

**I**NTERNATIONAL  
**P**ROGRAMME FOR THE  
**D**EVELOPMENT OF  
**C**OMMUNICATION

CI-08/CONF.201/2  
20 March 2008  
Original: English/French

**NEW PROJECTS SUBMITTED TO THE  
IPDC**

**PART IV: ARAB REGION AND EUROPE**

**IPDC BUREAU  
Fifty-second meeting**



**UNESCO HEADQUARTERS, PARIS  
23 APRIL - 25 APRIL 2008**



## TABLE OF CONTENTS

<b>ARAB REGION</b>			
1.	PDC/52 JOR/01	<b>JORDAN: SUPPORTING THE HIGHER MEDIA COUNCIL / JORDAN'S TRAINING CENTRE</b>	<b>5</b>
2.	PDC/52 JOR/02	<b>JORDAN :MEDIA INSTITUTE, JMI</b>	<b>11</b>
3.	PDC/52MOR/01	<b>MOROCCO: FORMATION OF AN INTER-PROFESSIONAL SYNDICATE OF INDEPENDENT RADIO AND TELEVISION BROADCASTERS</b>	<b>17</b>
4.	PDC/52 MAU/01	<b>MAURITANIA: TRAINING FOR FEMALE JOURNALISTS</b>	<b>23</b>
5.	PDC/52 PAL/01	<b>PALESTINIAN TERRITORIES: PALESTINIAN JOURNALISTS' ELECTRONIC PLATFORM</b>	<b>28</b>
6.	PDC/52 PAL/02	<b>PALESTINIAN TERRITORIES :“WOMEN TAKING THE LEAD”: ADVANCEMENT OF MID-CAREER WOMEN MEDIA PROFESSIONALS</b>	<b>33</b>
<b>EUROPE</b>			
7.	PDC/52 MOL/01	<b>MOLDOVA (REPUBLIC OF) : STRENGTHENING REGIONAL MEDIA COMMUNITY IN REPUBLIC OF MOLDOVA</b>	<b>41</b>



# JORDAN

<b>A. PROJECT IDENTIFICATION</b>		
1.	<b>TITLE</b>	<b>SUPPORTING THE HIGHER MEDIA COUNCIL/JORDAN'S TRAINING CENTRE</b>
2.	<b>NUMBER</b>	<b>PDC/52 JOR/01</b>
3.	<b>CATEGORY OF MASS MEDIA</b>	Journalism / print media
4.	<b>IPDC PRIORITY AREA</b>	Promotion of freedom of expression and media pluralism; training of media professionals
5.	<b>SCOPE (national, regional, interregional)</b>	National
6.	<b>TYPE OF ASSISTANCE REQUESTED</b>	Training
7.	<b>TOTAL COST OF PROJECT</b>	US \$ 83 500
8.	<b>AMOUNT REQUESTED FROM IPDC</b>	US \$ 35 500
9.	<b>BENEFICIARY BODY</b>	The Higher Media Council / Jordan's Media Training Centre (HMC / JMTC)
10.	<b>IMPLEMENTING BODY</b>	The Higher Media Council / Jordan's Media Training Centre (HMC / JMTC)
11.	<b>PROJECT LOCATION</b>	Amman
12.	<b>PROJECT PREPARED BY</b>	The Higher Media Council (HMC)
<b>DECISION OF THE BUREAU</b>		

## **B. PRESENTATION**

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

HMC is the independent authority, the regulatory body of the media sector in Jordan and its development tool. It implements a detailed plan for media development in Jordan and the Arab Region in coordination with concerned bodies. It focuses on human resource development and on upgrading journalists and media specialist's skills.

As one of the goals of the HMC is to help meet the needs and requirements of the media and to help develop and build the capacity of its human resources, the HMC established Jordan's Media Training Centre (JMTC) in 2003 to respond to media training needs and to improve the professional media environment.

The JMTC is equipped with state-of-the-art digital training facilities that include journalism computer labs, TV studio, radio studio and e-library.

With the high demand on professional quality training from a trusted body such as the HMC, from national and regional media organizations and media professionals, JMTC's training plan includes training courses on professional journalistic practices, investigative reporting, reporting on human interest stories, specialised reporting (such as women issues, environment, health, education, business), and reporting about local government affairs. It also includes media ethics, media laws, and ICTs for the media.

JMTC works with both experienced and local journalists in two main ways: a) direct training of local journalists, and b) building local capacity for journalism training.

This project will help the JMTC staff, trainers and associate journalists to be master trainers by strengthening the training of trainers (ToT) programmes and capacity. This team will be the leader to provide training on quality journalism to Jordanian media organizations on professional journalistic practices, investigative reporting, specialised reporting and other needed journalism training as identified by studies and demand from organizations. A grant for building the capacity of JMTC's staff, trainers and Jordanian journalists is sought through this proposal.

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

JMTC trainers, reporters, managers and written press journalists.

### **3. IMMEDIATE OBJECTIVE**

To train core team members of JMTC to be master trainers through training of trainers (ToT). This team will be the leader to provide training on quality journalism to Jordanian media organizations on professional journalistic practices, investigative reporting, specialised reporting and other needed journalism training as identified by studies and demand from organizations.

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

To support JMTC to be a leading training “Centre of Excellence” which provides quality training to journalists from Jordan and the region, thereby strengthening press freedoms and media pluralism, and promoting responsible journalism in Jordan and the region.

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

- Experts for the ToT and the journalist training workshops;
- Conference rooms for the ToT and workshops;
- Advisers for the production of printed material;
- Participants’ subsistence and transportation expenses;
- Training materials and equipment to carry out the ToT and workshops.

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

- 10 JMTC staff trained to be master trainers;
- 75 journalists trained on professional journalistic practices, investigative reporting, specialised reporting and other needed journalism training as identified by studies and demand from organizations;
- 25 reports published in several Jordanian newspapers on issues related to freedom of expression, and press, human interest stories, and specialised reporting (such as women issues, environment, health, education, business) and reporting about local government affairs.

#### **7. ACTIVITIES**

- Selection and contracting of instructors, consultants and trainers;
- Preparation of the training materials for the ToT and workshops;
- Organization of the ToT and workshops;
- One 2-week ToT workshop attended by 10 JMTC trainers and other media outlets;
- Five 2-week workshops on investigative reporting / specialised reporting, each attended by 15 journalists;
- Monitoring and evaluation for the project;
- Elaboration and submission of progress and final reports.

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

<b>Activities / Months</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
Monitoring and evaluation					
Selection and appointment of trainers and consultants					
Preparation of the materials for the ToT and workshops					
2-day meeting for editors of the newspapers and journalists					
One 2-week workshop					
Five 2-week workshops on investigative reporting / specialised reporting					
Producing and publishing 25 investigative reports / specialised					

reports					
First progress report					
Second progress report					
Final report					

**9. INSTITUTIONAL FRAMEWORK**

The project will be implemented by The Higher Media Council’s (HMC) Jordan Media Training Centre (JMTC) under the supervision of the UNESCO Office in Amman. It will be managed by the Director of JMTC, who has over 20 years of experience in media training. The Higher Media Council established JMTC in 2003 to respond to media training needs and to improve the professional media environment.

The JMTC is equipped with high-level digital training facilities which include journalism computer labs, TV studio, radio studio, and e-library. It also has a pool of excellent trainers and cooperates with a number of renowned media professionals to support training and other related activities.

**10. SUSTAINABILITY**

The project will help the JMTC trainers and selected journalists to be master trainers through training of trainers ToT. This team will be the leader in providing training on quality journalism to Jordanian media organizations on professional journalistic practices, investigative reporting, specialised reporting and other needed journalism training as identified by studies and demand from organizations. The team and the JMTC will eventually become a model for Jordan and the region on how journalism training is best conducted and supported.

**11. FRAMEWORK OF MONITORING**

Monitoring will be regularly undertaken by the JMTC. Advice will be regularly sought from the UNESCO Communication and Information Officer in the region, while reports will be submitted on an ongoing basis to the IPDC through the UNESCO Communication and Information Officer.

**12. EVALUATIONS CARRIED OUT**

A final report will be submitted to UNESCO documenting project implementation and lessons learnt. It will also document success stories and obstacles, if any, faced by the project. It will also include recommendations for future training programmes.

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

HMC undertakes to report on project progress on a two-month basis to the UNESCO Office in Amman.

