core component, aimed at analyzing the state of the investigative reporting in the main Bangladeshi press, the project included a capacity building component (training for journalists) as well as activities aimed at raising awareness on the importance of investigative reporting (Colloquium).

### IMPLEMENTATION

A newspaper content analysis aiming at identifying, evaluating and understanding trends of the coverage of investigative reports in the Bangladeshi press has been completed. The study included 10 Bangla and 5 English dailies as well as 3 weeklies (1 English and 2 Bangla). In the initial proposal was mentioned that the study would carry out data collection and analysis on 7 Bangla and 3 English dailies. The choice of expanding the sample was necessary to get a clearer perspective of the investigative journalism in print media throughout the country.

A five-day training module on Investigative Journalism has been developed and implemented in in Dhaka, Bogra and Khulna Distric in which a total of 77 working journalists participated. The number, initially planned was 60 participants. Additional 17 journalists have been included due to their keen interest in investigative journalism. Training sessions were pre-designed, well formatted and effectively carried out. The trainees received training materials which have been developed by media experts in the respective fields. A two-way communication was adopted throughout the training: brain-storming and feed-back procedures in order to allow trainers to adapt their session to the participants' expectations.

The sensitization colloquium titled 'Promoting Investigative Journalism in Bangladesh' was held on 3 April 2010 in Dhaka. 24 journalists from print and broadcast media participated. The main objective of the initiative was to develop a consensus among gate-keepers about the need to promote investigative journalism. The event helped journalists to better understand the obstacles and problems they are likely to encounter while doing investigative reporting.

### RESULTS

The content analysis on investigative journalism in the print media is completed. Through empirical data, the study contributes to understand and evaluate the present state of investigative journalism in Bangladesh. A total of 77 journalists have been trained on investigative reporting theories and techniques. They have acquired practical skills how to conduct investigative reporting on diversified issues and in so doing to contribute to the improving quality of information provided to the public in Bangladesh.



## **CONCLUSION**

The major strength of the project is that it incorporates three interrelated components, research, training and advocacy with the final goal to promote and foster investigative journalism practice in Bangladesh. All these components together have helped participants and stakeholders to get a real picture of the state of investigative journalism in the country. Furthermore, trainings have paved the way to understanding what investigative journalism. At the same time, the sensitization colloquium has identified the obstacles to the path of practicing investigative journalism and formulated recommendations to overcome the problems. It is believed that the project will have a long term impact on the journalistic practices in Bangladesh.

NATIONAL PROJECT

**BANGLADESH: CAPACITY BUILDING OF COMMUNITY RADIO  
PERSONNEL IN BANGLADESH  
BUDGET CODE: 354 BGD 5081  
US\$ 30 000**

**TYPE OF PROJECT**

The project “Capacity Building of Community Radio Personnel in Bangladesh”, implemented by the Bangladesh NGO Network for Radio and Communication (BNNRC), aims at building capacity of community media broadcasting and management staff among rural and remote communities in Bangladesh.

Beneficiaries are Community Radios (CR) existing and potential staff/volunteers and stakeholders. 14 CR applicants have recently received approval from the Ministry of Information to install and operate CR stations, whereas 25 are in the pipeline to obtain the permission. A group of 150 CR broadcasters will be provided with training in radio management, programme production, broadcasting and technical operations.

A web portal will be created to encourage sharing of information, content and knowledge among CR operators in Bangladesh. A quarterly newsletter, produced by the BNNRC team, will be uploaded and circulated among the 150 trainees and other stakeholders. A directory of CR stations, their activities and references will be also produced and shared.

Besides the 150 trainees as direct beneficiaries of the project, about 20 millions of people living in the marginalized and neglected communities will be reached out by the participating CR stations and will indirectly benefit from the project’s activities.

**IMPLEMENTATION**

Activities which have been implemented are as follows:

- A Training Workshop on "How to Get CR Started and Keep it Running “, 25-28 July 2010, India.
- Production of 2 CR Newsletters which have been edited and shared (February, 2011).
- 3. Production of the CR Directory which will be edited and shared (February, 2011).

Activities to be implemented:

- Development and update of a web portal (March, 2011)
- Production and distribution of 2 issues of the CR Newsletter (by June, 2011).
- Set up CR Studio for training and demonstration (equipment installation within March, 2011).
- Training Workshop on "How to Produce and Broadcast a Programme” for Programme Producers.
- Training Workshop on "Technical Operation of a Community Radio Station” for Technical Operators.
- Update of the CR directory (every three months).

## **RESULTS**

18 training participants attending the workshop in July 2010 and acquired knowledge and skills on community radio station installation, broadcast and operation. They have also been introduced to the need of using simple technologies and simple programming techniques. They also got a clearer perception of IT related issues. Through the CR Web portal, CR stations will have the opportunity to share their productions, exchange contents, materials, music, schedules and planning, and seek cooperation and partnership for development initiatives.

Forthcoming activities, such as the web portal, the newsletters and directory, will provide CR operators and stakeholders with a useful resource tank. That will also make the project's results better known to a larger number of community members.

It is expected that 20 million people will be reached out by the CR programmes and will be sensitized on issues related to human and social rights, poverty, indigenous knowledge and national heritage.

## **CONCLUSION**

To make the CR movement in Bangladesh sustainable there is a need of skilled personnel and an improved awareness, among the various stakeholders about the potential of the community radio in promoting community development. Capacity building activities planned under the project will contribute significantly to this process.

# PROJECT IMPLEMENTED BY THE NEW DELHI CLUSTER OFFICE

## NATIONAL PROJECT

**BANGLADESH: CAPACITY BUILDING OF INDIGENOUS PEOPLE ON RADIO JOURNALISM AND PROGRAMS PRODUCTION**  
**BUDGET CODE: 354 BGD 5082**  
**US\$ 32 000**

### TYPE OF PROJECT

Indigenous people of the Northern region of Bangladesh are the most unprivileged, marginalized and suppressed communities being without constitutional recognition. Among the different kinds of mass media, radio is the most powerful tool for advocacy, lobbying and campaigning. The few programs dealing with Indigenous issues, which are broadcast by existing Government and private owned radios, do not fully respond to the needs of the concerned communities. As a result, Indigenous people of the Northern region of Bangladesh need their own community media to be able to raise their voices.

Recently, the government has issued 14 licenses for community radio (CR) stations and more than 20 CR licenses are waiting for approval. To be able to tap into this forthcoming large employment opportunity, Indigenous communities need to acquire proper journalistic and broadcasting skills.

Through this project, the Centre for Communication and Development (CCD) intends to develop a group of Indigenous radio broadcasters, equip them with appropriate skills in radio journalism, programme production, editing and broadcasting skills, by providing appropriate training courses and fellowships.

### IMPLEMENTATION

To achieve the aforementioned project's objectives, the following activities have been successfully implemented:

- 25 indigenous people took part in three training on Basic Radio Journalism related issues. According to the approved project the duration of this training course should have been 7 days. However, to respond to the participants' need the training was extended to 10 days.
- After the completion of the training program, 25 trainees were provided with three-month fellowship in the Rajshahi Radio Station (RRS). As a part of the fellowship program the trainees have already produced 12 Indigenous issues based radio programs.
- According to the approved project proposal, 25 weekly radio programs will be broadcast through RRS. By this time, 11 weekly programs have been successfully broadcasted through RRS every week and have also been podcasted through Radio Invo, the first indigenous based online radio of Bangladesh ([www.radioinvo.com](http://www.radioinvo.com)).

### RESULTS

By implementing the project, 25 indigenous people have acquired skills and capacity needed to be involved in journalism activities through 3 basic radio journalism workshops; they have also participated in a Fellowship program in Rajshahi Radio Station (RRS) that has paved the way to greater involvement of Indigenous people in the community media; within the framework of these training, 11 indigenous programs have been broadcasted through RRS and therefore initial conditions have been created to allow Indigenous people's voice to be heard through media campaign and advocacy. As a result, the project gained publicity among the Bangladeshi audience, including Indigenous communities.

## **CONCLUSION**

For the first time in Bangladesh, a group of young Indigenous people have been trained and provided with appropriate skills in radio journalism, program production, editing and broadcasting. Their active involvement and participation in media content production has been ensured through a three-month fellowship at RRS. By producing weekly radio programs to be broadcast on RRS and Radio Invo, the trained group has also been playing a significant role in promoting their indigenous art, culture, revealing their socio-economic conditions and problems and thus promoting the human rights of the Indigenous communities of northern Bangladesh. Finally, the trained group of Indigenous radio broadcasters will be able to meet the demand of skilled professionals in the flourishing community radio (CR) sector which they will have the chance to participate in and hopefully lead.

## PROJECT IMPLEMENTED BY THE NEW DELHI CLUSTER OFFICE

### NATIONAL PROJECT

#### **BANGLADESH: CAPACITY BUILDING OF WOMEN ON RADIO JOURNALISM AND PROGRAMS PRODUCTION**

**BUDGET CODE: 354 BGD 5091**

**US\$ 30 000**

#### **TYPE OF PROJECT**

In Bangladesh, women's participation in media industry and media content production is extremely low. Due to their low level of participation in mass media and journalism, women's voices remain unheard and they cannot advocate for women rights. The few radio programs covering women issues, which are produced, without women's participation, mostly by Government and privately owned stations, do not respond to the needs of the concerned group. After new community radio allocations, this project will contribute to making information more gender balanced and will increase the production of contents which reflect women's view point.

Through this project, the Centre for Communication and Development (CCD) intends to empower a group of women radio broadcasters, by equipping them with appropriate capacities and skills in radio journalism, CR management, broadcasting and technical operation.

#### **IMPLEMENTATION**

In September 2010 the project has been advertised in newspapers, educational institutions and CR organizations in order to select the participants. In total 197 women from different districts of this region applied and 25 were selected through interviews. Meanwhile, a number of training materials has been prepared by CCD.

According to the approved project proposal, a total of four training courses (Training on Basic Radio Journalism, Training on Radio Programs Production, Training on Radio Programmes Editing and Broadcasting and Training on CR Management and Operation) will be conducted. The first training course could not be organized in the first week of December 2010, as initially planned, due to the delay of frequency allocation by the government. Only when the frequencies will be allocated, CR will be set up and staff will be recruited. For that reasons, the whole process is temporarily suspended. Under these circumstances, in order to give CR the opportunity to benefit from the project, CCD has planned to start the training course in the second week of March 2011.

#### **RESULTS**

- 25 committed women have been selected as key participants who will actively take part in the training courses and the fellowship programme.
- A number of training, workshops and dialogue modules, handouts, fact sheets and multimedia presentations have been produced.
- One orientation meeting with the selected participants was organized. That allowed participants to familiarize with the project activities and concepts that will be further explored during the training.

## **CONCLUSION**

CCD has planned to arrange the first two training courses by March 2011. The selected 25 women will be trained along with the CR staff, if the frequencies allocation and recruitment process is restarted. After the completion of the training courses, the 25 women will be undertaking a 3-month fellowship in the RRS for producing gender-related radio programmes which on a weekly basis. Programmes will be also broadcasted by the CCD owned CR station *Radio Padma*, if it is operational by that time. Two more training courses (Training Radio Programmes Editing & Broadcasting and Training on CR Management & Operation) will be conducted after the completion of the fellowship programme.

# PROJECT IMPLEMENTED BY THE NEW DELHI CLUSTER OFFICE

## NATIONAL PROJECT

**BANGLADESH: CAPACITY BUILDING FOR JOURNALISTS OF THREE HILL DISTRICTS**  
**BUDGET CODE: 354 BGD 5092**  
**US\$ 30 000**

### **TYPE OF PROJECT**

The project includes the organization of three capacity building initiatives for local journalists who are working for print and electronic media in the southern-eastern Three Hill districts of Bangladesh, about 250 to 300 km away from the capital city Dhaka. Those districts are Khagrachari, Bandarban and Rangamati.

**TARGET:** Sixty local journalists will receive professional skill development training and motivation.

### **IMPLEMENTATION**

The project ‘Capacity Building for Journalists of Three Hill Districts’ was started in June 2010. The first of the three one-month (four-week) long training has been organized by News Network from 19 September to 14 October 2010 at Khagrachari district town. Sixteen journalists were trained. A month later, a second training session was held at Bandarban district town from 28 November to 23 December 2010, where twenty-two journalists (of which 4 women) participated. A third training session took place at Rangamati district town. Twenty-two journalists (of which 5 women), were trained from 30 January to 24 February 2011.

Tarun Bhattacharjee, Editor of Protidin Khagrachari and Districts Representative of Dhaka based Daily Ittefaq and BangleVision TV channel was the local coordinator of the Khagrachari programme. Monirul Alam, District correspondent of newspaper ‘The Daily Kaler Kantha’ and Bangladesh Television (BTV) coordinated the Bandarban training programme. Sunil Kanti Dey, President of Rangamati Press Club and Staff Correspondent of ‘Daily Sangbad’ is coordinating Rangamati training programme.

During the training sessions, journalists had the opportunity to get a better understanding on various important issues such as: ethics of journalism, professional duties and responsibilities, social responsibilities of journalists, press freedom and freedom of expression, human rights, gender equality, global warming and climate change, anti-corruption initiatives.

Courses were conducted by senior journalists, working for the national and international media. Training materials prepared by News Network have been distributed to all participants. The training kit includes: Principles of Journalism, Universal Declaration on Human Rights, The UN Convention against Corruption, CEDAW, A Copy of the ‘Right to Information Act’, etc.

### **RESULTS**

Up to February 2011, 60 local journalists have received one-month training.



## **CONCLUSION**

This capacity building programme has drawn the attention at various levels, mainly of government bodies, media industry and academic institutions. The programme has also created an impact on the professionals. Participants found it was highly effective. The News Network efforts in strengthening journalists' skills have been appreciated by media houses, NGOs and other professional organizations. Local press clubs in different districts of the country have sent requests to organize similar programmes in their towns.

# PROJECT IMPLEMENTED BY THE NEW DELHI CLUSTER OFFICE

## NATIONAL PROJECT

**INDIA: BUILDING INSTITUTIONAL CAPACITY OF COMMUNITY RADIO FORUM TO STRENGTHEN MARGINALIZED VOICES & GOOD GOVERNANCE**  
**BUDGET CODE : 354 IND 5091**  
**US\$ 26 000**

### TYPE OF PROJECT

An apex body, the Community Radio Forum of India (CRF), was initiated in 2007 for awareness and capacity building and for forging a network which would act as a conduit between community radio stations and government. In many ways, the Forum is the most relevant and appropriate mechanism to ensure a vibrant and enabling environment for community radio in India. In order to do so, however, there is an urgent need to scale its activities and strengthen its infrastructure especially if community radio is to take roots and spread itself around the country.

This proposal has been developed to institutionalise and provide an administrative structure to the CR Forum to enable execution of its vision and functions. It is essential for the forum to have a central headquarters in Delhi in order that it works closely with the Ministries and Departments concerned.

The project contributes to increasing the plurality and diversity of media in India and enhances the capacities of communities to use media as a platform for democratic discourse and good governance. To this end, it is proposed to establish an institutionalised and self-sustaining Community Radio Forum in New Delhi, develop a CR website and set up a Helpline that will be able to provide all information and advice to Community Radio stations, as well as to undertake activities related to policy advocacy.

### IMPLEMENTATION

The workplan for this project includes the implementation of the following activities:

- Establishing a Community Radio Forum Secretariat in New Delhi.
- Conceptualising, Designing and Implementing 6 capacity building Community Radio workshops
- Design, Develop and Maintain a Community Radio Forum Website

### RESULTS

- The establishment of a Community Radio Forum Secretariat in New Delhi has already been initiated within the resources of the CR Forum. Sufficient office space has been leased since April 2010, and furniture, telephone line etc have been installed. However, funds under the IPDC grant are urgently required for further necessary acquisition of office equipment and expansion of facilities, establishment of CR Helpline, etc.
- A National Coordinator for the CR Forum has been recruited.
- As the first of 6 + 6 workshops conceived under the IPDC project, the Community Radio Forum, in association with UNESCO and the support of International Centre Goa, conducted a CR workshop in Goa (“Tuning into Diversity”) from 23-25 June 2010. Though planned as an activity under the IPDC project, the workshop had to be executed independently by CRF due to the delay in finalizing the IPDC project contract.

- Another five workshops under the IPDC project were expected to be held in tandem with the Capacity Building workshops being organized by CRF on behalf of the Ministry of Information & Broadcasting from November 2010 to March 2011. However, due to the delay in IPDC contractual procedures, this did not materialize, though four Capacity Building workshops under the aegis of MIB have been conducted so far.

## **CONCLUSION**

Though activities have been initiated to set up (1) the CR Forum Secretariat in New Delhi and (2) to develop a Community Radio Website, further developments in strengthening the Forum and building the capacity of Community Radio groups are dependent on the release of IPDC grants for the same. The workshops planned under the IPDC project will now be organized between May 2011 and December 2011. The operations of the CRF Secretariat and our support for the CR website will, in the meantime, continue with the internal resources of the Forum.

**NEPAL: CONSOLIDATION OF THE COMMUNITY RADIO MOVEMENT IN NEPAL BY ACORAB**  
**BUDGET CODE: 354 NEP 5071**  
**US\$ 35 000**

### **TYPE OF PROJECT**

The first phase of the project, implemented in 2007 by the Association of Community Radio Broadcasters Nepal (ACORAB) with the support of IPDC, built capacity of 23 community radio stations and prepared a Code of Conduct for community radios in Nepal. In order to respond to the growing need of capacity building, which is driven by the increasing number of new licensed Community Radio (CR) in Nepal since the re-establishment of democracy in 2006, a second phase of the project have been implemented. The aim of Phase II was to consolidate the CR movement in Nepal, through capacity building and increasing awareness on CR values. Under the second phase, the Code of Conduct was revised to respond to the needs of all 140 CRs now operative in the country.

### **IMPLEMENTATION**

#### **I. In house Training:**

21 selected community radio stations, especially in the most inaccessible and marginalized areas, participated in the in-house training on Radio Journalism and CR management. The training were organized at the radio stations themselves and the training was from 4 to 7 day long. Equal opportunity to participate was given to all the staff members of the selected radio stations, to move forward from previous initiatives where only the management used to attend. Experts in radio journalism and professionals contributed to enhance the orientation and training activities. Participatory approach was adopted in all phases of the training, where CR decided upon the training modules and subjects accordingly to their own need.

Site visits to the Nepal's oldest Community Radio "Radio Sagarmatha" and Nepal government's official radio station "Radio Nepal" were carried out with some of the trained groups. ACORAB has been giving continuity of enhancing capacity of the radio stations with the support of DanidaHUGOU.

#### **II. Workshop on Code of Conduct :**

As per the project proposal, three orientation workshops on the Code of Conduct, would have been held with 64 community radio stations in three regions of Nepal. However, considering the increased number of new CR, it was decided to convene a National Workshop on 22 June 2010 in Kathmandu where 140 community radios had the opportunity to participate. The main agenda was to revise the Code of Conduct and discuss about its implementation by the radio stations. CR experts facilitated an open forum where a two-way discussion was successfully undertaken. The National Workshop resulted also in a valuable opportunity for conveyed CR, both well established and new ones, to network and share knowledge. Major outcome of the event was the draft of a Declaration through which the participating CR expressed their commitment to fully adopt the Code of Conduct.

## RESULTS

- Experience and knowledge in CR management and radio journalism are shared among 140 representatives of CR stations
- Code of Conduct is revised in the light of inputs received in the National Workshop
- A strong commitment over the implementation of the Code of Conduct is ensured through the issuing of the 8-point declaration.
- Ownership of the Code of Conduct among CR stations is enhanced.
- Awareness on ethics and values of CR is increased among newly established CR which took part in the Code of Conduct review.

## CONCLUSION:

“Consolidation of Community Radio Movement in Nepal (Phase II)” was developed as a second phase of an earlier IPDC supported project which built capacity of 23 CR stations and prepared the Code of Conduct for CR in Nepal.

The Phase II responded to the capacity building needs which have been recently emerging from the flourishing CR sector. Indeed, CR in Nepal has been experiencing a rapid growth in the last 5 years. The project contributed to the consolidation of the CR movement in Nepal through providing training on radio journalism and CR management and by strengthening awareness on CR values and principles. Also, under this second phase the Code of Conduct was revised and its adoption encouraged, among old and newly established CR, through training sessions and participatory discussions. The major event in this consultation process was the National workshop held in Kathmandu on 22 June 2010, with the participation of 140 CR stations representatives.

