



United Nations  
Educational, Scientific and  
Cultural Organization

**IPDC** THE INTERNATIONAL PROGRAMME  
FOR THE DEVELOPMENT OF COMMUNICATION

**PART II**

**NEW PROJECTS SUBMITTED TO THE  
IPDC**

**ASIA AND THE PACIFIC**

**IPDC BUREAU**  
(Fifty-fifth meeting)

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# BANGLADESH

<b>A. PROJECT IDENTIFICATION</b>		
<b>1.</b>	<b>PROJECT TITLE</b>	<b>FLAGSHIP UN ACTION FOR COMMUNITY RADIO IN BANGLADESH</b>
<b>2.</b>	<b>NUMBER</b>	<b>IPDC/55 BGD/01</b>
<b>3.</b>	<b>MEDIA DEVELOPMENT INDICATOR</b>	Category 2: Plurality and diversity of media, a level economic playing field and transparency of ownership
<b>4.</b>	<b>IPDC PRIORITY AREA</b>	Community Media
<b>5.</b>	<b>SCOPE</b>	National
<b>6.</b>	<b>TYPE OF ASSISTANCE REQUESTED</b>	Support for radio equipment
<b>7.</b>	<b>TOTAL COST OF PROJECT</b>	US\$ 100 000
<b>8.</b>	<b>AMOUNT REQUESTED FROM IPDC</b>	US\$ 40 000
<b>9.</b>	<b>BENEFICIARY BODY</b>	Bangladesh NGOs Network for Radio and Communication (BNNRC) House 13/1, Road 2, Shamoli, Dhaka 1207 Tel: +88 02 9130750 Fax: +88 02 9138501-105 Email: <a href="mailto:ceo@bnnrc.net">ceo@bnnrc.net</a> Contact Person: AHM Bazlur Rahman
<b>10.</b>	<b>IMPLEMENTING OFFICE</b>	UNESCO Dhaka Office in collaboration with Bangladesh NGOs Network for radio and Communication (BNNRC), Ministry of Information, Government of Bangladesh and initiator NGOs
<b>11.</b>	<b>PROJECT LOCATION</b>	Bangladesh
<b>12.</b>	<b>PROJECT PREPARED BY</b>	UNESCO Dhaka Office in consultation with BNNRC
<b>DECISION OF THE BUREAU:</b>		

## B. PRESENTATION

### 1. PROJECT JUSTIFICATION:

Knowledge and information is increasingly becoming, and will continue to be, instrumental in improving the lives and livelihood of people. In Bangladesh, the poorest and marginalized are deprived from different value-added knowledge and information to improve their lives. The sources of knowledge and information are also extremely limited for the poor. The existing three primary broadcast media - government owned public service media (Bangladesh Betar/Radio and Bangladesh Television), private media (private satellite television channels and commercial FM radio stations) and International media (BBC World Service, VOA, DW, NHK, etc.) do not effectively cater to the needs and expectations of these marginalized communities. Most of the existing media-based knowledge sources are centralized in spirit and to a large extent elitist in nature. The existing media because of their different agenda (profitability and propaganda) hardly invest airtime to meet the needs and demands of this neglected community. Community radio - a “radio of the people, for the people and by the people” - is believed to be capable of meeting that demand.

In March 2010 the Government awarded licenses to 14 organizations and they are scheduled to go on air by April 2011 as demanded by the CR policy. The policy requires that a station must go on air within one year of its getting the license. Following the announcement of licenses, most of these 14 organizations have been desperately looking for start-up fund. While some of them have secured one donor or another, there are 5/6 organizations that are still waiting for some help coming their way. With just four months to go before the deadline is over it appears some of these organizations might get their licensed revoked.

UNESCO Dhaka has all along been at the forefront of the community radio movement in Bangladesh, led the campaign for opening up CR and made significant contribution in the advocacy and lobbying efforts that finally saw the CR policy scripted. Since the awarding of licenses UNESCO Dhaka has been approached by at least six of those license holders for assistance for the procurement of equipment and for the development of the initial infrastructure like a secured building, studio, etc. UNESCO is the first organization these NGOs invariably turn to and often look upon it as their last resort for assistance when it comes to CR. UNESCO is finally supporting two of the organizations by procurement of two units of radio-in-a-box.

Meanwhile thirty more licenses are expected to be awarded and by the middle of the next year (2011) many of them are going to get the licenses. These applicants have already got security clearance against their application. Many of these applicant organizations are going to struggle to arrange the start-up fund to procure the radio equipment and meet the other relevant infrastructure that will need to be built. In view of the situation UNESCO makes this proposal to IPDC for funding of procurement of 10 units of RIB.

This proposal is specifically expected to address developing capacity of the CR initiators as well as the communities where the stations are going to be set up. It's a new sector and the initiator organizations have scant management and technical skills. So the lacking needs to be addressed to get the stations beginning operations on a solid ground. The areas the proposal seeks to address involve technical, operational and management capacity, program design through the active participation of the community and on the basis of community needs.

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

Marginalized communities including women, children and youth living in remote areas including chars, coastal regions, and hill areas are the primary target group to develop their capacity as volunteers in the community radio initiatives.

## **3. DEVELOPMENT OBJECTIVE:**

The project, by providing equipment and knowhow to Community Radio development in selected areas, aims to give marginalized rural communities a voice and the opportunity to take part in the development process.

## **4. IMMEDIATE OBJECTIVE:**

Establish and make operational 5 Community Radio stations in some of the remotest part of Bangladesh and to provide technical, operational and maintenance training for 10 staff, two from each of the stations, so they can operate and maintain the stations.

## **5. PROJECT OUTPUTS:**

- Technical and operational needs assessment available for sharing and dissemination
- 5 community radio stations installed
- 25 (master trainers) trained in technical and maintenance matters
- Resource book in local languages (Bangla) on setting up community radio

## **6. ACTIVITIES:**

- Baseline and technical studies
- Recruitment of project staff
- Community mobilization, sensitization, preparation of premises in association with the 5 NGO initiators
- Selection of community trainees /volunteers and capacity building on operational issues
- Preparation of CR training material and adaptation of existing UNESCO material
- Acquisition of community radio equipment and installation of community radios
- Organization of 3 training workshops to train 25 (master trainers) in technical operation and maintenance
- Networking across 5 radio stations and the already established ones
- Monitoring and evaluation

## **7. PROJECT INPUTS**

- Technical and operational needs assessment of selected communities.
- Community Radio trainers and resource persons
- Ten units of RIB
- 25 Trainee volunteers from 5 different village clusters in the selected states.
- 3 training workshops for 25 persons in Community radio. These persons will act as master trainers in their respective stations/communities
- Training materials for Technical, and Management aspects of CR.

## 8. WORK PLAN:

Activity	1	2	3	4	5	6	7	8	9	10	11	12
Baseline and technical studies	■	■										
Recruitment of project staff and selection of organizations to be granted RIB	■	■										
Community mobilization, sensitization, preparation of premises	■	■	■	■	■	■						
Selection of community trainees /volunteers and capacity building on operational issues		■	■	■								
Preparation of CR training material and adaptation of existing UNESCO material		■	■	■	■	■	■					
Acquisition of community radio equipment and installation of community radios		■	■	■	■	■						
Organization of six training workshops to train fifty (master trainers) in technical and maintenance				■	■	■	■	■	■			
Networking among the 10 stations and the existing ones						■	■	■	■	■	■	■
Monitoring and evaluation								■	■	■	■	■

## 9. INSTITUTIONAL FRAMEWORK:

Project implementation will be led by the UNESCO Country Office in collaboration with BNNRC as well as the Ministry of Information, Government of Bangladesh, NGO initiators and relevant local government mechanisms.

The national umbrella NGO, BNNRC will also partner in the execution of this project. BNNRC has been working on CR issues and is successfully engaged in community radio programming and dissemination as a media tool in its efforts. Bangladesh NGOs Network for Radio and Communication (BNNRC) is a national networking body on alternative mass media working for building a democratic society based on the principles of free flow of information, equitable and affordable access to Information and Communication Technology for Development (ICT4D). BNNRC is a unique networking organization that focuses on Radio and Communication as an effective strategy for social development. The mission of the network in view of the value “Communication is not a privilege it has become a basic human rights”, BNNRC organizes strategically important activities, studies, advocacy so that the population of the rural areas have easy, manageable and low cost communication facilities.

## 10. SUSTAINABILITY:

There is consensus on the need to build community capacity to sustain the CR stations themselves. Guided by the Government’s licensing policy, a two-year period is envisaged during which the community stations will be nurtured and trained to assume full ownership and apply for its own license to operate. The UN agencies will therefore continue to accompany the project with Regular Program support beyond the one-year period foreseen, The community stations are expected to be run together with the communities. Creative advertising practices will be introduced to generate internal resources from government through mobilizing the Government Trust Fund on Community Radio, business and other sources; music and other program cassettes will be sold in the open market and shops; a community endowment will be generated for running community radio; sponsors sought; and regular community fund raising drives will take place. Technical training with an emphasis on maintenance will also be emphasized.



## 11. FRAMEWORK OF MONITORING:

Change Maker, a national NGO engaged in research, monitoring and evaluation will be involved, as they have been closely associated with Community Radio projects from the inception in Bangladesh. UNESCO Dhaka office will monitor the project.

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

Two interim and one final report on a four month basis will be submitted.

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

UNESCO has successfully partnered Bangladesh NGOs Network for Radio and Communication (BNNRC) in a series of activities to showcase and mainstream community radio within the public broadcasting chain. UNESCO has led the organization of the Ministry of Information relating to community radio in 2004 and 2007, in collaboration with Bangladesh NGOs Network for Radio and Communication (BNNRC) which highlighted the cause for community radio in Bangladesh instrumental in the development of the policy guidelines recently announced and provided vital information for ongoing and potential practitioners and enthusiasts and provided insights into the preparation of this proposal.

## C. ADDITIONAL INFORMATION

### Previous IPDC support received by the country:

PROJECT N BUDGET CODES	FUNDS (US \$)	PROJECT TITLE	PERIOD
PDC/3BGD/19 350-BGD-31	15,000	BANGLADESH DEVELOPMENT OF COMMUNICATION	1982 -1984
PDC/5BGD/02 503-BGD-61	7,300	DEVELOPMENT OF PRESS INSTITUTE	1984 -1986
PDC/5BGD/07 350-BGD-51 350-BGD-71	70,000 25,000	DEVELOPMENT OF REGIONAL NEWSPAPERS	1985 -1988
PDC/10BGD/01 352-BGD-01 520-BGD-61 (FIT-FRANCE)	50,000 53,317	DEVELOPMENT OF FILM TRAINING FACILITIES IN INSTITUTE OF MASS COMMUNICATION (NIMC)	1990 -1992
PDC/14BGD/01 352-BGD-41 352-BGD-51	15,000 30,000	ESTABLISHMENT OF A BENGALI LANGUAGE NEWS AGENCY SERVICE (MISSION OF THE SECRETARIAT)	1994 -1996
PDC/17BGD/01 352-BGD-81	36,000	STRENGTHENING OF THE IUB SCHOOL OF COMMUNICATION	1998 -1999
PDC/20BGD/01 353-BGD-01	25,000	STRENGTHENING OF PIB PROGRAMME	2000 -2003
PDC/48 BGD/01 354 BGD 5041	22,000	YOUNG POWER IN SOCIAL ACTION AND BANGLADESH NGO NETWORK FOR RADIO AND COMMUNICATION: YOUTH COMMUNITY MULTIMEDIA CENTRE (CABLE RADIO)	2005-2006
PDC/49 BGD/01 354-BGD-5051 (CO-FINANCED BY GERMANY)	31,000	ENHANCING PRESS FREEDOM AND MEDIA CAPACITY IN RURAL BANGLADESH	2006-2007
PDC/51 BGD/01 354-BGD-5061	1 8 000	BANGLADESH: FELLOWSHIP PROGRAM FOR CAPACITY BUILDING OF YOUNG JOURNALISTS	2007-2008
PDC/52 BGD/01 354-BGD-5071	27,500	BANGLADESH: CAPACITY BUILDING PROGRAMME FOR YOUNG JOURNALISTS	2008-2009
PDC/52 BGD/01 354-BGD-5072	16,500	BANGLADESH: PROMOTING INVESTIGATIVE JOURNALISM IN BANGLADESH	2008-2009
PDC/53 BGD/01 354-BGD-5081	33,000	CAPACITY BUILDING OF COMMUNITY RADIO PERSONNEL IN BANGLADESH	2009-2010
PDC/53 BGD/02 354-BGD-5082	35,200	CAPACITY BUILDING OF INDIGENOUS PEOPLE ON RADIO JOURNALISM AND PROGRAMME PRODUCTION	2009-2010

PDC/54 BGD/01 354 BGD 5091	23,100	BANGLADESH: CAPACITY BUILDING OF WOMEN ON RADIO JOURNALISM AND PRODUCTION	2010-2011
PDC/54 BGD/02 354 BGD 5092	27,500	BANGLADESH: CAPACITY BUILDING PROGRAM FOR JOURNALISTS OF THREE HILL DISTRICTS	2010-2011
<b>TOTAL BANGLADESH: US\$ 499,800+US\$ 60,000 (FUNDS-IN-TRUST)</b>			

## D. BUDGET

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

Radio in a box 8 000 US\$ x 5	40 000
<b>TOTAL</b>	<b>US\$ 40 000</b>

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

Training of Master trainers on technical operation and maintenance	10 000
Development of training material, translation and adaptation of resource materials	5 000
Community mobilization and sensitization	3 000
Monitoring And Evaluation	1 500
Communication, stationary and miscellaneous	500
<b>TOTAL</b>	<b>US\$ 20 000</b>

# BANGLADESH

<b>A. PROJECT IDENTIFICATION</b>		
<b>1.</b>	<b>PROJECT TITLE</b>	<b>STRENGTHENING THE CAPACITY OF BANGLADESHI MEDIA IN DISASTER REPORTING</b>
<b>2.</b>	<b>NUMBER</b>	<b>IPDC/55 BGD/02</b>
<b>3.</b>	<b>MEDIA DEVELOPMENT INDICATORS' CATEGORY</b>	Category 3: Media as platform for democratic discourse
<b>4.</b>	<b>IPDC PRIORITY AREA</b>	Human Resource Development
<b>5.</b>	<b>SCOPE</b>	National
<b>6.</b>	<b>TYPE OF ASSISTANCE REQUESTED</b>	Institutional capacity building and training support
<b>7.</b>	<b>TOTAL COST OF PROJECT</b>	US\$ 41 140
<b>8.</b>	<b>AMOUNT REQUESTED FROM IPDC</b>	US\$ 30 468
<b>9.</b>	<b>BENEFICIARY BODY</b>	Management and Resources Development Initiative 2/9 Sir Syed road, Block A, Mohammadpur, Dhaka Contact: Hasibur Rahman, Executive Director Phone: + 88 029134717 Fax: +88 02 9137147 Ext: 111 E-mail: <a href="mailto:hasibur.rahman@mrdibd.org">hasibur.rahman@mrdibd.org</a>
<b>10.</b>	<b>IMPLEMENTING OFFICE</b>	UNESCO Dhaka
<b>11.</b>	<b>PROJECT LOCATION</b>	Chittagong, Khulna and Barisal Divisions
<b>12.</b>	<b>PROJECT PREPARED BY</b>	Md. Shahid Hossain Adviser, Planning and Development, MRDI
<b>DECISION OF THE BUREAU:</b>		

## **B. PRESENTATION**

### **1. PROJECT JUSTIFICATION:**

Bangladesh is frequently visited by disasters of all sorts. Floods, draughts, cyclones, river erosions, water loggings and landslides in hilly areas occur almost on a regular basis causing huge damage to lives and properties of her people. Over the years, the frequency, and intensity appear to be on the rise, which many attribute to the affects of climate change.

Today the whole concept of disaster management has undergone a basic change. The dominant perspective which believes that disaster is just an interim intermission that can be efficiently tackled with emergency interventions largely based on rescue and relief is being challenged. Increasingly, the focus of disaster management is shifting from emergency management to risk management. Significantly, this shift in focus is already evident in Bangladesh's disaster management policy. The Comprehensive Disaster Management Plan (CDMP) adopted in 2003 calls for shifting the disaster management emphasis from a response and relief focus to a broader and more encompassing risk management framework.

Media experts are of the opinion that the media also need to reset its focus and priorities in similar lines. Today disaster reporting is as much about informing and educating people and influencing policy decision to contribute to disaster risk reduction as it is about documenting disaster inflicted human suffering and relief operation. In conventional disaster reporting the emphasis is on consequences of disasters rather than their causes. Disaster reporting continues to be event-driven. The media leap into action only after a disaster strikes. That is the reason why we see the media coverage of disasters more or less stuck in reporting rescue and relief operations.

Media pundits across the world are promoting a more active role of the media. According to the new perspective the media have distinct roles to play in all the three phases of disasters – before, during and after a disaster occurs. This is in contrast with the conventional notion of disaster reporting where the media comes into play only after a disaster strikes. In their new role the media have a much broader role where they should educate public about risks and hazards so the loss of lives and property is minimum. The focus should be on reducing risks which the media can perform not only by informing people what to do, but also by influencing policy changes.

Bangladesh has an evolving and vibrant print and electronic media that is perceived to have strong influence over the policymakers and the people. But its impact remains small because of its narrow and partial focus characterized by stories of human suffering and relief operation as far as media coverage of disaster is concerned. Again there is also a dearth of in-depth, investigative, feature and follow-up reports.

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

Immediate beneficiaries of the project will be the 120 local level journalists. of national media and the journalists working for local newspapers.

### **3. DEVELOPMENT BJECTIVE:**

The project will contribute to better management of natural disasters, and ultimately to sustainable development by minimising disaster impact on life and property.

#### **4. IMMEDIATE OBJECTIVE:**

The quality of media report on disaster is enhanced through the capacity building of Bangladeshi journalists through training.

#### **5. PROJECT OUTPUTS:**

- A set of comprehensive training contents on reporting on climate change, disaster management and risk reduction developed.
- Skills and knowledge of 60 journalists working as local correspondent of national media developed on climate change, disaster management and risk reduction reporting.
- 1000 copies of guidebook on climate change and disaster reporting printed and distributed among journalists of the country.

#### **6. ACTIVITIES:**

##### **Activity: 1. TRAINING CONTENT DEVELOPMENT:**

Training content will be developed on the basis of the findings of the needs assessment. A team comprised of the team leader of the assessment team, one issue expert and one senior journalist covering disaster issues will draft a comprehensive content list considering the related topic and technique of reporting. Draft contents will be shared with other stakeholders in a review meeting. 4 gatekeepers (News Editor/Chief Reporter) of national media, 3 national media correspondents of disaster prone areas, 3 gatekeepers of local dailies of those areas and 2 experts on disaster will participate in the meeting. They will review the draft contents and suggest modifications for improvement. Content development team will finalize the training contents incorporating the suggestions.

##### **Activity: 2. TWO DAY ORIENTATION FOR JOURNALISTS**

Orientation for journalists on disaster reporting of two days' duration will be organized in three divisions of the country. 10 correspondents of national media from the divisional town and 10 others from other districts of the division will participate in the programme. Disaster prone areas will be given priority in selecting participants. A panel of resource persons will be formed with issue and media experts to conduct the orientation sessions.

##### **Activity: 3. TWO DAY IN-HOUSE TRAINING FOR JOURNALISTS**

Three local newspapers will be selected from three divisions mentioned above by using existing database of MRDI. Findings of the MRDI-UNESCO needs assessment will be used for the purpose. The assessment team has prepared a list of local newspapers with their status of circulation, capacity and coverage. Three in-house training programs will be held in three Divisional cities of Bangladesh. Each newspaper will nominate 12 of their district level correspondents and eight from the main office including reporter and copy editor to build a team of reporters for covering climate change, disaster management and risk reduction issues. Duration of each course will be two days.

#### **7. PROJECT INPUTS:**

- Three external experts for developing training content
- Four external resource persons for conducting training sessions.
- One writer, one editor and one graphic designer for developing a guidebook on disaster reporting.

## 8. WORK PLAN:

ACTIVITIES / MONTHS	1	2	3	4	5	6	7	8
Base set up	■							
Training content development	■	■	■					
Two-day Orientation for journalists				■	■	■	■	■
Two-day In-house Training for journalists				■	■	■	■	■
Project progress report				■				
Final project report								■

## 9. INSTITUTIONAL FRAMEWORK:

MRDI, a multi-disciplinary, not-for-profit, non-government organization as well as a company limited by guarantee registered in 2004 is engaged to a wide spectrum of social development activities.. MRDI works in partnership with international and local donor and development agencies, embassies, and UN agencies. MRDI has reasonable and adequate experience in provide journalism training as it implemented comprehensive programme for national, local and entry level journalist during the last five years.

## 10. SUSTAINABILITY:

Before taking up any capacity development programme, MRDI applies the approach of identifying the needs through a comprehensive process of assessment survey. One method of MRDI for capacity development is conducting training within the media houses to improve and strengthen their individual capacity in an effective way. The other method that the organization uses is organizing training or orientation for the journalists of different houses on a particular issue. In applying these approaches and methods, journalists and media houses of local level are given priority. Capacity building, by nature is a sustainable intervention. Skills acquired at the individual level and capacity developed at the institutional level will sustain and have impact beyond the intervention period.

## 11. FRAMEWORK OF MONITORING:

UNESCO Dhaka office will monitor the activities of the project according to its monitoring protocol.

## 12. EVALUATIONS CARRIED OUT:

MRDI, in collaboration with UNESCO conducted a needs assessment survey on media's role in disaster mitigation and risk reduction. Findings of the survey indicate that the newspapers tend to cover hard reports. In view of these findings and recommendations, the assessment team strongly felt the need for building reporting capacity of the local level journalists on disaster reporting.

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

The Project Coordinator draws up and submits to the UNESCO field office the progress report on a four month basis, and Final Report of the project by the end of the project period.