**C. ADDITIONAL INFORMATION**

**Previous IPDC support received by the country**

PDC/7JOR/01 350-JOR-71	70,000	Jordan	1986 - 1989
		Information Training Centre	



<b>PDC/11JOR/01</b> 352-JOR-11	94,000	Establishment of Documentation Centre for Information and Communication	1990 - 1992
<b>PDC/12JOR/01</b> 352-JOR-21 352-JOR-41	46,000 80,000	Equipping media facilities at Yarmouk University	1991 - 1997
<b>PDC/15JOR/01</b> 352-JOR-51	50,000	Strengthening the training capabilities of the Noor Al Hussein Foundation	1994 - 1997
<b>PDC/16JOR/01</b> 352-JOR-61 520-JOR-60 (FIT-France)	80,000 30,000	Installation of a computerized photo archiving system	1996 - 1998
<b>PDC/18JOR/01</b> 352-JOR-81	45,000	Extension of the training capabilities of Noor Al Hussein Foundation	1998 - 1999
<b>PDC/20JOR/01</b> 353-JOR-01	27,000	Community radio in support of local development	2000 - 2003
<b>PDC/20JOR/02</b> 353-JOR-02	35,000	Development of a Media Information Bank	2000 - 2003
<b>PDC/21 JOR/01</b> 353RAB5011	30,000	Developing the training capacity of the Arab women's media centre	2003 -2004
<b>PDC/51 JOR/01</b> 354 JOR 5061	32,000	Establishment of community radio station in Sahab and Aqaba	2007 - 2008
		<b>Total Jordan: US\$ 589,000+US\$ 30,000 (Funds-in-trust)</b>	

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

JMTC was established in 2003 and is fully equipped with digital state-of-the-art training facilities journalism computer labs, TV studio, radio studio and e-library to support training and media associations.

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

JMTC will provide project / financial management, undertake overall supervision and project report writing and make available its training facilities and office accommodation for training activities.

## D. BUDGET

<b>BREAKDOWN OF IPDC CONTRIBUTION</b> (in US dollars)			
ITEM	COST	NO/FACTOR	TOTAL
<b>ToT training for 10 JMTC staff and selected journalists for 10 days</b> <ul style="list-style-type: none"> <li>• Trainer Fees (one foreign trainer, one local trainer each trainer will train 5 days)</li> <li>• Hotel accommodation for one trainer</li> <li>• Ticket</li> </ul>	\$425	10 days	4250
	\$150	6 days	900
	\$350		350
<b>Sub total</b>			<b>5 500</b>
<b>5 Training workshops (10 days duration) for 15 journalists and 10 staff members:</b> Trainer Fees miscellaneous	\$425	50days	21 250
			7500
<b>Sub total</b>			<b>28 750</b>
<b>Monitoring</b>			<b>1 000</b>
<b><u>TOTAL</u></b>			<b>35 250</b>

<b>BREAKDOWN OF BENEFICIARY'S CONTRIBUTION</b> (in US dollars)			
Office space, furniture and civil works for training rooms, equipments, technical support ( computers, data show, internet, flipcharts ...)	\$ 300	60 Days	18 000
Project Manager	\$ 2000	5 Months	10 000
Coordinator & secretary: X 2 staff X	\$500	5 Months	5 000
<b>Preparation of Training Material:</b> TOT workshop Training work shops photo copying	\$425	7 days	2975
	\$425	7days	2975
			4050
<b>Sub total</b>			<b>10 000</b>
<b>Communication</b>	<b>\$ 1000</b>	<b>5 Months</b>	<b>5 000</b>
<b><u>TOTAL :</u></b>			<b>48 000</b>

# JORDAN

<b>A. PROJECT IDENTIFICATION</b>		
<b>1.</b>	<b>TITLE</b>	<b>JORDAN MEDIA INSTITUTE, JMI</b>
<b>2.</b>	<b>NUMBER</b>	<b>PDC/52 JOR/02</b>
<b>3.</b>	<b>CATEGORY OF MASS MEDIA</b>	Print and Broadcast
<b>4.</b>	<b>IPDC PRIORITY AREA</b>	<ul style="list-style-type: none"> <li>▪ Training of media professionals;</li> <li>▪ Promotion of freedom of expression and media pluralism</li> </ul>
<b>5.</b>	<b>SCOPE (national, regional, interregional)</b>	National
<b>6.</b>	<b>TYPE OF ASSISTANCE REQUESTED</b>	Financial
<b>7.</b>	<b>TOTAL COST OF PROJECT</b>	US\$ 60,000
<b>8.</b>	<b>AMOUNT REQUESTED FROM IPDC</b>	US\$ 42,000
<b>9.</b>	<b>BENEFICIARY BODY</b>	Jordan Media Institute, JMI
<b>10.</b>	<b>IMPLEMENTING BODY</b>	Jordan Media Institute, JMI
<b>11.</b>	<b>PROJECT LOCATION</b>	Amman, Jordan
<b>12.</b>	<b>PROJECT PREPARED BY</b>	Ms. Nermeen Murad, Director, Jordan Media Institute (JMI)
<b>DECISION OF THE BUREAU</b>		

## B. PRESENTATION

### 1. BACKGROUND AND JUSTIFICATION

Although there is a proliferation of media entities in Jordan (Print: dailies, weeklies, and monthly magazines; Broadcast: radio stations, new television stations in the making), the caliber of news, analyses and investigative reporting (of which there is a dearth) is below standard for lack of proper expertise in the arena of journalism. This has led the Jordanian government to slow down the process towards freedom of the press and access to information. According to a report published by the Higher Media Council (HMC) in March 2006, showing how the level of freedom of the Jordanian press was ameliorating where in 2005 it was at 56.08% and in 2004 at 49.20% which reflected an improvement of 6.88%. This increase did not last due to imposing of new laws that are hindering the progress towards a free media environment.

For instance, the Jordanian Press and Publications Law contains ambiguities which work to stymie a genuinely free press. Self censorship, inobjectivity, inaccuracy, and plagiarism are examples of the inherent ills which characterize a large part of Jordan's mass media.

Although there is official enthusiasm for media reform in Jordan, that enthusiasm hasn't yet translated into full legislative support for media freedoms. While the Press and Publications Law has undergone several amendments aimed at widening the margins of press freedoms, journalists can still be taken to court and imprisoned under the Penal Code. The sector also still struggles against a backdrop of interference by security services, official censorship, self censorship, nepotism/corruption, and a lack of mentoring to guide the next emerging generation of journalists.

Committed to the idea of lifelong learning, JMI seeks to provide quality education to aspiring and established journalists. The academic, professional and hands-on curriculum will offer students a Master's degree and other certifications through shorter programs. Students from Jordan and other Middle Eastern countries will be admitted.

Advances in the information and telecommunications technology facilitated the democratic reform process in Arab countries. The rise of satellite television and radio broadcasting, and the entry of the Internet, not only promised to pluralize public discourse and debates but also carried with it the potential of creating jobs and developing new economic sectors in the Arab World.

One of the main reasons why the transformation was at times slow and generally incomplete is because there were never enough skilled media professionals to take advantage of new developments and opportunities in the communications technology and media industry fields in the region.

Jordan, a politically stable and forward-looking country intent on building a strong ICT sector, has been supplying the Arab media marketplace with qualified and talented media professionals. But as a result of this and other factors, the Kingdom has itself suffered a shortage of skilled and professional journalists and media practitioners generally.

Jordan Media Institute (JMI) was established in order to close the gap between the Kingdom's real needs and what is available in terms of human resources in the media field. JMI's objective is to support and add to the country's efforts in this direction and the growing Arab media industry as a whole.

JMI is a unique opportunity for the region to raise the standards of journalism education, which is crucial for advancing democracy and press freedom. To this end, JMI means to strengthen the competency of established journalists and to educate a new generation of media professionals.

JMI aims to address the issue of journalistic competencies and skills in a strategic and systematic fashion twinning the provision of academic achievement through a unique and practical MA program as well as certified short courses addressing specific skills. JMI operates out of the belief that improved journalistic skills would raise the level of objectivity which in turn will increase the level of acceptance within society and the authorities. In particular, it is expected that the executive authority would learn to trust and esteem skilled journalists and ultimately become less wary of press freedoms.

JMI aims to address the issue of journalistic competencies and skills in a strategic and systematic fashion twinning the provision of academic achievement through a unique and practical MA program as well as certified short courses addressing specific skills. JMI operates out of the belief that improved journalistic skills would raise the level of objectivity which in turn will increase the level of acceptance within society and the authorities. In particular, it is expected that the executive authority would learn to trust and esteem skilled journalists and ultimately become less wary of press freedoms.