ACORAB expressed gratitude to IPDC/UNESCO for the support received. The engagement in this project enabled ACORAB to enhance its confidence and raise interest on its activities among other funding agencies. Both phases of the IPDC project resulted to be a milestone in the facilitation and consolidation of the Community Radio movement in Nepal.

Project is terminated

NATIONAL PROJECT

**SRI LANKA: PROFESSIONAL DEVELOPMENT PROGRAMME ON  
REPORTING ON POST CONFLICT RELATED ISSUES IN SRI LANKA  
BUDGET CODE : 354SRL5091  
US\$ 18 000**

**TYPE OF PROJECT**

Sri Lanka is coming out of a prolonged civil war which claimed 70,000 to 100,000 lives over a period of three decades. During the war media played a critical role in disseminating war related news and information along with propaganda, to the public. Sri Lankan media have long been blamed for not being professional being divided along ethnic and linguistic lines. It contributed to an atmosphere which escalated the misunderstanding between the communities in society and created an atmosphere of mistrust and suspicion making the peace building efforts a very difficult task. Lack of professionalism and relatively low adherence to ethical standards in the media has been identified as the reasons behind it. The issue is being addressed by the media industry itself as well as the civil society.

The project aims to ensure professional media practice on Reporting Post Conflict related issues in Sri Lanka in order to minimize the polarization in media and widen its capacity to serve the betterment of post conflict transformation efforts in the country. The project seeks to set commonly accepted criteria for reporting post conflict related issues which all media can adhere to and provide comprehensive understanding on such issues.

**IMPLEMENTATION**

The approved work plan includes the following activities:

- Develop comprehensive guidelines for journalists on reporting post conflict related issues
- Present the guidelines to the media as a declaration for their adoption
- Develop a training module based on the guidelines on reporting post conflict related issues
- Distribute widely copies of the declaration to practicing journalists
- Provide training for the journalists based on the guidelines on reporting post-Conflict related issues

**RESULTS**

- Developed comprehensive guidelines for journalists on reporting post conflict related issues: comprehensive guidelines have been developed by a panel of experts from both the media and civil society representatives who have been engaged in the post conflict transformation of Sri Lanka. The guidelines have been translated into vernacular languages; Sinhala and Tamil and publicized in a user-friendly format. The journalists could use/refer to easily the guidelines during their daily reporting.
- Presented the guidelines to the media as a declaration for their adoption: The guidelines have been presented to and reviewed by the media during a forum discussion held in Sri Lanka Press Institute Auditorium on 26<sup>th</sup> January 2011 under the heading of “*Reporting on Post Conflict Related Issues-Discussion*”. Seven panelists were invited to participate in the discussion representing all major media organizations in the country. Namely, the Sri Lanka Working Journalists Association, Federation of Media

Employees Trade Union, Sri Lanka Tamil Media Alliance, Sri Lanka Muslim Media Forum, Free Media Movement and South Asian Women in Media. The event was well attended by journalists, media activists and journalism students.

- Developed a training module based on the guidelines on reporting post conflict related issues: Based on the guidelines a training manual has been developed. Three trainers have been assigned to conduct the training.
- Distributed widely copies of the declaration to practicing journalists: The guidelines are now being distributed among the other journalists both in Colombo and the peripheral areas. Guidelines were also sent to Media Owners and Management Staff.
- Provided training for the journalists based on the guidelines on reporting post-conflict related issues: Three workshops on “Reporting on Post Conflict Related Issues” have been planned to train sixty journalists. The first workshop is currently underway at Sri Lanka Press Institute Auditorium (7th to 9<sup>th</sup> February targeting the newsroom Journalists in Colombo). The Course was advertised in the Annual Mid-Career Training Programs brochure offered Sri Lanka College of Journalism for working Journalist. The Brochure is attached. Remaining workshops were planned to be held later this month in Northern and Eastern part of Sri Lanka, but it has now been postponed due to the bad flooding situation in that part of the country.

## **CONCLUSION**

**THE FIRST PHASE OF THE PROJECT HAS BEEN SUCCESSFULLY COMPLETED. THE PROCESS OF COMPILING THE GUIDELINES FOR REPORTING ON POST CONFLICT RELATED ISSUES AND DRAFTING TRAINING MANUAL BASED ON THE GUIDELINES HAS BEEN COMPLETED. THE IMPLEMENTATION OF THE SECOND PHASE HAS STARTED WITH THE ORGANIZATION OF THE FIRST OUT OF THREE TRAINING WORKSHOPS FOR PRACTICING JOURNALISTS.**

## PROJECT IMPLEMENTED BY THE TASHKENT OFFICE

### NATIONAL PROJECT

#### **UZBEKISTAN: ENHANCE ACCESS TO INFORMATION IN THE ARAL SEA BASIN**

**BUDGET CODE: 354 UZB 5071**

**US\$ 15 000**

#### **TYPE OF PROJECT**

The project “Enhance access to information in the Aral Sea Basin” has a national scope and aimed to reinforce the capacity of radio journalists in Karakalpak and Khorezm regions of Uzbekistan which most affected by Aral Sea crisis.

Overall objective of this project was to establish a constructive outlet for reporters on sustainable development news and information radio outlet, thereby expanding the access to pluralist information in Aral Sea Basin and promoting the concept of responsible journalism.

#### **IMPLEMENTATION**

Local NGO “The International In-Service Training Centre for Journalists” was chosen as a partner to implement this project. Two national trainers were chosen in collaboration with this NGO to carry out workshops on modern radio journalism. The first workshop was carried out in Nukus (Karakalpakstan region) with support of the Faculty of Journalism of the Karakalpak State University from 5 to 7 September, 2008. 25 journalists took part in this workshop. The second training took place in Urgench (Khorezm region) with support of local khokimiat (municipality) on 8-10 September, 2008. 26 journalists attended this workshop and received knowledge and skills on modern radio journalism. Each of these trainings was designed for interactive learning. During the trainings participants had sessions on: legal basis of journalism and Uzbekistan legislation in this field; ethical aspects of journalism and access to public information; news on the radio: features, types; modern requirements and modern approaches to the radio news; news selection, preparation and the news blocks on the radio. In addition to the theoretical part of the training programme participants had everyday practical exercises and homework on preparation of news and news blocks with focus on environmental issues with recommendations and feedback from trainers.

One of the project objectives was to support establishment of constructive media outlet in the region. Special workshop to support launching of the “Nukus FM”, the first independent FM radio station in Karakalpakstan, was designed in cooperation with NGO “The International In-Service Training Centre for Journalists”. Majority of FM radio stations based in the capital of Uzbekistan - Tashkent city, and 5 of them are leading nationwide stations. Taking this fact into account 6 journalists and 1 Programming Director/Editor of the future “Nukus FM” were invited to attend the workshop in Tashkent city. During 14 days invited participants were extensively trained by Chief Editor and Chief Reporter of the “Echo Dolini” (“Voice of the Valley”), leading nationwide FM radio station of Uzbekistan. Along with sessions on modern radio news making journalists were trained on the basics of sound recording and handling by professional sound producer. Participants had a free entrance to the “Echo Valley” FM radio station to see the workflow of modern FM radio station and learn from everyday work of experienced colleagues. Programming Director/Editor of the Nukus FM radio station received training on programming and editorial issues from the Programming Director’s and Editor’s of “Echo Dolini” and programming



software were granted to “Nukus FM” radio station. Visit to another leading FM radio station of Uzbekistan “Grande FM” gave participants a chance to compare the workflow of FM radio stations.

## **RESULTS**

Launching of the regional media outlet “Nukus FM”, the first independent FM radio station in the Aral Sea crisis zone, is supported. On December 2009 “Nukus FM” radio station was launched with airing of first radio programs for Karakalpak and Khroezm regions. 6 journalists and 1 Programme Director/Editor received extensive training in the capital FM radio stations which resulted to the successful launching of the “Nukus FM” radio station and subsequent production/airing of the information materials on sustainable development issues on their airwaves. Special digital equipment and programming software were granted to the Nukus FM radio station. 51 journalists received training on modern radio journalism techniques and standards which strengthen their capacity on correct coverage of sustainable development issues.

## **CONCLUSION**

Launching of the first independent FM radio station in the Aral Sea crisis zone is a very important step to the further development of independent mass-media in this remote region. This media outlet was established thanks to the group of enthusiasts who is trying to meet with local needs and willing to lift local journalism to the new higher level of professionalism hopefully. While the majority of media institutions based in the capital are “overdosed” with plenty of capacity building activities, remote regions are still out of attention and excluded from this process. Unfortunately, graduates of academic institutions do not meet with requirements of modern media market. This condition creates niche for introduction of the UNESCO Model curricula for journalism education. Even the staff of academic institutions need on constant building of own capacity in fast changing conditions applying lifelong learning model

# **LATIN AMERICA AND THE CARIBBEAN**

## PROJECT IMPLEMENTED BY BRASILIA OFFICE

### REGIONAL PROJECT

**PROJECT: FREEDOM OF EXPRESSION AND PLURALISM IN LATIN AMERICA**  
**BUDGET CODE: 354RLA5092**  
**US\$ 20 000**

#### **TYPE OF PROJECT**

The objective of the project is to promote the reflection and participation of researchers, scholars and journalism schools in the debate about pluralism and freedom of expression in Latin America. The project has the aim of developing communication research in Latin America, ensuring independent and quality studies. Another approach could be to establish channels through which knowledge on freedom of expression and pluralism may be exchanged, by providing a collaborative system for researchers, scholars and journalism professors from different countries. Several media and communication professionals are trained by universities and colleges, and this project has the aim of reaching their researchers, scholars and professors. Therefore, it will endeavor to foster the debate on freedom of expression and pluralism among key stakeholders. The general assessment in the region is that training and research institutions could go even further in their freedom of expression and pluralism related work. ALAIC (Latin American Association of Communication Researchers) is the organization in charge of implementing this project. Since 1978, ALAIC has worked with the most important Schools of Journalism and Communication in Latin America and thus, is a strategic player for fostering these issues among researchers, scholars and professors in the region.

#### **IMPLEMENTATION**

The approved work plan for this project anticipates the implementation of the following activities:  
Implementation of an online platform that allows the sharing of scientific contents on freedom of expression and pluralism among target groups;  
Seminars, conferences, newsletters and other products to foster the debate on target issues amongst relevant stakeholders;  
Set up a research network in order to continue collaborating with articles and reflect on freedom of expression and pluralism related issues after the project has been finalized;  
Follow up, systematize and disseminate the experience through ALAIC's portal.

The first stage of the project has been completed: restructure website [www.alaic.net](http://www.alaic.net), the organizing of regional and international seminars, the launch of the first edition of the Journal of Latin American Communication Research <http://www.alaic.net/journal/> and disseminating the project to Universities and Research Institutes at a regional level.

#### **RESULTS**

ALAIC organized the 10th Congress on Communication in Times of Crises, at the Universidad Javeriana (Bogota, Colombia), held in September 2010. The Congress brought together researchers from Latin American countries, as well as high-level experts in the international communication field. The congress focused on the reality in communication and capitalism in Latin America. In addition, the local seminars

held in Brazil, Bolivia, Argentina, Mexico and Puerto Rico, were key in fostering the debate on freedom of expression and pluralism among researchers, scholars, students and faculty members at Schools of Journalism.

The website's new structure promoted better integration among Latin American researchers. The website has been used as a publishing tool and for systematizing communication research.

The launching edition of the *Journal of Latin American Communication Research* <http://alaic.net/journal/> focused on analyzing and promoting freedom of expression and pluralism studies that are being conducted in relation to communication processes in Latin America. Significant contribution is expected from researchers from Argentina, Brazil, Mexico, Bolivia, Puerto Rico and the USA to the scientific database structured by ALAIC.

## **CONCLUSION**

AS A RESULT OF THE ACTIVITIES ALREADY CARRIED OUT BY THE PROJECT “*PLURALISM AND FREEDOM OF EXPRESSION IN LATIN AMERICA*”, THE LATIN AMERICAN RESEARCHERS NETWORK HAS BEEN STRENGTHENED AND IN TURN, FOSTERED THE DEBATE ON TARGET ISSUES. THE SEMINARS AND CONFERENCES HAVE ALLOWED FOR FURTHER REFLECTION ON FREEDOM OF EXPRESSION IN THE SCIENTIFIC PRODUCTION PROCESS. ONCE CONCLUDED, THE PROJECT WILL ENABLE THOUSANDS OF RESEARCHERS AND JOURNALISM-COMMUNICATION PROFESSORS TO EXCHANGE INFORMATION AND KNOWLEDGE THROUGH A DIGITAL PLATFORM, THUS ENHANCING THE QUALITY OF INFORMATION ON FREEDOM OF EXPRESSION AND MEDIA PLURALISM.

## PROJECT IMPLEMENTED BY THE HAVANA CLUSTER OFFICE

### REGIONAL PROJECT

#### **SCIENCE JOURNALISM: TRAINING WORKSHOP AND OPERATIONAL NETWORK** **BUDGET CODE: 354 RLA 5075**

#### **TYPE OF PROJECT**

This project has two main components: (1) a regional workshop to train communication professionals in science journalism, and (2) establishment of an operational network of science journalists from Latin America and the Caribbean

The main objective of the workshop is to improve journalist's skills to manage techniques, languages and communication resources in the field of the dissemination of scientific knowledge through media.

On the other hand, the network will systematically facilitate opportunities for the participants to attend scientific meetings, participate in exchange programs, scholarships and other training opportunities, increase access to scientific information sources, encourage cooperation between media organizations and professionals and strengthen collaboration among scientists and science communicators in the region.

#### **IMPLEMENTATION**

The implementation of project activities began with a contractual arrangement signed by UNESCO and the "Jose Martí" International Journalism Institute, to organize a 4-day workshop for at list 50 media professionals from the Caribbean on topics related to scientific and technological development.

A total of 60 journalists received the training. The participants came from 12 countries in Latin America and the Caribbean: Argentina, Brazil Chile, Cuba, Ecuador, Guatemala, Guyana, Haití, Jamaica, México, Dominican Republic and Venezuela.

All the activities which were foreseen in the project were executed with high level professional's standards.

#### **RESULTS**

- 60 journalists from Caribbean countries improved their skills in the coverage of scientific and technological issues: improved media professional's skills to cover science news.
- A multimedia storage device with the workshop contents and other didactical material was produced for the participants as well as for replicating the training.
- An operational network linking not only the communication professionals, covering this theme but also the Scientifics and workers of the science institutions in the region: increased networking
- Strengthened relationship between media and science bodies in the region

## **CONCLUSION**

The project has been successfully terminated.

The communicative capacities of the participants have been improved to better cover science issues through media, thus enhancing access to scientific knowledge as a way of fostering science and technological development in the region.

The Final Report was submitted to UNESCO Havana.

# PROJECT IMPLEMENTED BY THE HAVANA CLUSTER OFFICE

## REGIONAL PROJECT

### **REGIONAL WORKSHOP ON RAISING GENDER AWARENESS THROUGH MEDIA**

**BUDGET CODE: 354 RLA 5082**

**US\$ 21 230**

#### **TYPE OF PROJECT**

The project's main component is a regional workshop to train communication professionals in gender issues in the Media. The first objective of the workshop is to improve journalist's skills to manage gender-sensitive communication techniques, languages and resources.

#### **IMPLEMENTATION**

The implementation of project activities began with a contractual arrangement signed by UNESCO and the "Jose Martí" International Journalism Institute, to organize a 4-day workshop for at least 50 media professionals from Latin America and Caribbean.

A total of 60 journalists received the training. The participants came from 12 countries in Latin America and the Caribbean: Argentina, Brazil Chile, Cuba, Ecuador, Guatemala, Guyana, Haiti, Jamaica, México, Dominican Republic and Venezuela.

All the activities which were foreseen in the project were executed with high level professional's standards.

#### **RESULTS:**

- 60 journalists from Caribbean countries improved their skills in raising gender awareness through media

#### **CONCLUSION**

The project has been successfully terminated. All objectives and expected results were fulfilled. The Final Report was submitted to UNESCO Havana.

# PROJECT IMPLEMENTED BY THE HAVANA CLUSTER OFFICE

## REGIONAL PROJECT

**SEMINAR FOR TRAINING MEDIA PROFESSIONALS ON JOURNALISM,  
ENVIRONMENT AND DEVELOPMENT  
BUDGET CODE: 354 RLA 5093  
US \$24 200**

### **TYPE OF PROJECT**

Regional project aiming at training journalists on the field of environmental journalism that contributes to improve efficacy and professional competence in this field of journalistic work.

Media professionals have an important responsibility in contributing to promoting an environmental culture for the new century. Many fields in which environmental journalism is critical like earth erosion, pollution, and lack of diversity, among others, are still submitted insufficient research in their economic, political and cultural roots. This situation involves from the ones deciding on communication policies to the great public. The projects seeks for a common language among policy makers, scientists, and communicators that help in the achievement of consensus regarding r the promotion of environmental culture, which is, at the end, a consubstantial part in the culture of the peoples.

### **IMPLEMENTATION**

From November 22nd to November 24th, 2010, 35 journalists from several media outlets from Argentina, Chile, El Salvador, Mexico, Panama, Paraguay, Dominican Republic and Cuba participated in a training workshop in Havana, Cuba, in which they exchanged experiences with experts, and debated on neuralgic issues about the decisive subject of environment and development, under the difficult circumstances of a planet submitted to changes that attempt against survival of the human beings who live in it.

The program included conferences delivered by experts on several scientific subjects related to the environment, as well as workshops on good practice about press coverage on environmental issues, recovery and handling of useful information, and the visit to an important environmental project that is being carried in Havana Bay.

### **RESULTS:**

- 35 journalists from Latin American and the Caribbean countries trained on topics such as how to report on climate change, deforestation, pollution, natural resources administration, biodiversity protection and sustainable development.
- Participants provided with up-to-date information and communication tools that allow them to manage the environmental issues in a most effective way in order to imprint a conscious approach in their recipients.
- Sharing of concrete practices, good moves and flaws in this type of journalism in the region with an active and permanent exchange to socialize the best practices.



- An operational workgroup established for information exchange, long-distance training, the coordination of projects through blogs, discussion forums, web publications, bulletins, etc.

## **CONCLUSION**

The project concluded that there is necessary to give more incentive and more frequency to training spaces for journalists and communicators on effective strategies regarding the media coverage of environmental issues in Latin America and Caribbean Region.

A call was made for journalist's professional integration and for the articulation of existing networks to promote a more systematic action, collaboration and professional exchange.

All project activities have been successfully terminated. The proposed objectives have been reached and the expected results were obtained. The Final Report has been submitted to UNESCO Havana.

**DOMINICAN REPUBLIC**  
**PROMOTING BEST PRACTICES IN JOURNALISM IN THE AGE OF THE**  
**INTERNET: ETHICS, CHALLENGES AND INNOVATION”**  
**BUDGET CODE: 354 DOM 5091**

**TYPE OF PROJECT**

This project implemented by UNESCO Chair on Communications, Democracy and Good Governance hosted by the Pontificia Universidad Católica Madre y Maestra (PUCMM) in Dominican Republic contributes to strengthen the knowledge of journalists and lecturers of journalism on the ethical use of the Internet as a journalistic source and tool by means of training, debates and awareness raising activities.

Discussions among journalism lecturers and students, practicing journalists, opinion makers and lawmakers, on issues and challenges of freedom of expression, journalism ethics, new media and the practice of journalism in general promoted freedom of expression and press and free access to public information as basis for the consolidation of democracy.

The web portal <http://redciberetica.org>, a place to congregate news, debates, academic papers, directories and links around the subjects of information ethics in and out of the Internet, privacy, the digital gap, intellectual property, digital identity, and the Society of Information, etcetera was extensively used to host virtual debates and to store project documents and tools as well as promotional, training materials and press coverage.

**IMPLEMENTATION.**

The project consisted on three main components:

A workshop intended to discuss and put into practice how journalists can apply new technologies as a way to promote and make visible news and stories that traditional media is not interested in. “Nuevas tecnologías para otras noticias” (“New technologies for ‘other’ news”) was the title of the workshop that provided the assisting journalists and professors with ideas and information on how to look at the news from a more inclusive perspective and how to distribute this kind of information to the largest possible crowd using TIC. Discussions held among 18 Dominican journalists and 12 journalists from. Journalists divided into groups that presented proposals on potential independent media outlets using the tools and the vision discussed in the program. Online participants communicated amongst each other through a private chat. Their questions, comments were transmitted to the facilitators for answers and further discussion.