## C. ADDITIONAL INFORMATION

### Previous IPDC support received by the country:

PROJECT N BUDGET CODES	FUNDS (US \$)	PROJECT TITLE	PERIOD
PDC/3BGD/19 350-BGD-31	15,000	BANGLADESH DEVELOPMENT OF COMMUNICATION	1982 -1984
PDC/5BGD/02 503-BGD-61	7,300	DEVELOPMENT OF PRESS INSTITUTE	1984 -1986
PDC/5BGD/07 350-BGD-51 350-BGD-71	70,000 25,000	DEVELOPMENT OF REGIONAL NEWSPAPERS	1985 -1988
PDC/10BGD/01 352-BGD-01 520-BGD-61 (FIT-FRANCE)	50,000 53,317	DEVELOPMENT OF FILM TRAINING FACILITIES IN INSTITUTE OF MASS COMMUNICATION (NIMC)	1990 -1992
PDC/14BGD/01 352-BGD-41 352-BGD-51	15,000 30,000	ESTABLISHMENT OF A BENGALI LANGUAGE NEWS AGENCY SERVICE (MISSION OF THE SECRETARIAT)	1994 -1996
PDC/17BGD/01 352-BGD-81	36,000	STRENGTHENING OF THE IUB SCHOOL OF COMMUNICATION	1998 -1999
PDC/20BGD/01 353-BGD-01	25,000	STRENGTHENING OF PIB PROGRAMME	2000 -2003
PDC/48 BGD/01 354 BGD 5041	22,000	YOUNG POWER IN SOCIAL ACTION AND BANGLADESH NGO NETWORK FOR RADIO AND COMMUNICATION; YOUTH COMMUNITY MULTIMEDIA CENTRE (CABLE RADIO)	2005-2006
PDC/49 BGD/01 354-BGD-5051 (CO-FINANCED BY GERMANY)	31,000	ENHANCING PRESS FREEDOM AND MEDIA CAPACITY IN RURAL BANGLADESH	2006-2007
PDC/51 BGD/01 354-BGD-5061	1 8 000	BANGLADESH: FELLOWSHIP PROGRAM FOR CAPACITY BUILDING OF YOUNG JOURNALISTS	2007-2008
PDC/52 BGD/01 354-BGD-5071	27,500	BANGLADESH: CAPACITY BUILDING PROGRAMME FOR YOUNG JOURNALISTS	2008-2009
PDC/52 BGD/01 354-BGD-5072	16,500	BANGLADESH: PROMOTING INVESTIGATIVE JOURNALISM IN BANGLADESH	2008-2009
PDC/53 BGD/01 354-BGD-5081	33,000	CAPACITY BUILDING OF COMMUNITY RADIO PERSONNEL IN BANGLADESH	2009-2010
PDC/53 BGD/02 354-BGD-5082	35,200	CAPACITY BUILDING OF INDIGENOUS PEOPLE ON RADIO JOURNALISM AND PROGRAMME PRODUCTION	2009-2010
PDC/54 BGD/01 354 BGD 5091	23,100	BANGLADESH: CAPACITY BUILDING OF WOMEN ON RADIO JOURNALISM AND PRODUCTION	2010-2011
PDC/54 BGD/02 354 BGD 5092	27,500	BANGLADESH: CAPACITY BUILDING PROGRAM FOR JOURNALISTS OF THREE HILL DISTRICTS	2010-2011
<b>TOTAL BANGLADESH: US\$ 499,800+US\$ 60,000 (FUNDS-IN-TRUST)</b>			

## D. BUDGET

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

<b>ACTIVITY: 1</b>	
<b>A. TRAINING CONTENT DEVELOPMENT</b>	
Content development Team Leader (\$107 per day x 10 days x 1 person)	1 070
Honorarium for Issue Expert (\$72 per day x 10 days x 1 person)	720
Honorarium for Senior Journalist (\$72 per day x 10 days x 1 person)	720
Honorarium for Gatekeepers of National Media (\$71 x 4 persons)	284
Honorarium for Correspondents of National Media of Disaster prone Area (\$100 x 3 persons including TA, DA & Accommodation)	300

Honorarium for Gatekeepers of Local Dailies of Disaster prone Area (\$100 x 3 persons including TA, DA & Accommodation)	300
Honorarium for Disaster Experts (2 Experts x \$72)	144
Food & Refreshment for meeting (\$5 x 20 persons x 1 meeting)	100
Venue	43
Material Collection, Compilation & documentation	72
<b>Sub-total:</b>	<b>3 753</b>
<b>ACTIVITY: 2 TWO-DAY ORIENTATION FOR JOURNALISTS</b>	
Fee for Resource Persons (3 sessions x 2 days x \$107x 3 Orientation)	1 926
Daily Allowance for Resource Persons (3 days x 3 orientations x \$21 x 4 persons)	756
Accommodation for Resource Persons ( 2 nights x 3 Orientations x \$21x 4 persons)	504
Honorarium for Local Coordinators (\$29 x 5 Days x 3 Orientations) (Including Coordination and Conveyance & Communication Cost)	435
Venue & sound system (\$ 71 x 2 days x 3 Orientation)	426
Information Kit (Bag, Writing pad, Pen & Materials) (\$8 x 25 sets x 3 Orientation)	600
Banner (\$43 X 3 Orientation)	129
Certificate for 3 Orientation	240
Food & refreshment for Participants, Resource persons & Project staff on Training (1 dinner & 2 Tea-snacks, \$7 per day x 28 persons x 2 days x 3 Orientation)	1 176
Per diem for Participants from other districts of Division (Breakfast, Dinner & Incidental cost) \$21 per day x 10 participants x 3 days x 3 Orientations	1 890
Travel for Participants other districts (2 Ways x 10 participants x \$10 x 3 orientations)	300
Accommodation for Participants from other districts of Division (\$21 per night x 2 nights x 10 person x 3 Orientations)	1 260
Per diem for Participants (Same district of Division) (\$11 per day x 10 participants x 3 orientations x 2 days)	660
Per diem-staffs for conducting Orientation(\$21 per day x 3 Days x 3 staffs x 3 Orientations)	567
Accommodation -staffs for conducting Orientation (\$21per night x 2 nights x 3 staffs x 3	378
Transportations (Vehicle, Fuel, Toll, Ferry etc. \$86 x 3 days x 3 orientation)	774
Equipments rental (laptop, overhead projector, \$86 per day x 3 days x 3 orientations)	774
<b>Sub-total</b>	<b>12 795</b>
<b>ACTIVITY: 3 TWO-DAYS IN-HOUSE TRAINING FOR JOURNALIST</b>	
Fee for Resource Persons (4 sessions x 2 days x \$107x 3 Training)	2 568
Daily Allowance for Resource Persons (3 days x 3 Training x \$21 x 4 persons)	756
Accommodation for Resource Persons ( 2 nights x 3 Training x \$21 x 4 persons)	504
Honorarium for Local Coordinators (\$29x 5 Days x 3 Training) (Including Coordination and Conveyance & Communication Cost)	435
Venue & sound system (\$71 x 2 days x 3 Training)	426
Information Kit (Bag, Writing pad, Pen & Materials) (\$7 x 25 sets x 3 Training)	525
Banner (\$43 X 3 Training)	129
Certificate for 3 Training	240
Food & refreshment for Participants, Resource persons & Project staff on Training (1 dinner & 2 Tea-snacks, \$7 per day x 28 persons x 2 days x 3 Training)	1 176
Per diem for Participants from other districts of Division (Breakfast, Dinner & Incidental cost) \$21 per day x 12 participants x 3 days x 3 Training	2 268
Travel for Participants from other districts of Division (2 Ways for 12 participants x \$10 x 3 Training)	360



Accommodation for Participants from other districts of Division (\$21 per night x 2 nights x 12 person x 3 Training)	1 512
Per diem for Participants (Same district of Division) (\$11 per day x 8 participants x 3 Training x 2 days)	528
Per diem for staffs for conducting Orientation (\$21 per day x 3 Days x 3 staffs x 3 Training)	567
Accommodation for staffs for conducting Orientation (\$21 per night x 2 nights x 3 staffs x 3 Training)	378
Transportations (Vehicle, Fuel, Toll, Ferry etc. \$86 x 3 days x 3 Training)	774
Equipments rental (laptop, overhead projector, \$86 per day x 3 days x 3 Training)	774
<b>Sub-total:</b>	<b>13 920</b>
<b>TOTAL:</b>	<b>30 468</b>

<b>BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION (in US dollars)</b>	
<b>Personnel and Administrative</b>	
Team Leader (Partial) (\$357 x 8 months)	2 856
Accountant (Partial) (\$286 x 8 months)	2 288
Programme officer (Partial in amount, \$214 x 8 months)	1 712
Office Rent (\$286 x 8 months)	2 288
Telephone, Cell phone, Internet, Postage etc. (Partial) (\$72 x 8 months)	576
Utilities, Stationeries, office supplies (Partial) (\$114 x 8)	912
<b>TOTAL:</b>	<b>10 632</b>

# BHUTAN

<b>A. PROJECT IDENTIFICATION</b>		
<b>1.</b>	<b>PROJECT TITLE</b>	<b>ENHANCING SKILLS OF JOURNALISTS FOR DEMOCRACY</b>
<b>2.</b>	<b>NUMBER</b>	<b>IPDC/55 BHU/01</b>
<b>3.</b>	<b>MEDIA DEVELOPMENT INDICATORS' CATEGORY</b>	Category 3: Media as platform for democratic discourse
<b>4.</b>	<b>IPDC PRIORITY AREA</b>	Human Resource Development
<b>5.</b>	<b>SCOPE</b>	National
<b>6.</b>	<b>TYPE OF ASSISTANCE REQUESTED</b>	Financial assistance
<b>7.</b>	<b>TOTAL COST OF PROJECT</b>	US\$ 15 150
<b>8.</b>	<b>AMOUNT REQUESTED FROM IPDC</b>	US\$ 20 150
<b>9.</b>	<b>BENEFICIARY BODY</b>	The Journalist Pvt. Limited (Newspaper) Gopilal Acharya, Editor Norzin Lam Thimphu, Bhutan Mobile: 00975-17-666-222 Telephone: 00975-2-328013(Office) <a href="mailto:gopibhutan@yahoo.com">Email: gopibhutan@yahoo.com</a>
<b>10.</b>	<b>IMPLEMENTING OFFICE</b>	UNESCO New Delhi
<b>11.</b>	<b>PROJECT LOCATION</b>	Thimphu, Bhutan
<b>12.</b>	<b>PROJECT PREPARED BY</b>	The Journalist Pvt. Limited
<b>DECISION OF THE BUREAU:</b>		

## B. PRESENTATION

### 1. **PROJECT JUSTIFICATION:**

Over the years, media in Bhutan has become free and pluralistic. The Constitution guarantees the freedom of opinion and expression, as well as the right to information. However, the most daunting challenge we face at the moment is how to live up to the call of democracy, and respond to the critical role of media in promoting a healthy democracy through public dialogue and discourse. This is because our reporters lack the necessary skills and training. They have limited knowledge on how to analyse news, write feature stories, cover parliamentary elections and dissect public policies.

*The Journalist* is the sixth and latest newspaper in Bhutan. It is just six months old. The paper was started by a group of seven local journalists who left one of the private newspapers following persistent editorial interference from the management.

Several editions of the paper were produced using discarded laptops and desktops donated by friends and well wishers. The paper was started and is run and owned by the seven journalists. Such ownership model was introduced for the first time in Bhutan with the primary objective of practising and protecting independent journalism in the country. Despite severe financial crisis, the paper promotes highest ethical standards and core principles of journalism.

*The Journalist* is a weekly Sunday paper covering mostly politics, business & economy, and investigation. It also features news on environment, law, technology, and a wide range of opinions and columns. It has a four-page Dzongkha (national language) edition attached to the 24-page English one.

The newspaper's target audience includes corporate and private sector employees, policymakers in the government, college students, civil servants, and lawmakers. The newspaper is distributed nationwide through its chain of agents and distributors.

Therefore, this project will specifically address the training need of our reporters in effective news and feature reporting and other national issues related to democracy. It will also address human resource development by training other staff in the company.

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

The target group is 3 reporters, 2 designers, and 2 marketing executives, and a newspaper manager from *The Journalist*.

### 3. **DEVELOPMENT OBJECTIVE:**

Having skilled journalists for balanced reporting will ensure that we give free and fair coverage of various issues affected by political changes taking place in the country. The people of Bhutan will be motivated to participate in public discourse and decision-making processes of democracy.

### 4. **IMMEDIATE OBJECTIVE:**

The capacity of 3 reporters, 2 designers, and 2 marketing executives, and a newspaper manager from *The Journalist* enhanced through two training attachments in Singapore and New Delhi.

**5. PROJECT OUTPUTS:**

- To train one reporter, one marketing executive and one newspaper manager for a month each at *The Straits Times*, Singapore.
- Arrangement to train two business reporters, two graphic designers, and one marketing executive at *The Mint*, Delhi, India, for a month.

**6. ACTIVITIES:**

- Three skilled journalists in enhanced reporting and issues relating to democracy.
- One newspaper manager trained to ensure an independent newspaper company.
- Two marketing executives trained for professional advertisement sales.
- Two graphic designers trained for a professional newspaper design.

**7. PROJECT INPUTS:**

- Shortlisting potential reporter participants
- Shortlisting of potential graphic designer participants
- Shortlisting of potential marketing executive participants
- Selecting of potential newspaper manager participant
- Shortlisting and selection will be done based on strict evaluation criteria keeping in mind the potential of the participants and their contribution to the media industry in the country.
- Sending them for one month training in Singapore and New Delhi

**8. WORK PLAN:**

ACTIVITIES / MONTHS	1	2	3	4
Training arrangement with <i>The Strait Times</i>	■	■	□	□
Training arrangement with <i>The Mint</i>	□	□	■	■

**9. INSTITUTIONAL FRAMEWORK:**

This project will be executed by The Journalist Pvt. Limited, the first private newspaper started, run and owned by a group of local journalists. It was launched on 20 December 2009. This organization has undertaken in-house training to its own reporters on two occasions in basic reporting skills and advanced reporting. This was spearheaded by its editorial department under the leadership of the Editor. The paper plays an important role in catalyzing debates and dialogues in a new polity of democracy in Bhutan.

**10. SUSTAINABILITY:**

Through the trained marketing executives, the newspaper will have a solid business and marketing plan for circulation and get enough funds to sustain itself.

**11. FRAMEWORK OF MONITORING:**

The UNESCO office in New Delhi will monitor and evaluate the progress of the project. A report will also be submitted.

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

The beneficiary agency undertakes to report on project progress as required by IPDC..

#### C. ADDITIONAL INFORMATION

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

PROJECT N BUDGET CODES	FUNDS (US \$)	PROJECT TITLE	PERIOD
PDC/7BHU/01 350-BHU-71 350-BHU-91 510-BHU-61 (FIT-DENMARK)	35,000 44,000 1267,75 5	BHUTAN: EQUIPMENT OF RADIO NYAB	1986 -1994
PDC/16BHU/01 352-BHU-61	40,000	BROADCASTING SERVICE TECHNICAL TRAINING	1996 -1998
PDC/19BHU/01 352-BHU-91	34,000	LIBRARY AND INFORMATION SYSTEM FOR THE BHUTAN BROADCASTING SVC	1999 -2001
PDC/20BHU/01 353-BHU-01	20,000	EXPANDING PUBLIC SERVICE FM RADIO TO RURAL COMMUNITIES	2000 -2002
PDC/21 BHU/01 353BHU5011	20,000	ESTABLISHMENT OF COMMUNITY MEDIA PRODUCTION CENTRES	2003 -2004
PDC/51 BHU/01 354BHU5061	30,000	BHUTAN: ESTABLISHMENT OF NEWS AND PSA PRODUCTION UNITS FOR THE FIRST INDEPENDENT RADIO IN BHUTAN	2007-2008
PDC/52 BHU/01 354BHU5071	16,500	BHUTAN: ENHANCING REPORTING SKILLS OF BHUTANESE JOURNALISTS FOR DEMOCRACY	2008-2009
<b>TOTAL BHUTAN : US\$ 239,500+US\$ 1,268,000</b>			

#### D. BUDGET

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

Training one reporter, one marketing executive and one newspaper manager at <i>The Strait Times</i> , Singapore for 1 month \$85 x 30 days x 3 persons	7 650
Training two business reporters, two graphic designers, and one marketing executive at <i>The Mint</i> , Delhi, India, for 1 month \$50 x 30 days x 5 persons (includes accommodation, travel and food)	7 500
<b>TOTAL:</b>	<b>US\$ 15 150</b>

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

Travel \$500 x 8 persons	4 000
Project management	1 000
<b>TOTAL:</b>	<b>US\$ 5 000</b>

# CAMBODIA

<b>A. PROJECT IDENTIFICATION</b>		
<b>1.</b>	<b>PROJECT TITLE</b>	<b>COMMUNITY MEDIA CENTER OF BANLUNG</b>
<b>2.</b>	<b>NUMBER</b>	<b>IPDC/55 CAM/01</b>
<b>3.</b>	<b>MEDIA DEVELOPMENT INDICATOR</b>	Category 2: Plurality and diversity of media, a level economic playing field and transparency of owner ship
<b>4.</b>	<b>IPDC PRIORITY AREA</b>	Community Media
<b>5.</b>	<b>SCOPE</b>	National
<b>6.</b>	<b>TYPE OF ASSISTANCE REQUESTED</b>	Equipment and training
<b>7.</b>	<b>TOTAL COST OF PROJECT</b>	US\$ 73 850
<b>8.</b>	<b>AMOUNT REQUESTED FROM IPDC</b>	US\$ 38 450
<b>9.</b>	<b>BENEFICIARY BODY</b>	Live and Learn (L&L), #32, Street 586 Sangkat Boeung Kak II, Khan Tuol Kork Phnom Penh, Cambodia. Phone: (+855) 23 885 502 Ignacio Tamayo. ignacio.tamayo@gmail.com Andalusian Solidarity Development Association Cuesto Alhacaba, 31, Apartamento 29, 18010 Granada, Spain
<b>10.</b>	<b>IMPLEMENTING OFFICE</b>	UNESCO Bangkok
<b>11.</b>	<b>PROJECT LOCATION</b>	BANLUNG, KA CHOUNG, YEAK LAOM, CHAUNG, SEI LOU
<b>12.</b>	<b>PROJECT PREPARED BY</b>	COMMUNITY RADIO OF BANLUNG,
<b>DECISION OF THE BUREAU:</b>		

## **B. PRESENTATION**

### **1. PROJECT JUSTIFICATION:**

According to IPS News, as of October 2009, Cambodia has 341 newspapers, 119 magazines, 22 radio stations and 7 television stations which are controlled by government. However figures vary wildly and few newspapers keep regular publication schedules or have paid staff. The possibilities for media studies in the country are very limited and concentrated in the capital city.

Ratanakiri, the area where this project would be implemented, is one of the most isolated and least developed provinces and remote areas in Cambodia. Due to its location it is considered especially vulnerable to flood, drought and disease impacts from climate change. For that reason it is essential to do capacity development within the community in dialogue building and environmental awareness. Basic communication facilities in the province are quite limited. It has one small and obsolete TV broadcast and the National Radio broadcasts in Khmer language so the indigenous groups do not have any broadcast in their own languages and about their own issues. In this sense local radio becomes an essential tool to reach all these families which are very vulnerable to the consequences of climate change.

UNESCO Local Radio Station that was established as a local radio broadcast in the province caters for different multi-ethnic minorities that in other cases wouldn't have the possibility for any kind of development in the communication field. Ratanakiri's Community Radio is an essential tool for development that offers to the families within the community the possibility of expressing their own ideas. After it was settled, the local radio station has been working for 1 hour per day.

The community radio can evolve into, a Community Media Centre which combines community radio in local languages with community TV. It opens a gateway to the society by making information and communication the basic tools of the poor in improving their own lives. Community radio and community TV not only informs, educates and entertains, but they also empower the community by giving a strong public voice to the voiceless, and thus encouraging greater accountability in public affairs. Moreover, a Community Media Centre responds to listeners' queries and discuss, builds up a database of materials about community's needs and works on important areas for the people such as education, training, environment, health and income-generation. The introduction of Information and communication technology (ICT) in the most marginalised communities of the developing countries serves to bring these communities into the learning and to connect them to the world from which they are otherwise totally excluded.

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

The immediate beneficiaries of this project are the community centre coordinator and 36 young people from 5 different indigenous groups (Tampuan, Kreung, Jarai, Brao and Kavet).

### **3. DEVELOPMENT OBJECTIVE:**

To improve the live conditions of the most vulnerable population, the indigenous groups, in the province of Ratanakiri, Cambodia.

4. **IMMEDIATE OBJECTIVE:**

To enhance and reinforce the capacities of the community Media Centre in Banlung to improve the social communication and environmental awareness of the civil society.

5. **PROJECT OUTPUTS:**

- A community radio station equipped with all equipment for the production and emission of radio programs.
- 20 young journalists trained in radio broadcasting capable of producing high-quality radio programs.
- 10 young journalists trained on TV and video production, editing and broadcasting.
- The community radio coordinator trained as an expert in video production.
- 30 young journalists trained in environmental issues.
- 20 radio programs produced and broadcasted on environmental awareness.
- 10 short documentaries produced and broadcasted on community TV about environmental awareness.
- 20 exhibition events for 5 indigenous groups (4 exhibitions per indigenous group).

6. **ACTIVITIES:**

- Acquisition of equipments for the community radio and community TV
- Training course on radio journalism: management, journalism ethics, and digital audio techniques
- Training course on TV and Video: management of community TV, video production, script writing, camera skills, sound techniques and video editing
- Training course on environmental issues by an expert on environmental subjects .
- Production and editing of 20 radio programs and 10 short documentaries about environmental awareness
- Dissemination of the 20 radio programs and 10 short documentaries
- Broadcasting of the 10 video programs during 3 months
- Community screening and forum: 4 per 5 indigenous groups open screenings of completed documentaries presented by the authors, all feedback will be compiled by an international technician
- Design and Production of materials for distribution in the educational institutions.
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7. **PROJECT INPUTS:**

- Equipment for community radio: 4 headphones, 2 microphones, 1 computers for audio editing, 3 I.C. Recorders, 1 mixer, 1 pair of speakers, 1 printer Equipment for community TV: 1 computer, 1 program for video editing, 1 firewire HD+HD, 1 tripod, 1 kit lights, 1 DVCam and 1 sound set,
- Materials and Production: educational and marketing kit (printing),
- Personnel: 4 technicians for radio community. 1 international expert on TV and video, 1 local facilitator. 1 international expert for screening and materials production and edition. 1 technician for website design and dissemination of materials.

