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IPDC THE INTERNATIONAL PROGRAMME
FOR THE DEVELOPMENT OF COMMUNICATION

NEW PROJECTS SUBMITTED TO THE IPDC

Annex

IPDC BUREAU
(Fifty-ninth meeting)

UNESCO HQ, PARIS
26-27 MARCH 2015

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INTERNATIONAL

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	Strengthening Media and Civil Society Capacity on Gender Equality through Beijing Plus Twenty and the post 2015 agenda.
2.	NUMBER	IPDC/59 INT/02
3.	MEDIA DEVELOPMENT INDICATORS' CATEGORY	Professional capacity building and supporting institutions that underpins freedom of expression, pluralism and diversity.
4.	IPDC PRIORITY AREA	Capacity Development
5.	SCOPE (NATIONAL, REGIONAL, INTERREGIONAL)	Global
6.	TYPE OF ASSISTANCE REQUESTED	Financial support that will contribute to achieving the goals of the Global Alliance on Media and Gender (GAMAG)
7.	TOTAL COST OF PROJECT	\$87 250
8.	AMOUNT REQUESTED FROM IPDC	\$40 000
9.	BENEFICIARY BODY	Gender Links and the Gender and Media Diversity Centre
10.	IMPLEMENTING OFFICE	UNESCO Namibia
11.	PROJECT LOCATION	South Africa
12.	PROJECT PREPARED BY	Sikhonzile Ndlovu, Media Manager and Colleen Lowe Morna, CEO Gender Links with advise from Alton Grizzle, Programme Specialist Media and Communication

B. PRESENTATION

1. PROJECT JUSTIFICATION:

Gender Links, as the current chair of the Global Alliance on Media and Gender (GAMAG) aims to build the capacity of civil society, media regulators, gender and media networks' as well as citizens to promote gender equality in and through the media through training, knowledge sharing and networking linked to the review of Beijing Plus Twenty and the post 2015 Sustainable Development Goals (SDGs).

Section J of the 1995 Beijing Platform for Action (BPFA) identified media as one of the critical areas of concern in achieving gender equality, under two critical areas, women's equal participation in the media and decision-making positions as well as improving the representation and portrayal of women in media content. Yet, close to twenty years later, there are glaring gender gaps in both institutional composition and content.

The International Women's Media Foundation (IWMF) Global Report on the Status of Women in the News Media reveals that globally, men occupy 73% of the top management jobs compared to 27% occupied by women. The 2010 Global Media Monitoring Project, conducted by the World Association of Christian Communication (WACC), shows that women constitute a mere 24% of news sources globally and 19% in Africa. The Gender and Media Progress Study conducted by Gender Links also found that negative gender stereotypes still abound in the media.

These findings point to the need for stronger and more strategic civil society and media stakeholders who can actively engage with media standards and needs post 2015. The Beijing Plus 20 review and the drafting of a new global set of development goals present an opportunity for capacity building. The Global Alliance on Media and Gender (GAMAG) steering committee has identified capacity building as one of the key inputs to the effectiveness of the Alliance. GAMAG is a network of media organisations working together to advance the strategic objections of the section J of the Beijing Platform for Action (BPFA). The GAMAG was formed at the Bangkok Global Forum on Media and Gender in December 2013.

This project aims to build the capacity of this stakeholder including media, in this network.

2. DESCRIPTION OF THE TARGET GROUP:

The primary target group for this project is media stakeholders who are members of the Global Alliance on Media and Gender (GAMAG). The project aims to reach to at least 300 citizens' media groups. Whilst every attempt will be made to have more women benefitting from this capacity building initiative, Gender Links recognizes the role that men can potentially play as partners in the fight for gender equality. Men dominate in decision making position, hence the need to engage them in capacity building initiatives. Primary target groups are:

- Media regulatory bodies from Southern Africa
- Representatives of the five GAMAG theme clusters
- Gender focal points from the Africa Union of Broadcasting (AUB) and the Southern Africa Broadcasting Association (SABA)
- Citizen media monitors in 14 SADC countries
- Citizen journalists in seven countries

3. DEVELOPMENT OBJECTIVE:

To contribute to the acceleration of the achievement of the strategic objectives of Section J of the Beijing Platform for Action (BPFA) and strengthening the post 2015 development agenda to include a stand-alone goal on media and ICTs, through offering on-going capacity building to media personnel globally.

4. IMMEDIATE OBJECTIVE:

To building the capacity of at least 300 GAMAG stakeholders that include media networks, journalists, regulators, citizens and civil society organizations to give momentum to increase women access to media and reducing stereotypes. This project will happen over an eighteen-month period from January 2015 to June 2016.

5. PROJECT OUTPUTS:

- ***Post 2015 and the Beijing Plus 20 review position paper.*** The position paper will analyse progress towards achieving the strategic objectives of Section J with a view to strengthening gender and media interventions post 2015. The paper will also assess the relevance and adequacy of section J in light of technological advances in the last decade.
- ***GAMAG social media strategy.*** This strategy will put forward suggestions for using new media to advance the objectives of the GAMAG as well as giving visibility to its work.
- ***Toolkit kit on Gender, Media, Beijing Plus Twenty and the post 2015 agenda*** This toolkit will lead to greater gender mainstreaming and contribute to the advancement of the Beijing targets.
- ***Research report on GAMAG members' initiatives towards strengthening gender in the media imperatives.*** The report will highlight potential areas of synergy and how members can work together.
- ***Gender and media targets in the post 2015 SDGs.*** Strengthening the post 2015 development agenda will provide a clear roadmap and targets against which to measure progress. The proposed targets and indicators will go into the proposed stand-alone goal on Media and ICTs.
- ***300 media stakeholders who benefit from the capacity building initiatives across the globe.***
 1. 5 representatives from five media regulatory bodies in Southern Africa. 3 women and 2 men.
 2. Representatives of the five GAMAG theme cluster leads: 20 citizen media practitioners in total covering the five thematic areas. 10 women and 10 men.
 3. 30 Gender Focal points from the Africa Union of Broadcasting and the Southern Africa Broadcasting Association. AUB and SABA lead the Africa chapter of GAMAG.
 4. 70 citizen media monitors trained. 42 women and 28 men.
 5. 140 citizen journalists in 7 countries. 84 women and 56 men.
 6. 35 gender and media activists from gender and media networks. 21 women and 14 men
- ***At least five case studies on gender and the media initiatives from each of the five UNESCO priority regions.*** GAMAG members will document their activities as well as the outcome that other members can learn from.
- ***Report on GAMAG member activities.*** Gender Links will produce reports on all the activities. These will largely focus on project implementation as well as highlighting impact stories, collected during beneficiary analysis activities and engagements.

6. ACTIVITIES

Global

- Compiling Beijing Plus twenty and post 2015 position paper.
- Developing GAMAG social media strategy that will include alerts and mobilizing.

- Mapping of member activities and identifying synergy opportunities. This research activity seeks to gain a broader understanding of the different initiatives that the GAMAG membership is involved in with a view to strengthen partnerships between media and civil society.
- Training 100 community media practitioners on media monitoring.
- 1day seminar at the 59th session of the 2015 Convention on the Status of Women (CSW) for at least 20 people.
- One global webinar post Beijing+ 20 review and the CSW.
- Documenting good practices on gender and media advocacy for sharing at the GAMAG annual meeting. GAMAG will work with partners across the globe to document stories of impact ahead of the November 2015 meeting.
- Annual GAMAG meeting with at least 100 members. The meeting will coincide with the donor roundtable in November 2015. The meeting aims to review GAMAG activities and explore ways of strengthening partnerships between media and civil society.