No alternatives to quality education and no alternatives to continuous education of journalists

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

The target groups are Arab journalists, both established and aspiring, particularly;

- Reporters, managers and free-lance journalists.
- Students
- Anyone who is interested in achieving a higher degree in Journalism

## **3. IMMEDIATE OBJECTIVES**

The immediate objective is to achieve quality education to contribute to the reform process. The competency of Arab journalists will be raised in research (investigative journalism) and writing (Arabic language skills) news stories and features.

## **4. DEVELOPMENT OBJECTIVE**

The development objective is to set up a state-of-the-art Higher Degree Center of Excellence in Journalism, thereby strengthening the concept of press freedom and media pluralism in the country, and promoting the concept of responsible journalism.

## **5. PROJECT INPUTS**

- Instructors and experts for the workshops and seminars;
- Conference rooms for the meeting, seminars and workshops;
- Advisers for the production of printed and audiovisual material;
- Participants' subsistence and transportation expenses;
- Training material and rental of equipment to carry out the meeting, seminars and workshops;
- Computers to set up a training lab for 15 trainees;

## 6. PROJECT OUTPUTS

- Setting up a Journalism curricula;
- Annual graduation of 20 skilled journalists specialized in print or broadcast media;
- Center of Excellence in Jordan which offers a degree in journalism for Arab journalists from the region.

## 7. ACTIVITIES

- Selection and contracting of experts;
- Preparation of the training materials for the workshops;
- Organisation of the workshops;
  - 2 workshops each with one week of duration on development of curricula for journalism basing it on the UNESCO Series on Journalism Education “Model Curricula for Journalism Education for Developing Countries & Emerging Democracies;
  - Purchase of equipment;
  - Installation of equipment.

## 8. WORK PLAN

Activity/Month	1	2	3	4	5	6	7	8	9	10	11	12
Monitoring and evaluation	■	■	■	■	■	■	■	■	■	■	■	■
Selection of consultants	■	■										
Preparation of the materials for the workshops	■	■	■									
One week workshop on Curriculum development “Broadcast Media”				■								
One week workshop on Curriculum development “Print Media”						■						
Purchase of laboratory equipment and setting up a desktop publishing training room	■											
Setting up a desktop publishing training room		■										
First progress report					■							
Second progress report							■					
Final report												■

## 9. INSTITUTIONAL FRAMEWORK

The project will be implemented by Jordan Media Institute (JMI) in collaboration with UNESCO Office in Amman/Jordan. It will be managed by JMI's Director. JMI is a unique institution in the Middle East for quality education to established and aspiring journalists. It was founded in 2006.

## 10. SUSTAINABILITY

JMI will be sustained through contributions of donors, affiliates and tuition fees.

## 11. FRAMEWORK OF MONITORING

Monitoring will be regularly undertaken by the Board member of the Jordan Media Institution. Advice will be regularly sought from the UNESCO Information and Communication officer in the country.

## 12. EVALUATIONS CARRIED OUT

A final report will be submitted to UNESCO documenting project implementation and lessons learnt. It will also document success stories and obstacles, if any, faced by the project. It will also include recommendations for future training programs.

## 13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING

Jordan Media Institute undertakes to report on project progress on a semi-annual basis.

### C. ADDITIONAL INFORMATION

#### Previous IPDC support received by the country

<b>PDC/7JOR/01</b> 350-JOR-71	70,000	<b>Jordan</b> Information Training Centre	1986 - 1989
<b>PDC/11JOR/01</b> 352-JOR-11	94,000	Establishment of Documentation Centre for Information and Communication	1990 - 1992
<b>PDC/12JOR/01</b> 352-JOR-21 352-JOR-41	46,000 80,000	Equipping media facilities at Yarmouk University	1991 - 1997
<b>PDC/15JOR/01</b> 352-JOR-51	50,000	Strengthening the training capabilities of the Noor Al Hussein Foundation	1994 - 1997
<b>PDC/16JOR/01</b> 352-JOR-61 520-JOR-60 (FIT-France)	80,000 30,000	Installation of a computerized photo archiving system	1996 - 1998
<b>PDC/18JOR/01</b> 352-JOR-81	45,000	Extension of the training capabilities of Noor Al Hussein Foundation	1998 - 1999
<b>PDC/20JOR/01</b> 353-JOR-01	27,000	Community radio in support of local development	2000 - 2003
<b>PDC/20JOR/02</b> 353-JOR-02	35,000	Development of a Media Information Bank	2000 - 2003

<b>PDC/21 JOR/01</b> 353RAB5011	30,000	Developing the training capacity of the Arab women's media centre	2003 -2004
<b>PDC/51 JOR/01</b> 354 JOR 5061	32,000	Establishment of community radio station in Sahab and Aqaba	2007 - 2008
		<b>Total Jordan: US\$ 589,000+US\$ 30,000 (Funds-in-trust)</b>	

<b>BREAKDOWN OF IPDC CONTRIBUTION</b> (in US dollars)	
2 Mac Pro 2.66g 20 inch screen	9,000
8 IMAC 2.4mg 20 inch screen	16,000
5 licenses for Arabic XT (Quark Express)	2,800
5 licenses for Adobe package	5,000
Renting venue and catering for 2 workshops	5,000
1 international consultant for 1 in-country training-workshop	3,200
Monitoring	1,000
<b><u>TOTAL :</u></b>	<b><u>42,000</u></b>

<b>BREAKDOWN OF BENEFICIARY'S CONTRIBUTION</b> (in US dollars)	
Office space, furniture and civil works for new training room	10, 000
5 licenses for Arabic XT (Quark Express)	2,850
5 licenses for Adobe package	5,000
Preparing for 2 workshops	2,000
1 international consultant for 1 in-country training workshop	3,200
Overheads and transportation	6, 000
<b><u>TOTAL :</u></b>	<b><u>29, 050</u></b>



# MOROCCO

<b>A. PROJECT IDENTIFICATION</b>		
1.	<b>TITLE</b>	<b>FORMATION OF AN INTER-PROFESSIONAL SYNDICATE OF INDEPENDENT RADIO AND TELEVISION BROADCASTERS</b>
2.	<b>NUMBER</b>	<b>PDC/52 MOR/01</b>
3.	<b>CATEGORY OF MASS MEDIA</b>	Audiovisual media
4.	<b>IPDC PRIORITY AREA</b>	Promotion of freedom of expression and media pluralism
5.	<b>SCOPE</b> (national, regional, interregional)	National
6.	<b>TYPE OF ASSISTANCE REQUESTED</b>	Financial
7.	<b>TOTAL COST OF PROJECT</b>	USD 35,000
8.	<b>AMOUNT REQUESTED FROM IPDC</b>	USD 30,000
9.	<b>PROJECT BENEFICIARY</b>	<i>Association des Radios et Télévisions indépendantes du Maroc</i> (Moroccan Association of Independent Radio and Television Broadcasters)
10.	<b>IMPLEMENTING BODY</b>	ARTI / MEDIA INC.
11.	<b>PROJECT LOCATION</b>	Casablanca
12.	<b>PROJECT PREPARED BY</b>	Younes Boumehdi
<b>DECISION OF THE BUREAU</b>		

## B. PRESENTATION

### 1. BACKGROUND AND JUSTIFICATION

The MENA Region is relatively poor in terms of diversity of modern media, and particularly print and audiovisual media. According to a UNDP study, five times fewer newspapers are published in MENA countries than in developing countries. Additionally, the vast majority of the audiovisual media operations (radio and television) in these countries are controlled by their respective governments. In Morocco, three main networks co-exist alongside the omnipresent and all-powerful public operator, the *Société Nationale de Radio et de Télévision* (SNRT, former RTM), namely, Soread 2M (the second national channel), *Radio Méditerranée Internationale* (Médi 1) and the radio station, Sawa. However, since 2006, the Moroccan audiovisual landscape has evolved to some extent. In a timid move towards liberalisation of the airwaves—which can more realistically be considered as a tame reorganisation of the audiovisual landscape, seven private operators have been authorised to broadcast 10 local or regional radio programmes. None of the operators has been granted a licence for national coverage.

Access to independent information is limited by heavy restrictions on freedom of the media. In a recently published report entitled "*Un Maroc de façade*" (The Moroccan facade), the *Comité pour la protection des journalistes* (CPJ, Committee for the Protection of Journalists) claimed that Moroccan journalists were subjected to "unpredictable and increasingly sophisticated" forms of pressure by the Moroccan authorities. Since 2005, disproportionately high fines have been imposed on at least five journalists. Five have received suspended prison sentences, and one has even been banned from exercising his profession. More recently, several newspapers and magazines were seized and journalists charged with "*Failure to show due respect to the king, or possession of illegally obtained documents*". Faced with this situation, an increasing number of Moroccan journalists have opted for self-censorship.