8. **WORK PLAN:**

ACTIVITIES / MONTHS	1	2	3	4	5	6	7	8	9	10	11	12
1. Acquisition of equipments for radio and TV												
2. Implementation-training courses in radio journalism												
3. Implementation-training courses on environmental issues												
4. Production and dissemination of 20 radio programs and 10 short documentaries												





PDC/21 CAM/01 353CAM5011	24,000	INCREASING COMMUNITY PARTICIPATION IN NATIONAL RADIO FM96	2003 -2004
PDC/23 CAM/01 354CAM 5031	10,000	AFFILIATION OF THE CAMBODIA COMMUNICATION INSTITUTE WITH THE ROYAL UNIVERSITY OF PHNOM PENH	2004 -2005
PDC/24 CAM/01 353CAM 5032	20,000	ESTABLISHMENT OF THE LOCAL RADIO STATION OF RATTANAKIRI	2004 -2005
PDC/24 CAM/02 353CAM 5033	15,000	CREATION OF AN AUDIOVISUAL TRAINING, PRODUCTION AND DOCUMENTATION CENTRE	2004 -2005
PDC/54 CAM/01 354 CAM 5091	13,200	CAMBODIA: IMPROVING REPORTING SKILLS OF REPORTERS IN THE PROVINCES	2010-2011
<b>TOTAL CAMBODIA: US\$ 109,200+US\$ 1,484,659 (FUNDS-IN-TRUST)</b>			

## D. BUDGET

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

#### Acquisition of technical and informatics equipments for the community radio

1 Computer (Dell Dimension 4600, PC for audio editing P4, 80GB HD RAM 512MB9)	1 070
I.C. recorder with memory (\$90 x 3 units)	270
Microphone (Behringer TSM 87 Microphone, Condenser Mic 1" capsule) (120\$ x 2)	240
Headphones (Behringer HPM 1000 Professional headphone) (15\$ x 4 units)	60
Mixer (Yamaha MG 12/4 Mixing Console, 4/5 mono mic 4/3 stereo line) (\$200 x 1 unit)	200
Speakers (Behringer Truth B 2031 Monitor Loudspeakers, w. amplifier) (\$300 x 1 unit)	300
Printer (Printer HP Laser Color 2600n) (\$250 x 1 unit)	250

#### Implementation of training courses in radio journalism and for TV/Video

Introduction course (1 week) \$ 400, Community Radio Management (4 weeks) \$1600	1 600
Ethics journalism (4 weeks) \$1600 Radio entertainment (4 weeks) \$ 1600	1 600
Digital audio techniques (4 weeks) \$ 1600 Video production (1 week) \$ 400	400
Script writing (1 week) \$ 400 Camera 1 and 2 (2 weeks) \$800	800
Sound techniques (1 week) \$ 400 Video editing (2 weeks) \$ 800	800
Community TV management (1 week) \$ 400	400
Expert course in video production (2 weeks) \$ 660	660

#### Acquisition of technical and informatics equipments for the community TV

Video edit (Apple Video edit Final Cut Express 2, Software) (299\$ x 1 unit)	299
Laptop PC (Power Book, Apple) (1700\$ x 1 unit)	1 700
Firewire HD + HD (2 x 200 GB + Firewire box, Maxtor) (410\$ x 1 unit)	410
Tripod (TH650 Libec Tripod) (180\$ x 1 unit)	180
Kit lights (Anton Bauer UL2-20 Camera lights) (159\$ x 1 unit)	159
DVCam (Sony DVCAM DSR-PDX10P DVCAM Camcorder PAL) (2263\$ x 1 unit)	2 263
Sound Set/Microphone (Samson Micro 32 Wireless mic system combo) (460\$ x 1 unit)	460

#### Implementation of a training course on environmental issues

Course environmental issues (8 weeks)	3 200
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#### Production and edition of 20 radio programs about environmental awareness

Production costs for radio programs (\$ 90 per program x 20 programs)	1 800
Editing Costs for radio programs (\$ 90 per program x 20 programs)	1 800

#### Production and edition of 10 video programs about environmental awareness

International travel	1 300
International media expert (10 days training at a rate of \$110 per day)	1 100
Production costs for video programs (\$ 90 per program x 10 programs)	900
Editing Costs for radio programs (\$ 90 per program x 10 programs)	900
<b>Dissemination of the 20 radio programs and 10 video programs</b>	
20 radio programs (\$75x20)	1 500
10 video programs (\$75 x 10)	750
<b>Community screening and forum</b>	
Environmental expert (\$40 x 20 screening)	800
Cost of screening (\$50 x 20 community screening)	1 000
<b>Design and Production of Educational materials</b>	
Graphic Design for all materials	629
DVD copies of final package with colour cover (\$3 x 250)	750
Additional Kit, educational and marketing material (\$2 x 400)	800
<b>Dissemination of materials (Distribution to festivals, conferences and partners</b>	500
<b>TOTAL:</b>	<b>US\$ 38 450</b>

<b>BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION</b>	
<b>(in US dollars)</b>	
<b>Administrative cost/ Institutionnel costs</b>	
Project coordinator (\$1000 x 12 months x 2 coordinators)	24 000
Finance management/admin (\$500 x 12 months)	6000
Internet/Telephone/postage/cellcard (\$200 x 12 months)	2400
Electricity & water supply	2400
Final Project report	600
<b>TOTAL:</b>	<b>US\$ 35 400</b>

# CAMBODIA

<b>A. PROJECT IDENTIFICATION</b>		
<b>1.</b>	<b>PROJECT TITLE</b>	<b>ENHANCING THE REPORTER AND JOURNALIST SKILLS IN SOCIAL RESPONSIBILITIES &amp; DEMOCRATIC GOVERNANCE</b>
<b>2.</b>	<b>NUMBER</b>	<b>IPDC/55 CAM/02</b>
<b>3.</b>	<b>MEDIA DEVELOPMENT INDICATORS' CATEGORY</b>	Category 3: Media as platform for democratic discourse
<b>4.</b>	<b>IPDC PRIORITY AREA</b>	Human Resource Development
<b>5.</b>	<b>SCOPE</b>	National
<b>6.</b>	<b>TYPE OF ASSISTANCE REQUESTED</b>	Equipment and training
<b>7.</b>	<b>TOTAL COST OF PROJECT</b>	US\$ 54 000
<b>8.</b>	<b>AMOUNT REQUESTED FROM IPDC</b>	US\$ 33 600
<b>9.</b>	<b>BENEFICIARY BODY</b>	Cambodian International Federation of Journalist (CIFOJ) #38, St. 480. Phsa deum Skov Chamka Morn. Phnom Penh Tel: (8550 12 958, 808 Email: <a href="mailto:cifoj.cambodia@gmail.com">cifoj.cambodia@gmail.com</a>
<b>10.</b>	<b>IMPLEMENTING OFFICE</b>	UNESCO Bangkok
<b>11.</b>	<b>PROJECT LOCATION</b>	Phnom Penh, Battambang, Siem Riep, Kompong Cham and Kompong Som
<b>12.</b>	<b>PROJECT PREPARED BY</b>	Mr. Khoun Bunny, CIFOJ Secretary General; Ms. Jamie Hyo-Jin, UNESCO Phnom Pehn; Susanne Ornager UNESCO Bangkok
<b>DECISION OF THE BUREAU:</b>		

## B. PRESENTATION

### 1. PROJECT JUSTIFICATION:

**Media in Cambodia** is playing a crucial role now, compared to the past. The number of registered media is also increasing. As today, there are (1)-Television: 9, (2)-Radio: 30, (3)-National Media: 226, (4)-international Media: 33, (5)-National Magazine: 95, (6)-International Magazine: 26, (7)-Media Association: 18, (8)-Import Media:10, (9)-Media agency and international Television permanent in Cambodia: 11 and (10)- Local and international Bulletin 51. This is quite a positive indicator and it has really illustrated that freedom of expression has noticeably increased. However, we must acknowledge that there are still limited knowledge and understanding among the journalists and media about social responsibility and democratic governance as well as other relevant issues. The capacity building and development for them limited. The Cambodian International Federation of Journalist (CIFOJ) found that most of young journalists groups and reporters are lacking information gathering skills and professional skills in reporting on social issues. In summary, limited access to information remains a major concern amongst media community and the public.

On the other hands, **social responsibilities** (is the principle that individuals should contribute to the welfare of society and not be solely devoted to maximizing profits) **and democratic governance** remains two major subjects that are often misunderstood among many social activist/players in Cambodia. To build a country where there are social responsibility and good democratic government, there must be well-informed citizens and social activists/ players. Traditionally, citizens or non-state efforts to hold the government accountable have included actions such as public demonstration, protests, advocacy campaign, investigative journalism, and public interest lawsuits. In recent years, investigative journalism has used evidence from participatory research and other monitoring methods to engage and negotiate successfully with the state. Many journalists have been using their professional careers and skills to write articles about social responsibility and democratic government within their limited knowledge and existing multi-media resources.

The main purpose of the project is to enhance and develop the skills, knowledge and attitude and other related skills on social responsibilities and good governance to the journalist and media groups in the Kingdom of Cambodia, which has been neglected by the tertiary education sector and other training initiatives. By focusing on the specific skills required of media professionals working in remote areas, this project will ensure that rural Cambodian journalists will know how to access the suitable media services that provide for their specific needs, and will enable them to write, report and investigate news and article about social responsibilities, good governance, anti-corruption and other social issues which will help contribute to strengthen the country.

### 2. DESCRIPTION OF TARGET GROUP:

Direct target group: 200 reporters and journalists who are coming from Phnom Penh, Battambang, Siem Riep, Kompong Cham and Kompong Som provinces and others. For the participants at the national workshop on freedom of press & related concerns, CIFOJ targeting another 100 participants from the Government and independent TV, Radio and print newspapers journalists and reporters

### 3. DEVELOPMENT OBJECTIVE

Promote freedom of expression and enhance capacity of journalists in advocacy to ensuring social responsibilities in Cambodia

**4. IMMEDIATE OBJECTIVE:**

200 reporters and journalists will acquire skills about improving the effectiveness of decentralization and public service delivery; strengthen the social responsibilities and good governance.

**5. PROJECT OUTPUTS:**

- 200 journalists/reporters trained in writing, reporting and investigating in social responsibilities and democratic governance.
- A network of targeted reporters and journalists are linked and strengthened through this program.

**6. DESCRIPTION OF ACTIVITIES:**

- One day pre-course training seminar to communicate/talk with journalists/young reporters on key issues and contents to be trained (Please find the detail contents in the workplan).
- Recruit experienced and skillful CIFOJ trainers and trainers from other institutions to conduct the training based on the assigned subjects.
- Form the working group to prepare the course outline, contents and detailed programme with close consultation of UNESCO and stakeholders. Produce an informational brochure and application form for participant recruitment.
- Organize training sessions with key social themes such as fundamental of media, freedom of speech, anti corruption, access to information, environment, good governance, international laws.
- Conduct a series of eight (8) training workshops in **Phnom Penh, Battambang, Siem Riep, Kompong Cham and Kompong Som** in Cambodia with the connection of the subject to be trained and practiced.
- Organize field practice session to provide opportunity for participants
- Field study brief, preparation and assignment (subject) to apply and practice knowledge gained from inside the classroom in the field.
- Develop the selection criteria for participants to attend the series of training courses.
- Evaluate the workshops and submit the final report to UNESCO.

**7. PROJECTS INPUTS:**

- Trainers (3) from CIFOJ will provide the training to the participants,
- Four Laptops (second hand)
- One LCD projector
- One Camera
- One Printer

**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>	<b>10</b>	<b>11</b>	<b>12</b>
Preparation of workshop content and schedule		■	■									
Selection of local/international trainers		■	■	■								
Selection of participants for workshop		■	■			■						
(Day 1)-Training Course on Fundamental Media:			■									
(Day 2)-Training social themes:							■					
(Day 3)- Field practices									■			
(Day4)-Training social themes:											■	
Workshop on freedom of press and other related										■		



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

CIFOJ will report on project progress on a quarterly basis to the UNESCO Bangkok office, and will submit a comprehensive final report describing the extent to which the immediate objective of the project was achieved. Our reports will be prepared with very close consultation with other target beneficiaries and implementers and stakeholders. An annual official report will be submitted by CIFOJ President with all relevant supporting documents.

### C. ADDITIONAL INFORMATION

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

PROJECT N BUDGET CODES	FUNDS (US \$)	PROJECT TITLE	PERIOD
PDC/14CMB/01 510-CMB-60 510-CMB-61 510-CMB-62 (FIT -DENMARK) 520-CMB-60 (FIT-FRANCE)	621,000 486,394 167,000 210,265	CAMBODIA ESTABLISHMENT OF A MEDIA TRAINING ACADEMY	1994 -2000
PDC/20CMB/01 353-CMB-01	27,000	REQUESTING RADIO EQUIPMENT	2000 -2002
PDC/21 CAM/01 353CAM5011	24,000	INCREASING COMMUNITY PARTICIPATION IN NATIONAL RADIO FM96	2003 -2004
PDC/23 CAM/01 354CAM 5031	10,000	AFFILIATION OF THE CAMBODIA COMMUNICATION INSTITUTE WITH THE ROYAL UNIVERSITY OF PHNOM PENH	2004 -2005
PDC/24 CAM/01 353CAM 5032	20,000	ESTABLISHMENT OF THE LOCAL RADIO STATION OF RATTANAKIRI	2004 -2005
PDC/24 CAM/02 353CAM 5033	15,000	CREATION OF AN AUDIOVISUAL TRAINING, PRODUCTION AND DOCUMENTATION CENTRE	2004 -2005
PDC/54 CAM/01 354 CAM 5091	13,200	CAMBODIA: IMPROVING REPORTING SKILLS OF REPORTERS IN THE PROVINCES	2010-2011
<b>TOTAL CAMBODIA: US\$ 109,200+US\$ 1,484,659 (FUNDS-IN-TRUST)</b>			

### D. BUDGET

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

Description	Cost	Units	Number	Total Costs
<b>Training and Program Costs</b>				
<b>Training materials and equipments</b>				
Laptops (second hand)	500	1	2	1 000
LCD projector	500	1	1	500
Printer	300	1	1	300
Camera (digital)	200	1	1	200
			<b>Sub-Total = \$2 000</b>	
<b>Training targeted 200 persons (25 each for the total of 8 different sessions)</b>				
Stationary (sorts of office supplies for 12months)	100		8	800
Trainer/Facilitators (5), 8 times	50	5	8	2 000
Travel cost for trainers (5),	25	5	8	2 000



Accommodation \$25 for (5) trainers 8 nights	25 x 8	5	8	8 000
Snack for Trainees/Participants (200ps)	2	25	8	400
Handout for participants (200ps)	2.5	25	8	500
Participants accommodation/meals (200ps)	20	25	8	4 000
Transport for participants (200ps)	10	25	8	2 000
Field study (trans, food)	300	1	8	2 400
Venue rental	200	1	8	1 600
Photocopies, Printing and communication	200	1	8	1 600
Reporting (consultant): the transport, accommodation, food and fee	300	1	8	2 400
Report publication/ dissemination	400			400
				<b>Sub-Total= \$28 100</b>
<b>Workshop on freedom of press &amp; related concerns for 100 participants:</b> They are the Government and independent TV, Radio and print newspapers journalists and reporters				
Honorable speakers (5)	100	5	1	500
Conference hall and food for 100ps	20	200	1	2 000
Banner	100	1	1	100
Handout, copy and print	200		1	200
Reporting (consultant): the transport, accommodation, food and fee	300		1	300
Report publication/ dissemination	400		1	400
				<b>Sub-total: 3 500</b>
<b>TOTAL:</b>				<b>US\$ 33 600</b>

<b>BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION</b>				
<b>(in US dollars)</b>				
President (20% of time) =12months	200	1	12	2 400
Program Coordinator (20%)	200	1	12	2 400
Training Coordinators (20%)	200	1	12	2 400
Organizational costs				
Administer (25% of time)	200	1	12	2 400
Accountant/Cashier (25% of time)	200	1	12	2 400
Transportation (3 cars)	200	3	12	7 200
<b>Materials and equipments</b>				
Laptops (second hand)	500	1	2	1 000
Camera (digital)	200	1	1	200
<b>TOTAL:</b>				<b>US\$ 20 400</b>

# INDIA

<b>A. PROJECT IDENTIFICATION</b>		
<b>1.</b>	<b>PROJECT TITLE</b>	<b>STRENGTHENING JOURNALIST SAFETY AND MEDIA RIGHTS MONITORING INITIATIVES IN INSURGENCY PRONE AREAS OF INDIA</b>
<b>2.</b>	<b>NUMBER</b>	<b>IPDC/55 IND/01</b>
<b>3.</b>	<b>MEDIA DEVELOPMENT INDICATORS' CATEGORY</b>	Category 3: Media as platform for democratic discourse
<b>4.</b>	<b>IPDC PRIORITY AREA</b>	Human Resource Development
<b>5.</b>	<b>SCOPE</b>	National
<b>6.</b>	<b>TYPE OF ASSISTANCE REQUESTED</b>	Financial
<b>7.</b>	<b>TOTAL COST OF PROJECT</b>	US\$ 26 800
<b>8.</b>	<b>AMOUNT REQUESTED FROM IPDC</b>	US\$ 20 300
<b>9.</b>	<b>BENEFICIARY BODY</b>	IFJ Asia-Pacific Project Office C/- Media, Entertainment and Arts Alliance, 245 Chalmers St, Redfern Sydney NSW 2016 Australia Contact: Sukumar Muralidharan <a href="mailto:sukumar.md@gmail.com">sukumar.md@gmail.com</a>
<b>10.</b>	<b>IMPLEMENTING OFFICE</b>	UNESCO, New Delhi Office
<b>11.</b>	<b>PROJECT LOCATION</b>	Indian states of Chhattisgarh, Orissa, Jharkhand and contiguous parts of Andhra Pradesh and Maharashtra states
<b>12.</b>	<b>PROJECT PREPARED BY</b>	Sukumar Muralidharan, Program Manager for South Asia <a href="mailto:sukumar.md@gmail.com">sukumar.md@gmail.com</a>
<b>DECISION OF THE BUREAU:</b>		

## B. PRESENTATION

### 1. **PROJECT JUSTIFICATION:**

India has strong constitutional provisions and judicial rulings in defence of press freedom. But because of the country's vastness, issues of media freedom, in particular regions tend not to resonate in India's capital or its big cities, where national public opinion is moulded. There have been occasions though when events that challenge the commitment and courage of journalistic colleagues in more remote locations – such as the insurgency affected states of Chhattisgarh, Orissa, Jharkhand and contiguous districts in Maharashtra and Andhra Pradesh – have elicited strong solidarity actions from collectives based in the national capital and the metropolitan centres.

In October 2009, just as a major security operation was beginning in the insurgency-affected areas and pressures were building on the media, the local journalists' union in Chhattisgarh state (Chhattisgarh Shramjeevi Patrakar Sangh) held a meeting and resolved to undertake a major campaign to promote public awareness on media freedom issues in a situation of sharpening conflict. Such initiatives have also been undertaken by journalists' unions in Orissa and Jharkhand.

Journalists in the insurgency areas are often intimidated into silence by a climate of intolerance. The media functions, as journalists put it, "under the pressure of circumstances". Journalists also sometimes feel deterred in reporting common issues of governance in the areas of the insurgency. It is now part of the official common sense that governance has been seriously deficient in these areas, that the violence there indeed may be an outcome of the chronic inability of state agencies to deliver security and welfare benefits. This has brought about a heightened degree of public scrutiny over the officials posted into the more troubled areas. But journalists are often inconvenienced and threatened by the special measures that local administrations are empowered to adopt in these areas.

This has engendered serious confusion among journalists about the permissible limits of free reporting, to a degree that they are often unable to reflect the wide range of opinions and perceptions they encounter on their daily reporting beats.

The workshops proposed will therefore build on the initiatives of the IFJ, the South Asian Media Solidarity Network (SAMSAN) and IFEX members in creating regional networks and activities that support journalists across the areas of concern, and seek to draw national media attention to these issues. The IFJ has conducted media rights monitoring activities in the insurgency areas under two earlier phases of IPDC funding. The proposed action will expand on the achievements already registered, by strengthening and expanding a network of reporting that is already in place, by involving all active journalists and media rights organisations in the target areas. The IFJ will work closely with affiliates, the SAMSAN network, and with other credible bodies of journalists that have emerged in the area in response to urgent challenges.

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

60 Professional journalists working in established mainstream media organisations in these insurgency areas (Vernacular as well as English Reporters from print as well as electronic)

### **3. DEVELOPMENT OBJECTIVE:**

Through these workshops we will arrive at certain principles of fair reporting that safeguards the public right to know about urgent issues of governance, while ensuring that legitimate expressions of dissent are protected.

### **4. IMMEDIATE OBJECTIVE:**

60 journalists trained from the specified insurgency prone areas of India in media rights monitoring and advocacy techniques and 3 situation reports on journalism in areas of active insurgency, produced in local languages with special focus on Chhattisgarh, Orissa and Jharkhand states covering conflict and human rights, and media monitoring frameworks /guidelines.

### **5. PROJECT OUTPUTS:**

- 3 x situation reports on Chhattisgarh, Orissa and Jharkhand covering conflict/ human rights
- Regular bulletins, alerts and statements, project website
- Media rights monitoring guidelines adopted for the region, approved by journalists' organisations
- 60 journalists in India trained in media rights monitoring
- Workshop/conference papers, discussion and resolutions
- Media rights networks broadened and strengthened in area of interest
- Integration of networks into national, regional and global networking on media rights monitoring

### **6. ACTIVITIES:**

- Conduct 3 x 2-day media rights monitoring workshops in the 3 target locations, each attended by 20 local participants. The workshops will focus on networking information about media rights violations in India and South Asia; incorporate training on the norms of fair reporting, media ethics in conflict situations, and monitoring violations of media freedom; include sessions on preparing effective alerts and reports on violations for dissemination nationally and internationally, an overview of international and national laws protecting journalists' rights, and promotion of advocacy skills;
- The IFJ will conduct solidarity and fact-finding missions in the 3 target areas, joined by personnel from the national media and international media freedom organisations. Each mission will result in the preparation and dissemination of a situation report available in English and 2 local languages;
- Distribute monthly bulletins and regular alerts, and publish a regularly updated website collating information on media rights violations, contributed by participants and network members; produce and publish web resources on media rights violations, possible advocacy and campaign strategies.

### **7. PROJECT INPUTS:**

- Selection of 20 journalists from each target area for the workshops and conference. The IFJ will work with affiliates and the SAMSN network to determine journalists most in need and capable of serving project objectives.
- Resource persons, including IFJ expert trainers, IFJ South Asia staff and from other participants in SAMSN.
- Refining and developing the existing media monitoring work plan.
- Draft monitoring guidelines for the region to be discussed at the conference
- Materials and equipment for workshops, such as LCD projector, stationery, and so on.