Regional

- 2-day workshop for 50 media regulators, trainers, gender and media networks and activists at the third SADC Gender summit – in corporation with the Southern African Broadcasting Association.
- Seven five-day Gender and Media and Information Literacy training for media audiences targeting at least 140 members of the public. Gender Links will work with 7 media training institutions in SADC to roll out Media and Information Literacy training workshops. This capacity building initiative will enhance the public’s ability to engage with media and information bodies.

7. PROJECT INPUTS:

- Three trainers
- 7 facilitators
- I consultant
- 20 representatives of the GAMAG ISC that play an advisory role to the Executive Committee as well as leading regional and thematic clusters
- Training materials.
- Internet facilities to conduct online capacity building initiatives across countries and globally.

8. WORK PLAN:

ACTIVITIES / MONTHS	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18
Compiling Post 2015 and Beijing Plus 20 position paper	X	X																
Developing GAMAG social media strategy		X	X															
2 day training workshops		X																

Workshop at the 59 th CSW			X															
Mapping member activities and identifying synergy opportunities					X													
Beijing Plus 20 webinars					X													
Beijing Plus 20 toolkit					X													
2 day workshop for media stakeholders at the third SADC					X													
1 Webinar for regional								X										
Gender and Media literacy training									X	X	X	X	X	X				
Documenting impact in two phases									X	X						X	X	X
Sharing good practice and learning at the first annual GAMAG meeting											X							

9. INSTITUTIONAL FRAMEWORK:

Gender Links is a registered as a Not for Profit Organisation (NPO) in South Africa and has operations in 14 SADC countries. GL was established in 2001 as a media advocacy organization, but has since broadened into other areas such as gender and governance and gender justice. Gender Links’ vision of a Southern Africa where women and men are able to participate meaningfully in all aspects of private and public life in accordance with the SADC Protocol on Gender and development. Gender Links worked with other civil society was crucial in the campaign for the Southern Africa Gender and Development Protocol. Gender Links finances are audited by independent financial companies annually.

The Gender Links Media Department (Media Programme Manager and Senior Programme Officer) working in close collaboration with the CEO and a team of 12 country consultants will lead this project in consultation with the GAMAG ISC.

GAMAG is a global network of media stakeholders working together to advance the objectives of the Beijing Platform for Action. A twenty-member international steering committee and an executive committee comprise chair, two Deputy Chairs, one General Secretary and a Deputy General. The Secretary leads GAMAG. UNESCO acts as an ex-officio member acting in an advisory capacity to the ISC. GAMAG is further subdivided into thematic sub-committees and regional chapter leaders to enhance effective participation and leadership at different levels of the network as represented in the working structure.

10. SUSTAINABILITY:

Capacity building: This project seeks to contribute to strengthening the newly established Global Alliance on Media and Gender (GAMAG). As such the capacity building initiatives aim to enhance GAMAG members' ability to drive gender and media advocacy efforts worldwide. The intended capacity building initiatives will contribute to the long-term sustainability of the project, whereby some of the beneficiaries. Beneficiaries will cascade the knowledge and skills gained to their peers whilst the trainers will continue to impart knowledge to other individuals in their spheres of influence.

Working in close collaboration with journalism and media training institutions will also ensure long term sustainability as training initiatives are built into community outreach programmes. Trainers from these institutions are able to transfer skills to their students on an ongoing basis.

Continuous fund raising: Gender Links has proven skills in fundraising and has been able to secure funds for its different areas of work. This is through targeting bilateral and multi-lateral donor agencies. Gender Links also has an Advisory services arm, which is part of its sustainability initiatives. Through this arm, GL provides trainings in the area of gender and media on a consultancy basis.

11. FRAMEWORK OF MONITORING AND COMMUNICATION STRATEGY:

The GAMAG ISC is working on creating a website for GAMAG through which activities will be publicized. It was also agreed that the first meeting of the ISC that GAMAG members will all add links to the GAMAG website as part of the communications and advocacy strategy. As the Chair of the GAMAG ISC, Gender Links recognises the importance of ongoing communication as well as monitoring and evaluation to the effectiveness of its interventions. GL will also provide regular updates to UNESCO and GAMAG members on activities.

The monitoring and evaluation strategy will include triangulation and compiling information from a cross section of beneficiaries and media stakeholders participating in this project. This will largely be informed by Bond principles of credible evidence.

12. EVALUATIONS CARRIED OUT:

This project is informed by the findings of the GMMP 2010 and the Southern Africa GMPS which showed that women are under-represented as news sources in the news media, globally. Likewise the Global Report on the Status of Women and the Glass ceilings in Southern African Media houses (2009) showed that women are missing from decision-making positions in the media. These two areas show the need for sustained efforts and knowledge and strategy sharing among media stakeholders so as to advance the strategic objectives of section J.

13. FRAMEWORK OF BENEFICIARY AGENCY’S REPORTING:

Gender Links undertakes to report on project progress on a four-month basis to the UNESCO Namibia Field Office and submit a comprehensive final report describing the extent to which the immediate objective of the project was achieved. The reports will cover:

- Financial reports
- Narrative reports on activities and outcomes of the project
- Qualitative evidence of impact

C. ADDITIONAL INFORMATION

Gender Links is submitting this proposal as the Chair of the International Steering Committee of the Global Alliance on Media and Gender (GAMAG). This project will as such advance some of the targets of the GAMAG, which include developing a sustained approach to gender mainstreaming.

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)

Contribution to developing a media strategy for GAMAG @ 300 per day	200
Researcher’s costs for mapping GAMAG member activities with 5 researchers @600 fixed rate each	3,000
Communication costs for 5 researchers @200 each	1,000
Workshop costs for training for 70 media monitors in 14 countries for two days @75 per day	2,100
Trainers costs during training of media monitors in 14 countries for two days @100 per day	2,800
Costs for 5 facilitators for 5 webinars @200 each	1,000
Internet costs for 5 webinars @ 250 each	1,250
Travel costs for 50 media practitioners @50 each	5,000
Accommodation for 50 people for 2 nights @ 48 per person per night	4,800
Conferencing for 50 people for 2 days @ 29.5each	2,950
Logistical costs for running 7 media and information literacy workshops @200 per workshop per day over 3 days	4,200
Facilitation costs for 7 media and information literacy trainers @100 per day per trainer for 5 days	3,500
7 external evaluators compiling case studies on gender mainstreaming initiatives in 5 regions @ 700 each	3,500
Costs for 2 rapporteurs and interactive report at the first GAMAG annual meeting @200 per person per day for two days	1,200
Contribution to travel and accommodation for two key facilitators for first GAMAG annual general meeting for 2 people @1700 per person for 3 days	3,500
Total IPDC	US\$ 40,000

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

Compiling Post 2015 position paper and Beijing plus 20 tool kit	2,000
Contribution to the CSW training workshop	5,600
2 day workshop at the SADC gender summit @660 per person (includes travel accommodation and conferencing)	30,750
Contribution to media and information literacy training for 140 citizens in 7 countries @ 800 per country	2,800
Contribution to the first annual GAMAG learning and review meeting	6,100
Total	US\$ 47,250