A round table/debate in which opinion makers and lawmakers were invited to discuss the challenges and opportunities related to FOAI and press legislation in the Dominican Republic. During the debate “Legislación de prensa en República Dominicana: limitaciones, posibilidades y perspectivas” (“Press legislation in the Dominican Republic: limitations, possibilities and perspectives”) two senators, one representative and three members of a special commission below mentioned presented their views on freedom of expression, privacy, the Internet, media, etcetera. The event was contextualized and adapted to fit a new reality in the discussion of press legislation in the Dominican Republic: a month earlier, a commission formed by Dominican President, Leonel Fernández, had produced 5 law projects to reform or create legislation on the subject.

A two-day regional seminar “Promoting Best Practices in Journalism in the Age of the Internet: Ethics, Challenges and Innovation” was held in Santiago de los Caballeros, on November 18th and in Santo Domingo on November 19th. Seven international specialists, including 5 UNESCO Chair holders from Mexico, Colombia, Chile, USA, Peru and the Dominican Republic participated in sessions as well as students, professors and professional journalists. There was a wide exchange of information on two levels: the challenges posed by the new technological formats and the ethical issues that arise. It was common ground that journalism is not dead, but instead thriving, just in a different, sometimes scary, way.

The careful use of the funds assigned to the project allowed a collateral activity: a session with top Dominican journalists and Orbicom Presidente Rosental Alves and Columbia University professor and CIINFO creator John Dinges to discuss the possibility of following up with the issues discussed during the seminar and with the potential creation of a Journalism Forum sponsored by the Knight Center, in Dominican Republic.

Facebook and Twitter accounts were used to promote the three project components locally and internationally. Twitter was used extensively before, during and after the activities by students, facilitators and staff to discuss the workshop’s content, to debate the projects presented and current media laws. Mr. Rosental Alves became a Twitter trend topic in the Dominican Republic on the day of his speech.

## **RESULTS**

On the first component of the project, the final result is 30 journalists- 18 from the Dominican Republic and 12 from other countries in the region (México, Argentina, Chile, Guatemala, Costa Rica and Colombia)- are more aware of discriminatory selection and classification of the news and have tools to work, online or offline, whether on traditional media or on blogs or social media, towards a more inclusive and just journalism. They left the workshop with projects to develop.

The second component, the round table/debate on information laws, has an output of over 100 Dominican journalists, opinion makers, legislators, lawyers, students and professors more aware of the risks and opportunities that modifying FOIA and Press laws can have and the need for citizens to participate in any discussion regarding these laws. The Chair hosted a follow up debate sponsored by the Global Foundation on December 7th, 2010.

The results for the third component of the project are that over 250 students, professors and journalists have now a better understanding of the challenges facing journalism and the opportunities put at hand by new technologies. Taking the event to the second largest city gave audiences from the provinces the opportunity to receive a worldclass event home and enriched the network that the Unesco Chair at PUCMM has been building. A group of top journalists in the country in tune with the idea of establishing a solid network to ameliorate the quality of investigative reporting and ethics in journalism through the formation of a Forum or through new activities.

A plan to hold with the Knight Center a workshop on ethics and high quality journalism in 2011.

A plan to hold a regional seminar on drug trafficking and journalism in 2011 along with the Unesco Chair of Communications in University Iberamericana, Mexico. A plan to establish a bilateral agreement with University of Lima.

## **CONCLUSIONS**

The project provided to the participants important tools to promote freedom of the press, practice freedom of expression and free access to public information, thus contributing to the free flow of information as basis for the consolidation of democracy in the Dominican Republic. It has served its purpose of offering a mind-opening, question-raising experience.

All project activities have been successfully terminated. The proposed objectives have been reached and the expected results were obtained. The Final Report has been submitted to UNESCO Havana.

# PROJECT IMPLEMENTED BY THE PORT AU PRINCE AND HAVANA OFFICES

## NATIONAL PROJECT

**HAITI: REINFORCEMENT OF HAITIAN MEDIAS: « FORMER POUR MIEUX INFORMER » (TRAINING FOR A BETTER INFORMATION)**  
**BUDGET CODE: 354 HAI 5081**  
**US\$ 38 500**

### TYPE OF PROJECT

Access to quality information is a right according to international standards. It reinforces democracy and favours the development of communities by contributing to a better understanding of political and social questions. For this, one needs to have well-trained journalists able to research, corroborate and verify different information. The situation of Haitian media is characterized by a lack of means and of training, in particular in the provinces. Still too few media operate according to international norms. The absence of a training institution designed specifically for journalists and the overall institutional weakness in this area constitute important obstacles to quality information favouring democratic debate.

Ongoing training for media professionals seems vital to reduce the gap in the level of training between journalists. Within this framework, the Association of Haitian Journalists (AJH) and the MINUSTAH Department of Public Information developed a comprehensive training programme for journalists, including training modules on ethics and deontology, conflict-sensitive reporting and Internet use. The project addresses the urgent need to strengthen the training of journalists in the provinces.

As well as training journalists, the project aims to reinforce 9 Community Multimedia Centres of MINUSTAH and the Association of Haitian Journalists (AJH) that have received computer equipment to facilitate access to information by journalists. Finally, this project is consolidating the relationship between provincial journalists and the AJH bureau in Port-au-Prince enabling the former to take increasingly part in the national activities organized by the association.

### IMPLEMENTATION

This project aimed at building the capacities of Haitian media was composed of three main activities:

- Organization by AJH of 9 training sessions for 320 Haitian journalists in 9 departments of the country in collaboration with MINUSTAH. These training sessions dealt with ethics and deontology, conflict-sensitive reporting and Internet use.
- Purchase of a PC computer for each of the 9 MINUSTAH CMCs in the 9 departments to facilitate Internet research for journalists.
- Strengthening the links between provincial journalists and the AJH bureau in Port-au-Prince.

### RESULTS

The project was implemented according to plan and the following results were achieved in the three components:

- The capacities of journalists in the provinces have been strengthened thanks to nine 3-day training sessions organized by AJH for 250 journalists during the course of four months in 2009. Participants received a guidebook for each module as well as a certificate.
- Each MINUSTAH CMC received a PC computer with a complete recording system, which can be used by local journalists, in particular those working in these radio stations.
- The structural links between the journalists and AJH have been strengthened in the departments of Haiti. This project made possible to organize two other activities with UNESCO in 2010 (training on natural disasters and on covering elections). Alltogether, these activities have helped AJH strengthen its working relationship with local journalists and associations of provincial journalists.

The evaluation of this activity could not be carried out because of the situation prevailing in Haiti after the earthquake.

## **CONCLUSION**

This project, which aimed to build the capacities of Haitian journalists, in particular in the provinces, has fulfilled its objectives. The three-day workshops in nine departments made it possible to reach those journalists in greatest need of training in a country that does not possess a journalism training institution. By equipping the MINUSTAH CMCs with a computer, the project also enabled a better access to information by journalists. The activity was completed in 2009 and the final report was submitted to the UNESCO Bureau in Haiti. Above all, this project laid the foundations for other UNESCO-AJH projects that were successfully launched after the earthquake of 12 January 2010.

## PROJECT IMPLEMENTED BY THE PORT AU PRINCE AND HAVANA OFFICES

**HAITI: DEVELOPMENT OF INFORMATION PLURALISM IN HAITI  
THROUGH SUPPORT TO COMMUNITY RADIOS  
PROJECT BUDGET CODE: 354 HAI 5091  
US\$ 88 000**

### **TYPE OF PROJECT**

The earthquake that devastated Haiti on 12 January 2010 dealt a strong blow to the community radio movement, destroying notably the premises of the SAKS Association (Society of Community Involvement and Social Communication), the main Haitian institution assisting community radios in the country.

SAKS produces reports and programmes that are sent to the various partner community radio stations in the country (approx. 35). Moreover, SAKS facilitates training in areas such as the use of ICTs, reporting techniques or radio management. Finally, SAKS helps local associations in the establishment of community radios.

Since the earthquake, hundreds of thousands of people have left the capital in favour of the provinces, which has led to an increase in the information needs of the communities. This project fits in the « Community radios and Multimedia centres» category. It aims to offer to isolated populations or to youth groups access to radio and ICTs in order to enable them to exercise their right to express themselves, facilitate distance learning and help them develop their research projects and take part in cultural and communication activities.

### **IMPLEMENTATION**

In order to reinforce the process of establishing a network of community radios in Haiti, this project is divided into two components:

#### **Component 1 (50.000 US\$):**

- Re-establish the SAKS office in Port-au-Prince
- Reinforce the Community Multimedia Centres created in seven community radios stations (three of which UNESCO-IPDC has supported in the past) by providing equipment and organizing a training session for 35 youth in the use of ICTs.
- Organize training session for 20 youth in view of establishing a new community radio station in Car-Rouge, near Jacmel.

#### **Component 2 (30.000 US\$) :**

SAKS also plans to create two mobile radios that will be transported to Leogane et Petit Goave , two cities of the department of the West that were very much affected by the earthquake of 12 January 2010. In this view, SAKS needs to buy the mobile radios and organize training sessions with displaced youth to help

them produce programmes and operate the two new radios. In the case of another natural disaster, these mobile radios will be able to be moved to the affected areas in order to broadcast emergency information for their populations.

## **RESULTS:**

### Component 1:

- Purchase and installation of equipment for the new SAKS office in Port-au-Prince. The acoustic studio is once again functional and allows the production of reports and programmes for the partner radios of the network.
- Seven community radios have received a PC computer, six batteries and an Internet subscription for six months to allow their CMC to function. Three training sessions on the use of ICTs were organized for 35 radio presenters (June and July 2010 at Port-au-Prince).
- A community radio was established in December 2010 and started operating in January 2011. Two training sessions on communication, journalism programming and management were organized for 26 youth (including 7 women) in January and February 2011. See report on the UNESCO website: [a community radio at Cap Rouge](#)

### Component 2 :

- Since July 2010, SAKS has initiated with CONATEL (body regulating telecommunications in Haiti) and the Ministry of Interior the necessary procedures for obtaining two radio frequencies to be able to broadcast in Léogane and Petit Goave. To this day, these efforts have been fruitless due to administrative hurdles. SAKS hopes to obtain a positive answer from the Ministry in the coming weeks.
- However, contacts with the displaced populations in Léogane and Petit Goave have made it possible to identify associations of displaced youth that will operate the stations.

## **CONCLUSION**

The project's aim is to increase the communication and information capacities of marginalized or disaster-stricken communities by reinforcing CMCs and establishing radios in isolated regions or those most affected by the earthquake. It addresses a very strong demand on behalf of the youth in these communities to master modern communication methods and participate in information processes in the community.

Component 1 of the project was successfully completed despite a several-months delay due to political unrest, cyclone Thomas and the cholera epidemic. The mid-term report submitted to the UNESCO Haiti Bureau has been approved. The final report is to be provided in March.

Component 2 of the project could not yet be launched because of the slow pace of the procedures with the Haitian authorities to deliver broadcasting frequencies for two mobile radios.

# PROJECT IMPLEMENTED BY THE PORT AU PRINCE AND HAVANA OFFICES

**HAITI: ASSISTANCE TO HAITIAN JOURNALISTS**  
**BUDGET CODE: 354 HAI 5092**  
**US\$ 55 000**

## **NATURE OF THE PROJECT**

The Association of Haitian Journalists (AJH) is the main association representing Haitian journalists. Despite its mandate and that fact that it has correspondents in most of the major cities of the country, its membership rate is still too low among journalists.

Moreover, the training of journalists, in particular in the areas of deontology and fact-checking, must be reinforced in Haiti. The earthquake that occurred on 12 January 2010 has only increased the need for journalists to process information in a professional manner, particularly when reporting on the natural risks that regularly threaten the country.

The project of AJH aims at spreading best practices, inspired by the code of conduct adopted by the general assembly of the association in 2008, through the organization of training sessions for Haitian journalists on natural risks and an emergency aid programme and in-service training for journalists who became unemployed due to the earthquake. These trainings and the emergency aid programme will furthermore help to reinforce the role of AJH and increase the number of journalists in the country enrolled in the association.

## **IMPLEMENTATION**

In order to achieve these objectives, the project is organized around the following activities:

1. It provides an immediate response to the training needs of Haitian journalists in the areas of reporting on natural disasters and covering topics related to humanitarian, cultural and historical questions. A series of training sessions is to be organized in 13 departments of the country for 320 journalists, with a special focus on women journalists.
2. It gives journalists access to reference documents thanks to a small library situated in the premises of AJH;
3. It increases AJH's membership base and attributes a press card to new members delivered by AJH on the basis of professional criteria recognized by its members.

## **RESULTS:**

A series of 3-day training sessions on natural disasters (cyclones, hurricanes, earthquakes, landslides, etc.) was organized involving trainers from AJH and from the Department of Civil Protection (DPC) in 9 departments in the country for 220 journalists. The training sessions took place between 7 August and 10 October 2010 (see news item: [UNESCO supports natural disaster training for Haitian journalists](#) )

Three training sessions could not take place because of the post-electoral political unrest, cyclone Thomas and the cholera epidemic. Moreover, some twenty journalists who lost their jobs in the aftermath of the earthquake were offered an emergency aid and training programme organized by AJH. The produced



reports were broadcast during three months on the National Radio of Haiti from 15 October 2010 to 15 January 2011. (see news item: voir communiqué : [UNESCO assists unemployed Haitian journalists](#) )

It must be noted that the aim of training female journalists was confronted to the reality of a great gender imbalance in the provinces. The proportion of women journalists in the country remains very low. Female journalists constituted less than 10% of those attending the training sessions in most departments.

The library could not yet be installed because the AJH premises were completely destroyed during the earthquake. The AJH, which is currently in a temporary location, will soon move to new premises. A series of UNESCO publications are for the moment stocked in the UNESCO Office but will be provided to AJH for its new library. Moreover, UNESCO has shipped a series of publications of the Communication and Information Sector that will be offered to the libraries of the nine MINUSTAH Community Multimedia Centres in the country for use by provincial journalists.

AJH Membership has increased by over 25 % (from 120 to 160 members) between the beginning of January 2010 and the end of December 2010 thanks to its trainings on natural disasters and assistance and training programmes for unemployed journalists.

## **CONCLUSION**

This project aims to increase ethical and professional standards among journalists through the organization of a series of training sessions, particularly in the provinces. These training sessions have enabled AJH to strengthen its role association representing media professionals and promoting a code of conduct and ethical rules.

The project has also contributed to improving the quality of information provided by media in Haiti, in particular on natural risks but also on humanitarian, educational, cultural and historical issues. Furthermore, the strengthening of AJH as association defending journalists and promoting ethical practices in this field helps to consolidate freedom of expression in Haiti. Finally, this project has also provided emergency aid and training to journalists who had lost their jobs as a result of the earthquake.

The project was completed despite a several-month delay due to the political unrest, cyclone Thomas and the cholera epidemic. The mid-term report was submitted to the UNESCO Office in Haiti and approved. AJH is currently finalizing the final report which is also to be submitted to the UNESCO Office in Haiti.

REGIONAL PROJECT

**CARIBBEAN INTERNET RADIO PORTAL: EXPANDING THE REACH AND IMPACT OF COMMUNITY RADIO STATIONS IN THE CARIBBEAN**  
**BUDGET CODE: 354 RLA 5073**  
**US\$ 30 000**

**TYPE OF PROJECT**

Caribbean Internet Radio Portal (CIRP), [www.mcclinks.com](http://www.mcclinks.com) is an online platform that provides an opportunity for synergies among CMCs in the region as tools for poverty alleviation and the strengthening of democracy and good governance through freedom of expression and access to information as well as the tools through which information and expressions are transmitted.

This project proposes to strengthen the reach and impact of community radio stations in the Caribbean while facilitating networking of these small community radio stations by offering online live streaming facilities to these CMCs, interactive web-based presence and training of community media practitioners in online journalism and online broadcasting.

**IMPLEMENTATION**

This project has experienced delays. However, taking into consideration the strategy to harmonise Regular Programme (RP) and Extra Budgetary activities for greater impact, this IPDC project was linked to a related RP activity. Additionally, partnership was sought from the Commonwealth of Learning based on a MOU between the two organisations. In that framework, in November 2008 in St Vincent and the Grenadines was held a regional workshop on the use of media for learning in the Caribbean. Sixteen CMC media workers from across the Caribbean participated in the workshop. The project was finalized with the development of a Caribbean CMC of a workshop and consultation meeting held from 10-12 March 2010 in Trinidad and Tobago organized by the UNESCO National Commission. The workshop and meeting contributed to consolidate the Caribbean CMC network, to update the software platform on Internet radio streaming and the mcclinks portal, to develop an open discussion on CMC sustainability and to update CMC Paramaribo Declaration (I Caribbean CMC Consultaion Meeting, Paramaribo, Suriname 2005).

**RESULTS**

When completed the project have yielded the following results:

- 16 CMC media professionals trained on the use of media for learning;
- 20 Caribbean CMC trained and updated on Internet radio streaming and not less than 15 CMCs will be transmitting on Internet and linked at [www.mcclinks.com](http://www.mcclinks.com).
- MCCLINKS portal website functionality increased;
- Caribbean CMC network relaunched and fostered;
- Caribbean CMC sustainability improved;

## **CONCLUSION**

Sustainability of CMCs in the Caribbean is a challenge. This project is making a contribution on CMCs sustainability in the Caribbean. Discussion and adoption of concrete actions for the establishment of a COP platform for experience and best practices interchange and then reinforce the Caribbean CMC network will be attained. The future development of capacity building activities for CMCs' practitioners will be crucial for CMC sustainability. The creation of a Caribbean CMC Training and Development Centre will be one of the activities included in the 35C/5 to be developed in the present biennium.

REGIONAL PROJECT

**MEDIA AND THE CARIBBEAN JUSTICE SYSTEM: INCREASE REGIONAL MEDIA CAPACITY TO REPORT ON THE REGION'S JUSTICE SYSTEM**  
**BUDGET CODE: 354 RLA 5076**  
**US\$ 25 000**

**TYPE OF PROJECT**

This project proposes to facilitate the training of journalists to enable them to report more effectively on court proceedings and the justice system in the region, in general. This is being done through a partnership with Lauburn Communications, an independent production company which has spearheaded a promising 'TV Court' initiative in Jamaica. Given that media workers have free access to move from one island to another under the Caribbean Single Market Economy (CSME), the goal is to rejuvenate this initiative, expand it regionally in line with the process of regional integration, and to strengthen the skills of reporters, managers and free-lance journalists across the region.

**IMPLEMENTATION AND ACHIEVEMENTS**

The project is on-time. A three-day regional workshop has been organised in Jamaica with the participation of 15 reporters from seven Caribbean countries in addition to court officials, top level officials of the Jamaican justice system and the President of the Canadian Media Lawyers Association. Three in-country workshops are planned to take place in Trinidad and Tobago, Guyana and St. Vincent and the Grenadines.

**RESULTS**

When completed the project would have yielded the following results:

- 60 journalists/practitioners trained in the techniques of reporting on legal issues, legal framework procedure for court reporting, free access of press reporting and national and international legislation on freedom of expression.
- 10 television productions (7-10 minutes each) made and aired on the situation of freedom of expression, free press and free access to public information.

**CONCLUSIONS**

While the workshop partially achieved the expected results, because the attendance of local media organisations, from which the bulk of reports and journalists were expected, was less than expected. There were several reasons given for this, including the length of the workshop and the passage of a hurricane a week before the two first sessions. Also, it would seem that local media practitioners found it challenging to sit in a training programme for three full days, especially since they were 10 minutes away from their newsrooms.

However, it was found that the attempt to bring media professionals and court officials together to discuss interrelationships between these two sectors of social development was being done for the first time not just in Jamaica but in the Caribbean. The more experienced President of the Canadian Media Lawyers Association indicated that good reporting on any justice system cannot be done without good relations between reporters and court officials/legal practitioners. He pointed out that it took Canada way over 20 years to achieve the required relations. The content of the conference was excellent. The model should be reused. The establishment of a Caribbean Media Lawyers Association could be considered. This could build bridges for more dialogue between the media and the courts. The project was concluded by the beneficiary.