**8. WORK PLAN:**

Activities	1-2	3-4	4-5	6-7	8-9	10-11	12
Coordinator appointed, contacts renewed at regional level, time lines decided							
Production & distribution of bulletins? media monitoring							
Drafting of safety & media monitoring guidelines; development of training modules							
Translate, validate training modules							
Interim report to UNESCO							
Media rights missions, training workshops							
Situation reports published, translated, disseminated							
Final financial & narrative report to UNESCO							

**9. INSTITUTIONAL FRAMEWORK:**

The IFJ represents 600,000 journalists in 125 countries and has much experience working with national journalists' associations and campaigning on safety, press freedom, public service broadcasting, editorial independence and working conditions. IFJ Asia-Pacific, which will implement the action, is staffed by a Regional Director, Projects Director, Program Manager and Project Coordinator. The South Asia Coordinator works from India. The IFJ works through affiliates. In this project it will rely on the organizational abilities of its three Indian affiliates and their constituent affiliates: the All-India Newspaper Employees' Federation, the National Union of Journalists of India, and the Indian Journalists' Union.

**10. SUSTAINABILITY:**

The IFJ's experience in implementing projects around the world is that cooperation with local organisations is critical to sustainability and enduring success of project outcomes. The action focuses on building the capacity of Indian journalists and their organizations, and builds in several sustaining factors, including training that ensures local expertise is maintained beyond the project's term. The training module the IFJ is creating can be translated, adapted and updated for regular use in future training workshops. The media monitoring guidelines will be disseminated widely as electronic documents and will be translated into two local languages for wide accessibility.

**11. FRAMEWORK OF MONITORING:**

UNESCO New Delhi office will monitor the project

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

The IFJ will regularly report on the project's progress to UNESCO. Trainers will also be responsible for providing reports to the IFJ following each of the training sessions.

## C. ADDITIONAL INFORMATION

### Previous IPDC support received by the country:

PROJECT N BUDGET CODES	FUNDS (US \$)	PROJECT TITLE	PERIOD
PDC/6IND/01 350-IND-61	40,000	INDIA: THE INDIAN INSTITUTE OF MASS COMMUNICATION	1985 -1989
PDC/9IND/01 350-IND-91	32,000	PRESS INSTITUTE OF INDIA	1988 -1992
PDC/13IND/01 352-IND-31	110,000	A TRAINING SCHEME FOR FIELD INVESTIGATORS AT THE MASS COMMUNICATION RESEARCH CENTRE	1993 -1996
PDC/18IND/01 352-IND-81	55,000	COMMUNITY FEATURE NETWORK PROJECT OF THE PRESS INSTITUTE OF INDIA	1998-1999
PDC/19IND/01 352-IND-91	30,000	COMMUNICATION EDUCATION AND MEDIA NEEDS	1999 - 2001
PDC/20IND/01 353-IND-01	20,000	NAMMA DHWANI COMMUNITY RADIO	2000 - 2002
PDC/23 IND/01 354- IND- 5031	20,000	TRAINING ON CONVERGING MEDIA	2004 - 2005
PDC/23 IND/02 354-IND-5032	15,000	EXPANDING PII COMMUNITY FEATURE NETWORK AND GRASSROOTS PUBLICATION	2004 - 2005
PDC/48 IND/02 354 IND 5041	20,000	EMPOWERING COMMUNITIES THROUGH ICT USING COMMUNITY FM AND SATELLITE RADIO	2005-2006
PDC/49 IND/01 354- IND- 5051	15,000	COMMUNITY VIDEO FOR LOCAL CABLE NETWORK BROADCASTING	2006-2007
PDC/49 IND/03 354- IND-5052	15,000	TESTING OF HANDBOOK KIT AND DEVELOPMENT OF TRAINING MODULES ON DISASTER REPORTING	2006-2007
PDC/51 IND/01 354- IND-5061	60,000	INDIA: FLAGSHIP UN ACTION FOR COMMUNITY RADIO IN THE TRIBAL REGIONS IN INDIA	2007-2008
PDC/51 IND/02 354- IND-5062	15,000	INDIA: REINFORCEMENT OF CMCS IN MARGINALIZED WEAVER COMMUNITIES	2007-2008
PDC/53 IND/01 354- IND-5081	25,300	COMMUNITY RADIO FOR URBAN POOR IN PARTICIPATORY GOVRNANCE	2009-2010
PDC/54 IND/01 354IND 5091	28,600	INDIA: BUILDING INSTITUTIONAL CAPACITY OF COMMUNITY RADIO FORUM, TO STRENGTHEN MARGINALIZED VOICES AND GOOD GOVERNANCE	2010-2011
		<b>TOTAL INDIA: US\$ 500,800</b>	

## D. BUDGET

<b>BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)</b>	
IFJ expert trainer Fee	1 000
IFJ expert trainer x 1 international flight	1 200
Training materials development	1 000
Writing/editing \$700 x 3 situation reports	2 100
Perdiem x \$70 X 3 persons (Expert trainer, coordinator, local resource) x 9 days	1 900
Workshop participant per diemx \$20 x 60 participants X 6 days	7 200
Regional participants travel \$50 x 60 participants	3 000
Translation \$3 000 x 3 situation reports	900
Venue hire	1 500
Website	250
Stationery & communication	250
<b>TOTAL:</b>	<b>US\$ 20 300</b>

<b>BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION</b> <b>(in US dollars)</b>	
IFJ expert trainer & training materials development	3 000
Writing/editing situation reports x 3	2 250
Project coordinator travel	500
Quarterly reports	400
Stationery & communication	350
<b>TOTAL:</b>	<b>US\$ 6 500</b>

# IRAN

<b>A. PROJECT IDENTIFICATION</b>		
<b>1.</b>	<b>PROJECT TITLE</b>	<b>CAPACITY BUILDING OF MEDIA PROFESSIONAL IN REPORTING ON CLIMATE CHANGE ISSUES</b>
<b>2.</b>	<b>NUMBER</b>	<b>IPDC/55 IRN/01</b>
<b>3.</b>	<b>MEDIA DEVELOPMENT INDICATORS' CATEGORY</b>	Professional capacity building and supporting institutions that underpin freedom of expression, pluralism and diversity
<b>4.</b>	<b>IPDC PRIORITY AREA</b>	HUMAN RESOURCE DEVELOPMENT
<b>5.</b>	<b>SCOPE</b>	NATIONAL
<b>6.</b>	<b>TYPE OF ASSISTANCE REQUESTED</b>	TRAINING
<b>7.</b>	<b>TOTAL COST OF PROJECT</b>	US\$ 37 980
<b>8.</b>	<b>AMOUNT REQUESTED FROM IPDC</b>	US\$ 22 980
<b>9.</b>	<b>BENEFICIARY BODY</b>	IRANIAN ASSOCIATION FOR STUDIES ON THE INFORMATION SOCIETY (IASIS) Prof Kazem Motamed Nejad Tel: +98 (21) 66 16 41 69 Email:ka_motamed@hotmail.com
<b>10.</b>	<b>IMPLEMENTING OFFICE</b>	UNESCO TEHRAN CLUSTER OFFICE
<b>11.</b>	<b>PROJECT LOCATION</b>	TEHRAN
<b>12.</b>	<b>PROJECT PREPARED BY</b>	IRANIAN ASSOCIATION FOR STUDIES ON THE INFORMATION SOCIETY (IASIS) and UNESCO Tehran Cluster Office
<b>DECISION OF THE BUREAU:</b>		



## B. PRESENTATION

### 1. PROJECT JUSTIFICATION:

The term of climate change has been an everyday life term for people in recent times. Yet most people do not really understand what this term means and what impact it creates to people's life as well as to the earth in general. There is an obvious reason for this situation that is that climate change is a very complex issue, while most of the time people are exposed to this issue mainly through reports in the media that heavily consists of technical terms that is not easy to understand by the vast majority of the people.

In this context, media are supposed to cover and report on the issue in a manner that is understandable, which can raise people's awareness on the importance of this issue, that is in turn will helping to reduce the negative impacts of climate change.

While the media are expected to report and investigate the climate change issues, yet we still find the situation where the media themselves seem to not have a comprehensive understanding on climate change-related issues. Many important new developments related to climate change go unreported, partly because media professionals do not pay enough attention to them; and partly because media professionals do not really understand how to report on them and make people interested in the issues. Therefore, in many cases where media produce news items and/or reportage on climate change, they are mostly contain dry quotes from officials, with little or even no explanation of how a changing climate would have direct or indirect impacts on the people.

There are a number of factors attributed to the difficulty faced by media professionals in general in reporting the climate change-related issues to the general public. First, climate change usually falls under science desk in many major/mainstream media, who do not have sufficient background to cover the complexity surrounding climate change issues.

Second, the media usually do not have the time or sufficient budget to conduct preliminary research to make the report more in-depth. Third, it is not easy for media professionals to find credible resource persons or experts that can be used as source of up-to-date and accurate information. There are perhaps experts or scientists who can speak about climate change issues, but often times the information are not easy for the media professionals contextualise the information produced to the general people.

And last but not least, there is still lack of awareness among media professionals that climate change is NOT just an environmental issue, but also closely related to socio-economic and even political issues.

Putting this background into the Iranian context, it is even far more relevant taking into consideration that Iran is a dry land but at the same time is also depending on agriculture sector, in which water is a real and major issue. This means that any negative impact brought about by the climate change would then seriously affect the country. In other words: climate change is serious public concern in Iran, and therefore public needs to be sensitised with issues related to climate change. Media organisation have been playing their role to inform the public about these issues, however the capacity of the media in handling these complex issues still need to be enhanced.

Against all these backdrops, it is clear that there is a definitive need to train media professionals through which they can acquire more comprehensive knowledge on climate change-related issues and gain skills on how to conduct research report on the issues. This will in turn enable them to produce news items and reports on issues related to climate change in a more comprehensive and accurate manner. This is also a follow-up of the recommendations from an international conference on public broadcasters and climate change, organised under the initiative of Communication and Information Sector in UNESCO Headquarters in Paris, September 2009.

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

Immediate target beneficiaries are 100 media professionals (owner and/or senior editors and field journalists who are usually assigned to cover climate change-related issues) from print media, radio and television in Iran.

## **3. DEVELOPMENT OBJECTIVE:**

The project will contribute towards the increased capacity building of media professionals in sensitizing through the use of the media the issues surrounding climate change to the general people, governments and other decision makers. Through this sensitization process, public awareness of the climate change issue will increase and it will help in reducing the negative impacts of climate change.

## **4. IMMEDIATE OBJECTIVE:**

Within the period of 12 months, at least 100 Iranian media professionals – broadcast as well as print -- will have been trained and have acquired knowledge and skills in conducting research, reporting and writing on climate change issues.

## **5. PROJECT OUTPUTS:**

- 100 Iranian media professionals (owners and/or senior editors and field journalists) are trained on climate change-related issues.
- Increased number of news items produced by the participating media on climate-change related issues, with comprehensive perspectives, credible and accurate information.
- A network of journalists specializing on climate change is established.
- Established links with government agencies, NGOs, private sectors and other groups for the promotion of awareness building on climate change.

## **6. ACTIVITIES:**

- Organising the Project Management Team.
- Identification of experts on climate change that can act as resource persons in the series of training/workshop.
- Consultation with the selected experts to design and produce training materials; and if possible to modify the readily available materials around, especially within the UNESCO, including a book titled “Media as Partners in Education for Sustainable Development: A Training and Resource Kit”, edited by Eleanor Bird, Richard Lutz, Christine Warwick, published by UNESCO 2008.
- Conducting the series of training for the target groups, followed by production of news items/coverage on climate change-related issues.
- Establishment of the network of journalists dedicated to climate change issues.

## **7. PROJECT INPUTS:**

- One project coordinator.
- Two programme assistants.
- One administrative assistant.
- Training module.
- Two trainers.
- Four series of 3-day training workshop.

## 8. WORK PLAN:

ACTIVITIES / MONTHS	1	2	3	4	5	6	7	8	9	10	11	12
Identification of project personnel	■											
Preparatory meetings of management team		■										
Identification of training participants		■	■									
Selection of trainers				■								
Finalisation of training modules					■							
Implementation of the 4 series of trainings						■	■	■	■			
Establishment of journalists network specialising in climate change										■		
Evaluation and reporting											■	■

## 9. INSTITUTIONAL FRAMEWORK:

Iranian Association for Studies in the Information Society (IASIS) is an organisation comprised of experts on communication and the media. It has been active in conducting events and research in the field of communication and media. Its current President, Kazem Motamed Nejad, is a professor in Communication Sciences at Allameh Tabatabai University in Iran, who is also the author of Communication In/on the "Third World": National Development : A Critical International Bibliography (1992). Good networking that IASIS and its President have within the media and communication field, will enable the IASIS to build strong cooperation with media organisations as well as experts who will be parts of the activities under this project.

## 10. SUSTAINABILITY:

Participants of the trainings organised under this project, are expected to foster their skills and knowledge in reporting on issues related to climate change, and to transfer their knowledge and information to their colleagues in the same organisation. In addition, the network of journalists established under this project will also be a very useful source for journalists who are aspiring to get involved in climate change reporting.

## 11. FRAMEWORK OF MONITORING:

Iranian association for studies on the information society will request chief editors of the participating media organisation to support the monitoring and evaluation of this project. The project will also be monitored by UNESCO Tehran Cluster Office through interim and final reports on activity.

## 12. EVALUATIONS CARRIED OUT:

Assessment is being carried out to examine how far has the media in Iran been sensitised to the climate change-related issues. Preliminary findings has shown that climate change is still not a major issue in the Iranian media; therefore the activity planned under this project comes at the right moment, as there is a need to make Iranian media professionals to be further sensitised with the issues related to climate change.

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

The reporting will be done in two stages. An interim report will be provided once preparation for the workshops are completed and a final report provided once activities are completed

#### **D. BUDGET**

<b>BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)</b>	
Module development	1 000
Honoraria for 2 trainers: (2 x \$250 x 3 days x 4 trainings)	6 000
Transportation/domestic airfare for 2 trainers for 3 trainings outside Tehran: (2 x \$300 x 3 trainings)	1 800
Accommodation/hotel for 2 trainers in 3 cities outside Tehran: (2 x \$120 x 4 nights x 3 trainings)	2 880
Meeting package (1 lunch + 2 snacks) for 30 people for 4 trainings each one of 3 days (30 x \$20 x 4 x 3)	7 200
Materials 4 workshops ( \$250 x 4 workshops)	1 000
Communication 4 workshops (\$150 x 4 workshops)	600
Establishment of a website of Iran's climate change journalists	2 500
<b>TOTAL:</b>	<b>US\$ 22 980</b>

<b>BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION (in US dollars)</b>	
Project coordinator (10 months x \$700)	7 000
One project assistants (1 x 10 months x \$500)	5 000
Office, assorted equipment, amenities (in-kind 12 months)	3 000
<b>TOTAL:</b>	<b>US\$ 15 000</b>

# KAZAKHSTAN

<b>A. PROJECT IDENTIFICATION</b>		
<b>1.</b>	<b>PROJECT TITLE</b>	<b>TRAINING FOR KAZAKH-SPEAKING JOURNALISTS ON ISSUES OF LIBEL AND DEFAMATION</b>
<b>2.</b>	<b>NUMBER</b>	<b>IPDC/55 KZH/01</b>
<b>3.</b>	<b>MEDIA DEVELOPMENT INDICATORS' CATEGORY</b>	Category 1: A system of regulation conducive to freedom of expression, pluralism and diversity of the media
<b>4.</b>	<b>IPDC PRIORITY AREA</b>	Freedom of Expression
<b>5.</b>	<b>SCOPE</b>	National
<b>6.</b>	<b>TYPE OF ASSISTANCE REQUESTED</b>	Training support
<b>7.</b>	<b>TOTAL COST OF PROJECT</b>	US\$ 47 200
<b>8.</b>	<b>AMOUNT REQUESTED FROM IPDC</b>	US\$ 26 700
<b>9.</b>	<b>BENEFICIARY BODY</b>	Non-Profit NGO “Internews Kazakhstan”, 76 Mametovoy str. Almaty, 0500004, Kazakhstan Ms. Marzhan Yelshibaeva, Mr. Nurzhan Beisembaev <a href="mailto:marzhan@internews.kz">marzhan@internews.kz</a>
<b>10.</b>	<b>IMPLEMENTING OFFICE</b>	UNESCO Almaty Office
<b>11.</b>	<b>PROJECT LOCATION</b>	Almaty, Kazakhstan
<b>12.</b>	<b>PROJECT PREPARED BY</b>	Internews: Ms. Marzhan Yelshibaeva, Mr. Nurzhan Beisembaev <a href="mailto:marzhan@internews.kz">marzhan@internews.kz</a> Mr. Sergey Karpov – NPO/CI UNESCO Almaty Office; <a href="mailto:s.karpov@unesco.org">s.karpov@unesco.org</a>
<b>DECISION OF THE BUREAU:</b>		

## B. PRESENTATION

### 1. PROJECT JUSTIFICATION:

Journalists and media outlets in Kazakhstan are frequently subjected to law suits from both individuals and organizations with libel and defamation charges. Such law suits involve demands of large sums of money as compensation for the alleged damage incurred, which often result in the media outlets going bankrupt and shutting down. In addition, the journalists themselves are under a constant legal threat of having a criminal record in their personal files and even being imprisoned. Such law suits may arise as a result of media articles or reports based on unverified or unreliable information. The common underlying problem resulting in such situations is the gap in the legal knowledge of journalists and media managers concerning issues of libel and defamation and, consequently, the lack of knowledge about the right approaches toward preparing such articles and reports.

Journalism faculties of universities of Kazakhstan spend as little as 30 minutes to cover the issues of libel and defamation. Furthermore, those subjects are taught only as an optional course. Hence, in practice journalists and future journalists in Kazakhstan lack the necessary knowledge about the critically important subject of libel and defamation.

In general, according to the IREX Media Sustainability Index 2010, despite Kazakhstan's chairmanship of the OSCE (The Organization for Security and Co-operation in Europe), over the past year Kazakhstan has seen a decline along the majority of the indicators related to media freedom, first of all legislation. According to local expertise the year of 2009 could be called legislatively regressive.

In this context, the proposed project seeks support to tackle the problem of low libel and defamation awareness and knowledge on how to approach the subject. Furthermore, it is probably the first such effort to be undertaken for a target group consisting of Kazakh-speaking television journalists, who are attended a much smaller number of trainings than Russian-speaking journalists in Kazakhstan in the past years. Training combined with the production of training television programs by participants for learning purposes.

The proposed project corresponds to the following UN system categories and indicators:

- UNESCOs MDI: *Defamation laws and other legal restrictions on journalists*, point 1.9: *Defamation laws impose the narrowest restrictions necessary to protect the reputation of individuals*. 1.9.1 defamation scope cannot be brought by public bodies whether legislative, executive or juridical.
- UNDAF Kazakhstan Results Matrice 2010 – 2015, Outcome 3 (Effective Governance), Output 2.2: *Information professionals, including media, have increased capacity to fulfill their mandates for improved access to information, dialogue and collaboration in policy-making*. As well as Output 1.2 (*The Human Rights Commission under the President of RK and the Office of the Ombudsman, have enhanced capacity to implement and monitor the Human Rights Action Plan*), Indicator: *libel and defamation treated in the legal system as a civil and not criminal matter*.

### 2. DESCRIPTION OF THE TARGET GROUP:

A group of fifteen Kazakh-speaking television journalists representing regional TV stations of Kazakhstan.

**3. DEVELOPMENT OBJECTIVE:**

The project contributes to promoting effective governance by increasing capacity of information professionals (journalists) in the field of libel and defamation in Kazakhstan.

**4. IMMEDIATE OBJECTIVE:**

Fifteen (15) regional Kazakh-speaking TV journalists will develop skills and obtain knowledge on the balanced coverage of cases and issues related to libel and defamation.

**5. PROJECT OUTPUTS:**

Fifteen (15) regional Kazakh-speaking TV journalists have acquired skills and obtained knowledge and skills on the balanced coverage of cases and issues related to libel and defamation.

**6. ACTIVITIES:**

Five-day training course held in the project submitters' premises to impart essential skills and knowledge about issues related to libel and defamation in Kazakhstan for 15 Kazakh-speaking regional TV journalists. (See detailed Work Plan in section 8 below).

**7. PROJECT INPUTS:**

- Project coordinator, trainer consultant, translator, car services
- Existing publications on defamation of Internews, UNESCO, Article 19, Adil-Soz
- Translator services English/Russian to Kazakh
- Video studio and equipment
- Resource materials for the training,
- Transportation

**8. WORK PLAN:**

ACTIVITIES / MONTHS	1	2	3	4	5	6	7	8	9	10	11	12
Development of the training module	■	■	■	■								
Development of pre- and post-training evaluation questionnaires	■	■										
Translation of the module, questionnaires and other materials into Kazakh			■	■	■	■						
Distribution of the pre-training evaluation						■						
Logistical arrangements: agreements with trainers, tickets, hotels	■	■	■			■						
Implementation of the 5-day training course Distribution of the post-training evaluation, feedback analysis.							■					
Creation of an online social network on the basis of the Internews Kazakhstan website for exchange and dissemination of information both among and between the trainees, and other journalists.							■					
Preparation of a Guide. Posting on websites, distribution via mailing lists, social networks								■	■	■		
Project administrative and financial closure										■	■	
Final Report preparation and submission											■	■

## 9. INSTITUTIONAL FRAMEWORK:

Non-profit non-governmental organization Internews Kazakhstan, date of establishment: 14.04.1999. Internews Kazakhstan is implementing diverse media support projects seeking to improve the quality of news produced by independent broadcasters and print journalists, as well as the public's access to better, more reliable information. It is Internews' belief that the growth of independent mass media in the country increases market viability and supports Kazakhstan's overall development, both economic and political.

## 10. SUSTAINABILITY:

The proposed project is in line with the 5-year project (2009 – 2014) currently implemented by Internews Kazakhstan with the support of Internews Network and the United States Agency for International Development (USAID). This ensures that Internews Kazakhstan will sustain and build upon the results of the IPDC project.

## 11. FRAMEWORK OF MONITORING:

Internews Kazakhstan, being the prime implementing partner in Kazakhstan of the United States Agency for International Development (USAID) in the field of independent media development and media law reform, undergoes regular (annual) monitoring conducted by the Monitoring and Evaluation Specialist from the Central Asian Regional Office of the United States Agency for International Development (USAID).

## 12. EVALUATIONS CARRIED OUT:

On October 23 and 24 Internews Kazakhstan hosted a round table and a seminar dedicated to discussing the issues of libel and defamation in Kazakhstan. During the two events, journalists presented various libel and defamation cases which have been extensively examined. The overall conclusion of the events was that journalists need to improve their knowledge about various libel and defamation laws and understand the ways and approaches which will help them avoid being subject to libel and defamation charges. The journalists also need to more pro-actively lobby the issue of decriminalization of libel and defamation by regularly publishing materials on this subject in their own media outlets.