Heightening awareness of these issues among public authorities can only be accomplished by a structured professional organisation. A seminar has been scheduled for the purpose of identifying the priority issues which should be addressed by the professional organisation. It is equally important that the members of the organisation receive adequate training and that they are familiarised with the best practices of other independent radio and television broadcasters in order to be able to make a positive contribution to the liberalisation of the Moroccan audiovisual landscape. In a still hesitant market, in which the issues at stake have yet to be fully grasped by all of those involved, it is important that all of the members of the syndicate be aware of the challenges faced, including the legal, technical and financial aspects of digital radio development, and the optimisation of the economic control of audiovisual media.

### 2. DESCRIPTION OF THE TARGET GROUPS

The 14 members of ARTI (2 representative from each radio station), as well as the 3 members of the association's Management Committee, i.e, the Chairman (Director of Chada FM), the General Secretary (the Director of Hit Radio) and the Treasurer (the Director of Atlantic).

### 3. IMMEDIATE OBJECTIVE

To enable the syndicate and its members to lay the foundations for the establishment of a professional organisation, and to acquire enough expertise to be able to defend its interests and promote media freedom.

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

To develop training for journalists and managers, as well as for other media professionals without discrimination, in order to improve professional skills.

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

- Conference room for the seminar plus training room for the 2 training sessions;
- Fees for 5 foreign experts and trainers;
- Travel expenses and per-diem allowances for 5 foreign experts;
- Training material and rental of equipment for the training room;
- Advertising and press-relations expenses.

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

- A better understanding of the issues at stake for independent media in Morocco;
- A better understanding of the legal and technical aspects of independent-media operations;
- Training for 17 members of the association, ARTI;
- Optimised conditions for developing the role of audiovisual media in Morocco.

#### **7. ACTIVITIES**

Seminar to identify the priority issues to be addressed by the association, ARTI, in collaboration with its members and drawing on foreign experience (2 days);

Four-day course of seminars, conducted by European audiovisual experts, on the legal aspects and technical challenges of digital radio development:

- Module entitled "*Legal issues facing the audiovisual media of tomorrow*"
- Module entitled "*New technological challenges*"
- Module entitled "*The challenges of convergence*"

Two-day course, conducted by European audiovisual experts, on financial aspects and optimisation of economic control:

- Module entitled "*How to sell Radio more effectively*"

## 8. WORK PLAN

	1	2	3	4	5	6	7	8	9	10	11	12
Communication and advertising												
Contact with trainers												
Preparation of the participant list												
Preparation of the training room												
Seminar to identify priority issues												
Course on the legal aspects and technical challenges of digital radio development												
Course on financial aspect and optimisation of economic control												
Evaluation of courses												
Monitoring meetings between ARTI and UNESCO Rabat												
Coordination meeting between ARTI and the <i>Haute Autorité de la Communication Audiovisuelle</i> (HACA, High Authority for Audiovisual Communication)												
Intermediate report												
Final report												

## 9. INSTITUTIONAL FRAMEWORK

ARTI's Management Committee will be formed in Rabat and/or Casablanca in conjunction with the UNESCO Office in Rabat.

The programme will be coordinated by ARTI, in collaboration with its members and the various other partners involved in the project.

The *Association des Radios et Télévisions Indépendantes* (ARTI, Association of Independent Radio and Television Broadcasters) is an independent, non-governmental syndicate comprising 7 private radio stations, namely, Hit Radio, Chada FM, Atlantic, Cap Radio, Radio plus, Radio Atlas, Aswat.

ARTI is registered with the Moroccan Interior Ministry.

## 10. SUSTAINABILITY

The requested support will be used to initiate the process of reinforcing the independence of independent audiovisual media broadcasters in Morocco.

Sustainability will be achieved through the involvement of the various project partners, who are fully aware of the issues at stake in the process of media liberalisation.

Long-term viability will be ensured through revenue from membership fees.

## 11. MONITORING FRAMEWORK

The project will be implemented by ARTI teams, working in conjunction with similar regional organisations, and by the UNESCO Office in Rabat.

## 12. PRE-PROJECT ASSESSMENTS

The project provides for several progress-report meetings to assess the status of the media in Morocco. The project will officially close with a meeting between ARTI and the *Haute Autorité de la Communication Audiovisuelle* (HACA, High Authority for Audiovisual Communication).

## 13. BENEFICIARY BODY'S REPORTING FRAMEWORK

The beneficiary body will produce an activity report every four months.

### C. ADDITIONAL INFORMATION

#### Previous IPDC support received by the country

<b>PDC/6MOR/01</b> 350-MOR-61 352-MOR-11 520-MOR-61 (FIT-France)	50,000 55,000 80,000	Morocco	1985 - 1995
		Reorganization of the Maghreb Arab Press (computerization micro-filming of documents)	
<b>PDC/9MOR/01</b> 350-MOR-91 520-MOR-62 (FIT-France)	60,000 98,347	Higher Institute of Journalism	1988 - 1991
<b>PDC/15MOR/01</b> 352-MOR-51 520-MOR-63 (FIT-France)	70,000 118,000	Data bank for the Maghreb Arab Press Agency	1995 - 2005
<b>PDC/19MOR/01</b> 352-MOR-91	26,000	Computerization of the news room of the Higher Institute of Information and Communication	1999 - 2001
<b>Total Morocco: US\$ 261,000+ US\$ 294,000</b>			

### D. BUDGET

#### BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)

Rental of a seminar room and 2 training rooms with equipment:	1,000
Fees for foreign expert-trainers:	17,000
Travel and living expenses for foreign expert-trainers (5 experts from Switzerland, France and Belgium):	9,000
Teaching material/aids (2 modules):	2,000
Meeting to raise media awareness of the project (printed press, public radio and television):	1,000
<b><u>TOTAL:</u></b>	<b><u>30,000</u></b>

**BREAKDOWN OF BENEFICIARY'S CONTRIBUTION**  
**(in US dollars)**

Communication and advertising expenses:	2,000
Research and documentation:	2,000
Administrative costs:	1,000
<b><u>TOTAL:</u></b>	<b><u>5,000</u></b>

# MAURITANIA

<b>A. PROJECT IDENTIFICATION</b>		
1.	<b>TITLE</b>	<b>TRAINING FOR FEMALE JOURNALISTS</b>
2.	<b>NUMBER</b>	<b>PDC/52 MAU/01</b>
3.	<b>CATEGORY OF MASS MEDIA</b>	All media forms
4.	<b>IPDC PRIORITY AREA</b>	Human resource development
5.	<b>SCOPE</b> (national, regional, interregional)	National
6.	<b>TYPE OF ASSISTANCE REQUESTED</b>	Financial
7.	<b>TOTAL COST OF PROJECT</b>	USD 25,300
8.	<b>AMOUNT REQUESTED FROM IPDC</b>	USD 25,300
9.	<b>PROJECT BENEFICIARY</b>	<i>Réseau des femmes journalistes</i> (Network of Female Journalists)
10.	<b>IMPLEMENTING BODY</b>	<i>Réseau des femmes journalistes</i> (Network of Female Journalists)
11.	<b>PROJECT LOCATION</b>	Mauritania
12.	<b>PROJECT PREPARED BY</b>	<i>Réseau des femmes journalistes</i> (Network of Female Journalists)
<b>DECISION OF THE BUREAU</b>		

## **B. PRESENTATION**

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

The Mauritanian media enjoys more freedom than many Arabic and African countries, despite the low level of qualification of its media personnel and a lack of equipment. With the draft bill on audiovisual activities, which provides for the liberalisation of the sector, the situation is evolving. Today, the Mauritanian national radio service operates a network of local radio stations, and in the print media sector, the country boasts some thirty newspapers, a dozen or so of which are published in French, with the remainder being published in Arabic. But access to these publications remains difficult, especially for populations in the interior of the country.

The purpose of this project, which involves Mauritanian radio, television and print media, is to provide support for media-related training and to promote gender equality within the media. At this crucial moment in Mauritania's political history, women are playing an ever-increasing role. As female journalists act as relays between the society and the media, it is essential that their training needs be addressed since no institution exists in the country providing training in media professions.

In May 2007, the UNESCO Office in Rabat, in collaboration with the Mauritanian National Commission for UNESCO, organised a workshop to assist the association, "*Réseau des femmes journalistes en Mauritanie*" (Network of female Journalists in Mauritania) with the establishment of a working plan for the implementation of a project seeking to promote the role played by female journalists in the country. During the workshop, the participants identified several areas for action, including the provision of specialist training, which was set as a priority for the launch of the association's activities.