## PROJECT IMPLEMENTED BY THE KINGSTON CLUSTER OFFICE

### NATIONAL PROJECT

#### **BELIZE: STRENGTHENING OF AK'KUTAN FM: RADIO FOR THE MAYA OF SOUTHERN BELIZE**

**BUDGET CODE: 354 BZE 5081**

**US\$ 24 200**

#### **TYPE OF PROJECT**

This project seeks to contribute to fostering diversity of content and the representation of the Mayan people, reducing the isolation of these communities by *enhancing the capacity of community based media to harness and disseminate information and cultural knowledge*. To attain that general achievement ten community media practitioners will acquire skills in producing educational radio programmes geared at addressing development issues such as indigenous rights, cultural identity, rights of women, child development, HIV/AIDS, traditional healing, and other topics that will improve their lives as well planning for sustainability in a two-week training course and an exchange programme. Also, a self-sustaining community radio station capable of empowering community members in the 39 Maya villages of the Toledo District with information on their indigenous rights will be established.

#### **IMPLEMENTATION**

The project contractor will implement the following activities:

- Acquire and install the necessary equipment, hardware and software to strengthen the broadcasting capacity of Ak' Kutan FM;
- Promote Ak' Kutan FM and assess audience radio programming interests through community consultations in the Toledo District, Southern Belize and field trips to the station by students from local primary schools;
- Develop new programming in response to needs identified during the community consultations;
- Plan and carry out an exchange programme in conjunction with Guatemalan community radio stations to promote Maya culture broadcast;
- Develop training material for the radio programming training workshops, and a Five-year Management Plan for Ak' Kutan FM;
- Organize three workshops for at least 15 persons including 10 community media practitioners on producing educational radio programmes on development issues

#### **RESULTS**

- Ten community persons trained in producing educational radio programmes;
- A stronger community radio station with the capacity to produce educational radio programmes for 4,000 indigenous families;
- A five-year management plan with particular attention to sustainability developed;
- Field trips to the station by at least 200 students from five primary schools and at least 15 local residents trained in use of the equipment

## **Work done:**

### ***1. Acquire and install the necessary equipment, hardware and software to strengthen the broadcasting capacity of Ak' Kutan FM:***

The NICOM 1000 Watt transmitter arrived in Belize City in early September but was released until mid-November after tax exemption for import duty was received from the Ministry of Finance. In early December 2010, the new transmitter was installed. This was complemented with visits to all the 36 communities to identify the new coverage of Ak' Kutan Radio. Three of these communities (Pueblo Viejo, Jalacte and San Vicente) could not get the access to Ak' Kutan due to their altitude and location and other two (Golden Stream and Medina Bank due to location. Interestingly, Ak' Kutan is reaching various communities in Guatemala. Therefore, the new transmitter increased the radio coverage from 10 to 32 Mayan communities. Below is a map of the Toledo District that shows the current coverage area of Ak' Kutan Radio.

### ***2. Promote Ak'Kutan FM and assess audience radio programming interest through community consultations in the Toledo District, Southern Belize and field trips to the station by students from local primary schools.***

Consultations are being completed in 23 of the communities that are now reached as a result of the radio upgrade in the Toledo District. It was decided that house to house visit was the best methodology to be used since this would give the opportunity for a wider cross-section of people to give their feedback; that is, men, women, youths and to certain extent, the children. It was done in the place of community meetings, because such meetings are mostly attended by men.

Due to the school Christmas and New Year break, the school visits were postponed and was held at the end January 2011.

### ***3. Develop new programming in response to needs during the community consultations***

So far, the response from the communities has been wonderful since we were able to confirm that Ak'Kutan radio is the choice of the communities in the Toledo District. After reviewing the results to date, the Ak' Kutan team have generated the following ideas for programs:

- Culture – strengthen the current Cultural program and integrate more content, get community elders to participate
- Local News: “What’s happening in Toledo”- A weekly program that will update and inform the Toledo communities about what happening in Toledo. Plans to give the opportunity for the community to provide their news piece.
- Women’s Program- A weekly program for women and by women (Esther and Elvia Bo for now) and will include content such as recipes, stories, women’s issues (health, parenting, women’s rights, domestic violence etc.) home remedies and personality of the month (interview women in the communities).
- Community Police Program- With support from the Police Department, a weekly program will be aired with the objective to inform the public about safety and security issues.

### ***4. Plan and carry out an exchange program in conjunction with Guatemala community radio stations to promote Maya culture broadcast.***

Considering that the new transmitter was installed and tested in December 2010, the visit to community radio stations in Coban, Guatemala planned to be done in September took place in February 2011. We have not received the report of the visit yet.

***5. Develop training material for the radio training workshops and a five year management plan for Ak' Kutun FM***

The training manual is being developed for the 3 workshops and dates for the workshop was programmed. The first basic introductory radio training has taken place. One of the workshops to be done in collaboration with CARIMAC and facilitated by the Director of the Jamaica's CMC Root FM, The Voice of the Inner City, had to be rescheduled due to an unforeseen family emergency with the facilitator.

***Organize 3 workshops for at least 15 persons including 10 media practitioners on producing educational radio programs on development issues.***

The content of the 3 workshops have been identified as follows:

- Introduction to community radio- what is a community radio, role of community radio, types of broadcasters, voice modulation, respiration, use of microphone, "radio language", etc.
- Developing a radio Program- (types of formats, selecting the appropriate formats, community learning programs, script writing.
- Producing the radio program- putting together a program such as the Local news. Collecting the story, presenting the story, etc.

To date, the following radio programs are being developed: Women's Program, Community Police Link-up Program (in collaboration with the Police Department), Health Program and Culture program (stories have been integrated in the program).

## **Conclusions**

Project was planned to end on the 31 December 2010, but unfortunately some activities, such as the receiving and installation of the transmitter, were delayed. The corresponding contract was amended granting the contractor an extension of four months up to 30 April 2011. Presently the project is progressing without major impediments and should finish by 15 April 2011.

# PROJECT IMPLEMENTED BY THE KINGSTON CLUSTER OFFICE

## NATIONAL PROJECT

**GUYANA: TRAINING MEDIA PROFESSIONALS IN RESEARCH AND PRODUCTION OF CULTURAL & COMMUNITY ORIENTED PROGRAMMES**  
**BUDGET CODE: 354 RLA 5071**  
**US\$ 20 000**

### TYPE OF PROJECT

This project supports the move of the state broadcaster in Guyana towards becoming a true public service broadcaster. It proposes to promote the development and broadcast of more quality cultural and community programmes on radio and TV through training of 30 media professionals in research and production techniques. The project will target young media professionals (radio and TV script-writers, producers, interviewers, broadcasters, editors and sound and video field technicians) working at the State-owned NCN as well as volunteer staff at the Community Radio Station, Radio PAIWOMAK, in the hinterland of Guyana.

### IMPLEMENTATION

A contract has been established with the National Communications Network (NCN); a project coordinator has been designated and a needs analysis carried out. In spite that acquisition of equipment and the planned training workshops were done and all of the foreseen activities in the work-plan were implemented by the beneficiary, a problem with the quality one of the reports implied the extension of contract deadline. Finally, the missing report was submitted and the project successfully ended.

### RESULTS

Project have yielded the following results:

- 30 media professionals trained in researching, scripting, programming, audio and video manipulation and producing cultural and community programmes for radio and TV
- Three documentaries and thirty features produced for radio and TV bearing on indigenous cultural topics or of specific community concerns during the twelve months of the training programme
- Number of cultural and community oriented programmes broadcast on NCN and Radio Piawomak increased
- Acquisition of a number of basic equipment for field production.

### CONCLUSION

Guyana is the most challenging country in the Caribbean Cluster in respect to freedom of expression and free press. The government operates the only mainstream radio station in the country. Constitutional review is now being undertaken to open up the licensing of radio. The project was monitored closely and care was taken to maintain good relations between the Government and UNESCO to facilitate development of more pluralistic media in this country.

The project was successfully concluded by the beneficiary.



# PROJECT IMPLEMENTED BY THE KINGSTON CLUSTER OFFICE

## NATIONAL PROJECT

**GUYANA: STRENGTHENING RADIO PRODUCTION TRAINING FACILITIES AT THE CENTRE FOR COMMUNICATION STUDIES (CCS), UNIVERSITY OF GUYANA**  
**BUDGET CODE: 354 GUY 5081**  
**US\$ 25 000**

### TYPE OF PROJECT

The project is expected to provide the necessary capacity within the Centre for Communication Studies for implementation of the corresponding component of the UNESCO Model Curriculum for Journalism Education (MoCJED) by facilitating practical training in radio journalism thereby raising the level of journalism in Guyana and the region and providing journalists with the adequate tools skills with which to affect democratic processes where they practice.

### IMPLEMENTATION

The project contractor will implement the following activities:

- Acquire and install the necessary equipment for the upgraded radio production studio/lab, as outlined in the IPDC project document;
- Recruit consultant(s) to develop two training manuals to support the new courses based on the Radio Journalism component of the UNESCO Model Curriculum, and to lead the training of the Centre's faculty in the use of the equipment and maintenance of the upgraded facility;
- Organize two five-day workshops for staff of the Centre on the use of the equipment and the maintenance of the facility;
- Develop management and maintenance protocols for the upgraded radio production studio/lab;
- Produce two manuals to support the Radio Journalism courses;
- Train at least 120 students in the Radio Journalism courses.

### Expected results at the end of the project

Achieved results are expected as follows:

- One hundred and twenty (120), which are all the present students at the Centre for Communication Studies trained in practical radio journalism
- Quality of radio journalism in Guyana improved.
- Radio Journalism component of the UNESCO Model Curriculum for Journalism Education incorporated into CCS curriculum at the University of Guyana
- Guyana specific course materials will be produced for 120 students
- New Radio Journalism course based on UNESCO'S "MoCJED" taught at CCS

**Work done:**

- The equipment were purchased in the United States in June and July 2010, but the processing of the equipment by Guyanese Customs was not done until December 2010 when students had already gone on vacation and considering that no training could take place without the installation of the equipment, training of the students was postponed until February 2011.
- The consultant to purchase and install the equipment and to train the staff of the Centre of Communication Studies, was contracted in February 2010
- It was developed an outline of a series of instructional modules that will accompany the installation and testing phase of this project. It will serve two purposes. Firstly, it will familiarize department technical personnel and faculty with the technical details of the system. At the end of instruction, participants will be able to operate the system, manage and trouble-shoot problems. Additionally the documentation supplied and training methods employed may also be used as a blueprint for future instruction and management of the radio network.
- Contract was amended and the submitter was granted and extension up to April 30, 2011.

NATIONAL PROJECT

**GRENADA: CAPACITY BUILDING OF GRENADA MEDIA WORKERS**  
**BUDGET CODE: 354 GRE 5091**  
**US\$ 22 800**

**TYPE OF PROJECT**

This project is aimed at Building Media Capacity in Grenada. For years many practicing journalists in Grenada have been struggling to get appropriate training in their profession. For many this is because training costs are expensive, particularly as accessing the training involves travelling overseas mainly to CARIMAC in Jamaica, since there is no media training institution in Grenada. The project has special components for both young and senior journalists in Grenada.

**IMPLEMENTATION**

The project contractor will implement the following activities:

- Establish a project Steering Committee to oversee the implementation of the project, including community representatives;
- Recruit consultant(s) to develop training material in basic journalism and lead to training workshops on radio and television programming; presentation skills, news writing (electronic and print), research and investigative journalism.
- Organize a two week training workshop for up to 20 young journalists in radio and television programming; presentation skills, news gathering and news writing for broadcast media.
- Organize a two-week training workshop for up to 20 young on news gathering and news writing for print media.
- Organize a one-week training workshop for up to 20 senior journalists in research and investigative journalism.

**Expected results at the end of the project**

Achieved results are expected as follows:

- Media capacity in Grenada improved
- At least 20 young journalists trained in 20 young journalists in radio and television programming; presentation skills, news gathering and news writing for broadcast media
- At least 20 young journalists trained in news gathering and news writing for print media.
- At least 20 senior journalists research and investigative journalism.

### **Work done:**

1. The two week training workshop for young journalists in radio and television programming was held.
2. The two week training workshop for young journalists on news gathering and news writing print media was held.

### **Challenges**

Both the workshops that were held were oversubscribed (confirming the dire need for training of journalists in Grenada). Indeed it was challenge to accommodate the 50 journalists who turned out each time for the workshops.

The third workshop has not been held yet. Contract amended and submitter granted up to April 30, 2011 to complete the project.

# PROJECT IMPLEMENTED BY THE KINGSTON CLUSTER OFFICE

## NATIONAL PROJECT

### **JAMAICA: SPRING VILLAGE COMMUNITY MULTI MEDIA TRAINING IN PROGRAMME SCHEDULING AND RADIO PROGRAMME PRODUCTION TECHNIQUES**

**BUDGET CODE: 354 JAM 5091**

**US\$ 26 400**

#### **TYPE OF PROJECT**

This project is a project of intervention with the objective of changing the lives of the youth in Spring Village and the surrounding areas of St. Catherine, Jamaica by giving them the opportunity to develop their media skills. The project aims to establish and operate a sustainable community multimedia training centre that attracts and engages youths (ages 15-25) from several marginalized districts in rural St. Catherine, cultivates the skills of young media professionals, and provides democratic channels for (inner and inter) community participation.

It also focuses on the training of both instructors and youth in media skills, so that they may further contribute to the development of pluralistic media in Jamaica, either independently or as part of a community organization

#### **IMPLEMENTATION**

The project contractor will implement the following activities:

- Establish a project Steering Committee to oversee the implementation of the project, including community representatives;
- Recruit consultant(s) to develop training material and assist in the preparation of Programming Guidelines, the On-Air Style Guide and to lead the training workshops on radio programming; community journalism, web design, graphic design and the use of the internet; digital photography, digital video recording, editing and production.
- Organize an eight day training workshop for 24 persons (as trainers) in the management and technical operation of a radio station; web design; graphic design and use of the internet
- Organize a five day for 24 persons workshop (as trainers) on community journalism, digital photography; digital video recording, editing and production
- Organize a five-day workshop for 24 persons (as trainers) on music recording, editing and production.
- Ensure that at least 120 youth from the Spring Village area receive training in management and technical operation of a radio station; web design, graphic design, use of the internet; community journalism, digital photography, video editing and production;
- Organize a formal launch of the Spring Village Development Foundation Radio Station;

- Design and produce at least 20 radio programmes on various cultural, economic and social issues;
- Broadcast and disseminate radio content produced by the youth enrolled in the training programme;

### **Expected results at the end of the project**

Achieved results are expected as follows:

- Community Journalism in Spring Village developed and fostered
- Development of training materials; Programme Guidelines; and an On Air Style Guide for the Spring Village Radio Station.
- 120 youth in Spring Village trained in the technical operation of a radio station; web design, graphic design, use of the internet; community journalism, digital photography
- At least 20 radio programmes produced by the youth enrolled in the training programme.
- Spring Village Development Radio Station formally launched Guyana

### **Work done:**

1. The Steering Committee has been established and is functional.
2. To date three courses have been held, they are:
  - i) **Internet Radio Production and Management.** This course had seven (7) community youth participating.
  - ii) **Community Journalism** - a total of 10 persons were trained.
  - iii) **Photography.** Three youth of been trained so far.
3. The Spring Village Foundation has also sourced radio and music equipment through collaboration with another Radio station (Stylz FM which is located in another parish in Jamaica, namely Portland.

### **Challenges:**

Negotiations with two of Jamaica's leading Media training institutions (CARIMAC and CPTC) did not go well. CARIMAC's prices were too high for the project's budget and CPTC did not respond at all to Spring Village's request for a quotation. As a result the Spring Village Foundation had to source individual consultants in order to carry out the project. So far this is working well. However the number of community youth participating is fewer than was projected. For the photography course for example the three youth who participated had to travel to Kingston to access the training.

Further training is set to take place in 2011. The contract was amended and the submitter was granted an extension up to April 2011.

# PROJECT IMPLEMENTED BY THE KINGSTON CLUSTER OFFICE

## NATIONAL PROJECT

**ST. LUCIA: TRAINING IN PROGRAMME SCHEDULING AND RADIO  
PROGRAMME PRODUCTION TECHNIQUES  
BUDGET CODE: 354 STL 5081  
US\$ 12 000**

### TYPE OF PROJECT

This project is specifically expected to address the lack of training in audience research and developing and sustaining programming schedules that are more diverse in content, formats and programme genres, as well as the lack of radio programme production skills among the core staff at Radio St. Lucia. The immediate beneficiaries of the project are the staff of the Programmes Department at Radio St. Lucia and at least ten (10) freelance producers from rural communities in St. Lucia.

Radio St. Lucia is the only PSB in the Island. Although recently benefiting from IPDC assistance by the implementation of the Digital Newsroom Project, which has yielded some improvements in efficiency of operations of the Newsroom, there is still a lot of work to be done in improving journalistic practice and processes to ensure that the station is fulfilling a critical component of that mandate – to provide accurate, reliable, credible and timely information, education and entertainment through a diverse range of radio programmes and programming to facilitate citizens' effective participation in rational debate and discussion, so necessary to the encouragement and sustenance of a democracy.

The project will also develop a cadre of independent producers, particularly in the rural communities who will be able to contribute rural issues to main stream programming while earning a living from a non-traditional activity – radio production. Alternative solutions are to pursue the rare opportunities for scholarships in these fields.

### IMPLEMENTATION

The project contractor will implement the following activities:

- Execute the project designed to establish and chair a project steering committee to plan and implement the project;
- Recruit a research institute or consultant(s) to undertake a survey of the current media landscape in St. Lucia;
- Recruit consultant(s) to develop training material and assist in the preparation of Programming Guidelines, the On-Air Style Guide and to lead the training workshops on radio programming;
- Organize two five-day workshops for staff of the Programmes Department, Radio St. Lucia and at least 10 freelance producers from rural communities in St. Lucia;
- Produce Operational Guidelines

### RESULTS

Achieved results are expected as follow:

- A report on the media market and audience
- A revised programme schedule for Radio St. Lucia that addresses the imbalance in genres, formats, styles, and diversity of radio programming offerings
- Operational Guidelines for Programme Planning, Coordination, Reviews and Scheduling

- At least 17 persons trained in radio programme production techniques, on-air presentation and delivery techniques
- A documented On-Air Style Guide
- Training materials including modules, manuals, and/or CD-ROMs, available for continuous in-house training.

### **Work done**

- The Steering Committee has been established and is functional.
- A Consultant has been identified to develop the training materials and conduct the workshop on Radio Programming.
- Draft agenda for the workshop is complete.
- Sixteen (16) journalists have been selected to participate in the workshop, six (6) of which are from Radio St. Lucia.
- After a tender process “Right Angle Imaging”- a local company was selected to undertake the media survey. The survey is now in progress and the results are expected by the end of February 2011.

### **CONCLUSION**

This project experienced severe delays because of internal issues at Radio St. Lucia. The contract was amended upon the request of the submitter for an extension, and as a result the submitter has been given until April 30, 2011 to complete the project.



## PROJECT IMPLEMENTED BY THE KINGSTON CLUSTER OFFICE

### NATIONAL PROJECT

#### **ST. VINCENT AND THE GRENADINES: TRAINING OF JOURNALISTS IN ONLINE JOURNALISM**

**BUDGET CODE: 354 STV 5071**

**US\$ 14 500**

#### **TYPE OF PROJECT**

This a capacity building project which is designed to train 30 journalists from local media houses in St. Vincent and the Grenadines through scholarships to pursue a course in Online Journalism being offered by the Caribbean Institute for Media and Communication (CARIMAC), University of the West Indies. Participants will receive training in such areas as web content writing and editing and the use of online technologies, online journalism and e-governance.

#### **IMPLEMENTATION**

This is some delay in the implementation Contract has been established with Interactive Media Limited and the following activities have been carried out or have commenced:

- UWI course and the availability of scholarships from UNESCO advertised in local press;
- Applications have been received and screened by a joint committee of Interactive Media and the National Commission and only 12 for the expected 30 successful applicants have been granted scholarship to pursue course
- Journalists have applied to CARIMAC for admission to the course
- Pre-training evaluation of websites has commenced.

#### **RESULTS**

When completed the project would have yielded the following results:

- 12 journalists trained in writing and editing content for the web and the effective use of online technologies.
- Two evaluation reports (one before the project, one after) prepared on the websites of the media houses of the journalists being trained in terms of news value, ease of use, design, interactivity, hits, timeliness of news, and use of web technologies.

Since the beginning the project has experienced delay because the delivery of the Online Journalism by CARIMAC faced a snag due to changes in the administrative procedures for online course offered by the University of the West Indies (UWI). UWI has launched its fifth campus, which is a virtual campus called the Open Campus. This has lead to the changes in administrative procedures for all online courses offered by the University.