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

A interim substantial report and a final substantial and financial reports will be presented at the stage of training preparation and at the end of the project.

## C. ADDITIONAL INFORMATION

### Previous IPDC support received by the country:

PROJECT N BUDGET CODES	FUNDS (US \$)	PROJECT TITLE	PERIOD
PDC/14KZH/01 352-KZH-41	70,000	KAZAKHSTAN: DEVELOPMENT OF THE INDEPENDENT RADIO STATION "RADIO MAXIMUM"	1994 –1997
PDC/15KZH/01 352-KZH-51	71,000	JOURNALISM/MEDIA TRAINING AT THE KAZAK STATE UNIVERSITY	1995 -1997
PDC/19KZH/01 352-KZH-91	30,000	NEWSPAPER FOR FARMERS LIVING NEAR THE ARAL SEA	1999 -2000
PDC/21 KZH/01 353KZH5011	15,000	DISTANCE EDUCATION TRAINING VIA INTERNET TECHNOLOGIES	2003 -2004
PDC/51 KZH/01 354KZH5061	18,000	KAZAKHSTAN: ICT FOR SMALL NEWSPAPER DEVELOPMENT	2007-2008
PDC/53 KZH/01 354KZH5081	20,900	CAPACITY BUILDING OF TV NEWS REPORTERS FOR ENVIRONMENTAL SUSTAINABILITY IN KAZAKHSTAN	2009-2010



PDC/54 KZH/01 354 KZH 5091	33,000	KAZAKHSTAN: BASIC SKILLS TRAINING IN INFORMATION-GATHERING, REPORTING AND WRITING FOR REGIONAL JOURNALISTS IN KAZAKHSTAN	2010-2011
TOTAL KAZAKHSTAN: US\$ 257,900			

## D. BUDGET

<b>BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)</b>	
<b>1. Services</b>	
Training materials compiling and logistics (Planning, Search, Translation EN/RU, Content preparation, Illustrations, Translation RU/KZ; Substantive editing, Peer review, Setting of editorial board; Forewords and prefaces, ISBN attribution, Copy Editing, Graphic Design, Typesetting, Proof reading)	3 500
Fee Resident trainer-consultant – 6 days x \$140	840
Fee Non-resident trainer-consultant– 7 days x \$250	750
Translator (incl. taxes) – \$600 (\$100 x 6 days)	600
Program Production 1 person x 6 days x \$140	840
DV Tapes, 4 ps x \$25= \$100 plus 8 Gb Micro SD cards for filming 4 x \$40= \$160	260
<b>2. Lodging, Travel and Meals</b>	
Lodging Almaty (16 persons x 7 days x 1 x \$110)	12 320
Travel, Non-resident Trainer-consultant 1 x \$200	1 200
Meals (16 persons x 7 days x \$35)	3 920
Meals (Resident trainer-consultant, 1 person x 5 days x \$14)	70
<b>4. Miscellaneous</b>	
Fin. Reporting	700
Substantive reporting	1 380
Publications (printing of brochure) – 40 x \$ 8	320
<b>Total:</b>	<b>US\$ 26 700</b>

<b>BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION (in US dollars)</b>	
<b>Services:</b> Executive director (20% x 12 months)	5 350
Account (30% x 12 months)	3 865
Editor (30% x 3 months)	1 210
Camerman (20% x 3 months)	807
Office manager (20% x 3 months)	725
Secretary (40% x 12 months)	2 541
Guard (20% x 12 months)	1 600
Computer equipment	4 502
<b>TOTAL</b>	<b>US\$ 20 600</b>

# KYRGYZSTAN

<b>A. PROJECT IDENTIFICATION</b>		
<b>1.</b>	<b>PROJECT TITLE</b>	<b>STRENGTHENING CAPACITIES OF COMMUNITY MEDIA IN MOUNTAIN VALLEYS OF KYRGYZSTAN</b>
<b>2.</b>	<b>NUMBER</b>	<b>IPDC/55 KYZ/01</b>
<b>3.</b>	<b>MEDIA DEVELOPMENT INDICATORS' CATEGORY</b>	Category 2: Plurality and diversity of media, a level economic playing field and transparency of ownership
<b>4.</b>	<b>IPDC PRIORITY AREA</b>	Community Media
<b>5.</b>	<b>SCOPE</b>	National
<b>6.</b>	<b>TYPE OF ASSISTANCE REQUESTED</b>	Training Support for Institutional Capacity Building, Equipment
<b>7.</b>	<b>TOTAL COST OF PROJECT</b>	US\$ 34 885
<b>8.</b>	<b>AMOUNT REQUESTED FROM IPDC</b>	US\$ 28 175
<b>9.</b>	<b>BENEFICIARY BODY</b>	Public Foundation Mediamost Talas City, Zholdoshaly Myrzalievova 35. Talas Province, Kyrgyz Republic, +9963422 53126, mediamost@inbox.ru contact: Ms Gulmira Osmonova, Director
<b>10.</b>	<b>IMPLEMENTING OFFICE</b>	UNESCO Almaty
<b>11.</b>	<b>PROJECT LOCATION</b>	Community Radio "Radiomost", Talas, and also Chong Kemin, Naryn, Batken
<b>12.</b>	<b>PROJECT PREPARED BY</b>	Mediamost Ms Gulmira Osmonova, Director Sergey Karpov, NPO CI, UNESCO Almaty
<b>DECISION OF THE BUREAU:</b>		

## **B. PRESENTATION**

### **1. PROJECT JUSTIFICATION:**

Although around 65% of the Kyrgyz population lives in rural areas, there is hardly any relevant news for rural listeners. Mountain communities are not connected to information sharing process that would also improve their lives, i.e. practices, policies and technologies that promote sustainable and equitable development for the benefit of all. In general, there is a lack of developed community media sector that could build awareness capacity and empower rural communities, who lack local communication channels necessary to participate in national and local debates. Media experts estimate that around 40% of people living in remote villages do not have access to information.

Radiomost's team is starting cooperation with community radio initiatives in Chui, Naryn and Southern region (Batken/Isfana). Along with hardware support from the partners these initiatives will need community radio training. This proposal seeks assistance to organize and conduct a three-day nationwide seminar to promote awareness for CRs and build the capacities of existing community radios and CR initiatives. In addition, newly launched community radios should receive three-day specialized in-house trainings that cater to their individual requirements. Both, national seminar and in-house trainings shall connect the different communities and stimulate an information exchange about current local news and best practices. Being the only community radio in Talas province with a growing number of "village reporters", Radiomost needs to expand its area of coverage to reach out to their communities in the valley. For this purpose it would need a 500 KW- transmitter. The current one is a 250 KW transmitter that was installed in 2007 – also due to wear out the transmitter power is 120 KW.

This project expands Radiomost CR expertise of involving local people from mountain valleys in its programming by providing platform for their ideas and opinions. This will motivate community members to actively contribute to the development of their community. Radiomost's experience also shall motivate and guide other CMC initiatives in Kyrgyzstan. This will be a first important step in creating a network of community media initiatives across Kyrgyzstan, capable of engaging in effective dialogue and collaboration with different communities on common problems.

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

60 members of Community radios and initiatives in Chui, Naryn and Batken Provinces

### **3. DEVELOPMENT OBJECTIVE:**

The project addresses media use languages which reflect the linguistic diversity of the target area and Information presented by media is accessible to women and marginalized groups (Media Development Indicators: 3.1.1) in Kyrgyzstan

### **4. IMMEDIATE OBJECTIVE:**

60 professionals of community radio from three mountain valleys of Kyrgyzstan will enhance their capacities to produce quality radio programmes for specific groups.

**5. PROJECT OUTPUTS:**

- At least 60 representatives of community radio initiatives will have enhanced their insight about the scope and potential of community radio/ CMC.
- 4RRadio Programs “Community dialogue” are jointly produced and exchanged by the community radio initiatives
- 3 in-house trainings are conducted in Chong Kemin, Naryn, Batken community radio initiatives
- Memorandum of understanding with at least three CR initiatives on information exchange, facilitating inter-community dialogue.
- A three-day national seminar with international expert for community radio initiatives has been conducted.

**6. ACTIVITIES:**

- Initiate preparations for in-house trainings and community radio workshop. Identify and engage participants and trainers for both workshops.
- Conduct inhouse-training at 3 community radios in Chong Kemin, Naryn, Batken
- Interim report to UNESCO/IPDC.
- Conduct workshop on community radio management.
- Ensure due documentation of the experiences for future purposes.
- Evaluate the “Community dialogue” program and activities of CR initiatives
- Develop and deliver recommendation for the CR initiatives
- Submit final report and the certified financial statement to UNESCO/IPDC.

**7. PROJECT INPUTS:**

- A Radiomost project manager to coordinate the in-house trainings and the workshop.
- 3 local trainers on community radio (content, technical, legal and administration)
- 1 international expert for community radio workshop (sustainability)
- Radio studio and audio editing facilities
- Recording equipment
- Transmitter 500 KW
- Radiomost accountant services for financial reporting on the project

**8. WORK PLAN:**

ACTIVITIES / MONTHS	1	2	3	4	5	6	7	8	9	10	11	12
Selection / contracting of instructors and Trainers	■	■	■									
Selection of equipment	■	■										
Purchase and installation of the equipment			■									
Selection and notification to workshop participants		■	■	■		■						
In house trainings				■		■	■					
CR initiatives workshop #3 (CR/CMC Basics)								■				
Production and broadcast of “Community dialogue”				■	■	■	■	■	■	■	■	■
Submission of final report												■

## **9. INSTITUTIONAL FRAMEWORK:**

The Public Foundation Mediamost (est. 2004) is a non-governmental, non-profit organisation that, in July 2007, launched the first community radio (100.5 FM) in Kyrgyzstan and Central Asia, with support from UNESCO/IPDC. The community radio station “Radiomost” is committed to service Talas community with information that is relevant to them. This also means increasing the quantity and quality of reporting on farming and rural development, with a focus on the importance of women to the economics of rural areas, and creating more gender equality in public debate. Radiomost community radio is committed to accurate, balanced, non-partisan and trustworthy information. Next to in-house trainings for its journalists Mediamost implemented several projects to enhance its programming standards – one was the creation of a citizen journalist network in Talas district, with currently 60 village reporters. The community radio has a coverage area of 50 km around Talas city and reaching 80.000 potential listeners.

## **10. SUSTAINABILITY:**

The radio station will be sustained by the income generated through its activities (including community commercials, jingles and PSAs paid by local government, NGOs and international agencies), through partnership arrangements, and through enhanced management and programming skills, which will result from this project. Networking with community radio initiatives will also produce partnerships for joint projects.

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

Journalism expert from GTZ/CIM who is permanently based in Bishkek will be available for monitoring progress.

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

External evaluation: February 2010, external evaluation by John Couper for UNESCO/IPDC, April 2010 certified Audit by Jacobs Audit, Bishkek for EU project, regular audience research on information needs in Talas conducted by Mediamost since August 2007.

Internal evaluation: The technical performance, financial sustainability, social relevance, as well as the quality of the content produced by Radiomost will be evaluated regularly at staff meetings and meetings with the community members.

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

Mediamost undertakes to report on project progress on a four- month basis or as required by IPDC.

### **C. ADDITIONAL INFORMATION**

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

- Audience research is regularly conducted since August 2007.
- Two national conferences and workshops have been held to raise awareness for community radio.
- Community radio initiatives in 3 Provinces have been identified.

Funds other than IPDC sought for the project: None. The GTZ/CIM facilitator will support the project.

Contribution of the beneficiary agency: Mediamost will contribute to project as specified in Item D.2.

Previous IPDC support received by Mediamost: ‘Radiomost: Building Community Radio Capacity in Kyrgyzstan’ August 2008 – October 2009

PROJECT N BUDGET CODES	FUNDS (US \$)	PROJECT TITLE	PERIOD
PDC/14KIZ/01 352-KYZ-41	84,000	KYRGYZSTAN: ESTABLISHMENT OF A MEDIA RESOURCE CENTRE	1994 -1996
PDC/15KYZ/01 352-KYZ-51	60,000	DEVELOPMENT OF INDEPENDENT RADIO STATIONS	1995 -1997
PDC/16KYZ/01 352-KYZ-61	60,000	MEDIA TRAINING AT THE KYRGYZ NATIONAL UNIVERSITY	1996 -1998
PDC/18KYZ/01 352-KYZ-81	35,000	JOURNALISM TRAINING AT MEDIA RES. CENTRES IN BISHKEK AND OSH	1998 -1999
PDC/20KYZ/01 353-KYZ-01	20,000	DEVELOPMENT OF AN INDEPENDENT AND PLURALISTIC MASS MEDIA	2000 -2002
PDC/51KYZ/01 354-KYZ-5001	18,000	KYRGYZSTAN: CAPACITY BUILDING OF YOUNG JOURNALISTS FOR POLITICAL REPORTING	2007-2008
PDC/52KYZ/01 354-KYZ-5071	24,530	KYRGYZSTAN: BUILDING COMMUNITY RADIO CAPACITY	2008-2009
		<b>TOTAL KYRGYZSTAN: US\$ 323,530</b>	

## D. BUDGET

<b>BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)</b>	
<b>I. 3 three-day in-house workshops in Kyrgyzstan</b>	1 080
Participant's meals (\$12 per day x 10 participants x 3 days x 3 trainings)	
Trainer per diems (\$45 /day x 3 trainers x 3-days x 3 trainings)	1 215
Training material and Rental of training equipment: \$900 +\$900	1 800
Travel (\$150 x 3 trainers x 3 in-house trainings)	1 350
Sub-total:	<b>5 445</b>
<b>II. A three-day workshop for community radio initiatives in Bishkek</b>	6 000
Participant's accommodation and meals (\$80 per day x 25 participants x 3 days)	
Two local Trainers (3 days training @ \$100 /day)	300
One international Trainer (3 days training @ \$240/day)	720
Local Trainer per diems (\$70 /day x 2 pax x 3 days)	420
International Trainer per diems (\$80/day x 4 days)	320
Training material and Rental of training equipment: \$1000 +\$1000	2 000
Local travel (\$100 x 25 participants)	2 500
International travel for trainer	2 200
Sub-total:	<b>14 460</b>
<b>III. Equipment for videoconferencing and radio production</b>	600
1 Notebook for training	
1 Modem for mobile internet connection	50
1 Sets of loudspeakers for trainings	50
1 Microphones for recording	120
1 pair of Headsets	50
10 Recording devices to lend out to "village reporters"	500
Total Training Equipment Costs:	<b>1 270</b>
<b>IV. Equipment for Radiomost Community Radio (1 transmitter 500 kw + cables)</b>	<b>7 000</b>
<b>TOTAL:</b>	<b>US\$ 28 175</b>

<b>BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION (in US dollars)</b>	
Project coordinator 12 months	1200
Staff costs (3 x 12 months) part time	900
Production costs and Studio 7 months	1400
Visibility actions jingles, posters	400
Local transportation (12 months)	960
Administrative costs (12 months)	900
Interrim and final narrative and financial reports	350
<b>TOTAL:</b>	<b>US\$ 6 710</b>

# LAOS

<b>A. PROJECT IDENTIFICATION</b>		
<b>1.</b>	<b>PROJECT TITLE</b>	<b>BUILDING INSTITUTIONAL CAPACITY OF MASS COMMUNICATION DEPARTMENT AT NATIONAL UNIVERSITY OF LAOS</b>
<b>2.</b>	<b>NUMBER</b>	<b>IPDC/55 LAO/01</b>
<b>3.</b>	<b>MEDIA DEVELOPMENT INDICATORS' CATEGORY</b>	Category 4: Professional capacity building and supporting institutions that underpin freedom of expression, pluralism and diversity
<b>4.</b>	<b>IPDC PRIORITY AREA</b>	Human Resource Development
<b>5.</b>	<b>SCOPE</b>	National
<b>6.</b>	<b>TYPE OF ASSISTANCE REQUESTED</b>	Financial support and equipment
<b>7.</b>	<b>TOTAL COST OF PROJECT</b>	US\$ 31 135
<b>8.</b>	<b>AMOUNT REQUESTED FROM IPDC</b>	US\$ 29 535
<b>9.</b>	<b>BENEFICIARY BODY</b>	Department of Lao language and Mass Communication Faculty of Letters National University of Laos Contact Person: Dr. Bualy PAPHAPHANH Email address: bualy_p@yahoo.com.sg Telephone: 856 20 247 3526
<b>10.</b>	<b>IMPLEMENTING OFFICE</b>	UNESCO Bangkok
<b>11.</b>	<b>PROJECT LOCATION</b>	Department of Lao Language and Mass Communication Faculty of Letters National University of Laos
<b>12.</b>	<b>PROJECT PREPARED BY</b>	Mr. Viengkham BUAKHAMVONGSA, National University of Laos
<b>DECISION OF THE BUREAU:</b>		



## **B. PRESENTATION**

### **1. PROJECT JUSTIFICATION:**

In 2004 Mass Media Bachelor Course was initiated under Department of Lao Language and Mass Communication, Faculty of Letter, National University of Laos. Due to limitation of qualified human resources, the department offers only newspaper and television courses.

Most of the trainers/lecturers, teaching in mass media course are specialized in Lao Language Literature and have very limited knowledge at the journalism area. Thus, the department has put capacity building of these staffs at the central of its five year plan. This includes longer term studies, recruitment of the outstanding new graduates and on job training of the existing staffs, which is considered as essential to strengthen the staff's capacity so that they can be equipped with the key knowledge and skills needed for their day to day lecturing.

The department has received technical and financial support from UNESCO to train the staffs in newspaper production, including news writing, editing and design, which are considered as foundations for the other areas of journalism. The training will take place in August by an experienced international trainer. This proposal is a continuation of the capacity building of the staff, which focuses on enhancing their knowledge and skills of television broadcasting, including development of story ideas, assignment of stories, writing, editing, lining up and performing newscasts, conducting studio and field interviews, etc.

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

The primary beneficiaries are 20 trainers of Department of Lao Language and Mass Communication. In addition, 5 students will be to the department teaching in the mass media course, will also be also invited to participate in the training.

### **3. DEVELOPMENT OBJECTIVE**

The workshops and follow-up seminars will not only be able to take lead as professional trainers but also be able to contribute to the multiplication of trained trainers and to build up a reservoir of local trainers who can be self reliant in carrying-out their own training requirements.

### **4. IMMEDIATE OBJECTIVE**

20 lecturers and 5 students from the Lao Language and Mass Communication Department of the National University of Laos acquired sufficient knowledge and practical skills in television broadcasting, including development of story ideas, assignment of stories, writing, editing, lining up and performing newscasts, conducting studio and field interviews and other related content that are useful and helpful for their effective teaching.

### **5. PROJECT OUTPUTS**

A total of twenty five trainers have acquired knowledge and skills in television broadcasting, including development of story ideas, assignment of stories, writing, editing, lining up and performing newscasts, conducting studio and field interviews.

## 6. ACTIVITIES

- Five days workshop for television broadcasting, including development of story ideas, assignment of stories, writing, editing, lining up and performing newscasts, conducting studio and field interviews
- Confirm locations, dates and facilities for training
- Identify and contract the trainer(s)
- Selection of participation for the television broadcasting workshop
- Course outline, content and detailed programme to be prepared
- Conduct one weeks training workshop
- Plan the follow-up seminars (logistic and content)
- Monitoring support and workshop
- Evaluate the workshop and submit the final report to IPDC-UNESCO.

## 7. PROJECT INPUTS

- Prepare a full training plan on television broadcasting, including development of story ideas, assignment of stories, writing, editing, lining up and performing newscasts, conducting studio and field interviews utilizing part of the “Model Curricula for journalism education”
- One international and two local trainers able to do training in knowledge and skills development in television broadcasting for trainers in development of Lao Language and Mass Communication and students for one week.
- Electronic resources material (video cameras, light tripod, Monitors TV, Microphones)

## 8. WORK PLAN

	1	2	3	4	5	6	7	8	9	10	11	12	13
<b>Selection of trainer</b>	■												
<b>Selection of equipment</b>		■											
<b>Purchase of equipment</b>			■										
<b>Preparation of workshop</b>				■									
<b>Conducting the workshop</b>					■								
<b>Follow up seminar</b>									■			■	
<b>Submission of implementation report</b>													■

## 9. INSTITUTIONAL FRAMEWORK:

The Lao Language and Mass Communication Department is under Faculty of Letter of National University of Laos. The department is offering bachelor degrees of key fields, Lao Language, Literature, Mass Communication and Lao Literature. The duration of bachelor degree courses is 5 years. In total, there are 36 trainers in the department. Out of these, about 85% and 15% hold bachelor degree and master/doctor degree respectively. About 98% of the trainers are specialized in Lao Language and Literature. Out of 38 trainers, 17 are teaching mass communication course. Some of them had additional short media training course, but it was not directly related to television broadcasting. Therefore, technically the department is totally dependent on the professionals from the local television, who are heavily engaged with the regular work.

In the academic year of 2009-2010, total number of students in the department was 397, of whom 31 were journalism students. Due to the fact that the number of journalism students has been significantly increased, the quality of the teaching and learning needs to urgently improve and this project will be the first step towards quality improvement.

## 10. SUSTAINABILITY

The participants of this project will become valuable human resources in journalism in the country. The knowledge and skills that the trainers gain from this project will be used in training of journalism students as well as the media professionals in the country. Similarly, the materials including the Model curricula used during the training will be used as reference for development of teaching and learning course materials.

## 11. FRAMEWORK OF MONITORING

As part of this project, an international trainer will be requested to help in development of monitoring tool. The monitoring will be carried out regularly by the project committee. Then two seminars will be conducted after the training to share experience and discuss feedback about the application of the knowledge and skills. In the seminars, recommendations for improvement will also be provided. The information gained during the follow up monitoring and seminars will be used for the final report for submission to UNESCO

## 12. EVALUATION CARRIED OUT

Although many challenges and difficulties are mentioned, no official study has been done yet. Hopefully, at the end of the project life, proper review and report will be the official document and information for further quality improvement.