INTERNATIONAL

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	GENDER AND DIVERSITY MEDIA POLICY TOOLKIT
2.	NUMBER	IPDC/59 INT/03
3.	MEDIA DEVELOPMENT INDICATORS' CATEGORY	CATEGORY 3 SUPPORTING MEDIA AS A PLATFORM FOR DEMOCRATIC DISCOURSE AND WOMEN'S ABILITY TO ACCESS AND PARTICIPATE IN MEDIA
4.	IPDC PRIORITY AREA	CAPACITY BUILDING
5.	SCOPE (NATIONAL, REGIONAL, INTERREGIONAL)	INTERNATIONAL and INTERREGIONAL
6.	TYPE OF ASSISTANCE REQUESTED	INSTITUTIONAL CAPACITY BUILDING
7.	TOTAL COST OF PROJECT	USD 103,280
8.	AMOUNT REQUESTED FROM IPDC	USD 40,280
9.	BENEFICIARY BODY	ABU – Asia-Pacific Broadcasting Union
10.	IMPLEMENTING OFFICE	UNESCO Almaty
11.	PROJECT LOCATION	MULTIPLE LOCATIONS with coordination from ABU HQ
12.	PROJECT PREPARED BY	Ms Natalia Ilieva – Executive Assistant to the Secretary General of ABU natalia@abu.org.my

B. PRESENTATION

1. PROJECT JUSTIFICATION:

Most of the countries in the world, irrespective of their level of development, have generally embraced the goal of gender equality in media and through media by supporting the 1995 Beijing Declaration which set up targets for equal women's representation in media organisations and fair portrayal of women in media. Despite the steady increase of number of women in media organisations, there is still long way to go to reach the required critical mass of women in all media professions and management levels and utilize the talent and creativity of half of the world's population.

Achieving these aspirations is not possible with 'business as usual' attitude, but will require innovative and integrated policies and solutions. It requires a targeted approach to get the top management of media organisations on board and win them for mainstreaming gender equality in company's policy and content production – from news and current affairs to sports, dramas and entertainment.

At the same time there are many shining examples from all continents of integrating and maintaining gender fair policies in big and small media organisations, which have helped them to recruit, develop and retain women at all management levels. Over time, these at policies had been inevitably are being translated into all inclusive programme content, reflecting the interests and views of all groups of society. These media houses have ripped the benefits of their diversity policy and served their audiences better, while gaining their trust and increasing their listeners/viewers ratings.

The proposed project, **Gender and Diversity Media Policy Toolkit**, will promote the success stories in diversity and inclusion media management and guide media organisations across continents to implement tried and tested tools for successful gender equality policies in media.

To achieve this the ABU would head a global consortium of national and regional NGOs and broadcasting organizations from Asia-Pacific, Africa, Caribbean, South and North Americas to gather 'best-practice' policy guidelines and to prepare an educational, Internet-based toolkit for legislators and managers. These model practices will be compiled in online resource bank that provides templates, resources and ideas about implementing equity and diversity within media organisations through Gender Diversity Plans, Equal Opportunity Policies and training modules based on the UNESCO GSIM.

The project would also include high-level, practical, policy seminars in five strategically targeted countries worldwide, where trainers would introduce senior media managers to the need for diversity policy frameworks within their corporate structures. The toolkit would be linked to the GAMAG¹ website and shared with media organisations in Asia-Pacific, Africa, Europe, Latin America and elsewhere through the partnering professional broadcasting organisations and unions – ABU, AUB, CBU, SABA, ASBU, IFJ, CBA, etc.. In addition, it would be placed on the UNESCO Open Training Platform.

¹ GAMAG – Global Alliance on Media and Gender was established in December 2013 in Bangkok during the UNESCO Global Forum on Media and Gender. It is a coalition of 500 organisations working in the field of gender equality in media and through media. GAMAG aims to become a strong voice in setting up the Beijing +20 Agenda and the post MDG agenda and promote practical solutions for achieving gender equality in media organisations.

2. DESCRIPTION OF THE TARGET GROUP:

The project targets senior officials from policy-making organisations, regulators and media practitioners, who are involved in policies, regulations, operations, strategies and development of media. The project will particularly aim to secure the participation in its activities of women in key positions in media and young leaders in media organisations.

3. DEVELOPMENT OBJECTIVE:

The **Gender and Diversity Policy Toolkit** project relates to the Development Objective Category 3. It supports building up media as a platform for democratic discourse and its ability to reflect and represent the diversities of views and interests in society. Its particular target are women and their ability to access and participate in media.

4. IMMEDIATE OBJECTIVE:

The project's immediate objective is to establish an online repository of best practices in Gender and Diversity Media Policies and practices as a one stop "shop" for senior managers in of media organisations as a resource support tool to develop gender/diversity fair organisational policies and promote diversity and inclusivity in media. Over the duration of the project of 18 months, at least 60 senior media managers will be familiarised and trained how to use and implement available toolkits.

5. PROJECT OUTPUTS:

- online resource bank **Gender and Diversity Media Policies** – a compilation of templates, specific Gender and Diversity Plans, Equal Opportunity Policies and training modules based on the UNESCO GSIM as examples of successful implementation of gender and diversity in media organisations from around the world;
- Online resource bank of content and projects ideas for gender and diversity programming;
- Educational, Internet-based toolkit for legislators and managers;
- 5 consultants/trainers able to provide future training with the toolkit;
- At least 5 organisations senior managers familiarised with the toolkit and world best practices in gender and diversity organisational policies;
- A global network of professional organisations involved in updating the **Gender and Diversity Media Policies** repository.

6. ACTIVITIES:

- Desktop Research to identify media organisations and other relevant institutions with best practice in gender and diversity policies;
- Liaising with the identified organisations to acquire their permission to include their experiences and tools in the Gender and Diversity Policy repository, including obtaining the necessary legal agreements for copyrights;
- Developing an Internet-based training toolkit for legislators and managers on gender and diversity in media organisational policies;
- Coordination and oversight for updating the repository;
- Engagement strategy to communicate and engage broadcasters to participate;
- 1 workshop for 10 trainers/consultants to be trained on the toolkit
- 5 in-country consultancy meetings/workshops of the senior management of leading media and production houses for testing and finalising the training toolkit;
- Promotion of the **Gender and Diversity Media Policies** repository and training toolkit.

7. PROJECT INPUTS:

- 4 part-time researchers to compile and update the **Gender and Diversity Media Policies** repository;
- A consultant to develop and test the **Gender and Diversity Media Policies** toolkit;
- 3 Admin Assistants for implementing engagement strategy to involve media outlets in the project;
- Travel and accommodation for 1 consultant and 10 trainers for the toolkit induction regional workshop;
- Venue and facilities for the above regional workshop;
- Venue and facilities for 5 two days in-country workshops;
- Consultancy Fees for 5 trainers for the in-country workshops;
- Communications, post and miscellaneous costs.