The training programme will consist of 5 days of theoretical coursework at the ISIC in Rabat, Morocco, and one week in the field in various media organisations (3 journalists at a radio station, 3 at a television station and 3 at the media agency, MAP). On completion of their training, the beneficiaries—each trained in their area of specialisation—will be called upon to produce programmes, write articles and conduct surveys for the print media on the topic of women in Mauritania. This will provide them with an opportunity to apply the knowledge they will have acquired, and will also permit an assessment of the impact of their training.

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

The project provides for 3 groups of beneficiaries: a group of 3 television journalists, a second group of 3 radio journalists and a third group of 3 press journalists.

### **3. IMMEDIATE OBJECTIVE**

A course of training plus a 2-week internship in Morocco for the beneficiaries (all members of the Network) to acquire specialist knowledge and experience in news production techniques.



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

To promote the equal involvement of women within the media through the introduction of anti-discriminatory measures in employment and training.

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

- Rental of the training room;
- Air transport for 9 participants (Nouakchott-Casablanca return);
- Accommodation and *per diem* allowances for the 9 participants (2 weeks);
- Trainers' fees (x3);
- Coffee breaks (x3 trainers)

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

Nine female journalists trained in news production techniques, the production of audiovisual programmes and the writing of press articles.

#### **7. ACTIVITIES AND WORK PLAN**

- Preparation of the final list of trainers (*June*)
- Contact with and agreement of trainers (*July*)
- Meetings with training bodies (*August-September*)
- Final list of beneficiaries (*October*)
- Preparation of the training venue (*November*)
- Preparation of course material (*December*)
- Preparation of participants' visit to the MAP (*February*)
- Preparation of a visit to the *Radio-Télévision marocaine* (*February*)
- Preparation of a visit to a newspaper (*February*)
- Start of the course news production techniques (*March*)
- Evaluation of the course (*April*)
- Final report (*April*)

#### **8. INSTITUTIONAL FRAMEWORK**

The project is being submitted by the association, *Réseau des femmes journalistes en Mauritanie* (Network of Female Journalists in Mauritania), which is supported by the Ministry for Communication and Culture and by the National Commission. The project will be implemented and coordinated by the UNESCO office in Rabat.

#### **9. SUSTAINABILITY**

During the workshop held in May 2007, a committee was formed to monitor the network's activities and to produce a report on the latter every four months. Reports will therefore be submitted to the Mauritanian National Commission's accredited supervisor in contact with the Office in Rabat.

As a result of the training, the association will be able to pursue other priority activities, such as the establishment of a partnership with female parliamentarians, improving the image of women in the media and paying tribute to women who have distinguished themselves through their achievements.

## 10. MONITORING FRAMEWORK

The Network of Female Journalists in Mauritania, in conjunction with the UNESCO Office in Rabat, will produce a detailed quarterly report on the implementation of the project.

## 11. PRE-PROJECT ASSESSMENTS

Following the workshop held in May 2007, a questionnaire was circulated among the participants to identify common needs and concerns. The participants' observations underscored the importance of the network in maintaining a solid relationship with UNESCO—an essential factor in terms of support, as well as the importance of ongoing training.

## 12. BENEFICIARY BODY'S REPORTING FRAMEWORK

the Network of Female Journalists undertakes to produce an activity report every four months.

### C. ADDITIONAL INFORMATION

#### Previous IPDC support received by the country

PDC/3MAU/26 350-MAU-31 350-MAU-51	36,000	Mauritania	1982 - 1987
	60,000	Training of communication personnel	
PDC/7MAU/01 350-MAU-71	70,000	Development of the media	1986 - 1989
PDC/10MAU/01 352-MAU-01	140,000	Extension and developing of professional training	1989 - 1993
PDC/11MAU/01 352-MAU-11	100,000	Establishment of a broadcasting centre for the Mauritanian Press Agency (AMP)	1990 - 1993
PDC/13MAU/01 352-MAU-31	58,000	Improving the FM coverage of the capital	1993 - 1995
PDC/14MAU/01 352-MAU-41	95,000	Radio coverage for four ancient cities	1994 - 1997
PDC/16MAU/01 352-MAU-61	93,000	Strengthening of audiovisual reporting	1996 - 1998
PDC/20MAU/01 FIT-Denmark	25,000	Strengthening of the production capacity of the radio station "FM Femmes"	2000 - 2002
PDC/21 MAU/02 353MAU5011	35,000	Mobile rural radio production and broadcasting unit	2003 -2004
PDC/23 MAU/01 354 MAU 5031	25,000	Strengthening the operating capacity of l'Agence Mauritanienne d'Information (AMI)	2004 -2005

<b>PDC/48 MAU/01</b> 354 MAU 5041	16,000	Start up of two rural radio stations in two historical cities of Mauritania: Tichitt and Oualata	2005 - 2006
<b>PDC/51 MAU/01</b> JFIT	34200	MAURITANIA: TRAINING FOR THE DIGITIZATION OF RADIO MAURITANIE'S AUDIO ARCHIVES	2007-2008
<b>Total Mauritania: US\$ 787,200</b>			

### **Preliminary activities**

Four training sessions for female journalists were held in Mauritania to highlight the role played by women journalists in civic education. At the end of these sessions, several public service announcements were produced for broadcast during the referendum and election period. A network of female journalists was subsequently formed to reinforce their status within the Mauritanian media landscape.

## **D. BUDGET**

<b>BREAKDOWN OF IPDC CONTRIBUTION</b> (in US dollars)	
9 air fares (Nouakchott – Casablanca return):	6,120
Accommodation in a 4-star hotel in Rabat:	7,430
<i>Per diem</i> allowances for participants:	6,750
Trainers' fees:	3,750
Coffee breaks during the 5 days of theoretical coursework:	350
Progress reports:	300
Training venue:	600
<b><u>TOTAL:</u></b>	<b><u>25,300</u></b>

# PALESTINIAN TERRITORIES

<b>A. PROJECT IDENTIFICATION</b>		
<b>1.</b>	<b>TITLE</b>	<b>PALESTINIAN JOURNALISTS' ELECTRONIC PLATFORM</b>
<b>2.</b>	<b>NUMBER</b>	<b>PDC/52 PAL/01</b>
<b>3.</b>	<b>CATEGORY OF MASS MEDIA</b>	All media
<b>4.</b>	<b>IPDC PRIORITY AREA</b>	Developing human resources; promoting freedom of expression
<b>5.</b>	<b>SCOPE (national, regional, interregional)</b>	National
<b>6.</b>	<b>TYPE OF ASSISTANCE REQUESTED</b>	Financial
<b>7.</b>	<b>TOTAL COST OF PROJECT</b>	US\$ 33 000
<b>8.</b>	<b>AMOUNT REQUESTED FROM IPDC</b>	US\$ 20 000
<b>9.</b>	<b>BENEFICIARY BODY</b>	Media Development Centre, Birzeit University
<b>10.</b>	<b>IMPLEMENTING BODY</b>	Media Development Centre, Birzeit University
<b>11.</b>	<b>PROJECT LOCATION</b>	Birzeit, West Bank, Palestinian Territories
<b>12.</b>	<b>PROJECT PREPARED BY</b>	Media Development Centre, Birzeit University
<b>DECISION OF THE BUREAU</b>		

## **B. PRESENTATION**

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

Palestinian journalists are working under difficult security, political and economical conditions but have nevertheless proved during the past few years that they are able to practice professional, free and modern journalism

The Palestinian online media is generally in its starting phase, but some news websites are becoming popular (*like Ma'an*). The high number of the public and private media organizations in a society with less than four millions of inhabitants does not reflect that the Palestinian media is fully professional, independent and pluralistic. Indeed, there are many challenges, lack of professionalism and violations against the press freedom.

The recent changes in the Palestinian political and security situation have already affected press freedom and professional standards, in addition to the safety and the economic conditions of the media professionals.

Increasing the local, regional and international professional networking is a way of addressing the challenges that Palestinian journalists and media professionals face, taking into account the mobility restrictions and fragmentation of local media landscape. Therefore, the Birzeit University Media Development Centre (BZUMDC) proposes to develop a web-based platform and network that would bring the Palestinian journalists and media professionals together and increase their connections with media professionals, universities, and organizations locally and abroad.

The website will serve as a platform for debates and discussions, and increase the awareness and knowledge on developments in the field of media and freedom of expression. It will also be a data bank of resources, activities and contacts. Moreover, it will facilitate the organization of professional activities, workshops and training, and promote media-related events.

In addition, a regular electronic newsletter will be distributed via e-mail to 2500 predicted subscribers, and the platform website will be updated regularly in Arabic and English versions.