The project was completed with disappointing results, because several persons who were accepted were unable to log on to the on-line course website.

## **CONCLUSION**

The project was completed with disappointing results. Last two payments were not made and contractor requested that they not be sent as they would be returning funds to UNESCO. On 11 Jan 2010 an email was received indicating that report and bank draft has been sent by courier to UNESCO.

REGIONAL PROJECT

**BUILDING A SAFETY INFORMATION NETWORK TO OFFER HIGH  
QUALITY MEDIA TRAINING  
BUDGET CODE: 354 RLA 5083  
US\$ 32 200**

**TYPE OF PROJECT**

This project is aimed at enhancing the environment of freedom of speech in eight countries in Latin America & the Caribbean through the development of safety information networks. The basics of this project are that the prevalence of an insecure environment hampers the capacity of journalists to inform of matters connected to the deepening of democracies thus negatively affecting the rights to freedom of speech and information of the society. Transferring safety skills through a network to journalists and media minimizes the impact of working in a risk area and allows delivering better information to the society. The development of the network includes research, establishing a multi way information channel, validation of information, dissemination and counselling. The elements included in the project are:

- Active partnership and consultation with experimented investigative journalists and security experts;
- Creating an instance for security advise and counselling to journalists most at need;
- Generating relevant security information of risk areas in the region specific to journalism and how to cope with risks and cover safely;
- Transferring safety skills and resources to targeted areas of need, based in courses, expertise and specialised reports.

**IMPLEMENTATION**

After a considerable delay, due to a complete restructuring of INSI and a move of INSI's offices from Den Haag to London, the project was implemented in the second half of 2010. Following the restructuring process, the project had to be modified taking into account journalists' current safety situation in the region, as well as logistical, administrative and cost conditions. Training activities were focused on Mexico, where journalists' safety situation is worse due to the pressure of drug cartels and other organized crime. According to INSI's report, 10 Mexican journalists were killed in 2010, which makes Mexico the most dangerous country for journalists in the western hemisphere.

INSI teamed up with the Mexican Foundation for investigative journalism (MEPI) linked to the Tecnológico de Monterrey. A six month investigation conducted by MEPI which tracked reporting on drug trafficking in provincial media, provided hands-on recent data on the safety situation of Mexican journalists. The study was presented and discussed during a 2-day training course held by INSI in cooperation with MEPI in Mexico City in December 2010. The course was attended by 16 journalists, predominantly working in print and television channels, who received practical advice on how to improve their personal, office and home safety, trauma awareness, risk assessment and crisis management. The training also taught how to identify and deal with mental trauma.

Based on the participants' inputs and debates during the training, INSI is currently gathering and drafting security recommendations for journalists. Those recommendations will be part of a safety manual for

news media in Latin America, which INSI is planning to publish in the first quarter of 2011. Training participants will keep cooperating closely through digital communication.

## **RESULTS**

In spite of a major delay, the project has now been successfully implemented. The safety manual including practical recommendation is planned to be presented to journalists association in Latin America in the first semester of 2011.

**REGIONAL: POPULAR CORRESPONDENTS - SUPPORTING VOICES OF THE EXCLUDED SECTORS IN LATIN AMERICA**  
**BUDGET CODE: 354 RLA 5091**  
**US\$ 18 000**

### **TYPE OF PROJECT**

The regional project “Popular correspondents - supporting voices of the excluded sectors in Latin America” aims to strengthen AMARC LAC's news agency PÚLSAR by expanding its regional correspondents network from 7 to 14, providing training and knowledge exchange for the network in the build-up of AMARC's tenth world conference held in La Plata (Argentina) from 7<sup>th</sup> to 13<sup>th</sup> of november 2010. The development objective consists in promoting media as a platform for democratic participation by demonstrating the needs, problems, proposals, voices and diversity of Latin American marginalized social groups and in strengthening community broadcasters' role of debating and reporting on matters related to freedom of expression. Furthermore, the project promotes networking and coordination of community radios.

### **PROJECT IMPLEMENTATION**

The project has been implemented successfully: Púlsar's correspondents network has been expanded from 7 to 14 radio journalists (representing AMARC LAC's six sub-regions and Women's Network). This means Púlsar now benefits from a greater diversity of voices, journalistic expertise and additional sub-regional journalistic coverage. A three-day training course for the new correspondents was held in La Plata (Argentina) from 4<sup>th</sup> to 6<sup>th</sup> of november 2010. Training participants analysed the human rights situation in Latin America with specific focus on freedom of press and freedom of expression, but also with regard to gender equality, the rights of marginalized groups and indigenous communities; the correspondents flagged up issues of human rights infractions and discrimination with regard to the above, in their sub-region. On this base a digital map visualizing the needs, problems and voices of marginalized sectors in LAC was prepared and discussed during the training course. The training gave guidance on how to find news hooks for stories on marginalized social groups and general human rights issues, how to apply criteria of newsworthiness and how to select and treat trustworthy information sources. Furthermore, the correspondents network practiced news redaction for radio journalism and prepared the coverage of AMARC's tenth world conference (AMARC 10), which followed the training.

During AMARC 10, Púlsar produced a 30' daily radio programme on the conference (in Spanish and Portuguese). Additionally, daily web news, photos and videos as well as radio interviews called “Stories from the radio”. All reporting materials on AMARC 10 prepared by Púlsar's correspondents network have been published on AMARC's and Púlsar's websites (<http://www.agenciapulsar.org/amarc10.php>, <http://amarc10.amarc.org/index.php?p=home&l=EN>).

### **RESULTS**

All defined targets to fulfill the objectives of the project were fully met. For logistical reasons the training workshop was limited to 3 instead of 4 days, but all planned topics were adequately treated. The extensive and high-quality coverage on AMARC 10 and subsequent reporting on human rights related topics, available on Púlsar's website, demonstrate the project's impact.

REGIONAL PROJECT

**CAPACITY BUILDING FOR JOURNALISTS OF COMMUNITY RADIO IN THE MICRO-REGION SALTO/CONCORDIA (URUGUAY/ARGENTINA)**  
**BUDGET CODE: 354 RLA 5097**  
**US\$ 17 000**

**TYPE OF PROJECT**

The national project “Capacity building for journalists of community radio in the micro-region Salto/Concordia (Uruguay/Argentina)” is designed to strengthen the role of community radios in the Uruguayan-Argentinian border region of the Río Uruguay between Salto and Concordia as platforms of democratic debate, enhancing citizens' empowerment and participation. Fostering cross-border cooperation between community media is of particular importance considering the recent political tensions between Uruguay and Argentina known as the pulp mill conflict.

The project includes provision of required infrastructure to the community radio FM Impactos in Salto and training for twenty radio broadcasters from Salto and Concordia in order to improve the quality of radio journalism and raise awareness of the importance of media pluralism in the micro-region. The promotion of cross-border partnerships in community radio initiatives helps to create synergies, exchange knowledge and build the ground for a mutual understanding. The training aims to strengthen the community radios' profile so that they become key drivers of social change for development, communicating ecologically and economically sensitive issues as opportunities for cooperation. They can incite public debate on cross-border key topics, raising citizens' participation in democratic processes.

**IMPLEMENTATION**

The project has not yet been implemented due to administrative problems of the Universidad Católica del Uruguay with the cooperation contract and in finding an authorized body for the transfer of funds. The contract is currently under approval of the university rector's office and should be signed by end of February, according to the UNESCO Chairholder for Social Communication.

Meanwhile, FM Impacto in Salto and radio journalists in Concordia have been contacted in order to further jointly planning the training course. Training materials are getting prepared.

**RESULTS**

Provided that the cooperation contract gets signed by end of February 2011, project results are expected by end of the year.

**CHILE: A CITIZEN-BASED MEDIA MODEL “EL CIUDADANO”**

**BUDGET CODE: 354 CHI 5071**

**US\$ 19 000**

**TYPE OF PROJECT**

The project *El Ciudadano* aims to strengthen freedom of expression and to promote alternative and community media in Chile, a country suffering from a strong media concentration. *El Ciudadano* is an innovative dual media enterprise, combining a monthly magazine with a daily news portal. *El Ciudadano's* content does not only reflect the civil society needs, achievements and interests, but also respects the country's cultural diversity. Filling a major gap in Chile's regulated media landscape, *El Ciudadano* increased its circulation and outreach from 800 issues in the La Unión region to 15 000 nationwide in the course of the five years of operation.

The development objective of the project was to support the creation of alternative and community media in Chile in replicating and adapting the success model of *El Ciudadano*, using a dual-media type strategy to give voice to the most marginalized groups in Chile by assigning them their own communication space. The immediate objectives were to (1) raise awareness of free access to *El Ciudadano's* resources, (2) create opportunities and strengthen local capacities, (3) build an independent media network and (4) create issue-based publications at national level. The project beneficiaries are locally based communities that work on citizen rights and are interested in creating their own print media. Focus was set on media projects that offered a good representation of women, youth and minorities.

**IMPLEMENTATION**

(1) In order to raise awareness of *El Ciudadano's* offer and resources, a marketing plan for *El Ciudadano* was prepared and implemented (to 80%). More resources were assigned to promote the magazine's web portal. Additionally, *El Ciudadano's* corporate identity was further developed and the point of sale distribution strategy improved by raising the magazine's visibility. Furthermore, *El Ciudadano* increased its investigative profile, offering features and reports on the Mapuches, on solidary economy, the Chilean education system, investments in Chilean mines, hydro-electric energy plants and their impact on communities etc.

(2) With regard to the second immediate objective, *El Ciudadano* helped community reporters, community initiatives, community media to set up web news portals and/or print publications. Among the projects supported by *El Ciudadano*, two web portals are running successfully showing high sustainability: The local magazine *La Diagonal* ([www.ladiagonal.cl](http://www.ladiagonal.cl)) replicated *El Ciudadano's* news service and marketing model successfully (circulation: 12 000; six editions published so far). It has already reached financial sustainability. The web portal of *Asamblea Constituyente Chile* (a citizen movement requesting a Chilean constitutional assembly ([www.asambleaconstituyentechile.cl](http://www.asambleaconstituyentechile.cl))) was also built successfully, thanks to journalistic training of its members. In spite of guidance through *El Ciudadano* the third web portal [www.elcisne.cl](http://www.elcisne.cl) (built at the same time as the daily newspaper *El Cisne*) did not manage to replicate *El Ciudadano's* model, facing financial difficulties and a lawsuit due to missing rights of its domain name. The local magazine *El Ranquino*, launched with support of *El Ciudadano*, published two issues, until community members of the province of Ranco took the initiative transforming it into an online publication ([www.elranco.cl](http://www.elranco.cl)), which shows a high number of visits. The

local initiatives received further support by *El Ciudadano* who provided basic reporting kits comprising photo cameras, recorders and printers.

(3) With the aim to build independent media networks, *El Ciudadano* enhanced the operation of the Chilean independent media network, organizing six meetings the largest of which (supported by the European Union) gathered media owners and editors from 14 print publications, 20 radio stations and 8 TV stations. A second meeting of the same scale is planned for January 2010. Additionally, a data base of independent media was set up which currently lists circulation, advertising and contact information of 20 Chilean media. Part of the information is published on the website [www.mediosdelospueblos.cl](http://www.mediosdelospueblos.cl), which in the near future will provide most recent news and confidential information through rss feed and internal pages that require a log-in.

In order to strengthen the relationship between independent media and the academic sector (journalism schools and university faculties), *El Ciudadano* held meetings with representatives of four universities sharing their experience with the implementation of the dual media type strategy and the independent media network.

(4) An issue-based publication at national level was launched in form of a supplement of *El Ciudadano*, named *La Palanca*. Focusing on gender issues, two issues with circulation of 15 000 have been published so far.

## **RESULTS**

The project has been successfully implemented in spite of a delay in the realization. With regard to *El Ciudadano's* outstanding responsibilities, the organization of workshops for community groups in community reporting and media sales were held in early 2010 in the cities El Cisne, La Diagonal and El Ranquino and with a group of university students, using multimedia materials prepared by *El Ciudadano*. *El Ciudadano's* provided all required financial and evaluative reporting.



NATIONAL PROJECT

**CHILE: STRENGTHENING OF COMMUNITY RADIO AND CMC NETWORK  
IN THE BOROUGH OF ROMERAL  
BUDGET CODE: 354 CHI 5091  
US\$ 14 800**

**TYPE OF PROJECT**

In order to counterbalance Chilean media concentration, the national project aims to strengthen two community radio stations in rural areas of the region of Maule: (1) Radio Romeral managed by the municipality of Romeral, (2) Radio Los Queñes in a UNESCO-founded Community Multimedia Centre, that is currently run by the local community. According to the project description, community members receive training in radio programme production and editing as well as technical training on radio broadcasting and operating. Additionally, a seminar on internet research on development topics helps community members to investigate adequate information for broadcasting.

**IMPLEMENTATION**

According the project's immediate objectives, the community radio Los Queñes is being strengthened in its potential to provide access to local information, knowledge sharing and democratic participation of citizens in the communities. Different to what was originally planned, the second community radio, run by the Municipality of Romeral, cannot be part of the project because of a recent modification of community media regulation, according to which municipalities are no longer allowed to own community radios. As a consequence, the provision of infrastructure and capacity building will focus on the radio Los Queñes. Training courses for community radio journalists and a seminar for community members are being prepared and are designed to help beneficiaries to research, gather, produce and edit information to be broadcast over the radio. After a delay in identifying authorized bodies for the transfer of funds to the partner institution, the purchase of the required radio station infrastructure is now being prepared.

**RESULTS**

The project is in implementation. Final results are expected at the end of June 2011.

**PARAGUAY: CAPACITY BUILDING FOR COMMUNITY RADIO BROADCASTERS**  
**BUDGET CODE: 354 PAR 5091**  
**US\$ 24 000**

### **TYPE OF PROJECT**

The national project “Capacity building for community radio broadcasters” strengthens democratic debate, especially in rural areas of Paraguay, providing community radio training over a 5-month period. The Paraguayan Government has started a regulatory process for the distribution of licenses of community radios in order to foster citizens' participation. The project includes training organized by ACER (Association for Radio Communication and Education) in cooperation with RNP (Radio Nacional de Paraguay) using the infrastructure and facilities of the latter.

The long-term objective of the project is to improve the quality of journalism among the community radios which are members of ACER. The project aims to give community access to appropriate, timely and correct information using all available technologies. It helps increase production and diffusion of radio micro programs on issues related to human rights, children rights, gender equality and environment.

### **IMPLEMENTATION**

The project is in implementation: In order to facilitate project implementation and to foster a long-term cooperation of the implementing bodies, RNP and ACER signed a partnership agreement on community radio capacity building. According to the project description, RNP received technical equipment that allows radio production training in its facilities.

Based on the partnership agreement, ten 4-hour training sessions for community radio journalists have been prepared jointly by RNP and ACER. To date, one training session was held on 19/20<sup>th</sup> November 2010 in the facilities of RNP gathering 16 community radio journalists, members of ACER. 4 out of the 20 invited community radio journalists could not attend the first training session due to sickness and unpredictable urgent duties. During the 8-hour training, participants learned how to design and produce microprogrammes analysing the current political situation and the development of human rights in Paraguay.

The remaining trainings are planned to take place between February and May 2011. Thereafter, ACER will distribute to UNESCO and the training beneficiaries a support programme for the development of micro programmes. At the end of the project lifetime, ACER will deliver final evaluation and financial reporting.

### **RESULTS**

The project implementation is on track and in line with the specifications of the cooperation contract. The feedback of the community radio journalists who participated in the first training session was very positive. The final results are expected in July 2011.

NATIONAL PROJECT

**URUGUAY: UNI RADIO HELPS YOU AMPLIFY YOUR VOICE**  
**BUDGET CODE: 354 URG 5081**  
**US\$ 17 000**

**TYPE OF PROJECT**

The national project “UNI RADIO helps you amplify your voice” is an answer to Uruguay's new media legislation (law 18.232, approved 22/12/2007), which legalizes and protects community media. Given this new opportunity for community media, capacity building is key to raise public awareness of the importance of freedom and plurality of expression, citizen participation and community journalism and thereby strengthening the formation of community media. The project is organized by UNI RADIO 89.1 FM, a public and institutional broadcast station, run by the public Universidad de la República. Uruguay's first university radio is managed by the School of Communications (Licenciatura en Ciencias de la Comunicación, LICCOM) and works towards the following objectives: to contribute to the democratization of communication in Uruguay and to the improvement of internal communication within the university, by establishing a better relation with the society, promoting education and research.

The development objective of the project was to contribute (1) to encourage the involvement of young people in the area of communication, as a strategy to construct citizenship, (2) to increase the capability for producing quality broadcasting and (3) to allow UNI RADIO to participate in the exchange of learning skills with other civil society stakeholders to generate knowledge that should be socially useful and valid.

The project's immediate objective was defined as providing training to sixty young people, members of four youth groups from different regions (from the interior and the capital Montevideo) who had previously signed up for the communication project “Amplify your voice”, which was organized by the “Instituto Nacional de la Juventud” (National Institute of Youth), an organization which depends of the Ministry of Social Development (MIDES). Following a five day training course for each of the groups, the young people should know how to produce and edit their own radio messages digitally.

**PROJECT IMPLEMENTATION**

The project has been implemented successfully: equipment for recording and digital edition was purchased, installed and used for training purposes. 12 experienced trainers and coordinators, experts in different areas of radio journalism, were recruited. In cooperation with the project manager Oscar Orcajo, trainers planned the workshops and prepared the course material. The training workshops were held from 30/11/09-04/12/09 and gathered 46 participants from eight different groups and regions most of which had signed up for the project Amplifica tu voz: ten students (between 12 and 17 years old) of the public secondary school N° 1 of San Carlos (Maldonado), one 18-year old boy from the Therapeutic community of Barrio Goes, Montevideo, six members (12-15 years) of the Youth Club Molino del Galgo, Montevideo (La Unión), ten participants (16-18 years) of the project Arrimate Espacio Joven, Fraile Muerto (Cerro Largo), seven participants (11-17 years) of the project Espacio Joven del Servicio de Orientación, Consulta y Articulación Territorial (SOCAT), the community radio El Contenedor, Empalme Nicolich (Canelones), four participants (17-32 years) of the project Amplifica tu voz from Trinidad (Flores), five participants (13-24 years) of the same project from Florida and three (15-17 years) from Toledo (Canelones).

Within their respective groups, participants learned how to produce and edit their own local radio content. Theoretical and practical training was provided in the following main areas: (1) differences between various radio news types; (2) radio production; (3) the function and duties of radio in subjects of public interest. The most frequent radio formats for community media were explained and discussed, before participants of each group produced a radio piece in a format of their choice. Technical-artistic scripts were analyzed and discussed which helped participants to create their own programme script afterwards. Further activities included: technical production (sound, interviews, recording, cut), edition and research in specific thematic areas. At the end of the week all workshop results were summarized and documented – participants received a training certificate.

## **RESULTS**

All defined targets to fulfill the objectives of the project were fully met. For administrative and logistical reasons the training workshops took place simultaneously in Montevideo, which allowed participants of all eight groups to build networks and share experiences. At the same time the work in small teams guaranteed intense participation of all participants and a strengthening of the existing regional or social groups. UNIRADIO 89.1 FM provided full financial and implementation reporting.

## PROJECT IMPLEMENTED BY THE QUITO CLUSTER OFFICE

### REGIONAL PROJECT

**POPULAR CORRESPONDENT: HUMAN RIGHTS IN LATIN AMERICA AND THE CARIBBEAN**  
**BUDGET CODE: 354 RLA 5071**  
**US\$ 18 590**

#### **TYPE OF PROJECT**

The objective of this project was to train a group of 7 AMARC correspondents (representing the 6 sub-regions of Latin America and the Caribbean) in the area of human rights in order to strengthen the Organization's network of correspondents.

#### **IMPLEMENTATION**

The implementation of project activities began with a contractual arrangement with *AMARC* in August 2008. The following activities were foreseen:

- To organize a four-day training workshop on human rights journalism for the seven AMARC correspondents in Buenos Aires, Argentina in November 2008;
- To prepare a training programme based on (1) the analysis of the HR situation in the LAC region, (2) radio journalism training, (3) HR perspectives, including freedom of expression, right to information, gender equality, indigenous peoples, etc, and (4) decentralized working methodologies for the participants.
- To set up a network of correspondents for the Pulsar news agency, with the 7 trained participants plus 7 other journalists. Prepare a working plan which will contribute to strengthening the news agency and making its services more visible.
- To publish 400 copies of a style manual for the network's correspondents and place it on Pulsar's website;
- To produce and disseminate seven features on HR through local radio stations and the website.
- To produce two research pieces prepared by the participating correspondents, based on local and regional topics, and related to HR issues in the LAC region, to be disseminated through Pulsar's website.