8. WORK PLAN:

ACTIVITIES / MONTHS	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18
Inception of the project	X	X																
Identifying and hiring of part-time researchers, consultant, trainers		X	X															
Setting a repository				X	X	X	X	X										
Maintaining the repository									X		X		X		X		X	
Developing the training toolkit and module			X	X	X													
Organising regional training of the trainers					X	X	X											
Training of the trainers workshop								X										
Organising training workshops in 5 countries									X	X	X							
5 Training workshops												X	X	X				
Evaluation of							X					X						

progress and planning																		
Wrapping up and reporting																		X

9. INSTITUTIONAL FRAMEWORK:

The ABU is a non-profit, non-government, professional association of broadcasting organisations, formed in 1964 to facilitate the development of broadcasting in the Asia-Pacific region and the cooperation amongst its members. The activities of the Union are carried out by its Secretariat, based in Kuala Lumpur, Malaysia, through its four departments – ABU News, ABU Programmes, ABU Technology and ABU Sports. ABU has 269 members in 64 countries throughout Asia-Pacific region and the world. ABU has worked closely with UNESCO since 1964 and has the status of consultative partner NGO. Increasingly the ABU is involved in media for development projects through its outreach campaigns - **Broadcasting for All** and **Saving Lives: Preparing for Disasters**.

10. SUSTAINABILITY:

The project will not only develop a toolkit based on best practices but will pilot it in 5 countries. It is promoting best practices in Gender and Diversity Media Policies and arguing the Business Case for being Equal Opportunity Employer, which allows media organisations to engage better with their audiences and gain their trust and increase their ratings.

The key to sustainability of the project is the engagement of media organisations senior managers. A lot of them are under pressure from their governments, signatories of the Beijing Declaration and other international agreements, to mainstream gender in their policies and practice.

Another key sustainability factor is the commitment of ABU and the partners implementing the project to gender equality in media. That will carry the project beyond its implementation.

11. PRIOR EVALUATIONS CARRIED OUT:

The three annual forums Women With the Wave, organized by ABU each year in October since 2012, have mapped certain gaps in achieving the Beijing Declaration goals. One of them is resource availability for best practice in Gender and Diversity Media Policies in media organisations. At the same time there many resource tools and best practices available. There is widespread feeling among the WWW Forum participants that this gap could be easily bridged – hence the idea for the project.

12. FRAMEWORK OF MONITORING AND COMMUNICATION STRATEGY:

The ABU will monitor the roll-out and implementation of the project directly.

13. FRAMEWORK OF BENEFICIARY AGENCY’S REPORTING:

The ABU would report to the UNESCO Bangkok and Paris HQ Office the progress in the project’s implementation every 6 months and would submit a comprehensive final report at the end of the project.

C. ADDITIONAL INFORMATION

Since 2010 the ABU is promoting gender equality in broadcasting through its broader diversity campaign **Broadcasting for All**. The campaign has 2 pillars – Gender Mainstreaming in Broadcasting which has been supported with one project by the UNESCO IPDC and the Women With the Wave (WWW) Forum Series, launched by ABU in Seoul in October 2012. UNESCO has always been represented at the forum. This is a platform for sharing ideas and forging partnerships for empowering women through media. Since 2012 the Series have been looking at gaps for advancing gender equality in media agenda. One of these gaps is having a resource portal of good practices for achieving higher representation of females in media, fairer media portrayal of women and girls.

ABU is greatly encouraged by the establishment of the Global Alliance on Media and Gender, and highly honoured to serve as its Vice-Chair. The ABU is convinced that GAMAG will allow multiplying the strengths of all partners to enable for a better coordination of this united front for gender equality. In this spirit, although the ABU is applying for the IPDC funding, the project will be implemented utilizing the great human resource potential of GAMAG.

It will be a collective effort of the following organisations:

1. Asia – Pacific Broadcasting Union as a beneficiary of the IPDC funding
2. Implementation partners - African Union of Broadcasters, Africa; Caribbean Broadcasting Union, Jamaica; International Women’s Media Foundation, USA; International Federation of Journalists, Belgium.

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)

D. BUDGET	
BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)	
A. COMPILATION AND UPDATES OF GENDER AND DIVERSITY MEDIA POLICIES REPOSITORY	
1. Desktop Research – 4 researchers X 15 hrs X 5 months X USD 20	6,000
2. Updating the repository over the life of the project – 2 researchers X 10 hrs X 5 months X USD 20	2,000
<i>Sub-total</i>	<i>8,000</i>
B. DEVELOPING AND TESTING GENDER AND DIVERSITY POLICY TRAINING TOOLKIT	
1. Consultant’s Fee for developing Gender and Diversity Policy training toolkit and training module – 100 hours X USD 40	4,000
2. Pilot workshop for testing and finalizing the Gender and Diversity toolkit	4,200
- travel for the consultant – USD 1,500	
- accommodation for consultant – USD 400 (4 nights X USD 100)	
- DSA for consultant - USD 300 (5 days X USD 60)	
- Consultancy fees (3-day workshop and 2 days finalizing the toolkit) – USD1,500	
- Workshops costs – facilities, stationaries, banner, photocopying etc. USD 500	
<i>Sub-total</i>	<i>8,200</i>

C. 1 TRAINING OF THE TRAINERS WORKSHOP	
* the workshop will be linked to related UN or UNESCO meetings like the UN Women meeting in New York or other similar gathering	
1. Travel for 1 consultant, 1 researcher and 10 trainers – 12 X USD 1,100	13,200
2. Accommodation for 12 x 3 nights X USD 120	4,320
3. Consultancy fee for 2 day X 10 hrs X USD 50	1,000
4. Researcher fee for compiling national training modules 2 days X 10 hrs X USD 20	400
5. DSA – 12 X 3 days X USD 60	2,160
Sub- total	21,080
D. 5 INCOUNTRY WORKSHOPS	
1. Researcher to evaluate the training module - 5 workshops X 2 days X 10 hrs X 20	2,000
2. Consultant final report on the resource toolkits 20 hrs X 1000	1,000
Sib-total	3,000
TOTAL	40,080

BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION (in US dollars)	
A. ABU, AUB, CBU, IFJ & IWFM CONTRIBUTIONS	
1. Full time Project Assistant – 12 months X 1000 (shared between the 5 organizations)	12,000
2. ABU Financial Officer 10 days X 300	3,000
3. ABU Reporting Project Manager 10 days X 250	2,500
4. ABU, AUB, CBU, IFJ & IWFM other administrative costs	6,000
5. ABU Monitoring and Evaluation by Gender Expert – 30 days X 250	7,500
Sub-total	31,000
B. CONTRIBUTIONS OF ABU, AUB, CBU, IFJ & IWFM FOR 5 IN-COUNTRY WORKSHOPS	
1. Venue and facilities for workshops – 5 x USD 3,000	15,000
2. Coffee and lunch packages- 15 participants X 2 days X USD 30 X 5 workshops	4,500
3. Local transport - 5 workshops X USD 500	2,500
4. Workshop materials, copying etc. – 5 workshops X USD 300	1,500
5. Communications – Internet connection, phones for 5 workshops X USD 200	1,000
6. Consultants' fees – 5 workshops X USD 1,500	7,500

<i>Sub-total</i>	32,000
TOTAL	63,000
TOTAL PROJECT COSTS	103,000

LIBERIA

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	Support to Liberia Media Response to Ebola Crisis
2.	NUMBER	IPDC/59 LR/01
3.	MEDIA DEVELOPMENT INDICATORS' CATEGORY	Category 4: Professional capacity building and supporting institutions that underpins freedom of expression, pluralism and diversity:
4.	IPDC PRIORITY AREA	Capacity Development
5.	SCOPE (NATIONAL, REGIONAL, INTERREGIONAL)	National
6.	TYPE OF ASSISTANCE REQUESTED	EQUIPMENT / TRAINING SUPPORT / INSTITUTIONAL CAPACITY BUILDING
7.	TOTAL COST OF PROJECT	US\$ 24,620.00
8.	AMOUNT REQUESTED FROM IPDC	US\$ 21,420.00
9.	BENEFICIARY BODY	Press Union of Liberia 44 Clay Street, Monrovia pressunionofliberia@yahoo.com info@pul.org.lr K. Abdullai Kamara, President
10.	IMPLEMENTING OFFICE	UNESCO Field Office-Abuja Ronald Kayanja
11.	PROJECT LOCATION	Sinoe, Rivercess, Gbarpolu, Bomi and Cape Mount Counties in Liberia
12.	PROJECT PREPARED BY	K. Abdullai Kamara, President, Press Union of Liberia (PUL)

B. PRESENTATION

1. PROJECT JUSTIFICATION:

The epidemic caused by the Ebola virus disease in Liberia has been especially catastrophic. Aside from the grave health situation, which led to the death of thousands of citizens, the epidemic also caused serious breakdowns in the overall healthcare situation in the Liberia, caused a collapse of the education sector and significantly disrupted economic growth.