### C. ADDITIONAL INFORMATION

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

PROJECT N BUDGET CODES	FUNDS (US \$)	PROJECT TITLE	PERIOD
PDC/7LAO/01 350-LAO-71 520-LAO-61 (FIT-FRANCE)	45,000 79,800	LAOS: DEVELOPMENT OF RADIO AND TELEVISION	1986 -1991
PDC/10LAO/01 352-LAO-01	140,000	NATIONAL SCHOOL FOR TRAINING IN MASS MEDIA	1990 -1994
PDC/12LAO/01 352-LAO-21 520-LAO-63 (FIT-FRANCE)	95,000 61,023	NATIONAL NEWS AGENCY (KPL) COMMUNICATION NETWORK DEVELOPMENT PROJECT	1992 -1997
PDC/13LAO/01 352-LAO-31 520-LAO- 62 (FIT-FRANCE)	80,000 84,217	DEVELOPMENT OF PROVINCIAL RADIO BROADCASTING SERVICE	1993 -1996
PDC/16LAO/01 352-LAO-61	40,000	EXTENSION OF THE COMMUNICATION NETWORK OF THE LAO NATIONAL NEWS AGENCY (PHASE II)	1996 -1998
PDC/17LAO/01 352-LAO-71	70,000	MOUNTAINOUS REGION RADIO BROADCASTING DEVELOPMENT PROJECT (LAOBROAD)	1997 -1998
PDC/18LAO/01 352-LAO-81	50,000	UPGRADING THE NATIONAL MASS MEDIA TRAINING CENTRE	1998-1999
PDC/48 LAO/01 354 LAO 5041	22,000	ESTABLISHMENT OF PILOT DISTRICT RADIO STATION	2005-2006
PDC/54 LAO/01 354 LAO 5091	19,800	LAO PDR: BUILDING INSTITUTIONAL CAPACITY OF MASS COMMUNICATION AT NUOL	
<b>TOTAL LAOS: US\$61,800+ US\$ 225,000 (FUNDS-IN-TRUST)</b>			

## D. BUDGET

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

<u>TRAINING WORKSHOP:</u>	
Participants accommodation and meals (\$30 per day x 25 persons x 6 days, plus one waiting day)	4 500
Training materials	500
Meeting room (5 days x \$100)	500
Local travel (25 persons x \$20)	500
Translator (5 days x \$150)	750
Translation of handouts (\$15 x 50 pages)	750
International trainer (\$250 x 5 days)	1 250
In-country accommodation and meals for international trainer (\$40 per day x 7 days)	280
Travel for the trainer	1 500
Coffee break (\$3 per day x 5 days x 27 persons, including the trainers and translator)	405
<u>RELATED EQUIPMENTS:</u>	
Professional Video Camera / Pro HD Camera (3 units x \$4,000)	12 000
Tripod ( 3 units x \$300)	900
Monitor TV (2 units x \$800)	1 600
Microphone (3 units x \$300)	900
Dual channel wireless microphone (2 units x \$700)	1 400
Mixer: Digital video switcher 4 AV/DV inputs (1 unit x \$500)	500
Lighting (1 set x \$1,300)	1 300
<b>TOTAL:</b>	<b>US\$ 29 535</b>

### BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION (IN US DOLLARS)

Training Coordinators	400
Two local trainers	500
Planning and implementing two follow-up seminars	1 100
Administrative costs for project	600
<b>TOTAL:</b>	<b>US\$ 2 600</b>

# MALDIVES

<b>A. PROJECT IDENTIFICATION</b>		
<b>1.</b>	<b>PROJECT TITLE</b>	<b>JOURNALISM SKILLS DEVELOPMENT PROGRAMME IN MALDIVES</b>
<b>2.</b>	<b>NUMBER</b>	<b>IPDC/55 MDV/01</b>
<b>3.</b>	<b>MEDIA DEVELOPMENT INDICATORS' CATEGORY</b>	Category 4: Professional capacity building and supporting institutions that underpin freedom of expression, pluralism and diversity
<b>4.</b>	<b>IPDC PRIORITY AREA</b>	Human Resource Development
<b>5.</b>	<b>SCOPE</b>	National
<b>6.</b>	<b>TYPE OF ASSISTANCE REQUESTED</b>	Financial
<b>7.</b>	<b>TOTAL COST OF PROJECT</b>	US\$ 69 000
<b>8.</b>	<b>AMOUNT REQUESTED FROM IPDC</b>	US\$ 38 000
<b>9.</b>	<b>BENEFICIARY BODY</b>	The School of Journalism and Communication Level 2, Joyce Ackroyd Building 37 The University of Queensland St Lucia QLD 4072 Australia Contact Person: Professor Michael Bromley +61 7 3346 8233 Email. <a href="mailto:m.bromley@uq.edu.au">m.bromley@uq.edu.au</a>
<b>10.</b>	<b>IMPLEMENTING OFFICE</b>	UNESCO Cluster Office, New Delhi, India
<b>11.</b>	<b>PROJECT LOCATION</b>	Male and other areas of Maldives
<b>12.</b>	<b>PROJECT PREPARED BY</b>	Professor Michael Bromley in collaboration with Iskra Panevska
<b>DECISION OF THE BUREAU:</b>		

## **B. PRESENTATION**

### **1. PROJECT JUSTIFICATION:**

Recent years have seen significant improvements in terms of the political environment and respect for freedom of expression. Maumoon Abdul Gayoom was first elected President of the Maldives in 1978 and was subsequently re-elected for six more five-year terms, losing office only in elections of October 2008. Gayoom handed over the reigns of power to Mohamed Nasheed and his Maldivian Democratic Party (MDP) on 11 November 2008, 30 years after the former had first come to power.

In July 2005, the procedures for registering newspapers were significantly relaxed, and all pending applications were approved in one day. On 28 March 2007, the government sent out a call for applications to operate private broadcasting stations, and the first stations were licensed in June 2007, finally bringing to an end the State monopoly over broadcasting. In an official report of May 2007, the government highlighted four main pillars of the media reform process, namely confidence building measures, introducing private media, creating a legal framework for the media and undertaking training. There has been some progress in all four areas, although far more needs to be done in the area of training, and the legal framework remains incomplete.

In its 2007 report, the government refers to the formulation of six media-related bills, on freedom of information, freedom of the press, the media council, broadcasting, registration of publications and cable TV services.<sup>3</sup> So far, only the Media Council Law has actually been adopted. A right to information bill was rejected by the People's Majlis in November 2007, while a broadcasting bill has been considered by the Majlis. Prior to the adoption of the 2008 Constitution, the rule had been that you needed laws to implement rights, and this had led in recent years to a proliferation of 'rights' bills, including on freedom of expression, freedom of publication, freedom of the press and freedom of assembly, as well as bills on civil defamation. Nasheed's government has promised to continue the reform efforts in the area of freedom of expression. Some signs of success are already visible. In its publication, *Freedom of the Press 2009*, released on 1 May 2009, Freedom House states: "The Maldives made the study's largest jump, moving to the Partly Free category".<sup>4</sup> However, as this quote demonstrates, the Maldives still has some way.

The government operates Voice of Maldives radio and Television Maldives. The first private radio station opened in 2007 and a handful of private TV stations have been licensed. Media rights group Reporters Without Borders describes radio licence charges as exorbitant. Minivan Radio, an opposition station, operates via the internet. Divehi-language dailies tend to include English-language pages. They concentrate on local and regional stories. Broadcasters and newspapers carry criticism of the state, but officials have powers to close media outlets. Self-regulation means that little official action is taken against journalists.

UNESCO launched a media development assessment in Maldives last year through the application media development indicators. The study identified a number of problems which needs to be addressed urgently. One of the issues prominently figured is the lack of basic journalism skills among the local journalists and the awareness of their rights and obligations as journalists in the realm of freedom of expression. The project intends to address the issue of capacity building

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

80 working journalists who are working in newspapers, radio and television organizations of Maldives.

**3. DEVELOPMENT OBJECTIVE:**

Building capacities of journalists and promoting mutual understanding between local bodies and the media can improve the quality of the flow of information to the public, develop greater awareness freedom of expression issues by the citizens and encourage better governance and democracy.

**4. IMMEDIATE OBJECTIVE:**

80 journalists trained to achieve proficiency in basic journalism techniques and covering freedom of expression issues through 4 capacity building workshops.

**5. PROJECT OUTPUTS:**

- 80 journalists trained
- A network of journalists established for the monitoring of press freedom violations and Human Rights abuses.

**6. ACTIVITIES:**

- A total number of 4 workshops will be organised in Male. Experienced trainers including senior journalists working for national and international media will be used as resource persons for the programme. The participants will be selected from local media organisations and also among the journalists working for national newspapers, radio and television.
- 3 Skills Development training: It will cover the following activities(1)Freedom and democracy.(2)Techniques of information gathering.(3)Practical exercises of news reporting with balance and impartiality (4) The art of interviewing (5)Feature writing (6)Rights and responsibilities of journalists including (7)Reporting elections
- 1 skill based training on cyber journalism/online journalism /web journalism

**7. PROJECT INPUTS:**

- Trainers
- Trains
- Training workshop module
- Multimedia Projector
- Training material
- Support Staff
- Work Plan

**8. WORK PLAN:**

ACTIVITIES / MONTHS	1	2	3	4	5	6	7	8	9	10	11	12
Selection of the participants, resource persons and completing other related works.												
Skills Development Training												
Submission of Project completion report.												

## 8. INSTITUTIONAL FRAMEWORK:

The School of Journalism and Communication is driven by passion for what we do. Our mission is to empower global communicators. It is based on the belief that robust, informed and accessible journalism and communication play a vital role in contemporary life, and that everyone has a right to contribute. We fulfil this through a particular commitment to integrity, scholarship, professionalism and diversity.

The School is a leading provider of learning, discovery and engagement in journalism, public relations and communication within a social and critical framework. We are the only school in Australia to offer courses in communication and social change. Our Centre for Communication and Social Change is internationally recognized for its research and consultancy in this area. In 2009 the School relocated to purpose-designed premises on the St Lucia campus with facilities for collaborative and independent learning, and the production of web-centric, convergent journalism and communication. We offer programs at undergraduate, postgraduate coursework and higher research degree levels. Our staff is multi-national and brings together experience in practice, research and teaching.

## 10. SUSTAINABILITY:

These trainings will enable to establish a institution of journalism training which will be kind of institute for future training. In addition, there will be long-standing collaboration between the training journalists and the University of Queensland for sustainable skills development in the future.

## 11. FRAMEWORK OF MONITORING:

THE UNESCO Adviser for Communication and Information, South Asia could monitor the project.

## 12. EVALUATIONS CARRIED OUT:

UNESCO published a booklet Assessment of Media Development in the Maldives: Based on UNESCO's Media Development Indicators in 2009. This Report assesses the overall state of media development in the Maldives, based on UNESCO's Media development indicators: a framework for assessing media development. The assessment of the Maldives takes into account the special situation of the country, particularly in terms of its size and consequent relative lack of capacity. The indicators are based on five main media development categories, broken down into more detailed issues and key indicators. This Report follows the same format, providing a synopsis of the key strengths and weaknesses at the end of each of the five main sections. The preparation of this Report is based on unstructured interviews conducting during a mission by the author to the Maldives from 12 to 22 April 2009, supplemented by information provided on an informal basis by email, and a review of the available literature.

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

The School of Journalism and Communication, University of Queensland undertakes to report on project progress on a four months basis. Upon the project completion, a final report will be prepared for approval to the IPDC/UNESCO.

## C. ADDITIONAL INFORMATION

### Previous IPDC support received by the country:

PROJECT N BUDGET CODES	FUNDS (US \$)	PROJECT TITLE	PERIOD
PDC/5MDV/11 350-MDV-51	50,000	MALDIVES:NATIONAL INFORMATION AGENCY	1984 -1986
PDC/9MDV/01		COMPUTERIZATION OF DHIVEHI	1988 -1990



350-MDV-91	36,000		
PDC/10MDV/01 352-MDV-01	60,000	TELEVISION PROGRAMME PRODUCTION	1990 -1992
PDC/16MDV/01 352-MDV-61	47,000	ESTABLISHMENT OF ATOLL MEDIA PRODUCTION CENTRES	1996 -1998
PDC/49 MLD/01 354-MLD-5051	18,000	REINFORCING COMMUNITY BROADCASTING AT ATOLL MEDIA CENTERS	2006-2007
<b>TOTAL MALDIVES: US\$ 211,000</b>			

## D. BUDGET

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

Each 5-day workshop, DSA ( include accommodation) 2 International trainers x 7 days x \$200 day)	2 800
Honorarium for 2 International trainers x 2 trainers x 10 days x \$100	1 000
Airfare for 2 International trainers x \$2 100	4 200
Food and refreshments of the trainees and trainers	500
Workshop facilities(5 days)	1 000
<b>Sub-total for one workshop</b>	<b>9 500</b>
<b>TOTAL: (4 workshops x \$9 500 )</b>	<b>US\$ 38 000</b>

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

Institutional support(includes project coordinator and instructor)	18 000
Administrative expenses	3 000
Telephone, communications	3 000
Electricity	3 000
Miscellaneous (including production and printing of workshop materials.	4 000
<b>TOTAL:</b>	<b>US\$ 31 000</b>

# MICRONESIA

<b>A. PROJECT IDENTIFICATION</b>		
<b>1.</b>	<b>TITLE</b>	<b>AM DIGITAL TRANSMITTER FOR PPBC</b>
<b>2.</b>	<b>NUMBER</b>	<b>IPDC/55 MCR/01</b>
<b>3.</b>	<b>MEDIA DEVELOPMENT INDICATOR</b>	Category 5: Infrastructural capacity is sufficient to support independent and pluralistic media
<b>4.</b>	<b>IPDC PRIORITY AREA</b>	Community Media
<b>5.</b>	<b>SCOPE</b>	National
<b>6.</b>	<b>TYPE OF ASSISTANCE REQUESTED</b>	Equipment
<b>7.</b>	<b>TOTAL COST OF PROJECT</b>	US\$ 84 900
<b>8.</b>	<b>AMOUNT REQUESTED FROM IPDC</b>	US\$ 39 700
<b>9.</b>	<b>BENEFICIARY BODY</b>	Pohnpei Public Broadcasting Corporation, Kolonía, Pohnpei Federated States of Micronesia Tel: 691-320-2296/3358 Email: <a href="mailto:commissioner@mail.fm">commissioner@mail.fm</a> –
<b>10.</b>	<b>IMPLEMENTING OFFICE</b>	UNESCO Apia Office, Paul G. C. Hector, ACI
<b>11.</b>	<b>PROJECT LOCATION</b>	Pohnpei Public Broadcasting Kolonia, Pohnpei Federated States of Micronesia 96941
<b>12.</b>	<b>PROJECT PREPARED BY</b>	Mr. Shelten G. Neth, Commissioner/ CEO of PPBC Mr. Paul G. C. Hector, ACI
<b>DECISION OF THE BUREAU:</b>		

## **B. PRESENTATION**

### **1. PROJECT JUSTIFICATION:**

The Pohnpei Public Broadcasting Corporation is a state-owned organization which operates the only AM radio station in the Federated States of Micronesia (FSM). PPBC broadcasts content aimed at providing its listening audience with programs, information and entertainment relevant to listeners on the main island as well as the geographically distance and remote outer islands such as Kosrae which is 300 nautical miles from Pohnpei. PPBC has been established with a public service mandate and is required to promote transparency and public information, to support human and professional development and provide a platform for information dissemination by agencies of the State. Currently PPBC is able to reach an estimated 34,685 listeners or approximately 7,503 households on the main island proper and outer islands as well. There are also 3 private FM stations which operate in Pohnpei. Two of the stations are owned by religious institutions while the third is a privately owned for-profit entity. Due to their shorter transmission range of around 5 km these FM stations are unable to serve the outer islands.

Other forms of communication which exist include satellite based services for television, however due to their high cost and technical requirements are out of the reach of much of the population. Most of this satellite communication is also foreign generated and does not support the ongoing development of the cultural heritage and language of the Federated States of Micronesia. Transportation links between the islands are also not very well developed. Radio therefore remains the primary means of ensuring that the population is provided with daily information.

At present PPBC utilizes an old Nautel XL12KW AM Transmitter for its broadcast operations. However, this transmitter is no longer in production and spares are becoming increasingly difficult to obtain. At times, depending on the weather conditions the signal is not well received at the outer islands. Acquiring a transmitter with higher power will enhance the reception quality. Upgrading this equipment will ensure that the peoples of the Federated States of Micronesia have reliable radio-based information coverage. PPBC has a competent in-house engineering team who are capable of installing the new equipment to be procured and maintaining it.

PPBC also intends to capitalize on the increase coverage that the new transmitter will provide to enhance its role as a public service broadcaster. This effort will include creating space for community voices particularly civic and civil society groups to develop and produce content with a development focus and which is editorially independent. This will require skill building as well awareness amongst PPBC staff, civil society and societal leaders of the challenges, opportunities and risks this present. Training workshops for these 3 target groups will be held.

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

The project will target 3 groups of beneficiaries 1. PPBC's listening audience who will comprise some 34,685 listeners after the transmitter is replaced. Listeners particularly those located on the Eastern Islands 163 nautical miles East of the capital and the Southern islands located 423 nautical miles South of Pohnpei proper will have enhanced program reception; 2. PPBC Management and staff to raise understanding of public service broadcasting and develop the internal mechanisms and process to implement it; 3. Awareness raising of PSB amongst parliamentarians, civic and civil society leaders and basic media skills.

### **3. DEVELOPMENT OBJECTIVE:**

Support reliable access to governmental information and other information services relevant to daily life in the FSM society and provide space for pluralistic and diverse voices.

**4. IMMEDIATE OBJECTIVE:**

Ensure ongoing and reliable delivery of radio-based information services to the entire population of the Federated States of Micronesia by replacing the out-dated transmitters which are no longer in production. Improve diversity of views by providing skills and space for civil society voices.

**5. PROJECT OUTPUTS:**

- Installation of an XR12 15KW Radio Transmitter to increase reception in outer islands.
- More reliable, enhanced broadcast reception quality for listeners in outer islands.
- 15 PPBC staff, managers and members of the PPBC board trained to implement/support public service broadcasting at the PPBC
- 30 persons aware of psb and its role in a democracy (15 parliamentarians, 15 persons from civil society and civic groups) and provided with basic media skills.
- The old 1998 Nautel XL12kw Transmitter which PPBC currently uses will be kept as long as out engineers are able to maintain it as a backup to the new system.

**6. ACTIVITIES**

- Purchase a 15kw radio transmitter and arrange shipment.
- Install and commission equipment including testing.
- Identification and recruitment of a trainer to organize the PSB training
- Arrange and coordinate logistics for training and equipment
- Organize training event
- Monitor and record progress and submit to UNESCO

**7. PROJECT INPUTS:**

- XR-12 Nautel XR12 (capable 15kw) totally solid state modular medium wave AM
- Trainer consultant with experience in PSBs in the Asia-Pacific
- 15 PPBC staff; 30 persons drawn from Political, civic and civil society leaders

**8. WORKPLAN:**

Activities/Months	1	2	3	4	5	6	7	8	9	10	11	12
Purchase	■	■									■	■
Shipment	■	■	■								■	■
Installation			■	■								
Legend	■			■	■			■				

**9. INSTITUTIONAL FRAMEWORK:**

Pohnpei Public Broadcasting Corporation (PPBC) was created under Public Law 3L-42-93 in August 1993. It is the mandate of PPBC to provide audio and visual broadcasting services to the people of Pohnpei and to convey public information, news, educational, cultural and programs of an entertainment nature. Under its current organizational structure, PPBC has policy makers which act as the Corporate Board and beneath this Board of Directors is the Commissioner or Chief Executive Officer. There are two functioning divisions, the Division of Program Development and Production and the Division of Administration. The PPBC will work closely with the Asia-Pacific broadcasting Union (ABU) to identify and select a suitable trainer.

## 10. SUSTAINABILITY

PPBC is mandated to maintain its current equipment and to make ongoing financial and technical provisions to ensure that its ongoing operational needs are met.

## 11. FRAMEWORK OF MONITORING

PPBC will work closely with Kosrae Radio Station V6AJ radio strictly under radio monitoring purposes only. Kosrae V6AJ radio is an AM Radio Station located at the distant of 319 nautical miles easterly of Pohnpei; actually closer from the remotest Island which is located at 423 nautical miles southwest of Pohnpei. Kosrae will be receiving PPBC's signal very clear, therefore permanent collaboration between two stations shall be established only for the purpose of helpful monitoring relating to transparencies between both stations.

## 12. EVALUATIONS CARRIED OUT

The FSM's Department of Transportation and Infrastructure has underlined in various reports the need to modernize and ensure the adequacy of its media services by the end of 2010. This study also addresses the replacement of equipment and encouraging new public stations essential under the diversity settings of the FSM public media industry.

## 13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING

Mr. Shelten G. Neth  
Commissioner/CEO  
P.O. Box 1086  
Kolonia, Pohnpei FM 96941  
Phone #691-320-2296/3358 Fax: #691-320-8543  
Mobil Phone #691-921-6394  
Email: [commissioner@mail.fm](mailto:commissioner@mail.fm) – [V6AH\\_radio@mail.fm](mailto:V6AH_radio@mail.fm)

### C. ADDITIONAL INFORMATION

Note: The Board of Directors of the Pohnpei Public Broadcasting Corporation through its Resolution #: 101-11 and submitted to the Governor and Pohnpei State Legislature, has committed to co-funding the PPCB contribution to this project. A copy of this resolution is attached.