The Palestinian Journalists' Platform will be an independent part and extension of the already existing website of BZUMDC which has recorded thousands of visitors since its creation in 2000.

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

The Media Development Centre in Birzeit University estimates that 5000 Palestinian media professionals are working with local or international media organizations in a wide variety of media-related jobs due to the exceptionally high media coverage in the area. The Palestinian regional and international media professionals, organizations, donors, media institutions and NGOs will be target groups of the platform.

### **3. IMMEDIATE OBJECTIVE**

A web-based platform to keep 2500 Palestinian journalists and media professionals informed about the professional developments, events and news.

### **4. DEVELOPMENT OBJECTIVE**

To strengthen the media development in Palestine through the establishment of a web-based network, especially in the fields of the professional capacity building and defending the freedom of expression.

### **5. PROJECT INPUTS**

- Website developer (*for 6 months*);
- Webmaster: editor and researcher (*for 9 months*);
- Computer;
- Server provided by Birzeit University;
- Access to the Internet provided by Birzeit University;
- Project's coordinator provided by Birzeit University;
- Office location and communication equipment provided by Birzeit University.

### **6. PROJECT OUTPUTS**

- Information for 3000 Palestinian journalists about the local and the international professional news, information and development in media and journalism;
- Increased and more accessible information on local and regional activities, training courses and events for media professionals;
- Updated information on the violations against the press freedom;
- Resource tool to help the Palestinian journalists to find employment;
- Database of the Palestinian journalists, media organizations and their contact information;
- Discussion forum for media professionals;
- Platform for the international organizations and media training institutions to find possible partners and beneficiaries.

### **7. ACTIVITIES**

- Planning sessions with journalists, media NGOs and website developers;
- Designing and developing the website;
- Developing further a database of journalists and media organizations building on already existing contact list by BZUMDC;
- Research and developing the website content;
- Testing and evaluating the website;
- Launching and promoting the platform for the target groups;
- Continuing updating;
- Evaluation.

## 8. WORK PLAN

Activities	Months								
	1	2	3	4	5	6	7	8	9
Planning	■	■							
Designing and developing the website		■	■	■	■	■	■		
Developing the database			■	■	■	■	■		
Research and developing the contents			■	■	■	■	■	■	
Testing and evaluation				■	■	■	■	■	■
Launch and promotion								■	■

## 9. INSTITUTIONAL FRAMEWORK

The project will be implemented by Birzeit University Media Development Centre BZUMDC, the leading Palestinian training centre for journalists and media professionals.

BZUMDC has long-term and extensive local, regional and international cooperation, and enjoys credibility among the media organizations and professionals in the West Bank and Gaza. It has a considerable experience in organising mid-career training courses, capacity building and networking projects.

The Birzeit University Computer Centre will be a partner of Media Development Centre in implementing the technical part of the project.

## 10. SUSTAINABILITY

After the establishment of the platform, the updating and further development of the website will be performed by the Birzeit University Media Development Centre, which will give the project a long-term institutional sustainability.

## 11. FRAMEWORK OF MONITORING

BZUMDC will cooperate closely with UNESCO Ramallah Office during the implementation of the project. During that period, journalists, technical experts and web users will test the website through three phases and report feedback to BZUMDC.

## 12. EVALUATIONS CARRIED OUT

Every phase of the activities will be monitored, and an impact evaluation of the project will be carried out by BZUMDC.

## 13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING

BZUMDC will provide progress reports to UNESCO every 2 months.

## C. ADDITIONAL INFORMATION

### Previous IPDC support received by the country

<b>PDC/17PAL/01</b> 352-PAL-71 548 RAB 60 (FIT- Luxembourg)	70,000 54,000	Palestine Training in production for Palestinian television	1997 - 2005
<b>PDC/19PAL/01</b> 520-RAB-60 (FIT-France) 548-PAL-5060 FIT Luxembourg	63,000 62,000	Multipurpose, multimedia centre for the PBC	2003 - 2005
<b>PDC/20PAL/01</b> 353-PAL-01	30,000	Promoting a culture of peace through community radio	2000 - 2005
<b>PDC/48 PAL/03</b> 354-PAL-5041	26,000	Empowering the media sector in Hebron	2005 - 2006
<b>PDC/48 PAL/01</b> 354-PAL-5043	27,000	Literary audio library for radio, education and the blind persons	2005 - 2006
<b>PDC/48 PAL/02</b> 354-PAL-5042	33,000	Studio for children's programmes at the Palestinian Broadcasting Corporation (PBC)	2005-2006
<b>PDC/49 PAL/02</b> 354-PAL-5051	20,000	GIVING WOMEN A VOICE	2006-2007
<b>PDC/51 PAL/01</b> 354-PAL-5061	30,000	PALESTINE: PBC VOICE OF PALESTINE DIGITAL AND WEB RADIO	
<b>Total Palestine: US\$ 256,000+ US\$ 179,000 (Funds-in-trust)</b>			

## D. BUDGET

### BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)

Website programming and development (6 months):	9 000
Computer and software:	1 000
Webmaster (US\$ 900 × 10 months):	9 000
Monitoring and reporting:	1 000
<b>TOTAL :</b>	<b>20 000</b>

### BREAKDOWN OF BENEFICIARY'S CONTRIBUTION (in US dollars)

Project coordinator (US\$ 600 × 12 months):	7 200
Planning sessions:	1 000
Promotion of website:	800
Administrative expenses:	800
Server PE 830 ( <i>provided by BZU Computer Centre</i> ):	2 000
Internet connection ( <i>provided by BZU Computer Centre</i> ):	1 200
<b>TOTAL :</b>	<b>13 000</b>



# PALESTINIAN TERRITORIES

## A. PROJECT IDENTIFICATION

1.	<b>TITLE</b>	<b>“WOMEN TAKING THE LEAD”: ADVANCEMENT OF MID-CAREER WOMEN MEDIA PROFESSIONALS</b>
2.	<b>NUMBER</b>	<b>PDC/52 PAL/02</b>
3.	<b>CATEGORY OF MASS MEDIA</b>	Local and national Palestinian media outlets
4.	<b>IPDC PRIORITY AREA</b>	Human resource development; Promotion of freedom of expression and media pluralism
5.	<b>SCOPE (national, regional, interregional)</b>	National
6.	<b>TYPE OF ASSISTANCE REQUESTED</b>	Financial
7.	<b>TOTAL COST OF PROJECT</b>	US\$ 34 000
8.	<b>AMOUNT REQUESTED FROM IPDC</b>	US\$ 24 500
9.	<b>BENEFICIARY BODY</b>	AMIN Media Network/ Internews (AMIN/Internews)
10.	<b>IMPLEMENTING BODY</b>	AMIN Media Network/ Internews (AMIN/Internews)
11.	<b>PROJECT LOCATION</b>	West Bank, Palestinian Territories
12.	<b>PROJECT PREPARED BY</b>	AMIN/Internews

**DECISION OF THE BUREAU**

## **B. PRESENTATION**

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

Palestinian women have made significant progress in the past seven years in gaining rights and participating in political life. However, women still face many challenges in pursuing a career in many professions, including the local and national media in the Palestinian Territories: they represent only 21% of the country's journalists. Because of gender imbalance, pluralism is lacking in Palestinian media.

Very few women in media have advanced to editorial or management positions. Even at *Sawt Anisaa* (Voice of Women) newspaper, the editor was a man up until just three years ago. Women journalists are also excluded from other key editorial staff positions such as deputy editors, news and features editors.

Due to several factors, women journalists are often at a disadvantage in the development of their careers. They are often viewed as housewives and men as workers with careers. Salaries are not often equal in media outlets for men and women having the same qualifications and the same job.

Media outlet owners often believe that women journalists are a financial loss to the company because of the time women take off when they get married and have children. Consequently, women find themselves in most cases, not only excluded from equal social and economic opportunities in general, but also from advancing to decision-making roles in the media.

“*Women Taking the Lead*” seeks to increase women's participation in media through the promotion of equal career development opportunities and equal access to decision-making positions in media newsrooms. The project will train a group of mid-career women journalists to increase their career development opportunities. “*Women Taking the Lead*” seeks to encourage media managers to give fair consideration to female staff in terms of assignments, positions and advancement opportunities in order for women journalists to fully participate in the country's media landscape and to contribute to its development.

AMIN/Internews' project “*Women Taking the Lead*”, proposes to focus on two major components:

1. Gender-equality awareness training for media outlet managers, owners and editors to encourage equality in the workplace;
2. Capacity-building for mid-career women journalists on advanced management and editorial techniques.