Responding to this disease had to take the full mobilization of such global giants as the United Nations system, the United States Government, the European Union, the World Bank Group, the African Development Bank and the African Union. Financial support was not forthcoming early enough, though it came in larger measures much later.

While awaiting this extent of support, response was largely led by community based contact tracing and media coordinated messaging and awareness creation.

Months later, the disease is seemingly under attack, but a lot of challenges remain.

The facts about denial and stigma have not left the scene significantly. The disease is now spread out, as opposed to the original concentration in a few areas. While there is increased education about the disease, there are still others who are daily flouting preventive measures.

The Press Union of Liberia, as the lead organization for the mobilization of media and communication in the country has joined the fight, through the approaches that it understand well, and better. But considering that the media is also challenged by limited markets, especially during these instances, there is need to support the media, especially those in rural, isolated and at risk communities to address the disease.

The PUL proposes to advance training opportunities for operators of community radio stations in five distinct counties across the country. This training is meant to strengthen the investigative skills of the journalists, improving their understanding of the disease, placing them in the position to ask the hard questions about the causes of the disease, the efforts being made to contain the disease, and the issues evolving out of this calamity. The project will also consider the provision of basic equipment to strengthen the capacity of select community radio stations to report on the situation, unfolding in the country. Finally, the project proposes to support media coverage of at risk communities, to determine whether the people there are following preventive measures. The reports gathered will be broadcast within the relevant counties and shared with other counties, to help residents understand the developments and to strengthen preventive measures.

2. DESCRIPTION OF THE TARGET GROUP:

The Press Union of Liberia proposes that this project should benefit 25 journalists working with Community Radio stations in 5 counties in the rural parts of Liberia. The stations will themselves receive equipment that will strengthen their capacity to cover Ebola and other health challenges

3. DEVELOPMENT OBJECTIVE:

To provide support for community media towards providing quality information that will improve popular understanding of the Ebola Virus Disease (EVD) and reduce new infection in those parts of the country and nationwide, as may be applicable.

4. **IMMEDIATE OBJECTIVE:**

25 journalists from community radio stations in five counties will be trained to properly investigate the Ebola epidemic in the country. This training will consider understanding of the disease, as well as the issues growing out of the epidemic, actions being taken to address it and challenges in the path of seeking a cure – to enable them strengthen community understanding of the EVD and to enhance prevention of new infections. Stations in those communities will be equipped with computers and internet services to cover challenging situations.

5. **PROJECT OUTPUTS:**

- 25 journalists will gain better training in the investigation of health challenges, including the Ebola virus disease.
- Community radio stations in five counties supported with modern gadgets to enhance their reportage of issues within their locality
- Reference material on investigations and ethics available for journalists
- Increased and impactful Reports about the Ebola response

6. **ACTIVITIES:**

- The Press Union of Liberia will lead a training session held for 25 journalists from five counties in Liberia to understand the Ebola virus disease and related issues. In addition to imparting knowledge on the Ebola disease, the training will emphasize investigative skills and the utility of ethical considerations in journalism practice;
- The Press Union of Liberia will engage a consultant to develop a journalism training module that will emphasize understanding of the Ebola virus disease, include investigative skills and review basic journalism ethics
- The Press Union of Liberia will provide broadcast equipment and relevant accessories to support community media in their work
- The Press Union of Liberia will support reporters to visit communities and produce programs about how communities are responding to the Ebola situation and the changes that are being inspired

7. **PROJECT INPUTS:**

The Press Union of Liberia will undertake the following in preparation for the project:

- Provide training modules;
- Mobilize community journalists to participate in the training;
- Organize training sessions
- Organize field trips

8. **WORK PLAN:**

ACTIVITIES / MONTHS	1	2	3	4	5	6	7	8	9	10	11	12
Development of Training Module	x											
Mobilization	x											
Training		x										
Field Visits		x	x	x								
Reportage		x	x	x	x							
Evaluation				x	x							

9. INSTITUTIONAL FRAMEWORK:

The Press Union of Liberia, the lead organization for the protection and development of journalists across Liberia will lead the implementation. To ensure this, the PUL will assign a project officer, who will direct the implementation. The person so selected shall make periodic reports to the PUL, which will in turn submit reports to UNESCO. The PUL will also assign a financial officer to advice on the use of financial resources and to make financial reports. All financial and narrative reports will be developed in line with the PUL plans.

The Press Union of Liberia (PUL) was established September 30, 1964 to lead the protection of journalists' rights and free press. The PUL has grown to a vibrant pro-democracy group that has championed not only media matters, but also issues affecting democratic governance. As a media watchdog, the Union has oversight responsibility in addressing problems arising from the reportage and conduct of over 400 journalists in the country. Membership cuts across print and electronics journalists, including community radio practitioners.

10. SUSTAINABILITY:

The training session will put journalists in the position to understand the disease and preventive measures. This is language that is poised to outlast the plan, and any reports produced can remain useful, even beyond the project period and in ensuring that prevention measures remain on course. This is also in respect to the training manual that will be produced. Other journalists, including from other regions, stand the chance of benefiting from whatever tutelage is placed in it.

11. FRAMEWORK OF MONITORING AND COMMUNICATION STRATEGY:

The project is basically about communications. However, in communicating the project the PUL will utilize a channel that involves press releases to announce the project and project activities, photographs, media coverage on radio and social media, photographs and video. This will be done daily and periodically as activities are carried out. The Press Union will also be available for any external monitoring that may be proposed by UNESCO.

12. EVALUATIONS CARRIED OUT:

Evaluation of this project will be to once - at the end of the project, and is meant to define whether activities were executed in keeping with plans and as to whether the objectives were met. the evaluation will review reports from the project, including media content, review the outputs from the project and as well consider the impact within the targeted communities.

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING:

Reporting the project will be at various levels. The first segment will be in terms of the activities, and will be presented by the Project Officer to the PUL. The next segment will be monthly, quarterly and end of project reports, shared with the donor, directly by the PUL.

C. ADDITIONAL INFORMATION

Ebola has disrupted most activities in Liberia, limiting the space for institutional development and activities As a result; income has reduced in most sectors, including community media. The project thus seeks to consider long term support for equipment and facilities at community media centres. This

condition has subsequently limited opportunities for local organizations, including the Press Union of Liberia from making local level contribution towards the implementation of this project.