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

PROJECT N BUDGET CODES	FUNDS (US \$)	PROJECT TITLE	PERIOD
PDC/48 MCR/01 354MCR 5041	25,000	MICRONESIA: MODERN RADIO MANAGEMENT & BROADCASTING FOR THE FEDERATED STATES OF MICRONESIA	2005-2006
PDC/52 MCR/01 354MCR 5071	20,350	MICRONESIA: CAPACITY BUILDING AND HUMAN RESOURCE DEVELOPMENT IN A RESOURCE-LIMITED ISLAND NATION	2008-2009
TOTAL MICRONESIA: US\$ 45,350			

## D. BUDGET

<b>BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)</b>	
AM Transmittert (55% of the total cost)	36 000
Trainer's fee	1 500
Trainer's airfare	1 200
Trainer's accommodation (5 days)	300
Selected Public Service Broadcasting Resource materials (books, DVDs etc for the PPBC library)	500
Trainer's fee	300
Trainer's accommodation (1 day)	100
Trainer's fee	600
Trainer's accommodation	100
<b>TOTAL</b>	<b>US\$ 39 700</b>

<b>BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION (in US dollars)</b>	
<b>Administrative cost/ Institutional costs</b>	
AM Transmitter (45% of the total cost)*	28 710
Installation	6 250
Ocean Freight	2 000
Insurance	1 620
Import Tax	2 210
Venue rental including facilitation equipment (Powerpoint projector, flipcharts, public address system etc.)	750
Reproduction of course materials/handouts	300
Lunch & tea breaks	2 100
Transportation (in-country field-trips etc)	350
Logistics and other administrative support	1 000
<b>TOTAL</b>	<b>US\$ 45 200</b>

# MONGOLIA

<b>A. PROJECT IDENTIFICATION</b>		
<b>1.</b>	<b>PROJECT TITLE</b>	<b>CAPACITY BUILDING FOR SPECIAL PUBLIC BROADCAST CHANNEL CATERING TO ETHNIC MINORITIES</b>
<b>2.</b>	<b>NUMBER</b>	<b>IPDC/55 MON/01</b>
<b>3.</b>	<b>MEDIA DEVELOPMENT INDICATORS' CATEGORY</b>	Category 3: Media as platform for democratic discourse
<b>4.</b>	<b>IPDC PRIORITY AREA</b>	Human Resource Development
<b>5.</b>	<b>SCOPE</b>	National
<b>6.</b>	<b>TYPE OF ASSISTANCE REQUESTED</b>	Training and field equipment
<b>7.</b>	<b>TOTAL COST OF PROJECT</b>	US\$ 76 000
<b>8.</b>	<b>AMOUNT REQUESTED FROM IPDC</b>	US\$ 40 000
<b>9.</b>	<b>BENEFICIARY BODY</b>	MNB, Mongolian National Broadcasting
<b>10.</b>	<b>IMPLEMENTING OFFICE</b>	UNESCO, Beijing Office
<b>11.</b>	<b>PROJECT LOCATION</b>	Five remote provinces in Mongolia
<b>12.</b>	<b>PROJECT PREPARED BY</b>	UNESCO Beijing Office and Oyundary Tsagaan, Director of Public Television, Deputy Director of Mongolian National Public Radio and Television.
<b>DECISION OF THE BUREAU:</b>		

## **B. PRESENTATION**

### **1. PROJECT JUSTIFICATION:**

Mongolia is a vast landlocked country of approximately 1.56 million square km with a scattered nomadic population of 2.6 million. 15% of the population belongs to 12 ethnic minorities: the largest is the Kazakh, mostly living in Bayan-Ulgii *aimag* (province). The rest are divided into small groups of the Tsaatan, the Darkhad and the Buriad. Among them, major linguistic minorities are Kazakhs and Tuva-speaking Tsaatans. Other groups speak varying dialects of Mongolian. Most of the ethnic/linguistic minorities live in rural areas in the Western and North Eastern Mongolia. These groups have maintained unique lifestyles and sub cultures.

The vastness of the country and transition from the state-controlled economy to the market economy in some areas have contributed to people's vulnerability. High rates of unemployment, slow expansion of job opportunities, limited access to health and educational opportunities, poor skills, limited access to safe drinking water, food and nutritional security are challenges that affect the marginalized populations. These challenges are exacerbated in the ethnic minority and rural areas due to their remote situation, language barriers and lack of access to vital information.

The media sector in Mongolia is predominantly urban and market driven. But most families can access to the broadcast channels through increasingly popular satellite receivers, particularly the television services offered by over 25 private broadcasters and the nationwide channel from the national broadcaster Mongolia National Broadcasting Service (MNB) which is now being transformed into an autonomous editorially independent public service broadcasting service under a unique law enacted in 2005. But none of the operators currently offer a service catering to the specific needs of the minorities in languages they can understand. Therefore MNB as the national public service broadcaster has decided to launch a second TV and Radio channels dedicated to communication and information needs of minorities and the marginalized enabling them to voice their concerns, foster their unique cultures and to access information in languages they understand to increase their capabilities in education and knowledge acquisition. Given the nomadic nature of the minorities the proposed television and radio channels will be broadcast through dedicated satellite transmission.

This proposal therefore seek IPDC assistance to launch this unique special broadcasting services with evidence based information on programme needs, training and equipping broadcast professionals from ethnic minorities to produce programmes and for the senior programme executives to learn from the experiences of similar special broadcasting services operated by the reputed Public Broadcasting Serviced, particularly of the Special Broadcasting Service (SBS) from Australia.

This proposal is directly linked to the IPDC endorsed Media Development Indicators 3.1. "Media – Public Private and Community Based – Serve the needs of all groups in society"

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

Twelve ethnic and linguistic minorities in Mongolia which consist of 15% of the Mongolian population and which are located mainly in the north western and north eastern parts of the country.

### **3. DEVELOPMENT OBJECTIVE:**

To more completely integrate into the greater Mongolian society the ethnic and linguistic minorities who have felt discriminated against and marginalized due to the absence of effective communication and information channels catering to their information, education, cultural and linguistic needs.



#### **4. IMMEDIATE OBJECTIVE:**

- Special TV and radio broadcast channels capable of airing high quality programs catering to the information and communication needs of ethnic minorities and rural disadvantaged groups launched and sustained with well trained broadcast professionals specialized in socio-cultural issues related to ethnic minorities and disadvantaged groups.

#### **5. PROJECT OUTPUTS:**

- Survey on programming needs of national minorities conducted in five aimags (provinces), where most of the ethnic/linguistic minorities live, and report available in guiding the program set up of the special broadcasting service.
- At least 12 broadcast trainees identified from ethnic minority groups are trained on hosting/presenting radio and television news, talk show and entertainment shows, 12 journalists on news gathering, writing, and community engagement, as well as 10 producers/video editors/cameramen on radio/tv production trained and engaged in the proposed special broadcasting services.
- Senior programme executives who are responsible for the proposed special broadcasting services acquired skills in management and program practices of the special broadcasting service in Australia, which has a mission similar to the proposed Special Broadcasting Channel of Mongolia.
- Five sets of field equipment acquired and deployed in each of five aimags in order to enrich newly established special broadcasting channel with daily audio-visual material from ethnic minorities,

#### **6. ACTIVITIES:**

- Survey on programming needs on national minorities
- Two weeks attachment of the senior programme executives with the Special Broadcasting Service in Australia
- Acquiring five sets of field equipment for electronic news gathering and program item production.
- Two weeks training for at least 12 selected journalists selected from ethnic minority groups on electronic news gathering and production of radio/TV program items.
- Three weeks training for at least 12 selected talents who speak minority languages or with dialects on hosting and presenting radio/television news, talk, and entertainment shows.
- Two weeks training for at least 10 trainees who work on locations, who are selected from five aimags, for radio television production; video shooting, editing, troubleshooting, and sending footages via optic-fiber cable network.

#### **7. PROJECT INPUTS:**

Ten researchers to conduct questionnaire surveys on programming needs within 2500 random selected minority representations (500 in each aimags).

Five sets of semi-professional digital video camcorders, which are capable of DVCAM and DV recording on mini DV cassette tape. The accessories include tripods payload of 15 kg, extra batteries NP-F970 with chargers, multipurpose handheld type XLR professional microphones for quality sound, LED light for each camera set, high quality aluminum cases, professional mobile digital audio recorders that are capable of WAV, BWF and MP3 recording and playback. The sets will be retained by the local crew after the purchase for further use.

Five sets of high quality desktop computer sets for NLE, non-linear editing, for local crew, EDIUS real-time video editing including Canopus HQ, Canopus Lossless, Infinity JPEG 2000, DV, DVCAM, HDV, AVCHD, MPEG-2, AVC-Intra, and uncompressed video. Five broadcast quality monitors should be included in each sets. The NLE sets will be contributed by MNB to its second channels' local crews for further use.

Two professional Trainers and 11 mentors, conducting trainings, organizing a week long hands-on on-the-job trainings.

**8. WORK PLAN:**

ACTIVITIES / MONTHS	1	2	3	4	5	6
Selecting/ontracting of instructors and trainers		■	■			
Casting for talent		■	■			
Training for selected talents				■		
Preparation of training materials	■			■		
Call and placement test for journalists, cameraman, producers, and video editors		■				
Training for journalists and production members who will work in the field		■	■			
Programme need survey	■	■				
Two leaders (the head of the special broadcasting service and editor-in-chief) study trip to Australia’s Special Broadcasting Service		■				
Purchasing 5 sets of digital camera and NLE sets		■				
Sign MOI with local entity for renting space for local crews				■		
Installing editing equipments in the field locations				■		
Submission of implementation reports			■			■

**9. INSTITUTIONAL FRAMEWORK:**

The submitting body is Mongolian National Public Radio and Television (MNB), state owned for over 70 years but now the only nationwide public broadcaster established under a separate law enacted in 2005 law in 2005 specify MNB’s mission to deliver quality broadcasting services to the people of Mongolia, to be an intellectual investor for the country as a whole, and to be a leader in quality media and contribute to its development. It is governed by an independent board of 15 directors who appoint the Director General of MNB and his/her team of members. Currently, funding for MNB comes from annual appropriations from the state budget. The project will create a 2<sup>nd</sup> public channel in both radio and TV dedicated to serving ethnic/linguistic minorities in Mongolia. Experienced professionals will manage not only the start-up of the new channels but also the training to professional standard of teams of minority journalists, hosts/presenters and technicians.

**10. SUSTAINABILITY:**

Mongolian National Broadcasting Services will bear the recurrent operational costs of maintaining the Special Broadcasting Services introduced through this project. Capacities build through this project will contributed to operational sustainability of the proposed Special Broadcasting Channels catering to specific needs of the minorities and disadvantaged.

**11. FRAMEWORK OF MONITORING:**

The Project will be implemented under the guidance and supervision of UNESCO Beijing Office with the support of UNESCO project office in Mongolia. We also propose that for the first year of the project that an independent NGO such as Globe International or Open Society Forum send an independent observer or auditor to give us information and feedback on the level of our performance and how well we are meeting our stated goals.

## 12. EVALUATIONS CARRIED OUT:

Since 2005 Mongolian National Public Radio has produced programs in the Kazakh language once a week. Mongolian National Television produces a 30-minute program for Kazakh speakers once every two weeks. MNB has a branch in Bayan-Ulgii province, there is a human resource capacity for opening a 2<sup>nd</sup> channel of MNB dedicated to ethnic/linguistic minority groups. Since 2008 MNB has been renewing its equipment and facilities step by step, and these upgrades gave us the capability to handle an additional channel. Test transmission c for the second channel has received the clearance from licensing authorities.

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

MNB commits to providing the UNESCO field office in Beijing with four month and end of project reports detailing the progress made toward the goals established and relevant financial statements. The report will be submitted by Oyunday Tsagaan, Director of Public Television, Deputy Director of Mongolian National Public Radio and Television.

### C. ADDITIONAL INFORMATION

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

PROJECT N BUDGET CODES	FUNDS (US \$)	PROJECT TITLE	PERIOD
PDC/5MON/12 350-MON-51	50,000	MONGOLIA: NATIONAL NEWS AGENCY	1985 -1986
PDC/8MON/01 350-MON-81	30,000	TRAINING CENTRE OF THE STATE PRINTING KOMBINAT	1988 -1990
PDC/13MON/01 352-MON-31	160,000	RENOVATION OF THE PRINTING INDUSTRY	1995
PDC/16MON/01 352-MON-71	24,000	DEVELOPMENT OF BROADCASTING SERVICES	1997 -1998
PDC/17MON/01 352-MON-72	32,000	RADIO/TELEVISION TRAINING AT THE NATIONAL PRESS INSTITUTE	1997 -1998
PDC/18MON/01 352-MON-81	35,000	ESTABLISHMENT OF COMMUNITY RADIO IN UVURHANGAI PROVINCE	1997 -1999
PDC/19MON/01 352-MON-91	65,000	MODERNIZATION OF THE MONTSAME NEWS AGENCY	1999 -2001
PDC/21 MON/01 353MON5011	30,000	IMPROVEMENT OF NATIONAL RADIO AND TELEVISION SERVICES	2003 -2004
PDC/24 MON/01 354MON5031	40 000	MEDIA FOR TRANSPARENT GOVERNANCE	2004 -2005
PDC/24 MON/02 354MON5032	23 000	PHOTO JOURNALISM EDUCATION DEVELOPMENT PROJECT	2004 -2005
PDC/48 MON/01 354 MON 5041	22 000	COMMUNITY RADIO PROJECT	2005-2006
PDC/49 MON/01 354-MON-5051 (CO-FINANCED BY GERMANY)	41,000	PUBLIC BROADCASTING FOR MINORITIES IN MONGOLIA	2006-2007
		<b>TOTAL MONGOLIA: US\$ 552,000</b>	

## D. BUDGET

<b>BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)</b>	
<b>10 survey conductors transportation cost to five aimags</b>	<b>5 000</b>
Air tickets for two researchers to Bayan-Ulgii province	1 100
Air tickets for two researchers to Hovd province	1 100
Air tickets for two researchers to Huvsgol province	800
Air tickets for two researchers to Uvs province	1 000
Vehicle rental for two researchers to Hentii province (10 Days)	1 000
<b>2 persons study-trip on the management and programme practices of special broadcasting service for two weeks in Australia</b>	<b>9 400</b>
Air tickets, transport for two programme executives to Australia	4 000
Daily subsistence allowance including accommodation ( \$175 x 14 x2)	4 900
Visa and incidental expenses	500
<b>Five sets of cameras and associated equipments consisting of:</b>	<b>25 100</b>
5 Digital video camcorders DVCAM and DV recording on mini DV	16 000
5 Professional Tripods for camera Payload: 15 kg	5 000
5 Battery and charger for digital camcorders NP-F970	2 200
5 Multipurpose handheld microphone	800
5 LED light for camera	300
5 Aluminum case for camcorders	300
5 Professional Mobile Digital Audio Recorder	150
<b>TOTAL:</b>	<b>40 000</b>

<b>BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION (in US dollars)</b>	
10 surveyconductors transportation within sums, lodging, and food for 10 days in 5 aimags	5 000
Three sets of trainings for linguistic minority hosts/presenters, journalists, and local production crews	9 000
Five sets of computer for NLE	16 000
Remuneration for trainee broadcasters and camera crews	6 000
<b>TOTAL:</b>	<b>36 000</b>

# NEPAL

<b>A. PROJECT IDENTIFICATION</b>		
<b>1.</b>	<b>PROJECT TITLE</b>	<b>GIVING A VOICE TO WOMEN. ESTABLISHING THE COMMUNITY RADIO STATION “RADIO NARI AAWAJ”</b>
<b>2.</b>	<b>NUMBER</b>	<b>IPDC/55 NEP/01</b>
<b>3.</b>	<b>CATEGORY OF MASS MEDIA</b>	Community radio
<b>4.</b>	<b>MEDIA DEVELOPMENT INDICATORS’ CATEGORY</b>	Category 2: Plurality and diversity of media, a level economic playing field and transparency of ownership
<b>5.</b>	<b>IPDC PRIORITY AREA</b>	Community Media
<b>6.</b>	<b>TYPE OF ASSISTANCE REQUESTED</b>	Equipment, Training support, Institutional capacity building
<b>7.</b>	<b>TOTAL COST OF PROJECT</b>	US\$ 32 270
<b>8.</b>	<b>AMOUNT REQUESTED FROM IPDC</b>	US\$ 26 620
<b>9.</b>	<b>BENEFICIARY BODY</b>	NGO “Hamro Aawaj, Hamro Sarokar“ Chandannath, VDC-7, Jumla Tel: 00-977-87-520220 Email: <a href="mailto:haridevirokaya@gmail.com">haridevirokaya@gmail.com</a> Contact Person: Ms. Hari Devi Rokaya
<b>10.</b>	<b>IMPLEMENTING OFFICE</b>	UNESCO Office in Kathmandu (Terhi Ylikoski, Yadap Bastola, CI Unit)
<b>11.</b>	<b>PROJECT LOCATION</b>	Chandannatha, Jumla District, Nepal
<b>12.</b>	<b>PROJECT PREPARED BY</b>	Ms. Hari Devi Rokaya, Vice Chairperson, “Hamro Aawaj, Hamro Sarokar”
<b>DECISION OF THE BUREAU:</b>		

## **B. PRESENTATION**

### **1. PROJECT JUSTIFICATION:**

After the restoration of the multi party democratic system in 1990, liberal provisions and guarantee of press freedom were enshrined in the Constitution opening up avenues for private and community organizations to become involved in the media sector. Breaking the monopoly of state run media, over a dozen mainstream newspapers, including four English language papers were created. As per the latest record, there are over 758 newspapers in publication out of the 2,601 registered.

The history of television in Nepal goes back to two and half decades, when the state-owned Nepal Television (NTV) was set up in 1985. In 1996, "Image Channel", the first private channel, went on air. In September 2010, 11 television channels are broadcasting from Kathmandu.

Radio Sagarmatha, the first community and privately owned radio station was established in 1997 in the Kathmandu Valley with UNESCO's support. Today, there are 237 radio stations in the country, including 156 radio stations licensed as 'community radio stations', four of which are managed and operated by women.

However, due to the low literacy rate, lack of basic infrastructure, mainstream media have limited reach to people in the hilly and mountainous areas of the country (ca 50% of the 28 million inhabitants of Nepal). In these regions, community radios are the most effective media to enable people to exercise their right to information and to acquire, contextualize and share locally relevant information and knowledge, to include them in policy and decision-making processes, and to protect and promote the diversity of their cultural expressions.

Women, who in Nepal are often considered as second category citizens and among which the illiteracy rate is particularly high, are still lagging behind in accessing information through radio and only few of them own or have control over radio sets limiting their freedom to decide to which station or programme to listen to. Similarly, the number of women speaking through radio compared to that of men is low. The situation of women is particularly precarious in the high mountainous Jumla District in Nepal's Mid-Western Development Region.

In this context, the non-governmental organization 'Hamro Aawaj, Hamro Sarokar' (Our Voice, Our Concern) intends to establish "Radio Nari Aawaj" ("Radio Women's Voice"), a community radio managed and operated by women broadcasting in Nepali language from Chandannath, a village located at 2,514 meters (8,251 feet) heights in the centre of the Jumla District.

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

The beneficiaries and primary target group will be rural women in 30 villages in the Jumla District with a total population of 77,662 and four villages in the neighboring districts of Kalikot (West) and Dolpa (East).

### **3. DEVELOPMENT OBJECTIVE:**

The development objective of project is to contribute to empower women in one of the remotest areas in Nepal to exercise their right to information by providing them with a means to acquire, contextualize and share locally relevant information and knowledge, to include them in policy and decision-making processes, and to protect and promote the diversity of their cultural expressions. At the same time, the project will contribute to building capacities of women to establish, manage and operate a community radio station providing them with a very specific set of knowledge and skills that can be made available to other communities.

#### 4. **IMMEDIATE OBJECTIVE:**

A women’s community radio station will be operated for facilitating self-expression as well as sharing and accessing knowledge, sustained with trained women capable of managing and operating the station.

#### 5. **PROJECT OUTPUTS:**

The project outputs consist in the following:

- A community radio station owned and operated by women established and operational, with a five year strategic plan;
- At least 30 women provided with the capacity to manage and technically operate a community radio station and to produce relevant content.

#### 6. **PROJECT ACTIVITIES:**

The main activities of the project consist in the following:

- Development of a five year strategic plan in a community based approach;
- Procurement of studio and transmitting equipment;
- Construction of the premises for the studio;
- Installation of the studio and transmitting equipment;
- Development of training material on radio operation techniques and programme production;
- Organization of training courses on radio operation techniques and programme production;
- Launch of “Radio Nari Aawaj”.

#### 7. **PROJECT INPUTS:**

- Consultant/facilitator for the development of strategic plan
- Consultant for the selection and installation of equipment
- Consultant for preparation of training materials
- Trainers for radio operation techniques and programme production
- Studio equipment
- Transmitting equipment

#### 8. **WORKPLAN**

ACTIVITIES / MONTHS	1	2	3	4	5	6	7	8	9	10	11	12
Selecting/contracting consultants	■											
Workshop 1 (Strategic plan)	■	■										
Development of training material							■	■				
Selecting/contracting trainers						■						
Workshop 2 (Radio operation techniques)									■		■	
Workshop 3 (Programme production)									■		■	
Studio construction	■	■	■	■	■	■						
Selection /purchase of equipment					■	■						
Transport/installation of equipment							■	■				
Radio on air												■
Submission of reports				■				■				■

## **9. INSTITUTIONAL FRAMEWORK**

The project will be implemented by “Hamro Aawaj, Hamro Sarokar” (Our Voice, Our Concern) an NGO registered in 2009 with the Government of Nepal at the District Administrative Office in Jumla, Established by a women community in Jumla District, the NGO has 25 members. It holds yearly a General Assembly and has a seven members executive committee elected for a three years term and a five members Radio Management Board. The institutional membership of “Hamro Aawaj, Hamro Sarokar” includes 10 local organizations of Jumla District. Individual membership is open for any Nepalese woman resident of the Jumla District

## **10. SUSTAINABILITY**

The project budget covers the establishment and institutional infrastructure development of Radio Nari Aawaj. The operating cost of Radio Nari Aawaj will be generated through yearly membership fees, distributing individual membership to the women and institutional membership to wider range of collaboration in Jumla and Mid Western Region with UN agencies, NGOs, government authorities and social institutions etc. for establishing sponsorship and partnership programmes. It will raise funds through advertising, social announcements, fund raising events, donations from national and international development agencies and community members.

## **11. FRAMEWORK OF MONITORING**

The project implementation will be monitored by the CI Unit of the UNESCO Office in Kathmandu

## **12. EVALUATIONS CARRIED OUT**

There is no specific feasibility study to the project. However there is extensive literature about community radios in Nepal, which assesses the need of action in this area.

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

“Hamro Aawaj, Hamro Sarokar” will provide to UNESCO two intermediary implementation reports after the fourth and the eighth month of the project duration. At the end of the project, a final report and certified financial statements will be submitted describing the achievement of immediate objectives and the financial operations.

### **C. ADDITIONAL INFORMATION**

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

On 2009 “Hamro Aawaj, Hamro Sarokar” has been granted by the Ministry of Information and Communication a license to establish a community radio station of 100 watt in the Jumla district. As of September 2010, “Hamro Aawaj, Hamro Sarokar” has collected nearly US dollars 6,500 from its membership for the establishment of Radio Nari Aawaj.