#### **RESULTS**

The first report was received on 31 December 2008. The training workshop was organized and convened as planned in November 2008 in Buenos Aires, Argentina, based on a training programme developed along the lines established by the project. It dealt with the following subjects: analysis of the Latin American and Caribbean context with relation to human rights; b) journalistic training: criteria for news publishing, handling of information sources, journalistic writing for radio; c) perspectives: human rights; freedom of expression and right to information, gender equality, etc.; d) correspondents: decentralized work dynamics.

The network of correspondents was set up and a working methodology agreed upon. The Network of Correspondents of Pulsar's Informative Agency is made up of journalists from community radios of Peru, Brazil, Guatemala, Mexico and Colombia.

The correspondents' feature stories were distributed throughout the region from December 2008 to August 2009 on a weekly basis. Besides, each correspondent made a special local coverage (International Women's Day, Latin American Feminist Encounter in Mexico, International Festival of Popular Justice in Mexico, Internal Conflict and Human Rights in Guatemala, Stories of Displaced People in Colombia, Crime Expiry Law of Uruguay, Glaciers Law in Argentina, Land Demarcation in the Brazilian Indigenous Community of Raposa Serra do Sol). They were published in Púlsar's webpage, in addition to journalistic research pieces in audio format on "Land Conflicts in Latin America and Conceptualization of Peace by Social Movements".

The Style Manual on concrete writing style guidelines, use of informative sources, technical aspects and an brief analysis of the Latin America landscape was prepared, validated, printed and distributed throughout the region and posted in Púlsar's webpage.

## **CONCLUSION**

The project succeeded in improving the working capacity of the pulsar news agency and its correspondents' ability to cover human rights issues in a professional manner.  
The project is technically and administratively terminated.

REGIONAL PROJECT

**RADIO JOURNALISM 2.0 FOR THE ACKNOWLEDGMENT AND EXERCISE OF THE RIGHT TO INFORMATION**  
**BUDGET CODE: 354 RLA 5085**  
**US\$ 25 000**

**TYPE OF PROJECT**

The objective of this project is to design the basis for ALER's new information policy and agenda that seeks to promote citizens journalism based on web 2.0 tools (software tools that enable the development of user-generated content in a participative way). It is addressed to journalists, correspondents and information producers who are part of ALER's different production networks, selected based upon their involvement in radio production. It is estimated that the beneficiary group will be 25 media producers who work in ALER's diverse production networks throughout 17 countries in Latin America and the Caribbean.

**IMPLEMENTATION**

Foreseen project activities are the following:

- To design methodological guides for a training programme on Journalism 2.0.
- To carry out a four-day training programme on the use of Journalism 2.0 tools, addressed to 20 journalists, correspondents and news producers that form part of ALER's production networks in Latin America and the Caribbean.
- Systematize the results and lessons learnt in a document containing a strategy for journalists to use Journalism 2.0 tools.
- Design a virtual education methodology by means of bibliographic research about different methodological initiatives and proposals in the field of virtual education, to be validated later by journalists.
- Design a system of electronic monitoring that shows the advances and draw backs of journalists when introducing Journalism 2.0 and how they are using ICTs.
- Design an evaluation tool to be used by participants at the end of the workshop.

**RESULTS**

- The methodological guides were prepared and contain the following subjects: analysis of scripts; information issues; agenda-setting; ICTs and applications; a teleconference on Wordpress, blogs, RSS, Web 2.0 and FTP; writing of news items for ALER's news programme "Contacto Sur 2.0".
- The training programme was carried out in Quito, Ecuador, in July 2009, with the participation of 20 journalists from Bolivia, Colombia, Ecuador, Peru and Venezuela. The subjects dealt with were: FTP, MS, RSS, Web 2.0, new information methods, blogs, how to prepare news for the web, digital audio and podcasting.
- The results of the training process were systematized in a document that contains: background; participants' profiles; methodology, modality and technologies; objectives and products obtained; strategies for follow-up and agreements; organizational issues; methodological and strategic concepts; products; monitoring plan.

- An evaluation tool was used by the workshop's participants. They emphasized the usefulness of new technologies for their daily work; the network's activities and the opportunity to exchange experiences were also highlighted as positive.
- The methodology for virtual education by means of bibliographic research was validated by the journalists.
- A system of electronic monitoring that shows the advances and setbacks of journalists when introducing the subject of Journalism 2.0 and how they are using the technological tools was created and validated.

## **CONCLUSION**

AS FORESEEN BY THE PROJECT, 20 JOURNALISTS OF THE ALER INFORMATION NETWORK WERE TRAINED IN JOURNALISM 2.0. A METHODOLOGY FOR VIRTUAL EDUCATION AND A VIRTUAL MONITORING SYSTEM WERE VALIDATED AND DISSEMINATED.

ALTHOUGH WITH SOME DELAY, ACTIVITIES WERE IMPLEMENTED AS FORESEEN, AND JOURNALISTS INVOLVED IN THE PROCESS EXPRESSED SATISFACTION WITH THE PROJECT'S ACHIEVEMENTS. HOWEVER, THE PROJECT DID NOT PROVIDE A FINALIZED ON-LINE COURSE, WHICH WOULD HAVE BEEN USEFUL IN ORDER TO REPLICATE THE EXPERIENCE IN OTHER COUNTRIES. INSTEAD, THE PROJECT ONLY DELIVERED A METHODOLOGY FOR VIRTUAL EDUCATION.

THE PROJECT IS TECHNICALLY AND FINANCIALLY TERMINATED.



## PROJECT IMPLEMENTED BY THE QUITO CLUSTER OFFICE

### REGIONAL PROJECT

#### **ALAI : STRENGTHENING MEDIA AS A PLATFORM FOR DEMOCRATIC DISCOURSE THROUGH TRAINING AND APPLICATION OF WEB 2.0/3.0 ICT TOOLS**

**BUDGET CODE: 354 RLA 5094**

**US\$ 35 000**

#### **TYPE OF PROJECT**

Two central aspects of the evolving political landscape of Latin America are a growing demand for democratic participation and renewed initiatives of regional integration. Within this framework, it is essential that marginalized social groups exercise their right to freedom of expression by making their viewpoints known to the rest of society and by participating in democratic processes at local, national and regional levels.

Many of the existing media in the region that do share these concerns have limited capacity to disseminate their information, especially internationally. While recourse to Internet may boost distribution, it still reaches only a minority public in the region: those with Internet access and the capacity to seek out information. It is an unfortunate reality that marginalized groups are most often excluded from the benefits and applications of new communication and information technologies (ICTs). This digital divide, as with other parts of the developing world, is present in Latin America and continues to inhibit both the access to information as well as forms of expression.

This project will respond to these problems by promoting greater synergy and exchange among media in the region to reflect on these issues and seek common solutions, with development of a decentralized integrated technological platform, incorporating Web 2.0 tools and exploring Web 3.0 options, as well as capacity building in optimizing use of such technologies for media dissemination.

#### **IMPLEMENTATION**

The approved work plan for this project foresees the implementation of the following activities:

1. Design and carry out a training program for 23 media professionals and/or directors from independent national media outlets from 14 different countries (Argentina, Bolivia, Brazil, Colombia, Cuba, Ecuador, El Salvador, Guatemala, Haiti, México, Nicaragua, Peru, Uruguay, Venezuela), consisting of:
  - 1.1. A three-day seminar, to be held in Quito in November 2010, to analyze the media situation in the region, develop strategies to reaffirm the plurality and diversity of voices and viewpoints in the media and their role in promoting democratic discourse, and identify elements for a common agenda.
  - 1.2. An online forum and network for continued collaborations among participants towards the conceptual and technical development of a web-based platform.

- 1.3. A three-day workshop for follow-up evaluation and planning, to be held in Quito in March 2011, with 5 representatives designated among the participants, one from each sub-region (Mesoamerica, Caribbean, Andes, Southern Cone, Brazil), to evaluate the progress made, explore solutions to problems and plan follow-up activities.
2. As a result of the above, produce a decentralized integrated 2.0/3.0 web-based platform (extended from ALAI's existing media system and services) for sharing and disseminating local media content to regional and international audiences, as well as a network and online community based on the 23 participating media outlets.

## **RESULTS**

As expected, ALAI organized and carried out the International Seminar "Towards the construction of a democratic agenda in communication" in Quito, Ecuador, on 13-15 December 2010. It gathered 23 journalists representing 24 media and communication networks from 14 Latin-American countries. The participants identified the need to build a common agenda and use ICT tools to enhance the role of marginalized social groups in the communication processes. One of the strategies identified consists of using social networks to give voice to the concerns of vulnerable social groups. In addition, the participants proposed to build a common agenda which would reflect the priority concerns of disadvantaged groups.

The on-line forum was created under the name of "agendademoc" for the horizontal exchange of information among the participants.

A first activity for the creation of a common web page, based on RSS system, was carried out to compile the production of different media about the situation in Haiti. Several media replicated this exercise in their respective sites.

## **CONCLUSION**

THE RESULTS OF THE INTERNATIONAL SEMINAR WILL GIVE WIDER INTERNATIONAL VISIBILITY TO THE PARTICIPANTS' MEDIA ITEMS, WHILE PROVIDING LOCAL CONTENT TO MAINSTREAM AND OTHER MEDIA. A VIRTUAL PLATFORM HAS BEEN SET UP IN ORDER TO ENABLE PROJECT PARTICIPANTS TO EXCHANGE INFORMATION AND NEWS TOPICS FOR THE COMMON AGENDA AND TO GATHER AND DISSEMINATE NEWS ITEMS THROUGH SOCIAL NETWORKS AND RSS FEED.

REGIONAL PROJECT

**MPP: STRENGTHENING THE ROLE OF JOURNALISM IN THE BUILDING OF TRUST BETWEEN NATIONS: COLOMBIA, ECUADOR, VENEZUELA**

**BUDGET CODE: 354 RLA 5095**

**US\$ 33 000**

**TYPE OF PROJECT**

In recent years the media's information agenda across Colombia, Venezuela and Ecuador has been dedicated in large part to the different declarations from their respective leaders, much of it revolving around a border crisis caused by a series of events related to the Colombian armed conflict and security policies. The media scene is characterized by a polarization and politicization of information that many times works against the function of the media as an instrument for democracy and peace. Due to the tensions between national neighbors, it is important to foster actions that will help journalists and public opinion to form a deeper understanding of this crisis. Furthermore, the situation at the borders and other subjects that influence the relations between Colombia and Ecuador, Colombia and Venezuela, and Ecuador and Venezuela, should be addressed as matters of journalistic importance – for reasons of both contributing to an informed public, but also to help foster understanding between countries.

This project is about going past the limits of presidential 'interventions' and broaching other subjects that deserve the attention of journalists, thus contributing to a better-informed citizenship. It addresses the current regional media context of reducing information to presidential attacks-responses-attacks, which do nothing but to instigate animosity between the citizens of these countries. One way to establish channels for understanding, or at least widen the focus on what unites or distances these countries, is precisely to provide journalists and the media with a better understanding of what is happening, so they may explore and dig deeper, in a more resourceful and complete way, into the crisis and the different subjects from which the relations between Colombia, Ecuador and Venezuela might be seen and assumed.

**IMPLEMENTATION**

The approved work plan for this project foresees the implementation of the following activities:

- Design and carry out a training plan consisting of:
  - A two-day roundtable to be held in Bogota to formulate an action plan for two bi-national workshops and identify four persons from each involved country: an editor of a media company, a social/political analyst, a journalist that covers international issues and a member of the board of a journalists' association to provide suggestions and feedback for the subjects to be dealt with during the workshops.
  - Two two-day bi-national workshops for 10 journalists working for press, radio, television and Internet, for reflection and training. One workshop to be carried out in Colombia for Colombian and Venezuelan journalists, and the other in Ecuador for Colombian and Ecuadorean journalists.

- Produce two case studies of journalistic coverage of bi-national relationships, to be used in future trainings.
- Create a journalists' network to continue collaborating with articles and reflections on border issues after the project is finalized.
- Follow up, systematize and disseminate the experience through a document entitled "How to build trust among countries by means of the media?"

## **RESULTS**

MPP organized a training workshop for journalists from Colombia and Ecuador on 16-17 November 2010 in Quito. The workshop gathered 14 journalists from major media in both countries, as well as high-level trainers in journalism and specialists in international relations and media content. The workshop focused on press coverage of the situation of Colombian refugees on Ecuador's territory aiming to improve ethical use of information. Journalists from both countries chose this topic arguing that the refugee situation was a topic that could build trust among the countries through the media, because it is one of the most sensible bilateral issues that is being invisible in media from Colombia and not well covered in Ecuador.

The journalists received a wide range of information about the current situation of Colombian refugees in Ecuador and met UNHCR Representatives, delegates from the Minister of International Affairs from Ecuador, researchers from the academy and had contact with NGOs working with Colombian refugees in Ecuador.

## **CONCLUSION**

THROUGH THE ACTIVITIES ALREADY CARRIED OUT, THE PARTICIPANTS INVOLVED COULD EXCHANGE CONTACTS AND SOURCES AMONG THEM, WHICH GENERATED A LIVELY INTERACTION BETWEEN ECUADOREAN AND COLOMBIAN JOURNALISTS. THESE EXCHANGES WERE REFLECTED IN SEVERAL ARTICLES THAT WERE PRODUCED BY THEM AFTER CONCLUDING THE WORKSHOP. THE ARTICLES SHOWED AN UNBIASED REALITY RATHER THAN REFLECTING ONLY ONE SIDE OF THE STORY, ILLUSTRATING THE ROLE OF MEDIA IN BUILDING TRUST AMONG NATIONS.

# PROJECT IMPLEMENTED BY THE QUITO CLUSTER OFFICE

## REGIONAL PROJECT

**CELE: IMPROVING THE MONITORING OF PRESS FREEDOM IN THE ANDEAN REGION**  
**BUDGET CODE 354 RLA 5096**  
**US\$ 15 000**

### TYPE OF PROJECT

Attacks on the press in the sub-Andean region are adopting increasingly indirect modalities, which require a more complex, ample and precise monitoring than has been traditionally conducted. Part of this problem is related to the arbitrary enforcement of laws and regulations dealing with the press, radio and television, as well as the aggressive intervention of government officials, and other covert forms of harassment that are difficult to objectively report.

It is important to point out that there is no adequate record of the trials against journalists and media organizations. In Peru, the Press and Society Institute (IPYS) managed to build a database of 30 years of trials against journalists up to 1999 (Press on Trial/30 Years of Trials against Peruvian Journalists 1969-1999). In Bolivia, Venezuela, Colombia and Ecuador, there is no information of this nature. It is increasingly important for oversight organizations to recognize the modalities of the issues that may require more attention, and not all these organizations have a legal department. Furthermore, in the case of regulations or laws, it is necessary to ensure that NGOs have a greater capacity for legal analysis in order to detect violations.

In consequence, this project intends to assist a group of non-governmental organizations that defend freedom of expression in elevating the scope and precision of the registration of violations of freedom of expression and of the press in the Andean countries.

### IMPLEMENTATION

The approved work plan for this project foresees the implementation of the following activities:

- Assist a group of non-governmental organizations that defend freedom of expression (the Andean Group for Freedom of Information - GALI), by widening the scope and precision of the registration of violations against freedom of expression and of the press in the Andean countries.
- Evaluate the current systems used by GALI to monitor the situation of freedom of expression in each country involved, and formulate a proposal for the improving and recommendations for the development of the monitoring system.
- Assist GALI in the design of methodologies to improve and homogenize the oversight of violations against freedom of expression linked to the lack or failures of legal frameworks, and their concrete application in the sub-region, including the development of analysis matrixes, indicators and the creation of data bases for each country.

- Organize and carry out in Quito an initial planning workshop and an evaluation workshop at the end of the project, with participants from CELE y GALI.

## **RESULTS**

CELE organized the first workshop of organizations of the Andean Group of Freedom of information (GALI) in Quito on 25-26 November 2010 to evaluate the current monitoring mechanisms being used to monitor violations of freedom of expression in the region. As a first result of this project, the GALI member organizations widened the scope of issues covered by the freedom of expression monitoring mechanism, to include legal and administrative processes against journalists, mandatory broadcasting of governmental content, sudden withdrawal of public advertising and arbitrary cancellation of radio and television licenses. Moreover, GALI identified the need to evaluate the freedom of expression legal framework prevailing in each country, in order to identify their strengths and weaknesses. For this purpose, the implementation of some UNESCO's Media Development Indicators, particularly category 1, was proposed, since this instrument can contribute to assessing, in a precise manner, whether national legislation on freedom of expression and access to information meet international standards.

CELE will initially monitor these new issues from November 2010 until June 2011. In July 2011 there will be a second meeting of the GALI organizations in order to assess progress and / or problems encountered during that period. The scope of the new monitoring system will then be finally decided as well as the strategies to be implemented to improve the current mechanisms. The scope of the new monitoring system will then be finally decided as well as the strategies to be implemented to improve the current mechanisms.

## **CONCLUSION**

THE PROJECT IS ADVANCING AS PLANNED AND AIMING TO ACHIEVE ITS MAIN OBJECTIVE, THAT IS, TO IMPROVE PRESS FREEDOM MONITORING MECHANISMS IN THE ANDEAN REGION AND THROUGH THAT, PROMOTE FREEDOM OF EXPRESSION, PLURALISM AND DIVERSITY IN ANDEAN MEDIA.

# PROJECT IMPLEMENTED BY THE QUITO CLUSTER OFFICE

## NATIONAL PROJECT

**BOLIVIA: USE OF ICTs FOR THE PROMOTION AND DISSEMINATION OF CHIQUITANO CULTURE**  
**BUDGET CODE: 354 BOL 5081**  
**US\$ 22 000**

### TYPE OF PROJECT

This project's objective was to build the capacity of indigenous Chiquitano media workers and correspondents, to use radio and internet production tools as a means of supporting the development of their culture, and to promote freedom of expression within their organizations and communities.

The project introduced an alternative and participative form of communication, based on the principle of "learning through practice".

### IMPLEMENTATION

- To design and carry out a training programme, consisting of 11 workshops addressed to 20 workers and correspondents of indigenous media in the Chiquitano region, with the aim of providing them with knowledge about the use of radio and Internet tools, including subjects such as the use of ICT tools, radio production, and digital journalism.
- To produce, as a result of the training programme, websites for the participating organizations as well as monthly news bulletins with news coming from the communities and organizations involved, to be broadcast through radio and Internet.
- To prepare promotional material for communities on Chiquitano culture.
- To prepare an audio-visual documentary about the project's experiences.

### RESULTS

- Eleven workshops on the use of ICTs and training in radio production and news writing were carried out with the participation of 14 community journalists.
- Five training manuals on the use of ICTs, radio production and editing, and community news sites were compiled and disseminated.
- 26 weekly radio programmes (15 and 30 minutes of duration) were prepared and disseminated by local radio stations and through Internet.
- A web site ([www.chiquitano.org](http://www.chiquitano.org)), containing information on Chiquitano communities and organizations was designed, using media such as radio, video and text.

### CONCLUSION

THE MAIN OBJECTIVE OF THIS PROJECT WAS FULLY ATTAINED: THE ABILITIES OF INDIGENOUS COMMUNICATORS AND CORRESPONDENTS IN THE USE OF RADIO PRODUCTION AND INTERNET TOOLS WERE STRENGTHENED, AS AN INSTRUMENT TO SUPPORT THE DEVELOPMENT OF THEIR CULTURE AND PROMOTE FREEDOM OF EXPRESSION IN THEIR ORGANIZATIONS AND COMMUNITIES.

THE PROJECT IS TECHNICALLY AND ADMINISTRATIVELY TERMINATED.

# PROJECT IMPLEMENTED BY THE QUITO CLUSTER OFFICE

## NATIONAL PROJECT

**BOLIVIA: TRAINING ON ACCESS TO INFORMATION IN BOLIVIA**  
**PROJECT 354 BOL 5091**  
**US\$ 22 000**

### **TYPE OF PROJECT**

This project aims to raise journalists' awareness about their right to access information, as guaranteed by a Supreme Decree in Bolivia. The project will thus promote the good use of this legal instrument in order to promote fact-based, investigative journalism in the country.