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)	
I. Training	
Development of Training Module	2,000.00
Training Hall - \$200/day x 2 days	400.00
Transportation of Participants - \$40 x 25 persons	1,000.00
Subsistence -\$30/day x 25 persons x 3 days	2,250.00
Facilitator(s) - \$100/day x 3 persons x 2 days	600.00
Food - \$20/day x 25 persons x 2 days	1,000.00
Training Materials - \$10 x 25 persons	250.00
Sub-total: Training costs	7,500.00
II. Support Equipment	
Camera - \$400 x 5 pcs	\$2,000.00
Digital Recorder - \$200 x 5 pcs	\$1,000.00
Lap top Computer -\$900 x 6 pcs	\$5,400.00
Internet Modem - \$40 x 6 pcs	\$240.00
Internet Credit - \$20 x 4months x 6pcs	480.00
Sub-total: Support Equipment	\$9,120.00
III. Field Visits	
Vehicle Rental - \$200/day x 3 trips x 5 counties	\$3,000.00
Subsistence -\$30/day x 4 persons x 3 trips x 5 counties	\$1,800.00
Sub-total: Field Visits	4,800.00
Total IPDC	US\$21,420.00

BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION (in US dollars)	
Staff Costs (\$400 x 5 months)	2,000.00
communications (\$40 x 5 months)	200.00
transportation support(\$100 x 5 months)	\$500
Project Reporting	\$500
Total	US\$3,200.00

SIERRA LEONE

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	POPULARIZATION OF EBOLA VIRUS DISEASE (EVD) REPORTING GUIDELINES FOR JOURNALISTS IN SIERRA LEONE
2.	NUMBER	IPDC/59 SL/01
3.	MEDIA DEVELOPMENT INDICATORS' CATEGORY	1
4.	IPDC PRIORITY AREA	Capacity building
5.	SCOPE (NATIONAL, REGIONAL, INTERREGIONAL)	National
6.	TYPE OF ASSISTANCE REQUESTED	Institutional Capacity Building
7.	TOTAL COST OF PROJECT	\$18,809.93 IMC Contribution: \$1, 949.98
8.	AMOUNT REQUESTED FROM IPDC	\$16, 859.95
9.	BENEFICIARY BODY	Independent Media Commission (IMC) 3rd Floor Kissy House, 54 Siaka Stevens Street, Freetown (Email: info@imc_sl.org) Contact persons: 1: Ambassador Alieu Kanu, Chairman; 2: Rev. Terrence Knox-Goba, Ag. Executive Secretary
10.	IMPLEMENTING OFFICE	UNESCO Field Office in Abuja Contact Person: RONALD DAVID KAYANJA
11.	PROJECT LOCATION	Freetown and the 4 regions in Sierra Leone
12.	PROJECT PREPARED BY	Mohamed Fernando Conteh Senior Programmes, Monitoring, Research & Project Officer Adviser: RONALD DAVID KAYANJA

B. PRESENTATION

1. PROJECT JUSTIFICATION:

Through the Ministry of Health and Sanitation, the Government of Sierra Leone declared an outbreak of Ebola Virus Disease (EVD) on May 2014, following the laboratory confirmation of a suspected case from Kailahun. Since then, the Virus has spilled over to all the 12 districts including the Western Area and it has claimed the lives of many Sierra Leoneans.

The outbreak continues to spread and the realities on the ground seem to have affected almost every facets of society. The Government of Sierra Leone and its partners remain steadfast in their determination to intensify the national operational plan to contain the outbreak. In addition to epidemiological and environmental interventions, stakeholders have embarked on several educational programmes, utilizing both electronic and print media to increase general awareness and knowledge and to change risky behaviours.

However, the Commission has encouraged the growth and expansion of media houses provided for in the Act and Media Code of Practice. Every locality in Sierra Leone could now boast of a community radio station or could access the airwaves of a nearby radio station. Despite this sudden growth in the number of media houses which has significantly contributed to press freedom and media plurality in the country, the Commission's continued monitoring of the EVD messages designed and reported by media houses in Sierra Leone reveals that much needs to be done in ensuring that media practitioners and the messages they broadcast do not significantly contribute to undermine the effort of frontline health workers and other partners involve in containing the virus.

The Commission has recordings of broadcast programmes which suggest that the outbreak is a "man-made Ebola" rather than natural, while other local news reports from time to time suggest that the outbreak is a ploy to reduce the number of people in areas worse affected ahead of the country's national census and general elections. In addition to the foregoing, including the seemingly deep divide in the media along political and regional lines, the manner in which news is reported seems to significantly affect the attitude and behaviour of the general public, thus contributing to the continued difficulties the nation is facing to contain the virus.

Considering the fact that the Commission's Media Code of Practice is limited and does not make any provision to guide media practitioners in the reportage of such outbreak, this projects seeks to bring together civil society members, editors of newspapers, station managers, experts in the field of public health media campaigns, the Sierra Leone Bar Association, the Political Parties Commission, the Office of National Security and key partners in the fight against Ebola to develop a NATIONAL REPORTING GUIDELINES FOR MEDIA PRACTITIONERS which will significantly contribute to press freedom, enhancing self-regulation and at the same time containing the virus.

2. DESCRIPTION OF THE TARGET GROUP:

The number of media houses in the country is increasing significantly accounting for at least 500 hundred main stream middle career journalists who are involved in news production and dissemination in both the print and electronic media. The primary target groups are journalists of all categories of radio stations provided for in the IMC Act and Media Code of Practice and other media houses engaged in the production of mass communication messages.

3. DEVELOPMENT OBJECTIVE:

To develop a national reporting guidelines on Ebola which will enhance the day to day reporting of journalists across the country while at the same time serves as a cornerstone for self-regulation.

4. IMMEDIATE OBJECTIVE:

- ✓ To bring together major stakeholders to develop comprehensive reporting guidelines on EVD. This might also be shared with neighbouring countries as a model if the need arises.
- ✓ To popularize and raise awareness on the content of the reporting guidelines and its significance in the fight against Ebola while at the same time enhancing the professional work of media practitioners across the country

5. PROJECT OUTPUTS:

- To distribute copies of the reporting guidelines to all media houses in the country both print and electronic to enhance their reporting skills on EVD
- The IMC Complaints Committee will from time to time refer to the EVD reporting guidelines to arbitrate between the public and journalists should the matter in question is Ebola related
- To have a national document which could be referred to should there is an outbreak of Ebola in the future

6. ACTIVITIES:

- ❖ 6 working days by a 12 man independent working committee to develop the draft reporting guidelines
- ❖ A two-day round table seminar with newspaper editors, radio station managers, targeted UN agencies in Sierra Leone, and a wide range of key stakeholders to validate and endorse the draft document
- ❖ Distribution and popularization of the content of the reporting guidelines through series of one day meetings with regional based journalists across the country and centre spread publications

7. PROJECT INPUTS:

- Lunch and transport for 12 members of the working committee to develop the draft reporting guidelines over a period of 6 working days
- Participants' transport, accommodation, and meals to hold the two –day seminar in Freetown to validate and endorse the draft document
- Rental of hall, PA System, and projector for 2 days in Freetown to validate the document
- Duplication of draft and final Reporting Guidelines for distribution
- Popularization of the reporting guidelines through centre spread publications, 2 town hall meetings with regional based journalists and stakeholders
- Printing of 4 banners to cover all the different activities
- Rental of halls and PA systems for the 2 town hall regional based meetings
- Communication and fuel to enhance movement to the seminar venue and two town hall meetings in the Bo and Makeni
- DSA and meals for participants and IMC Commissioners coordinating the 2 town hall meetings with journalists in the provinces-Bo, and Makeni.
- Programme Coordination and monitoring
- Incentive for special Rapporteur to cover the 2- days validation exercise in Freetown

8. WORK PLAN:

ACTIVITIES / MONTHS	1	2	3	4	5	6	7	8	9	10	11	12
Identification, contracting and commencement of work by the 12 man committee												
2 days round table seminar in Freetown to validate and endorse the document												
2 town hall meetings with journalists and stakeholders in the provinces to popularized the content of the document												

9. INSTITUTIONAL FRAMEWORK:

The Independent Media Commission (IMC) was established in 2000 by an Act of Parliament. The Mission and Vision of the IMC is to promote a free and pluralistic media throughout Sierra Leone; to ensure that media institutions achieve the highest level of efficiency in the provision of media service; to promote fair competition among media institutions and persons in the provision of media services; to protect the interest of the public against exploitation or abuse by media institutions; to promote technological research and the development of adequate human resources for the advancement of media institutions in Sierra Leone.