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

- 15 women journalists will be trained on professional and advanced editorial and management techniques;
- 30 media outlet owners, managers, editors will participate in gender-equality workshops.

### **3. IMMEDIATE OBJECTIVE**

Raising the awareness of 30 media outlet owners, managers, editors on gender quality gender sensitivity in Media, and building the capacity of 15 mid-career women media professional on editorial and management techniques.

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

The project will advance gender equality and improve women's conditions in the workplace within Palestinian media outlets. It will promote equal career development opportunities and equal access to decision-making positions for mid-career women media professionals.

“*Women Taking the Lead*” will also raise media managers' awareness to consider women staff in terms of assignments and career development opportunities, and thus, women journalists will become more engaged in decision-making processes and in the society.

At the social level, the awareness-raising courses will be the tool to prompt media managers to improve participation of women in the media industry and to capitalise on media as a powerful means for the transformation of discriminatory societal practices such as gender inequalities.

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

##### Organization

- Project manager;
- Accountant;

##### Premises

- Training room (*in-kind contribution*);

##### Training and production

- Local trainers;
- Advanced editorial training;
- Management training;
- Awareness-raising workshops;
- Training in management on gender equality;
- Training manuals.

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

- Awareness of 15 media owners and managers on gender equality;
- Awareness of 15 newsroom managers and editors on gender sensitivity;
- 15 mid-career women journalists have acquired the skills to lead editorial meetings and manage a newsroom;
- 15 women journalists have become eligible to hold high-level management positions;
- 15 women journalists have led editorial meetings and managed their newsroom during the follow-up trainings;
- 30 media outlet managers and editors have implemented gender equality policies and practices in their daily activities.

#### **7. ACTIVITIES**

- Two workshops for media outlet owners, managers, and editors:

1. One-day workshop for 15 media outlet managers and owners from participating media outlets on gender equality in media. International labour codes will be discussed, including topics such as the fight against discrimination based on gender and sexual harassment in the workplace.
  2. One-day workshop for 15 newsroom managers and editors from participating media outlets on gender sensitivity. Sessions will focus on making newsroom managers and editors aware of the importance of gender sensitivity in their work and gender balance in the media.
- Three 2-day training courses for 15 mid-career women journalists on advanced managing and editorial techniques.
  - Three 2-day training courses for 15 mid-career women journalists on management skills:
    1. Communication and presentation skills;
    2. Team building and leadership skills;
    3. Executive coaching.
  - Follow-up training and production for the women journalist participants inside the media outlets to support their career development and access to decision-making.
  - Follow-up training for media outlet managers and newsroom managers to provide support for the development and implementation of new gender-equality policies and practices.

## 8. WORK PLAN

<b>Activities / Months</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>7</b>	<b>8</b>	<b>9</b>
Two-day workshop for media managers and journalists ( <i>Preparation</i> )									
Two-day workshop for radio managers and journalists ( <i>Execution</i> )									
Three training courses on editorial techniques ( <i>Preparation</i> )									
Three training courses on editorial techniques ( <i>Execution</i> )									
Three training courses on management skills ( <i>Preparation</i> )									
Three training courses on management skills ( <i>Execution</i> )									
Follow-up training and production for women journalists ( <i>Preparation</i> )									
Follow-up training and production for women journalists ( <i>Execution</i> )									
Follow-up training for managers and editors ( <i>Preparation</i> )									
Follow-up training for managers and editors ( <i>Execution</i> )									

## 9. INSTITUTIONAL FRAMEWORK

The applicant AMIN Media Network/Internews will be responsible for the management and coordination of the activities.

AMIN/Internews is a Palestinian non-profit organization, founded in 1996 in Jerusalem, striving for the development of local media and increasing the standards of journalism in the Palestinian Territories.

The organization has ten years experience in Palestinian media development. Most recently, the organization had been involved in two major projects: “*Radio Networking for Democracy in Palestine*” funded by the European Commission, and “*The Legislative Elections and Capacity Building for Journalists*” funded by the British government’s Global Opportunities Fund.

In 2005, AMIN/Internews conducted a training programme for 25 newly graduated women journalists in cooperation with Al-Hurriya radio station in Hebron.

At the moment, AMIN/Internews is implementing a project funded by UNESCO to increase blogging amongst journalists in Palestinian society, as a way of increasing the free flow of information and fostering freedom of expression.

## **10. SUSTAINABILITY**

Sustainability was first taken into consideration when planning the trainings. AMIN/Internews has met with several media outlets' managers who have understood the aims of the project and have expressed their readiness to participate and work towards the long-term development of their media outlet and their team.

Participants will become leaders in their field, thus increasing their employment opportunities. This in turn will increase the representation of women in the media sector.

## **11. FRAMEWORK OF MONITORING**

It is suggested that the external monitoring be carried out through a focus group by the Institute for Community Partnership, Bethlehem University. The Institute is qualified to make useful suggestions regarding long-term goals and efforts to secure sustainability. Terms of reference for the monitoring can be prepared by AMIN/Internews in consultation with UNESCO or independently by UNESCO.

## **12. EVALUATIONS CARRIED OUT**

AMIN/Internews will measure the impact of its initiatives as follows:

- Gather training evaluation forms completed by the trainees and the trainers;
- Maintain records of editorial meetings;
- Keep copies of the recommendations expressed at the end of the trainings;
- Maintaining records of the participants' attendance to the trainings and follow-up days;
- Write a report on each activity; including a description of the training course, trainer's feedback, and trainees' evaluation and any additional comments;
- Gather regular feedback from stakeholders participating in the project.

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

AMIN/Internews undertakes to produce quarterly reports over the course of the 9-month project. Monitoring tools will be used throughout the project to evaluate its progress and success. Three main tools will be used to assess the project activities: pre-post questionnaires, focus groups and interviews.

## C. ADDITIONAL INFORMATION

### Previous IPDC support received by the country

<b>PDC/17PAL/01</b> 352-PAL-71 548 RAB 60 (FIT- Luxembourg)	70,000 54,000	Palestine Training in production for Palestinian television	1997 - 2005
<b>PDC/19PAL/01</b> 520-RAB-60 (FIT-France) 548-PAL-5060 FIT Luxembourg	63,000 62,000	Multipurpose, multimedia centre for the PBC	2003 - 2005
<b>PDC/20PAL/01</b> 353-PAL-01	30,000	Promoting a culture of peace through community radio	2000 - 2005
<b>PDC/48 PAL/03</b> 354-PAL-5041	26,000	Empowering the media sector in Hebron	2005 - 2006
<b>PDC/48 PAL/01</b> 354-PAL-5043	27,000	Literary audio library for radio, education and the blind persons	2005 - 2006
<b>PDC/48 PAL/02</b> 354-PAL-5042	33,000	Studio for children's programmes at the Palestinian Broadcasting Corporation (PBC)	2005-2006
<b>PDC/49 PAL/02</b> 354-PAL-5051	20,000	GIVING WOMEN A VOICE	2006-2007
<b>PDC/51 PAL/01</b> 354-PAL-5061	30,000	PALESTINE: PBC VOICE OF PALESTINE DIGITAL AND WEB RADIO	
<b>Total Palestine: US\$ 256,000+ US\$ 179,000 (Funds-in-trust)</b>			

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

AMIN/Internews has conducted a needs assessment, including a series of meetings, interviews, and focus groups and a literature review, to better understand the role and level of participation of women in the media in the Palestinian Territories.