Furthermore, the project foresees the creation of the Access to Information Monitor and Oversight Unit in Bolivia, a service that will support journalists who complain about authorities that do not comply with the Decree, and offer, if necessary, advice on how to take legal action when and if information is denied.

The target group is journalists from the nine main cities of Bolivia, who work in newsrooms in the press, radio and television.

### **IMPLEMENTATION**

The project's approved work plan foresees the following activities:

- To train 260 Bolivian journalists from nine departments of the country in the use of the Decree of Access to Information and its importance in promoting investigative journalism, by means of:
- Twelve workshops at media outlets (six in La Paz, and another six in Santa Cruz de la Sierra) for a total of 180 journalists.
- Two workshops (one in Cochabamba and one in Sucre) for a total of 80 journalists.
- To establish an Oversight Unit to oversee, report threats and give advice to journalists and media outlets that appeal to the Decree of Access to Information when sources deny it.
- To provide information through ANP's website in order to spread documentation and complaints about any non-compliance detected.

### **RESULTS**

The initial training plan was satisfactorily completed in August 2010 in the different cities foreseen, with the attendance of more journalists than expected.

With remaining funds, the beneficiary institution managed to organize an additional conference on "International Legal Standards on Press Freedom and Freedom of Expression" in La Paz on 17 December 2010. Attended by 75 participants, the Conference presented the results of a study of the current Bolivian legal framework. The analysis, conducted by the Uruguayan expert, Edison Lanza, particularly focused on the recently-approved Bolivian Law against Racism and Discrimination. According to the study's conclusions, this Law is a result of the legislators' clear goodwill to avoid racism and discrimination in a



country, where indigenous cultures were marginalized in the past. It also aims at promoting conditions of equality among all people living in Bolivia. However, the current formulation of the Law articles may affect other fundamental rights, such as freedom of expression and information, reveals the study, which submits the Bolivian Law to the "tripartite test" of the Inter-American Court of Human Rights (IACHR). This test is based on three requirements - legality, legitimacy and necessity - and aims to verify if limitations to freedom of expression are admissible and non-abusive, according to the IACHR and international standards.

ANP is now compiling a publication of a 44-page magazine containing the study of the Uruguayan expert.

The bases for a specialized unit in ANP monitoring and overseeing access to information issues were set up.

The website is being fed with complaints from journalists and access to information mechanisms and support information is being offered on-line by ANP.

## **CONCLUSION**

THE TRAINING PROGRAMME WAS CARRIED OUT AS FORESEEN WITH A SUCCESS THAT WENT BEYOND EXPECTATIONS IN TERMS OF IMPACT ON BOLIVIAN JOURNALISTS AND OF THE NUMBER OF TRAINEES.

THE CONFERENCE IN LA PAZ WAS WIDELY COVERED BY BOLIVIAN MEDIA AND ITS CONCLUSIONS SHOULD CONTRIBUTE IN A SIGNIFICANT AND CONSTRUCTIVE WAY TO THE CURRENT DEBATE IN THE COUNTRY ON HOW TO FIGHT AGAINST RACISM WHILE PROTECTING FREEDOM OF EXPRESSION.

THE BENEFICIARY HAS DEMONSTRATED EFFECTIVE FUND MANAGEMENT SKILLS AND BEEN ABLE TO PROPOSE ADDITIONAL ACTIVITIES RELATED TO THE PROJECT'S OBJECTIVES WITH THE SAME BUDGET CEILING.

# PROJECT IMPLEMENTED BY THE QUITO CLUSTER OFFICE

## NATIONAL PROJECT

### **COLOMBIA: SEMINAR-WORKSHOP “JOURNALISM IN CONFLICT AREAS AND POST-CONFLICT IN COLOMBIA”**

**BUDGET CODE: 354 COL 5071**

**US\$ 24 200**

#### **TYPE OF PROJECT**

The project aimed at training fifty journalists from the two Colombian regions that are most affected by the armed conflict. The training was to focus on covering and analysing the conflict in Colombia, particularly the demobilization process and social re-insertion of formerly armed, illegal groups.

#### **IMPLEMENTATION**

A contract was signed with *Medios para la Paz* in August 2008 for US\$ 22,000 for the implementation of the following activities:

- To conduct a training programme for 50 press, radio and television journalists covering conflict regions on topics such as press freedom, post-conflict reporting, journalistic ethics, demobilization and social re-insertion processes. For this purpose, organize two 16-hour workshops in Barrancabermeja and Cucutá in October and December 2008.
- As a result of the workshops, prepare two reports that reflect the content of the debates and include pictures of the events. Prepare information for the project’s web page and to be sent to the media. Systematize the experience.

#### **RESULTS**

The workplan and training plan were received in September 2008. The workshops however had to be postponed because of the collapse of financial pyramid schemes in the very same region where the workshops had to take place. The attention of journalists being focused on covering these events, the organizers decided to postpone the workshops.

The two workshops finally took place in Cucuta and Barrancabermeja, Colombia, in January and February 2009. The first one was attended by 24 and the second by 27 communicators and journalists. The most important results of the workshops were a better understanding of how to deal with subjects related to the armed conflict in Colombia; the weaknesses of regional journalism when dealing with these topics; the provision of elements for analyzing and understanding the phenomena related to the post-conflict process; responsible ways of covering conflict-related issues; international laws related to the subject of disarming illegal armed actors as well as the process of justice, truthfulness and compensation to victims.

These results were posted on MPP’s website and disseminated through national media.

#### **CONCLUSION**

The project provided training on journalism in conflict countries and will have a long-term impact on participating journalists.

This project is technically and administratively terminated.

# PROJECT IMPLEMENTED BY THE QUITO CLUSTER OFFICE

## NATIONAL PROJECT

**COLOMBIA: STRENGTHENING INVESTIGATIVE JOURNALISM WITH INFORMATION AND COMMUNICATION TECHNOLOGIES**  
**BUDGET CODE: 354 COL 5091**  
**USD 30,000**

### TYPE OF PROJECT

This project aimed to sensitize participating Colombian journalists about the possibilities of ICT applications. The project trained participants to find and research information available on the Internet, using efficient searching techniques, as well as different web tools to access international databases. They also learnt the usefulness of having their own databases and the modern software that helps cross-reference information. Finally, the project generated a space for internal discussion that allowed participants to analyze investigative journalism practices in Colombia, propose topics to be reported and how to build useful databases for their investigations.

The target group was 25 journalists from all types of media working in Colombian regions where there is connectivity, and with a lack of knowledge and training concerning the professional use of ICTs.

### IMPLEMENTATION

The project's approved work plan consisted of the following activities:

- A 3-day workshop on ICTs for investigative reporting organized within the framework of the third National Congress for Investigative Reporting, plus a 2-day final workshop with the participants and the trainer to present their databases and the conclusions of their investigations.
- To create a network, with the advice and assistance of an international trainer, and develop 5 databases about different social aspects of their communities that can serve as a basis for journalistic investigations.

### RESULTS

Colombian journalists were trained in the use and advantages of ICTs in relation with investigative journalism through two different workshops. The first one dealt with the use of ICTs to find and research information on the Internet, using efficient searching techniques, as well as different web tools to access international on-line databases. They also created their own data-bases with local information.

Participants continued to work with trainers throughout a month-long online forum that guided journalists in enriching their databases with information based on local public records. Afterwards, the second workshop covered more specific ICT matters. In conclusion, journalists were capable to harness ICTs for their journalistic work, particularly new tools such as blog publishing, and coordinated data bases to highlight the potential of access to public information.

Furthermore, a research study has been conducted on how social networks can be used for the dissemination of information. By illustrating the most effective communication strategies using social

networks, this study (called “Pais Real”) led to recommendations on how social networks can be exploited to provide alternative sources of information, and allow communities and journalists to propose their own news agendas.

## **CONCLUSION**

THE PROJECT HAS CONTRIBUTED TO PROMOTING MEDIA AS A PLATFORM FOR DEMOCRATIC DISCOURSE BY BUILDING PROFESSIONAL CAPACITIES IN THE USE OF INFORMATION AND COMMUNICATION TECHNOLOGIES FOR INVESTIGATIVE REPORTING IN COLOMBIA.

ACTIVITIES WERE CARRIED OUT AS SCHEDULED REACHING THE EXPECTED RESULTS. WORKSHOPS HAD 39 PARTICIPANTS FROM MORE THAN 10 DIFFERENT COLOMBIAN CITIES. THE USE OF NEW ICT TOOLS AND SKILLS, LIKE BLOGGING AND BUILDING OF DATA BASES, HAVE OPENED NEW WORKING COMMUNICATION CHANNELS AMONG JOURNALISTS. THE RESEARCH STUDY HAS ILLUSTRATED HOW TO CREATE AND MAINTAIN AUDIENCES THROUGH SOCIAL NETWORKS.

ICT WORKSHOPS HAVE BEEN PARTICULARLY EFFECTIVE, AS THEY HAVE PERMITTED THE DEVELOPMENT OF ONLINE TRAINING MATERIALS.

THIS PROJECT IS TECHNICALLY CLOSED AND SHOULD BE ADMINISTRATEVELY TERMINATED IN A FEW DAYS.

# PROJECT IMPLEMENTED BY THE QUITO CLUSTER OFFICE

## NATIONAL PROJECT

**ECUADOR: SUPPORT TO THE PUBLICATION OF THE BILINGUAL (KICHWA-SPANISH) MONTHLY NEWSPAPER “WIÑA KAWSAY”**  
**BUDGET CODE: 354 ECU 5081**  
**US\$ 9 600**

### TYPE OF PROJECT

The production of the “Wiñay Kawsay” newspaper, the first newspaper published in Kichwa in Ecuador, allows the Kichwa communities to learn the written form of their language and to receive information that is relative to their own culture. Besides, it constitutes an attractive pedagogical instrument for school pupils, their families and the teachers' community and contributes simultaneously to intercultural bilingual education in the region.

Thanks to the project, “Wiñay Kawsay” will have six journalists trained in news production and will count on the necessary computer equipment and technical knowledge to produce the newspaper entirely by itself, so that it can gradually reach financial sustainability.

### IMPLEMENTATION

The project's workplan foresees the following activities:

- To enhance the capacity of the Association of Young Kichwa of Imbabura (AJKI) to regularly produce and distribute the bilingual monthly newspaper that has intermittently been published for the last two years.
- To purchase the necessary equipment for news production and desk-top publishing.
- To provide to the team made up of six indigenous journalists with the necessary technical knowledge to produce the newspaper on a monthly basis.

### RESULTS

- The Association was able to acquire the necessary equipment and be trained to make the best use of this equipment. The equipment purchased with IPDC funds included computers with specific design programmes, printers, hard disks and scanners to elaborate the newspaper. Furthermore, reporting material was bought (cameras and recorders) as well as office furniture for the premises used by the newspaper team.
- Seven editions of the newspaper were produced during the implementation of this project. In these issues, the reporters of the Wiñay Kawsay team reported on their traditional knowledge and social realities, and distributed/sold the newspaper locally in market places, schools, vending spots and finally also from door to door. They used the camera to take pictures of local events and to illustrate their articles.
- The projects's team is composed of five permanent members and is helped by members of the radio Ilumán and the Association of Young Kichwa of Imbabura. To maintain the interest of their readers, the team has managed to continue the periodical publishing of the newspaper. Having received design training and equipment, they are now able to produce the newspaper themselves,

cutting on the very high external cost of graphic designing. The quality of the newspaper has also been increased thanks to the new equipment that allows more professional work.

## **CONCLUSION**

ALTHOUGH WITH SOME DELAYS, DUE MAINLY TO PROBLEMS WITH BANK TRANSFERS, THE GOALS OF THE PROJECT HAVE BEEN MET. THE ONLY KICHWA NEWSPAPER EXISTING IN THE COUNTRY HAS NOW THE NECESSARY EQUIPMENT AND IS PUBLISHING ON A MONTHLY BASIS.

THIS PROJECT IS TECHNICALLY AND ADMINISTRATIVELY TERMINATED.

# PROJECT IMPLEMENTED BY THE QUITO CLUSTER OFFICE

## NATIONAL PROJECT

### **PERU: ITINERANT TRAINING FOR JOURNALISTIC AND TECHNICAL TEAMS FROM RED TV**

**BUDGET CODE: 354 PER 5071**

**US\$ 22 000**

### **TYPE OF PROJECT**

The project aimed at designing an itinerant training programme for the benefit of 75 journalists and technicians producing *Enlace Nacional*, which is a news show produced and broadcast by 17 local television stations throughout Peru. The decentralized production structure makes of this programme the only truly national news programme on Peruvian TV, as it incorporates information from the entire country with a democratic, decentralized and citizen-based approach.

### **IMPLEMENTATION**

A contract was signed with *TV Cultura* in November 2008 for US\$ 20,000 for the implementation of the following activities:

- To produce the *Enlace Nacional* news programme with the inputs from all participating journalists in the different regions of Peru;
- Publish two training manuals, one on journalistic production and audiovisual treatment of news and the other on editing, compressing and transferring digital video archives, both to be disseminated on paper and electronically;
- Design an itinerant training programme for 30 journalists and 45 technicians associated with the *Enlace Nacional* initiative, to be conducted for one week in each of the 15 participating TV channels.
- Organize the itinerant training workshops and provide final reports on the activities.

### **RESULTS**

The itinerant training programme was carried out as planned with more results than expected. Seven workshops were held in Huamanga and Juliaca in March 2009; in Huancayo, Arequipa and Pucallpa in April 2009; in Puno in May 2009; in Tarapoto in July 2009. Six additional workshops were held in Chimbote and Iquitos in November 2009; Trujillo in December 2009; Cusco in January 2010; Chiclayo and Ica in February 2010. In total, 13 workshops were organized within the framework of this project, with the participation of 132 journalists and technicians from 14 TV channels from different Peruvian cities. The main subjects covered were news reporting, news editing and the exchange of media files. Participants provided inputs for the production of the *Enlace Nacional* news programme.

A “Manual of journalistic production” for the selection, production and audiovisual handling of news, addressed to journalists of “Enlace Nacional” all over the country, was produced and distributed, together with a “Technical manual” for the editing, compressing and transfer of digital video files, addressed to technicians of local channels.

## **CONCLUSION**

DESPITE SOME DELAYS, THE PROJECT WAS SUCCESSFULLY IMPLEMENTED.

THE ITINERANT TRAINING FULFILLED ITS GOAL AND SET UP AN EFFECTIVE MECHANISM FOR THE PRODUCTION OF ENLACE NACIONAL. THIS MECHANISM HAD NOT ONLY AN IMPACT ON THEIR PROGRAMMING BUT ON THE CHANNEL'S ENTIRE INFORMATION STRUCTURE, WHICH WAS SIGNIFICANTLY ENRICHED WITH THE ITINERANT TRAINING.

THIS PROJECT IS TECHNICALLY AND ADMINISTRATIVELY TERMINATED.



NATIONAL PROJECT

**PERU**

**STRENGTHENING DEMOCRACY BY PROMOTING INVESTIGATIVE JOURNALISM AND TRANSPARENT ACCESS TO PUBLIC INFORMATION**

**BUDGET CODE: 354 PER 5091**

**US\$ 30 000**

**TYPE OF PROJECT**

The project aims to train journalists who work for private and community based media in poor regions of Peru and Ecuador in the methods of investigative journalism and the application of digital tools to strengthen their coverage of public issues. The objective is to improve the quality of the information and thus strengthen the public's capacity to monitor and participate in public issues. Since the year 2000, IPYS has been working systematically with regional and local media, and journalists of the Andean sub-region. It has proven that most of them have very few financial, technical and professional resources and that this affects negatively the quality of their production. The public, on the other hand, is far from being familiar with fundamental issues such as the design of public policies, as well as matters of finance, health, education and environment. The consequences of such a situation are clear: Democratic participation is hindered on matters ranging from electing public officials, to evaluating public issues, to demanding accountability. This is why it is essential to promote, through journalism, an informed citizenry and transparency in the fulfillment of public duties.

The target group is journalists who work for private, community based, local and educational media in Peru and Ecuador, who will receive training in the design, production and maintenance of informative blogs to widen the circulation of their work and facilitate access to and the debate of public-interest issues.

**IMPLEMENTATION**

The project's approved work plan consisted of the following activities:

- To design and carry out three e-learning courses (of 2 months each) on: (a) Digital Tools for Investigative Journalism, (b) Access to Public Information, and (c) Digital ICTs and Computer-Assisted Research and Reporting.
- To produce a digital guide for journalists on the use of the access to public information law, including a dossier of cases where good journalistic practices can be appreciated; a digital methodological guide on journalistic investigation; and a digital basic methodological guide on how to use digital tools.
- To produce journalistic investigations and circulate them both nationally and regionally, facilitating the access, monitoring and creation of virtual social networks of journalists, readers and experts who are interested in public issues.

## **RESULTS**

The contents for two of the three courses foreseen have already been developed. Due to technical problems, IPYS has not been able so far to start the first on-line course on “Investigative Journalism”, but they consider that everything will be ready to start by the second week of February. In the meanwhile, 22 Ecuadorean and Peruvian journalists have been selected to participate in the eight-week course that will provide to them key tools and knowledge for the production of journalistic investigations.

## **CONCLUSION**

Due to technical problems, the project is delayed. However, the beneficiary institution is committed to implementing the pending work in the next few months.

# PROJECT IMPLEMENTED BY THE SAN JOSE CLUSTER OFFICE

## REGIONAL PROJECT

### **FOSTERING THE IMPACT OF CIVIL SOCIETY ON THE DIVERSITY AND PLURALISM OF MASS MEDIA IN THE DIGITAL AGE**

**BUDGET CODE: 354 RLA 5074**

**US\$ 27 000**

#### **TYPE OF PROJECT:**

The *Instituto Interamericano de Derechos Humanos* is an independent international academic institution that supports the inter-american system for the protection of international human rights.

By means of the project, the IIHR intends to contribute to modernize the juridical systems, the jurisdictional practices, and the national public policies through a process of analysis, applied research, and training in the field of freedom of expression and information technologies of communication.

A first amendment to the contract was signed on the 20<sup>th</sup> of July to extend the implementation of the activities until March 2010. A second amendment to the contract was signed on the 15<sup>th</sup> of December to modify one of the foreseen activities.

#### **IMPLEMENTATION**

- The 8 investigators realized the development of the Application of the Matrix (Panama, Costa Rica, El Salvador, Guatemala, Honduras, DF Mexico, Nicaragua, Dominican Republic). A short summary of the application of the matrix in each country has been sent to UNESCO.
- Initiation of the process of preparation of a reflexive article that sums up the situation found by the investigators after the application of the Matrix.
- One videoconference was realized on the 12<sup>th</sup> of November, with the 8 investigators.
- The activity of videoconference was completed by the Focus Groups to improve the methodology of the project: in each country of investigation, a Focus Group of 5 persons each (40 people in total) will be organized.

#### **RESULTS**

- A proposal of online course realized.
- The methodology of Focus Group implemented from 18 to 22 of January 2010.
- A second videoconference held with the 8 investigators.

#### **CONCLUSION**

The beneficiary of the project implemented all the foreseen activities.

## PROJECT IMPLEMENTED BY THE SAN JOSE CLUSTER OFFICE

### REGIONAL PROJECT

#### **REGIONAL: INVESTIGATIVE JOURNALISM FOR MEXICAN AND CENTRAL AMERICAN JOURNALISTS**

**BUDGET CODE: 354 RLA 5084**

**US\$ 38 500**

#### **TYPE OF PROJECT:**

The Fundación Educativa y Cultural Don Jose S. Healy is a non-profit civil association which intends to guide the foundation toward becoming the leading civil society organization in Northwestern Mexico and contributing to the integral development of individuals and the improvement of quality of life and prosperity in the region by generating educational opportunities for citizens, promoting freedom of speech, press and information.

IAPA is a non-profit organization dedicated to defend freedom of expression and of press throughout the Americas, including encouraging high standards of professional and business conduct among members of the press.

This project aims at updating Mexican and Central American journalists on complex issues such as money laundering, drug trafficking, organized crime, and environmental crimes. It is organized in 9 seminars in Mexico, Honduras, Guatemala, Nicaragua, El Salvador and Panama.