The Commission comprises of the Chairman and 10 Commissioners who are media, legal and technical experts. The Executive Secretary is the administrative head of the Commission.

The Commission has established 2 regional offices in Bo and in Makeni to decentralize its activities. In addition to the regional offices, the Commission has also recruited 25 National Media Monitors to support the monitoring activities of the Commission across the country. At the moment, the Commission has 29 regular staff members.

10. SUSTAINABILITY:

Once the reporting guidelines are developed, finalized, circulated and popularized, the IMC shall maintain copies of it for as long as the Commission continues to exist and the provisions contained in the reporting guidelines shall be included in the training modules of the Commission from time to time. The Commission through its 25 field based media monitors including its professional staff at the Monitoring, Research and project Unit, will also actively monitor the impact of the reporting guidelines, generate evidence based information regularly, share the information with key partners involved in the fight and if the need arises to strengthen the guidelines the Commission will look into its own internal generated funds.

11. FRAMEWORK OF MONITORING AND COMMUNICATION STRATEGY:

Immediately the 12 man working committee is identified and contracted, a press conference will be held at the Commission's Secretariat to formally announce the members of the working committee and the activities involved in the projects. At the end of each activity, a press release will be issued to inform the general public on progress made so far. The Commission's 25 field based monitors and its professional staff will be actively utilized in the monitoring and data gathering.

12. EVALUATIONS CARRIED OUT:

Since the outbreak was first confirmed in May 2014, civil society members and a consortium of partners involved in the fight against Ebola have called on the IMC to facilitate a meeting where such reporting guidelines can be developed. The outgoing Board of the IMC begun the process through meetings with key media stakeholders at which UNICEF was also present and an understanding was reached. The vacuum created by the outgoing Board delayed the implementation.

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING:

A narrative report will be forwarded. The National Reporting Guidelines, liquidation of financial expenditure and photographs of the activities attached as appendix. The Senior Monitoring Research and Project Officer of the Commission-Mohamed Fernando Conteh will submit the final report to UNESCO Abuja Office.

C. ADDITIONAL INFORMATION

Since the Commission's media Code of Practice is limited, the overall objective of the project is to develop reporting guidelines on EVD for journalists in Sierra Leone which will enhance their work and aid self-regulation. However, the Commission was also thinking of utilizing the expertise of the would be contracted 12 man independent team to develop monitoring parameters that are unique to Ebola to be solely used by the Commission's 25 field based media monitors and the Monitoring Unit to monitor compliance of the guidelines and at the same time to be able to generate evidence based information using the monitoring parameters. The monitoring parameters will capture key Ebola related issues such as:

- Whether media houses do air/publish programmes on EVD
- What seems to be the emphasis of such programmes/news items
- The length of time of such radio programmes/ or space allocated in the newspapers
ETC

In addition, the Board of the Commission wants to play a supervisory role in this project, and therefore thought it fit to bring in 12 people drawn from a wide range of stakeholders to independently develop the reporting guidelines. The objective is to ensure that the document itself is not directly developed by the IMC alone, rather by key stakeholders including media practitioners. The Commission has therefore decided to cover the input related to bringing in the 12 man working Committee as its contribution to the project.

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)

2-days seminar in Freetown to validate the draft document (40 from Western Area & 20 from the regions	
✓ Participants' transport & meals (\$ 33.542 per day x 60 participants x 2 days)	4,024.80
✓ Accommodation for 20 participants drawn from the provinces (\$ 62.5 per day x 20 people x 2 days)	2,500.00
Seminar material and rental of seminar equipment (2-days validation in Freetown)	700.00
• Duplication of draft & final reporting guidelines	416.70

<ul style="list-style-type: none"> • Popularization through centre spread publications (\$ 250 x 5 newspapers) 	1,250.00
<u>One-day meeting to be held in Bo with regional based journalists and stakeholders in the South & Eastern Regions to popularized the doc</u> <ul style="list-style-type: none"> ▪ breakfast and lunch (\$ 12.71 x 37 participants x 1) ▪ participants' transport - both within Bo and outside (\$ 20.83 x 22 participants) ▪ Accommodation for external participants including IMC members (\$ 78.13 x 22 people) ▪ Fuel for 3 vehicles (\$ 0.781 x 3 vehicle @ 115 liters) ▪ Seminar material & rental of seminar equipment 	470.27 458.26 1,718.86 269.45 450.00
<u>One-day meeting to be held in Makeni with regional based journalists and stakeholders in the Northern region to popularized the doc</u> <ul style="list-style-type: none"> • Breakfast and lunch (\$ 12.71 x 33 participants) • Seminar material and rental of seminar equipment • Banners for all the activities (\$ 41.7 x 4) • Fuel for 3 vehicles (\$ 0.781 x 3 @ 115 liters) • Participants' transport-both within Makeni and outside (\$ 20.83 x 18 participants) • Accommodation for external participants and IMC members (\$ 78.13 x 23 participants) 	419.43 450.00 166.80 269.45 374.94 1,796.99
<u>Programme coordination and monitoring</u> <ul style="list-style-type: none"> ❖ Stationery (assorted and toner) ❖ Communication ❖ Fuel & car maintenance ❖ Incentive for special Rapporteur to cover the two day validation seminar in Freetown (\$ 60 x 2 days) 	600.00 104.00 300.00 120.00
Total IPDC	16,859.95US\$

BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION (in US dollars)	
Lunch and transport for 12 man committee to develop the draft reporting guidelines (\$ 27.83@ 12 people x 6 days)	1,949.98
Total	1,949.98 US\$

GUINEA

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	Women's Voices against Ebola
2.	NUMBER	IPDC/59 GN/01
3.	MEDIA DEVELOPMENT INDICATORS CATEGORY	Category 3: Media as a platform for democratic discourse The media reflect and represent a diversity of views, including those of women and youth.
4.	IPDC PRIORITY AREA	Area 5: capacity building
5.	SCOPE (national, regional, interregional)	National
6.	TYPE OF ASSISTANCE REQUESTED	Training support
7.	TOTAL COST OF PROJECT	US \$31,793
8.	AMOUNT REQUESTED FROM IPDC	US \$20,293
9.	BENEFICIARY BODY	<p>Panos Institute West Africa (PIWA) 6 Rue du Dr Calmette BP 21132 Dakar Ponty</p> <p>Contact: Pauline Bend, Programmes Director)</p> <p>pbend@panos-ao.org; secretaire@panos-ao.org</p> <p>www.panos-ao.org</p> <p>Tel +221 33 849 16 66 Fax:+221 33822 17 61</p>
10.	IMPLEMENTING OFFICE	UNESCO Office in Accra, Ghana
11.	PROJECT LOCATION	Guinea (radio stations in Conakry, Pita, Coyah, Beyla and Siguiri).
12.	PROJECT PREPARED BY	Pauline Bend (PIWA) and Ronald Kayanja (UNESCO)