## D. BUDGET

### BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)

Project manager ( <i>9 months</i> ):	9 000
Local trainers (44 training days):	6 600
Transportation costs (\$15 per participant / per day):	1 800
Transportation costs for outreach travel:	800
Meals and refreshments:	2 250
Hotel for trainees:	2400
Communications ( <i>9 months</i> ):	450
Training manuals:	200
Monitoring:	1 000
<b><u>TOTAL :</u></b>	<b><u>24 500</u></b>

### BREAKDOWN OF BENEFICIARY'S CONTRIBUTION (in US dollars)

Accountant (1/3 time):	2 700
Office supplies and services:	4 500
Insurance and maintenance contracts:	1 000
Bank financial charges:	300
Audit:	1 000
<b><u>TOTAL :</u></b>	<b><u>9 500</u></b>

# EUROPE



# REPUBLIC OF MOLDOVA

## A. PROJECT IDENTIFICATION

1.	<b>TITLE</b>	<b>STRENGTHENING REGIONAL MEDIA COMMUNITY IN REPUBLIC OF MOLDOVA</b>
2.	<b>NUMBER</b>	<b>PDC/52 MOL/01</b>
3.	<b>CATEGORY OF MASS MEDIA</b>	Broadcast and print media
4.	<b>IPDC PRIORITY AREA</b>	Development of community media; Enhancing professional capacity; Promotion of freedom and media pluralism
5.	<b>SCOPE</b> (national, regional, interregional)	National
6.	<b>TYPE OF ASSISTANCE REQUESTED</b>	Financial
7.	<b>TOTAL COST OF PROJECT</b>	US\$ 38 100
8.	<b>AMOUNT REQUESTED FROM IPDC</b>	US\$ 36 500
9.	<b>BENEFICIARY BODY</b>	Association of Independent Press (API)
10.	<b>IMPLEMENTING BODY</b>	Association of Independent Press (API)
11.	<b>PROJECT LOCATION</b>	Republic of Moldova
12.	<b>PROJECT PREPARED BY</b>	Petru Macovei, Executive Director of API

**DECISION OF THE BUREAU**

## **B. PRESENTATION**

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

The current media landscape in Republic of Moldova is still evolving. There are still some outlets that serve the state political interests and others that are dedicated to private economic interests. However, an increasing number of media, mostly print, as well as some regional radio stations declare to be independent and are learning to refrain from engaging in partisanship. Such media must turn into real public service to the inhabitants of the regions and meet their informational needs.

Moldova's TV and radio stations operate in the capital of the Republic, but only two TV stations and one radio station have all-country coverage. These are controlled by political groups. On the other hand, some of the small-scale local radio stations and TV channels, which are mostly dominant at the regional level, have in the recent years taken steps to establish as reliable media for the regional population. This tendency should be supported.

To support it, independent newspapers and local broadcasters have to develop professional capacities and be able to provide rural communities of the Republic of Moldova with wide-range and objective information.

This project seeks to develop professional capacities of journalists who work outside of Chisinau (local independent newspapers and local radio/TV channels). It suggests to design and implement a comprehensive programme, which will help develop journalists professional abilities and present more qualitative information to the population, whereas the editors-in-chief shall acquire better techniques to organize efficient media campaigns. As a result, the population will be better informed, and the trust in mass media will grow.

The project also intends to support joint actions of newspapers and radio/TV channels from Moldovan regions which aim at providing information to local communities (media campaigns, including debates, local-level press clubs on the accomplishment of UN Millennium Development Goals etc.). Therefore, local media communities will strengthen and become more professional and reliable.

As for equipment, the implementation of the project requires the procurement of a projector for the training sessions.

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

The main target-group of the project will be the journalists from independent newspapers as well as Radio and TV companies from 10 districts of Moldova.

Another target-group would be the newspapers as well as Radio/TV companies. They will have the opportunity to improve their content through the quality reportages produced by the trained journalists. Their capacity to organise media campaigns on actual topics will be strengthened.

An indirect target-group constitutes the audiences that will be better informed and able to influence community policies.

### **3. IMMEDIATE OBJECTIVE**

To design and organise three training sessions for journalists working at regional / local newspapers and radio/TV stations of the country. There will be two sessions for 20 reporters regarding the impact

of UN Millennium Development Goals in the mass media, and one session for 20 editors-in-chief dedicated to the techniques of efficient media campaigns.

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

The media communities from project-participating regions shall contribute to the democratisation of Moldovan society through freedom of expression and opinion, and by developing new ways of thinking at the community level.

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

- To update the database on local mass media of the Republic of Moldova;
- To identify the regions where the project is to be implemented;
- To select the reporters and editors-in-chief taking part in training sessions;
- To select trainers;
- To develop the training modules;
- Workshop with the project team and trainers;
- Two 2-day training sessions for reporters;
- One 2-day training course for editors-in-chief;
- Launching the assistance programme for joint activities of local media communities (newspapers, radio and television);
- Supervision and coordination of the activities.

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

- 20 reporters from local newspapers and radio/TV channels from 10 regions of Moldova will be trained on the repercussions of UN Millennium Development Goals on mass-media;
- 20 editors-in-chief from local newspapers and radio/TV channels from 10 regions of Moldova will be trained on the organization of efficient media campaigns;
- 10 joint media campaigns of newspapers and radio/TV channels from selected regions will be supported logistically and financially.

#### **7. ACTIVITIES**

##### *Selecting regions and trainers*

To update the database on Moldovan local mass media; to identify 10 districts where the project is to be implemented; to select mass media organizations that are relevant to participate in the project; to select participants.

Two trainers and two assistants will be appointed to conduct the training courses.

##### *Training*

Each of the three specialised training sessions will last for two days. The trainers will combine theoretical elements with interactive and practical ones. Accommodation and subsistence will be provided to the participants.

##### *Assistance programme for joint activities of local media communities*

At the end of the training courses, the Assistance Programme for joint activities of local media communities will be launched. It will be available to local media communities (newspapers, radio and television stations), whose representatives have attended the project training courses and who will submit projects on the organization of media campaigns on UN Millennium Development Goals. A sub-grant of US\$ 1 500 shall be allocated for each campaign.

Competition on the best campaign produced by local media communities

The Assistance Programme for joint activities of local media communities will be launched simultaneously with the announcement of the Competition on the best media campaign produced within the project. The winner will benefit from another sub-grant of US\$ 2 000 for the implementation of another media campaign on a selected topic.

Project evaluation conference

At the end of the project, an evaluation conference will meet to present the results of the project.

**8. WORK PLAN**

<b>Activities</b>	<b>Months 1-2</b>	<b>Months 3-4</b>	<b>Months 5-6</b>	<b>Months 7-8</b>	<b>Months 9-10</b>	<b>Months 11-12</b>
Selecting project regions and trainers						
Unfolding the training cycles						
Submitting the intermediary report						
Assistance programme for joint activities of local media communities						
Competition on the best campaign produced by local media communities						
Submitting the intermediary report						
Project evaluation conference						
Submitting narrative and financial reports						

**9. INSTITUTIONAL FRAMEWORK**

The project will be implemented by the Association of Independent Press (API) of the Republic of Moldova. The API is a non-governmental organization that was established to support non-partisan mass media. Its main goal is to enhance the impact of independent press of the Republic of Moldova and bring its contribution to the creation and strengthening of the open society. API was founded in 1997 by the representatives of the first local independent newspapers. Since its establishment, API has contributed to the increase of independent press viability, strengthening its position as supporter and defender of apolitical newspapers and journalists. At present, API counts 23 members, representing 18 newspapers and magazines in both Romanian and Russian languages, 2 news agencies, one media organization and two freelance professional journalists.

API collaborates with various mass media institutions and donor organizations within the country and abroad. In 2001, API became a member of the *World Association of Newspapers* (WAN), located in Paris (France).

## **10. SUSTAINABILITY**

The partnerships between independent newspapers and local audiovisual established within this project will be developed to the benefit of local communities.

## **11. FRAMEWORK OF MONITORING**

UNESCO could assign the Moldovan Independent Journalism Centre (IJC) to monitor the project activities.

## **12. EVALUATIONS CARRIED OUT**

Current evaluation of project implementation and progress shall be carried out monthly by the project team. The final evaluation will result from the evaluation conference that will be held at the end of the project.

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

Every four months, API will submit reports to the IPDC on the activities carried out within the project. At the end of the project, API will present the final narrative and financial reports covering the whole project period.

### **C. ADDITIONAL INFORMATION**

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

None.

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

During the preparatory stage of this project proposal, API held preliminary discussions with the directors of some local independent newspapers and local TV/radio stations who were interested in participating in a similar programme.

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

API shall contribute to the implementation of the project by partially covering some of the project administrative costs.

## D. BUDGET

### BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)

Projector for the training sessions:	1 500
Honoraria for trainers:	900
Trainers' assistants:	500
Rent of conference hall (US\$ 300 × 6 days):	1 800
Accommodation expenses (US\$ 40 × 20 participants × 3 nights):	2 400
Meals and coffee breaks (22 participants × 6 days):	3 000
Transportation for the participants:	300
10 media campaigns (US\$ 1 500 @):	15 000
Prize for the best media campaign:	2 000
Evaluation conference:	2 500
Car rent:	1 800
Bank fees:	360
Office rent ( <i>one year</i> ):	2 400
Communications ( <i>one year</i> ):	720
Office consumables ( <i>one year</i> ):	600
Utilities ( <i>one year</i> ):	720
<b><u>TOTAL :</u></b>	<b><u>36 500</u></b>

### BREAKDOWN OF BENEFICIARY'S CONTRIBUTION (in US dollars)

Consumables and teaching materials:	600
Transport:	500
Communications:	500
<b><u>TOTAL :</u></b>	<b><u>1 600</u></b>