#### **IMPLEMENTATION:**

4 seminars were realized, in San Pedro Sula (June, 8<sup>th</sup> and 9<sup>th</sup>), Hermosillo 23<sup>rd</sup> and 24<sup>th</sup> of July), Guatemala (23-24 November), Panama (10-11 December). 35 journalists participated in each seminar, except the one of Panama where only 20 journalists assisted.

Overall, the evaluations of the seminars were quite good.

The project was amended on the 20<sup>th</sup> of November to modify the schedule of activities and extend the implementation until March 31<sup>st</sup>. By doing so, the amendment enables the implementation of further activities, as a follow up of the initial project. 5 new seminars were realized on coverage of environmental crimes for Mexican and Central American Journalists.

#### **RESULTS:**

Around 35 Mexican and Central American journalists in each seminar received practical training on specific issues such as money laundering, drug trafficking, organized crime, and environmental crimes by listening to experts in each field. Around 35 journalists in each seminar were capable of producing high quality reporting by using resources available on the Internet to investigate crime and corruption.

#### **CONCLUSION:**

The beneficiary submitted the final financial and technical reports. All the foreseen activities were successfully implemented

# PROJECT IMPLEMENTED BY THE SAN JOSE CLUSTER OFFICE

## NATIONAL PROJECT

**COSTA RICA: INDIGENOUS REPORTER WOMEN**  
**BUDGET CODE: 354 COS 5081**  
**US\$ 27 500**

### TYPE OF PROJECT

ICER is an educative institution that counts with an informative and communicative network in rural and indigenous communities thanks to the project of “Pequeñas Emisoras Culturales”. This network became a pioneer, being a tool to democratize communication and increase quality of professional journalism.

This project aims at training 24 indigenous women in 6 communities of Costa Rica (Maleku, Grano de Oro, Boruca, Talamanca, Buenos Aires, Turrialba), in reporting about issues that are part of indigenous culture and realities. To do so, trainers from ICER will do 3 training sessions of 3 days each, in each community, and a final workshop in ICER facilities with all the women.

### IMPLEMENTATION

100 % of the foreseen activities in the workplan were implemented by the beneficiary. In each community, 3 training sessions were realized from July to November, mostly in remote areas.

A final training workshop took place in ICER facilities from November 14<sup>th</sup> to November 19<sup>th</sup>. All the women who have been trained in the communities participated in this final workshop. During this final workshop, a *Sonorous Encyclopedia* has been produced by the participants: it recollects pictures of the indigenous communities and a database of 24 radio reports realized by the women during the training sessions, and it has been downloaded as a virtual platform on the internet: [www.elmaestroencasa.com](http://www.elmaestroencasa.com).

### RESULTS

- More than 24 indigenous women were trained to be reporters in their communities. The 3 trainings in each community were successfully realized. ICER even obtained the participation of 6 women instead of 4 in 2 of the communities. All the women were very interested and satisfied. With those trainings, the women will be able to denounce the problems of their community and transmit their culture and traditions.
- A Sonorous Encyclopedia has been produced, with audio and photographs of the communities, and has been broadcasted through Internet and radio. It is also available from a virtual platform.

### CONCLUSION

The activities successfully implemented and the project terminated. All payments realized. Final report and products submitted to UNESCO SJO.

## PROJECT IMPLEMENTED BY THE SAN JOSE CLUSTER OFFICE

### NATIONAL PROJECT

**EL SALVADOR: JOURNALISM FOR DEMOCRACY AND NEW MEDIA.**  
**BUDGET CODE: 354 ELS 5082**  
**US\$ 16 500**

The Department of Letters of the Universidad Centroamericana, El Salvador, has the experience of implementing a variety of training courses in cooperation with different national and international institutions. It provides the knowledge and skills of communication to students in communication of the UCA.

This project intends to work with young journalists to strengthen the values and perspectives for pluralistic journalism and the consolidation of democracy in El Salvador. It consists in a training course that focuses on the following topics: media and communication processes for democracy, ethics and freedom of expression, and tools for media production in community media and new media such as online newspapers, blogs and other forms of interactive communication.

#### **IMPLEMENTATION:**

100 % of the foreseen activities in the work plan have been implemented by the beneficiary. The financial and technical reports were submitted to UNESCO/SJO.

An online training platform has been developed with multimedia content, exercises, and evaluation activities, as well as online forums to allow participant and trainer interactions. This platform is accessible on the internet with a user name provided by UCA. <http://moodle7.uca.edu.sv/moodle/>

30 participants were invited to participate in the training session of the course, from July 11<sup>th</sup> to 21<sup>st</sup> of November 2009.

The course was split into 4 moodles:

- Journalistic writing and online reporting;
- New technologies for journalism production;
- Journalism, ethics and access to public information;
- Civic journalism and democracy.

In the final session of the course, on the 21<sup>st</sup> of November, the 8 final team works produced during the course were presented to media broadcasters.

#### **RESULTS**

22 young journalists, with less than five years of professional experience and with gender and geographical representation, have acquired new knowledge and skills on democratic and pluralist journalism, freedom of expression and new communication technologies. 8 journalistic productions were realized by the participants about the course topic. Overall, the evaluations made by the participants to the course were quite positive. Out of the 30 initial participants to the course, 22 persons received their diploma of participation.

The workplan was followed with precision and the deadlines were broadly respected. This course managed to impact in the media, which is proved by the publications in press, radio and Internet. Furthermore, this course helped strengthening long term partnerships and cooperation with various community medias and social organizations. One limit to the project was the desertion of 8 participants to the course, for health or economic reasons.

## **CONCLUSION**

The project has been successfully terminated. The objectives of the project have been reached. The Final Report has been submitted to UNESCO SJO. All payments have been realized.

**EL SALVADOR: STRENGTHENING DEMOCRACY THROUGH PROMOTING FREEDOM OF EXPRESSION AND FREEDOM OF THE PRESS BY IMPROVING THE QUALITY OF JOURNALISM IN EL SALVADOR**  
**BUDGET CODE: 354 ELS 5091**  
**US\$ 24 000**

### **TYPE OF PROJECT**

APES was founded in 1936 as an entity that works for the respect and fulfillment of all the aspects related to freedom of the press and access to information, as well as the physical integrity of journalists in the exercise of the profession and fundamentally, works to fortify the process of training of its members and non members, through workshops and seminars to improve the professional level of communicators.

By means of the project, the APES intends to strengthen democracy, governance and citizen participation through promoting freedom of expression and freedom of the press by improving the quality of journalism in El Salvador.

### **IMPLEMENTATION**

3 one day and a half seminars to impart skills on using Freedom of Information Acts for journalistic stories, as well as to create awareness about the need to have that type of law in El Salvador, held at APES building in San Salvador.

### **EXPECTED RESULTS:**

- 60 trained journalists capable of using freedom of information regulations and laws and aware of the importance of having that type of law in El Salvador.
- 60 trained journalists capable of developing preventive journalism related to violence.
- 60 trained journalists capable of developing pluralistic coverage of environmental conflicts.
- 60 trained journalists capable of using internet and social networks as reporting tools.
- 180 journalists and journalism students with acquired knowledge about the role of journalism in the promotion of democracy and about different approaches to cover social problems.

### **CONCLUSION:**

A progress report has been submitted to UNESCO SJO on November 2010.



# PROJECT IMPLEMENTED BY THE SAN JOSE CLUSTER OFFICE

## NATIONAL PROJECT

**HONDURAS: TRAINING NETWORK DEFENSE FREEDOM OF EXPRESSION  
AND FREEDOM OF PRESS  
BUDGET CODE: 354 HON 5091  
US\$ 24 000**

### **TYPE OF PROJECT**

The Committee for Free Expression (C-Libre) is a coalition of journalists and members of civil society constituted in June 2001. Its purpose is to promote and defend freedom of expression and right to information in Honduras. C-Libre is conceived as a response to the concerns shared by a group of journalists from areas where power has stimulated public and private policies and mechanisms violating professional work of journalists and violates the constitutional guarantee to freedom of thought.

By means of the project, C-Libre intends to develop a network of correspondents in freedom of expression and access to information, expertise, analysis and proposed improvement to the media at the national and local context, as a basis for strengthening citizenship and democracy.

### **IMPLEMENTATION**

Workshop “**Law on transparency and Access to Public Information**”, organized

Workshop Interpretation of the Universal Declaration of Human Rights, Charter of Human Rights, Constitution of the Republic, Law on Issuance of Thought and the Penal Code, Election Law, the pursuit of journalistic freedom and expression”, organized.

Workshop “**Techniques for newspaper in electronic format and development of newsletters written**”, organized.

### **EXPECTED RESULTS**

Created a national network of correspondents in access to information and freedom of expression;

At least 140 journalists / media officers trained in the legal framework for freedom of expression, access to information, elections, developing alternative means of communication (written and electronic newsletters) and regulation applied to the media.

### **CONCLUSION:**

A progress report has been submitted to UNESCO SJO on November 2010

# PROJECT IMPLEMENTED BY THE SAN JOSE CLUSTER OFFICE

## NATIONAL PROJECT

**MEXICO: DEVELOPMENT OF ONLINE COURSE IN CITIZEN JOURNALISM,  
FOR COVERAGE OF THE ENVIRONMENT AND ECONOMIC DEVELOPMENT  
BUDGET CODE: 354 MEX 5081  
US\$ 22 000**

### **TYPE OF PROJECT**

The Digital Journalism Center began operations in July 2008 and offers its courses online through the distance-learning platform of the University of Guadalajara. The University of Guadalajara is providing space, equipment, software, administrative support, and the distance learning platform.

This project aims at training citizen journalists and professional journalists from Latin America to access, organize and publish information on land use, water resources and development issues. It also trains journalists at established media outlets how to mobilize their audiences in order to help them in these “community watch” efforts.

To do so, the University of Guadalajara developed an online course for 30 citizen journalists (bloggers, online journalists) and professional journalists, and trained them about the online coverage of sustainable development issues. Afterwards, the participants will be able to produce some online stories about sustainable development.

### **IMPLEMENTATION**

100 % of the activities foreseen in the workplan have been implemented.

An online course was realized. It consisted in four units: definitions of sustainable development; the use of google maps, databases, graphics and other multimedia tools in coverage of sustainable development; citizen journalism, public participation in reporting, ethical standards and journalistic standards for non-professionals; the use of cellphones as tools for both the collection and diffusion of information in the online environment.

An in-person training of 3 days online (22-24 October) was successfully realized with 24 journalists from Latin America. Among them, 18 participants completed the work satisfactorily.

They were divided into 6 groups of 3 having similar proposed topics: trash and recycling, engaging indigenous groups, uncontrolled development in Mexico, managing water.

The evaluations of the course were really good. A follow up of the projects elaborated by the participants is foreseen in the following weeks. Some concrete results are visible in press releases.

### **RESULTS**

Greater transparency and responsiveness in government and business on the local level has been created.

- Ethics, professionalism, accuracy and fairness of 24 citizen journalists have been improved.

### **CONCLUSION:**

All the activities of the project have been successfully terminated. Final report has been submitted to UNESCO SJO.

## PROJECT IMPLEMENTED BY THE SAN JOSE CLUSTER OFFICE

### NATIONAL PROJECT

#### **MEXICO: STRENGTHENING OF THE RURAL COMMUNICATION THROUGH TRAINING IN THE PRODUCTION AND TRANSMISSION OF PROGRAMS IN INDIGENOUS LANGUAGES AND SPANISH**

**BUDGET CODE: 354 MEX 5091**

**US\$ 29 000**

#### **TYPE OF PROJECT**

Fomento Cultural y Educativo, AC., is a civil association, non-profit, formed by an interdisciplinary work team with 35 years of experience which offers an educational and people-organizational service to indigenous people in the poorest areas of the country. Its purpose is to give companionship to the villagers of three areas in the Republic of Mexico (south of Veracruz, North of Veracruz and Selva de Chiapas) in their self-expediting processes, communitarian education and promotion as well as in the improvement of their own organizations for the respect and valorisation of the cultures, providing them with tools and promoting their own skills so they can be themselves the creators of their own project of social development..

By means of the project, Fomento Cultural y Educativo, AC intends to strengthen the technological, technical, communicative and transmission capabilities through the training of the producers/presenters, voluntary translators, technical specialists and correspondents for the communities' reinforcement and awareness around their human rights and their cultural diversity through the use of the radio in the Nahua, Otomí and Tepehua regions.

#### **IMPLEMENTATION**

Three workshops on technological training in recording and editing programs, spots, newscasts; technological training in the console management and technological training in the pro tools management, organized.

#### **EXPECTED RESULTS**

- 10 producers/presenters and 12 voluntary translators trained and using in technique and technological areas in production and program developing tools.
- 180 correspondents from the communities trained in the use of new information techniques incorporating them in their participation in the radio.
- 80 reinforced and awareness communities around their economic, social, cultural and environmental rights through the production and broadcast 136 new programs, 50 newscast in spanish and indigenous languages, and other 82 recorded materials

#### **CONCLUSION**

A progress reprot has been submitted to UNESCO San Jose on November 2010.

## PROJECT IMPLEMENTED BY THE SAN JOSE CLUSTER OFFICE

### NATIONAL PROJECT

**NICARAGUA: TRAINING PROGRAM IN VIDEO PRODUCTION FOR COMMUNITY COMMUNICATORS FOCUSED ON COMMUNITY DEVELOPMENT**  
**BUDGET CODE: 354NIC5091**  
**US\$ 26 000**

#### **TYPE OF PROJECT**

RDS will be responsible about the execution of the project, monitoring, follow up and guaranties the quality control of the process; RDS will provide to the Project its experience and methodology expertise to the design and implementation of the line of base and the training process. RDS has established and strategic alliance with CONICSA (for it knowledge, expertise, technological capacity, tech support and domain, etc) for the direct execution of the actions related to the training and the permanent process and sustainability of exchange between local television stations in order to strength programming of each media with good quality national or local programming refers to content and the use of technology.

By means of the project, RDS intents communicators to improve their communication and exchange skills with their communities trough production improvement, as well as creativity in production and a valorization up-to-date about the present conditions in order to reflect their communities.

#### **IMPLEMENTATION**

- Designed and implemented the base line of the project.
- Designed the methodology for training.
- Prepared the trainings and educative materials for each of the seminars
- Acquired the equipment for trainings.

#### **EXPECTED RESULTS**

- 10 teams of local television communicators (20 persons) trained about the use of conceptual and technical tools for television production for community development with the capacity of being trainers for other communicators.
- 10 television products (brief news reports, minidocumentals, etc) done by the trained communicator teams.
- 10 teams of local television communicators (20 persons) trained about new communication and information Technologies (CIT) with the capacity of being trainers for other communicators and to put that knowledge in practice through Internet (blogs) lo allow information exchanges.

#### **CONCLUSION:**

A progress report has been submitted to UNESCO SJO on November 2010.

# PROJECT IMPLEMENTED BY THE SAN JOSE CLUSTER OFFICE

## NATIONAL PROJECT

**PANAMA: TRAINING PROGRAM FOR POPULAR JOURNALISTS: PRACTICAL TECHNIQUES TO IMPROVE COMMUNICATION SKILLS**  
**BUDGET CODE: 354 PAN 5071**  
**US\$ 25 700**

### TYPE OF PROJECT

FETV (*La Fundación para la Educación en la Televisión*), Channel 5, started in 1990. Its mission is to provide education and increase the levels of culture of the Panamanian society, by providing wholesome entertainment and contributing to form critical thinking through information, orientation and continuous dialog, all with programming and production of programs with quality.

FETV will emphasize alternative methods of communication, those same methods that the participants can develop in their communities in order to improve it, and to make them (the participants) more effective in their work and the development of their communities.

One of the key goals of this project is the transformation of members of rural communities into a source of effective information, but with real participation. By realizing alliances with many mass media outlets they could establish bonds and develop effective communication vehicles in which these communities can tell the rest of the country their activities, problems and events that they seldom have the opportunity to let the outside world know.

### IMPLEMENTATION

- Sensitizing by means of radio and television regarding the importance of the proposed program to train in communication techniques
- Preparation of the *Manual for Alternative Means of Communication for Popular Journalists*
- 12 workshops, three in each of the four chosen provinces of Colon, Darien, Veraguas and Cocle.

### RESULTS

- Radio and television sensitized on the importance of the training program in communication techniques.
- A Manual for Alternative Means of Communication for Popular Journalists prepared.
- Organization of 12 workshops, three in each of the four chosen provinces.

### CONCLUSION

- The project started in August 2008 and concluded by August 2009.

## PROJECT IMPLEMENTED BY THE SAN JOSE CLUSTER OFFICE

### NATIONAL PROJECT

#### **PANAMA: ETHICS TRAINING TO IMPROVE MEDIA PROFESSIONALISM, STANDARDS AND CREDIBILITY**

**BUDGET CODE: 354 PAN 5081**

**US\$ 17 600**

#### **TYPE OF PROJECT**

The *Consejo Nacional de Periodismo*, Panamá, is a non-profit civil association created in 2003 by the media companies, journalism organizations and universities. It was organized to defend freedom of expression and information, and to foster journalistic excellence. The CNP has carried out several activities with the goal of promoting press freedom and ethics in journalism.

This project proposes to conduct a workshop with members of the main instances in the region responsible for promoting ethical journalism, with journalists and students of journalism.

To do so, the activities of the project promote press freedom and implementation of self regulating ethical standards in journalism. This project contributes to strengthen the responsibility of journalists to use different mechanisms to protect the public from irresponsible writings of the media and to improve the knowledge of the Ethics Committee of Panama.

#### **IMPLEMENTATION**

100 % of the activities foreseen in the workplan have been implemented.

One two day workshop on press freedom and ethics in journalism took place on October 13<sup>th</sup> and 14<sup>th</sup> in the Universidad Latina, Panama, with journalists (radio, TV, newspaper) and students in journalism. This workshop aimed at better understanding and applying responsible journalism and self regulation practices. An open forum with the general public, NGOs, Government representatives, and with members of the Ethics Committee of the National Journalism Council in Panamá, and other instances related to journalistic ethics, took place on October 15<sup>th</sup>.

Two experts, Ricardo Hepp, from Chile, and Kela León, from Perú, shared their experience in Ethics Committee with the participants, in the two day workshop and the open forum. In the workshops of the 13<sup>th</sup> and 14<sup>th</sup> of October, almost 100 people participated, which was more than the expected assistance.

Practical and concrete instances, with videos and group exercises were proposed.

On the 15<sup>th</sup> of October, in the morning, was realized a session with the Ethics Committee of Panama, in which the participants learned about how problems were resolved in Peru and Chile.

The open forum counted with the participation of over 100 people as well, from various instances and organizations.

## **RESULTS:**

- More than 100 journalists and students in journalists aware and with better knowledge about responsible journalism and self regulation practices.
- Self regulating ethical schemes practiced by the media analyzed.
- Regional initiatives to fortify ethical standards and responsible journalism promoted.

## **CONCLUSION**

The project has been successfully terminated. Final report submitted to UNESCO SJO.

# PROJECT IMPLEMENTED BY THE SAN JOSE CLUSTER OFFICE

## NATIONAL PROJECT

### **PANAMA: TRAINING PROGRAM FOR POPULAR JOURNALISTS: PRACTICAL TECHNIQUES TO IMPROVE COMMUNICATION SKILLS**

**BUDGET CODE: 354 PAN 5091**

**US\$ 26 000**

#### **TYPE OF PROJECT**

FETV, *La Fundación para la Educación en la Televisión*, started in 1990. Its mission is to provide education and increase the levels of culture of the Panamanian society, by providing wholesome entertainment and contributing to form critical thinking through information, orientation and continuous dialog, all with programming and production of programs with quality.

FETV intends to promote effective communication in popular journalists through the use of alternative techniques, to facilitate and strengthen the educational and organizational development within the communities.

#### **IMPLEMENTATION**

100% of the activities were implemented successfully.

#### **RESULTS**

- 100 journalists, from four provinces of Panama, trained in alternative popular communication techniques, through the organization of three workshops in the four chosen provinces..
- An educational manual produced as a resource to the formation of alternative communication techniques.
- A radio program, which allowed the 100 journalists already trained in this project, to broadcast their messages nationwide.
- 50% of these journalists working with local communication vehicles in their respective provinces.
- Special messages broadcasted or published, created by the participants, regarding the importance of proper communications.
- Increased awareness by national media such as print newspaper, radio and television regarding the importance of incorporating the less developed (marginal) sectors of our society, and to have them take part of the country's development.
- Publication of the *Manual for Alternative Means of Communication for Popular Journalists*.

#### **CONCLUSION:**

The beneficiary of the project implemented all the activities successfully.