B. PRESENTATION

1. PROJECT JUSTIFICATION:

The issue of gender in the Guinean media

In Guinea, no legislation addresses gender issues in a specific way. In both rural and urban areas, women's informational needs are not sufficiently taken into account by the media, not even by community radio stations. While women account for slightly more than half (50.33%) of the 1,000 journalists in the country, the vast majority work in the public audio-visual sector, where they rarely hold positions of responsibility. For example, at 19 community public radio stations, six have female directors. There are very few female radio producers, including at the national level. Out of 47 programmes broadcast on national radio in 2014, only four were produced by women. In September 2013, Panos Institute West Africa (PIWA) held a media training session about leading discussions on women's rights and participation in Guinea. An evaluation revealed that 67% of the participants, including mid-career journalists and those working at commercial radio stations, had little understanding of gender issues or techniques for leading such debates. The situation is worse at community radio stations, where many presenters have no knowledge of participative techniques (e.g. gathering first-person accounts and leading participative community debates).

Taking into account women's voices and experiences in the context of the Ebola epidemic

Many women's associations have rallied support for Ebola victims by organizing collective efforts. For example, the Mano River Union, an association which is also present in Sierra Leone, has broadcast several information and mobilization messages on various national networks in both Guinea and Sierra Leone. As stakeholders in PIWA projects, women's associations have also asked the Institute to assist with the translation and revision of messages and texts exchanged between English- and French-speaking networks in these two countries. In a context in which gender issues have little prominence in the media, radio stations have not shone a very strong spotlight on such mobilization by women's associations. The humanitarian response to the Ebola epidemic has brought numerous media projects to the country, but many operate on the basis of ready-to-broadcast programmes that are given to radio stations. Such an approach does not help to build internal capacities, or to involve communities and transmit their voices. Women's associations have, however, been actively supporting Ebola victims and have stories and experiences to share. Such accounts could be the building blocks for radio series and programmes (e.g. survivors' stories, accounts of battling the disease). Radio stations would benefit from reaching out to these groups so as to include them in debates and produce Ebola-based content inspired by the communities' experiences. This project will enable radio staff to connect with women in Conakry and in other cities affected by the epidemic and where PIWA has already worked with radio stations (namely, Pita, Coyah, Beyla and Siguir). It will strengthen these groups' capacity to produce, together, programmes that meet their informational needs and convey their voices in public debates, thus reflecting a diversity of opinions.

2. IMMEDIATE OBJECTIVE:

Ten radio presenters and producers working at five stations in Conakry and other areas (Pita, Coyah, Beyla and Siguir), and ten representatives from women's organizations and young artists' groups will acquire the capacities to produce accounts and interactive community debates about the Ebola virus after benefiting from thematic training about participatory formats.

3. ACTIVITIES:

Activity 1: A four-day training workshop in Conakry will bring together ten presenters and producers from target radio stations at the Press House in Conakry.

Objective: to have the radio stations successfully produce participative programmes with women to raise awareness and spark debate about the handling of the disease.

Content: a thematic component about the situation at the front of the Ebola battle (victims, treatment, actions undertaken); an editorial and technical component (ethics regarding the treatment of information, respect for people affected by the virus, sensitive nature of the issue; proficiency in various participative formats: first-person accounts, debates and roundtables); a practical component (practical exercises, producing programmes); and a communication/networking component with the community (conversations with representatives from women's and youth associations).

Schedule: Days 1 and 2: editorial, technical and ethical components; Day 3: thematic component; Days 4 and 5: practical exercises.

Activity 2: A three-day training workshop for the ten representatives from identified civil society organizations.

Objective: Raising awareness about interaction with radio staff and understanding the basics of effective speaking on radio programmes; how to identify potential witnesses, narrators and speakers in the community and prepare them to go on the radio.

Content: Meeting with radio staff on the third training day (see above). Under the trainers' supervision, practical exercises will prepare the representatives for radio and have them understand, in a hands-on way, the fundamentals for a successful appearance on a radio programme and how best to relay voices from the community. The representatives will participate in practice radio programmes.

Activity 3: Production test and broadcasting. The 10+5 programmes produced through the workshops comprise the production test. These programmes will be broadcast by the radio stations and will include debates, personal accounts told by the representatives or identified witnesses, and rap-style awareness-raising programmes made by young people. Ten programmes will be directly produced during the workshop. Some support will be provided to produce five additional programmes, autonomously and after the workshop. The trainers will evaluate these programmes to check the participants' levels of attainment.

4. INSTITUTIONAL FRAMEWORK:

Founded as a West African regional organization in 2000, PIWA has its main offices in Dakar, where it benefits from a headquarters agreement with the Government of Senegal. PIWA carries out projects in the 15 countries of the Economic Community of West African States (ECOWAS). These activities have grown through partnerships with countries such as Tunisia, Cameroon, Uganda, and Zambia, thus extending projects to other regions. With an annual budget of US \$2,970,000 in 2014, PIWA operated in 11 countries through ten national and international projects. Funding for PIWA's activities comes from various sources including the European Union (majority), Oxfam, Trust Africa and the Open Society Initiative for West Africa.

The governance of PIWA is ensured by a Board of Directors made up of eight recognized figures from the media sector and the academic world (president of the Conseil Supérieur de la Communication du Niger, Columbia University and the University of Ghana in Legon). Permanent staff members include the General Director, Programmes Director, Administration and Finances Director, six Projects Officers and

support staff (Accountant, Logistic Support, and Programmes Assistant). PIWA already runs two projects in Guinea and, for this project, is relying on its network of partners in the country, namely the Press House, Radio Association and the Centre for International Commerce and Development (CECIDE).

BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)	
TRAINING WORKSHOPS I and II	US\$
Transport for participants, locally and within the country (US \$113.10 x 20 participants)	2,262
Accommodation costs (US \$60 x 3 days x 20 participants)	3,600
Workshop, room and catering costs	2,281
Supplies	265
Supervision, media coverage, communications, travel and expenses for field exercises	2,500
Recording, editing and production equipment for practical exercises (digital recorders, computer and audio-processing software)	1,000
Support for production tests at 5 radio stations	800
SUB-TOTAL	12,708
TRAVEL EXPENSES AND FEES	
Travel, including international (2 trainers x US \$800)	1,600
Accommodation (2 trainers x 5 days x US \$173.50)	1,735
Fees for main trainer, 5 days (US \$250 x 5 days)	1,250
Fees for secondary trainer, 5 days (US \$150 x 5 days)	750
Fees for thematic resource people, 3 days (US \$250 x 3 days)	750
Reporting	500
Evaluation of the second series of programmes	1,000
SUB-TOTAL	7,585
TOTAL IPDC	20,293

BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION
(in US dollars)

PIWA staff involved in project (Programmes Director, Project Manager, Logistic Support Assistant, Accountant and Administration and Finances Director), 7 months	8,000
Miscellaneous and contingency costs	3,500
Total	11,500