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

<b>PROJECT N BUDGET CODES</b>	<b>FUNDS (US \$)</b>	<b>PROJECT TITLE</b>	<b>PERIOD</b>
PDC/5NEP/19 507-NEP-61 (FIT-GERMANY)	<b>15,000</b>	<b>NEPAL COMMUNITY RADIO</b>	<b>1985 –1986</b>



PDC/6NEP/01 350-NEP-61	42,000	ASSISTANCE TO TRAIN PRODUCERS AND EDITORS FOR TV PRODUCTION	1986 -1988
PDC/10NEP/01 352-NEP-01	90,000	NEPAL FOLK MUSIC RECORDING PROJECT	1990 -1994
PDC/11NEP/01 352-NEP-11	45,000	TRAINING OF TECHNICAL STAFF FOR THE GORKHAPATRA CORPORATION	1991 -1994
PDC/14NEP/01 352-NEP-41	45,000	NEPAL PRESS INSTITUTE	1994 -1997
PDC/15NEP/01 352-NEP-51	60,000	RADIO SAGARMATHA	1995 -1997
PDC/17NEP/01 352-NEP-81	55,000	NEWSROOM COMPUTERIZATION PROJECT	1998 -1999
PDC/19NEP/01 352-NEP-91	29,000	MADAN POKHARA COMMUNITY RADIO	1999 -2000
PDC/20NEP/01 353-NEP-01	35,000	STRENGTHENING PLURALISTIC AND INDEPENDENT MEDIA IN NEPAL	2000 -2002
PDC/21 NEP/01 353NEP5011	20,000	TRAINING ACTIVITIES FOR NEPAL TV	2003 -2004
PDC/49 NEP/01 354-NEP-5051	18,000	CONSOLIDATION OF COMMUNITY RADIO MOVEMENT IN NEPAL	2006-2007
PDC/51 NEP/01 354-NEP-5061	22,000	NEPAL: CAPACITY BUILDING OF MEDIA PROFESSIONALS IN ELECTORAL COVERAGE IN POST-CONFLICT	2007-2008
PDC/51 NEP/01 354-NEP-5061	21,000	NEPAL: COMMUNITY TELEVISION IN PALPA DISTRICT	2007-2008
PDC/52 NEP/01 354-NEP-5071	38,500	NEPAL: CONSOLIDATION OF COMMUNITY RADIO MOVEMENT(PHASE II)	2008-2009
PDC/54 NEP/01 354NEP 5091	24,200	NEPAL: BUILDING INSTITUTIONAL CAPACITY OF THE NEPAL PRESS INSTITUTE TO OFFER HIGH QUALITY MEDIA TRAINING	2010-2011
PDC/54 NEP/02 354 NEP 5092	29,700	NEPAL: BUILDING BRIDGES:COMMUNICATION FOR EMPOWERMENT NEPAL	2010-2011
<b>TOTAL NEPAL: US\$ 564,400+ US\$ 15,000 (FUNDS-IN-TRUST)</b>			

## D. BUDGET

### BREAKDOWN OF IPDC CONTRIBUTION (In US dollar)

<b>Experts (Consultant for strategic plan. technician for equipment)</b>	3 942
Technician for equipment insulation (\$100 per day x 2 persons x 5 days ) = 1000	
Travel for Technician from Kathmandu 2 way (\$200 x 2 persons ) = 400	
DSA for 2 technician 6 days * \$16 = 192	
<b>Consultant for strategic plan preparation ( Narrative format)</b>	
Consultant Fees for preparing the strategic plan (65\$ per day X 2 persons X 15 days) 1950	
Travel cost for 2 Consultant \$ 200 x 2 400	
<b>Workshop for the development of the strategic plan</b>	1 772
Participants accommodation and meals (\$10 per day x 15 participants x 5 days) 750	
Fee and DSA for consultant (Fee 5 days workshop @ \$65 per day and DSA for 6 days @ \$ 16 per days) 422	
Training material and rental of training aids 100	
Local travel 500	
<b>Two workshops for radio operation techniques</b>	3 924
Participants' accommodation and meals (\$10 per day x 15 participants x five days) x 2 1,500	
Fee for trainer 5 days training at a rate of \$65 per day x2 824	

DSA for 6 days @ of \$ 16 per days x 2		
Training material and rental of training aids	600	
Local travel	1,000	
<b>Two workshops for programme production</b>		3 924
Participants' accommodation and meals (\$10 per day x 15 participants x five days) x 2	1,500	
Fee for trainer(five days training at a rate of \$65 per day) x 2 (DSA for six days at a rate of \$ 16 per days ) x 2	824	
Training material and rental of training aids	600	
Local travel	1,000	
<b>Sub-total Capacity Building workshops</b>		<b>US\$ 9 620</b>
100 watt stereo transmitter		3 400
4 bay antenna		2 200
Antenna cable		240
Connectors and accessories		160
Antenna Mast		2 000
8 Channel mixing control		750
Telephone Hybrid		450
Monitor Speaker		450
Audio CD		830
Studio Microphones		240
Digital Editing Set		900
Field Recorders		720
Headphones		240
Audio Cables		180
XLR connectors		170
RCA Connectors		50
UPS/Power Stabilizer		1 500
Microphones stands		20
<b>Sub-total (Equipment)</b>		<b>US\$ 14 500</b>
Equipment transportation cost		1 500
Monitoring and report writing		1 000
<b>TOTAL:</b>		<b>US\$ 26 620</b>

<b>BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION (in US dollars)</b>	
License fee	150
Logistics administrative support	2 000
Studio construction	2 000
Studio furnishing	1 500
<b>Total:</b>	<b>US\$ 5 650</b>

# NEPAL

<b>A. PROJECT IDENTIFICATION</b>		
<b>1.</b>	<b>PROJECT TITLE</b>	<b>BUILDING INSTITUTIONAL CAPACITY OF CENTRAL DEPARTMENT JOURNALISM AND MASS COMMUNICATION, TRIBHUBAN UNIVERSITY</b>
<b>2.</b>	<b>NUMBER</b>	<b>IPDC/55 NEP/02</b>
<b>3.</b>	<b>MEDIA DEVELOPMENT INDICATORS' CATEGORY</b>	Category 4: Professional capacity building and supporting institutions that underpin freedom of expression, pluralism and diversity
<b>4.</b>	<b>IPDC PRIORITY AREA</b>	Human Resource Development
<b>5.</b>	<b>SCOPE</b>	National
<b>6.</b>	<b>TYPE OF ASSISTANCE REQUESTED</b>	Equipment and institutional capacity building
<b>7.</b>	<b>TOTAL COST OF PROJECT</b>	US\$ 44 175
<b>8.</b>	<b>AMOUNT REQUESTED FROM IPDC</b>	US\$ 38 675
<b>9.</b>	<b>BENEFICIARY BODY</b>	Central Department Journalism and Mass Communication, Tribhuvan University, Kirtipur P.O. Box 8212, Kathmandu , Nepal Tel.: +977 (1) 433-0358/ 433-3980 Contact: Mr Prabal Raj Pokhrel prabalraj_pokhrel@yahoo.com
<b>10.</b>	<b>IMPLEMENTING OFFICE</b>	UNESCO, Kathmandu Office
<b>11.</b>	<b>PROJECT LOCATION</b>	Kathmandu
<b>12.</b>	<b>PROJECT PREPARED BY</b>	Prabal Raj Pokhrel, Tribhuvan University Yadab Bastola UNESCO Office, Kathmandu
<b>DECISION OF THE BUREAU:</b>		

## **B. PRESENTATION**

### **1. PROJECT JUSTIFICATION:**

Journalism education was initiated in Nepal in 1976 at the proficiency level of study under Journalism Department, Tribhuvan University, with the support from UNESCO. Eventually bachelor level of study was initiated at the Tribhuvan University (TU) in 1981. The Central Department of Journalism and Mass Communication was established in 2000.

Today, there are 3 Universities and approximately 170 colleges imparting education in journalism, and Nepali media landscape is thriving with thousands of newspapers and magazines, hundreds of radio channels and more than 30 TV channels. Journalism and mass communication courses are witnessing considerable demand from students' intent on pursuing careers in journalism and communication.

While the boom in private television channels and FM radio stations in the country fuels this demand, the educational institutions are facing a tough challenge in answering to the needs of this growing number of people. There are questions about the competence of the teachers -of whom many do not have degrees or experience in journalism- contents and consistency of the curricula, and the level of equipment and facilities.

There is no clear direction or consistency in the various journalism courses offered at schools and Universities in Nepal. Academia is facing difficulties in keeping in pace with the fast changing media scenario in the country, and many Universities have not changed or updated their curricula in years.

Nepal is a post-conflict country with a young and still fragile peace. Therefore the capacity of media is of particular importance. Only with well trained journalists who understand their rights and responsibilities can the Nepali media take its crucial place in strengthening the democracy of the country and disseminating information to the Nepali people.

The purpose of the project is to update and improve the journalism education in Nepal through introducing the UNESCO Model Curricula for Journalism Education. The journalism education will also be strengthened through establishing a journalism resource centre that will be open to all universities offering education in journalism. Through education and networking activities, the experiences from the adaptation of Model Curricula will be distributed to other institutions giving education in journalism as well.

The long term aim of the pilot project is to start a new era in journalism education in Nepal, by providing the students with education that is of better quality and prepare them both with skills as well as the understanding of their role in building democratization and peace in Nepal as the journalists of the new generation.

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

Students and faculty members of the Central Department of Journalism and Mass Communication, Tribhuvan University are the primary beneficiary of the project. Other Universities offering education in journalism will also benefit from the project through a journalism resource centre and networking activities

### **3. DEVELOPMENT OBJECTIVE:**

The development objective of this project is to improve the level of journalism education in Nepal, in order to strengthen professionalism and independence of journalists in Nepal. Through creating quality education for the students of journalism, the project will contribute to building the new generation of well trained journalists, able to fully take the role of media in building democracy and strengthening the peace.

**4. IMMEDIATE OBJECTIVE:**

Infrastructure and academic capacity of the Central Department of Journalism and Mass Communication, Tribhuvan University, strengthened through the introduction of UNESCO Model Curricula for Journalism Education in order to provide the students of Tribhuvan University quality journalism education, and also disseminate the good practices of journalism education to other education institutes in Nepal.

**5. PROJECT OUTPUTS:**

- A new journalism curriculum based on UNESCO Model Curricula for Journalism Education introduced.
- Textbook complimenting the revised curriculum published.
- Capacity of faculty members of TU and other Universities strengthened through education and networking opportunities.
- A media resource centre established.

**6. ACTIVITIES:**

- Revision of the journalism education curriculum in accordance with the UNESCO Model Curricula for Journalism Education.
- Textbook publication for journalism education in order to support the revised curriculum.
- Capacity building education for journalism teachers and trainers in TU and other Universities.
- Networking meetings in order to change ideas and best practices for journalism teachers and trainers in TU and other Universities.
- Establishment of an association for journalism educators in TU and other Universities.
- Establishment of a journalism resource centre, open to all Universities giving education in journalism.
- Seminar to share the experiences from the UNESCO Model Curricula with other institutions.

**7. PROJECT INPUTS:**

- Computers and media teaching aids with communication facilities for a national journalism resource centre.
- Consultation by experts and resource persons in order to publish a textbook for the journalism education.

**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>	<b>10</b>	<b>11</b>	<b>12</b>
Establishment of journalism education resource centre		■	■	■							■	
Capacity building workshops / education for journalism trainers			■					■	■	■		
Meetings for the establishment of journalism educators Faculty network association								■	■	■		
Production of standardized model course for Journalism	■	■	■	■	■							
Web-site construction that aims to upgrade journalism, education	■	■	■	■	■	■	■	■	■	■	■	■
Publication- Text book							■	■	■	■		
Seminar on the journalism curricula												■

## 9. INSTITUTIONAL FRAMEWORK:

The project will be implemented by the Central Department of Journalism and Mass Communication, Tribhuvan University, where journalism and mass communication education was initiated in 1976. At the department, there are one Professor, 4 Associates Professors, 6 Lecturers and 20 Journalism Assistant teaching members. Core professors and teachers are members of the subject committee of journalism, and the Head of the department is responsible for the course curricula for journalism education at TU.

## 10. SUSTAINABILITY:

After the journalism education curriculum has been developed, it will be adopted as a normal part of the curricula at Tribhuvan University.

## 11. FRAMEWORK OF MONITORING:

The project implementation will be monitored by the CI Unit of the UNESCO Office in Kathmandu, in close cooperation with the Regional Advisor for Communication and Information in the UNESCO New Delhi Cluster Office.

## 12. EVALUATIONS CARRIED OUT:

There is no specific feasibility study carried out for this project. However, there is a working paper on the state of journalism education and media education in Nepal, written by Laxman Datta Pant in July 2010. The working paper emphasizes the need for revision of the journalism education curricula in Nepal, as well as the need for capacity building for journalism trainers. Prabal Pokhrel, the coordinator of the project, has also reviewed the education materials related to strengthening journalism in Nepal.

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

Central Department of Journalism and Mass Communication, Tribhuvan University, will provide UNESCO three intermediary implementation reports after the third, sixth and the ninth month of the project duration. At the end of the project, a final report and certified financial statements will be submitted describing the achievement of immediate objectives and the financial operations.

## C. ADDITIONAL INFORMATION

### Previous IPDC support received by the country:

PROJECT N BUDGET CODES	FUNDS (US \$)	PROJECT TITLE	PERIOD
PDC/5NEP/19 507-NEP-61 (FIT-GERMANY)	15,000	NEPAL COMMUNITY RADIO	1985 -1986
PDC/6NEP/01 350-NEP-61	42,000	ASSISTANCE TO TRAIN PRODUCERS AND EDITORS FOR TV PRODUCTION	1986 -1988
PDC/10NEP/01 352-NEP-01	90,000	NEPAL FOLK MUSIC RECORDING PROJECT	1990 -1994
PDC/11NEP/01 352-NEP-11	45,000	TRAINING OF TECHNICAL STAFF FOR THE GORKHAPATRA CORPORATION	1991 -1994
PDC/14NEP/01 352-NEP-41	45,000	NEPAL PRESS INSTITUTE	1994 -1997
PDC/15NEP/01 352-NEP-51	60,000	RADIO SAGARMATHA	1995 -1997
PDC/17NEP/01 352-NEP-81	55,000	NEWSROOM COMPUTERIZATION PROJECT	1998 -1999
PDC/19NEP/01		MADAN POKHARA COMMUNITY RADIO	1999 -2000

352-NEP-91	29,000		
PDC/20NEP/01 353-NEP-01	35,000	STRENGTHENING PLURALISTIC AND INDEPENDENT MEDIA IN NEPAL	2000 -2002
PDC/21 NEP/01 353NEP5011	20,000	TRAINING ACTIVITIES FOR NEPAL TV	2003 -2004
PDC/49 NEP/01 354-NEP-5051	18,000	CONSOLIDATION OF COMMUNITY RADIO MOVEMENT IN NEPAL	2006-2007
PDC/51 NEP/01 354-NEP-5061	22,000	NEPAL: CAPACITY BUILDING OF MEDIA PROFESSIONALS IN ELECTORAL COVERAGE IN POST-CONFLICT	2007-2008
PDC/51 NEP/01 354-NEP-5061	21,000	NEPAL: COMMUNITY TELEVISION IN PALPA DISTRICT	2007-2008
PDC/52 NEP/01 354-NEP-5071	38,500	NEPAL: CONSOLIDATION OF COMMUNITY RADIO MOVEMENT(PHASE II)	2008-2009
PDC/54 NEP/01 354NEP 5091	24,200	NEPAL: BUILDING INSTITUTIONAL CAPACITY OF THE NEPAL PRESS INSTITUTE TO OFFER HIGH QUALITY MEDIA TRAINING	2010-2011
PDC/54 NEP/02 354 NEP 5092	29,700	NEPAL: BUILDING BRIDGES:COMMUNICATION FOR EMPOWERMENT NEPAL	2010-2011
		TOTAL NEPAL: US\$ 564,400+ US\$ 15,000 (FUNDS-IN-TRUST)	

## D. BUDGET

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

<b>1. Establishment of national journalism resource centre (related equipment )</b>	
Computers (5 pieces into \$ 800)	4 000
Digital camera (5into 300)	1 500
Video camera (2 camcorders into 800)	1 600
Video recorder (2 into 500)	1 000
Sound recorders (2 into 500)	1 000
Printers (2 into 250)	500
Scanners (2 into 200)	400
Faxes (2 into 250)	500
Portable USB drivers (10 into 70)	700
Internet and Web construction	1 000
Purchase of various books on journalism	2 900
<b>2 Capacity building workshop for journalism trainers</b>	
Local Travel cost (35 persons \$ 20)	700
Participants accommodation and meals (\$30 per day x 35 persons x 5 days)	5 250
Venue + equipment, 5 days, 70 per day	350
Remuneration for the local trainers x 7 local trainers, 80 USD per person	560
Education material photocopying	100
Stationeries for the education \$2 per person, 35 persons, total	70
Fee for the international expert facilitating the education, 5 days, \$ 250 per day	1 250
DSA for the trainer, 8 days, \$142 per day	1 135
Travel cost of the international trainer	1 500
<b>3. Meetings to establish the journalism educator's network association in Nepal.</b> Lunch for 40 people, \$10 per person, 3 meetings \$1200	1 200
<b>4. Text book production, including author's input and publication ( 500 copies)</b> 8 articles by 8 writers, \$ 400 per person \$ 3200	9 700

Editing, layout and design \$ 500, Printing of the book, 1500 copies, \$4 per book \$6000	
<b>5. Seminar</b>	1 760
Lunch for 70 people (including the venue), \$18 per person \$1260	
Facilitator \$80	
Stationeries for 70 people, \$2 per person \$140	
Banner and equipment \$200	
1 working paper on adaptation of the curricula \$80	
<b>TOTAL:</b>	<b>US\$ 38 675</b>

<b>BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION</b> <b>(in US dollars)</b>	
Administrative costs for project	2 000
Project management	2 000
Local transportation	500
Utilities (water, electricity, telephone, printing, stationery etc.	1 000
<b>TOTAL:</b>	<b>US\$ 5 500</b>



# PAKISTAN

<b>A. PROJECT IDENTIFICATION</b>		
<b>1.</b>	<b>PROJECT TITLE</b>	<b>DEVELOPING CAPACITY OF RADIO JOURNALISTS TO PRODUCE NEWS AND CURRENT AFFAIRS PROGRAMMES</b>
<b>2.</b>	<b>NUMBER</b>	<b>IPDC/55 PAK/01</b>
<b>3.</b>	<b>MEDIA DEVELOPMENT INDICATORS' CATEGORY</b>	Professional capacity building and supporting institutions that underpin freedom of expression, pluralism and diversity
<b>4.</b>	<b>IPDC PRIORITY AREA</b>	Human Resource Development
<b>5.</b>	<b>SCOPE</b>	National
<b>6.</b>	<b>TYPE OF ASSISTANCE REQUESTED</b>	Training Support
<b>7.</b>	<b>TOTAL COST OF PROJECT</b>	US\$ 56 000-
<b>8.</b>	<b>AMOUNT REQUESTED FROM IPDC</b>	US\$ 36 000-
<b>9.</b>	<b>BENEFICIARY BODY</b>	Pakistan Press Foundation Press Centre, Shahrah Kamal Ataturk, Karachi, Pakistan Phones: (92)-(21)-2633215, 2627882 Contact person: Mr. Owais Ali <a href="mailto:owaisali@pakistanpressfoundation.org">owaisali@pakistanpressfoundation.org</a>
<b>10.</b>	<b>IMPLEMENTING OFFICE</b>	UNESCO Tehran office
<b>11.</b>	<b>PROJECT LOCATION</b>	Rural locations in Sindh, Punjab, Khyber Pakhtunkhwa, and Balochistan provinces of Pakistan
<b>12.</b>	<b>PROJECT PREPARED BY</b>	Mr. Owais Aslam Ali Secretary General Pakistan Press Foundation (PPF)
<b>DECISION OF THE BUREAU:</b>		

## B. PRESENTATION

### 1. PROJECT JUSTIFICATION:

People of Pakistan have a great need to better understand the country's social, economic and political problems so they can improve their lives and work to protect the fragile democratic process. In any democracy, accurate and reliable information is a vital necessity. Pakistan is one of the most volatile and strategically located regions in the world. Radical groups inside the country are carrying out suicide bombings and attack military forces. Disenchantment over Pakistan's future is growing.

More than 40 per cent of the Pakistani population lives below the poverty line and more than two-thirds of the poor live in rural areas. Most rural poor people depend on agriculture for their livelihoods, and many have inadequate access to basic services such as safe drinking water, primary health care, education and other social services.

Radio can play an important and effective role in highlighting and redressing issues relating to poverty, backwardness and denial of human rights to the marginalized segments, particularly women and minorities.

Radio is particularly well suited as a medium for reaching the rural poor, and most of the radio stations are based in rural areas, as opposed to newspapers and television channels that broadcast their programmes from the federal or provincial capitals. The larger cities have both quick access to newspapers and television, people who live in the rural areas – some 65 per cent of which are illiterate – lack access to fair and quality news and information.

Privately-owned FM radio stations have been operating in Pakistan since 2002 and over 100 FM stations now exist in many parts of the country. Many of these stations are popular because they broadcast mostly music. However, because of lack of capacity, most stations have not initiated newscasts. Some FM radio stations who have started producing news bulletins with support from PPF have found that these bulletins command much larger audiences than regular programmes. The model developed by PPF, in consultation with local press clubs and radio stations is based on developing capacities of local journalists, working for newspapers and television stations, to produce packages for local radio stations. These journalists then work on part time basis for local radio stations, thus making the cost of producing radio news bulletins manageable for even smaller radio stations.

The proposed project will target radio stations that are based in smaller towns and communities and rural areas. The project activities will include production of news bulletins, exchange of news and information, training to develop capacities of participating of radio stations. They will thus give voice to the grievances and problems faced by the local populations. The project envisages facilitating a radio news network that will enable stations to share experiences and content. Radio can thus have an impact on shaping policy at local, provincial and even national level. The project will also work to raise awareness about gender and seek to raise the profile of women in broadcast journalism, create awareness on social issues with a gender perspective and seek to bring about attitudinal changes in men and women.

The workshops will utilize the services of senior radio professionals as trainers and radio professionals. They will provide personal supervision to participants, each of whom will be expected to produce one radio news or feature package during the workshop and another package within one month of the workshops.

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

The project aims to target 150 radio journalists from 25 FM radio stations and belonging to smaller towns and cities of Pakistan.

**3. DEVELOPMENT OBJECTIVE:**

To improve the existing capacity of FM radio to act as a medium of empowering local radio stations with skills to support independent and pluralistic media in the remote areas of Pakistan

**4. IMMEDIATE OBJECTIVE:**

Capacities of FM stations will be developed and strengthened, enabling them to play their role in democratic process through production of news and current affairs programmes.

**5. PROJECT OUTPUTS:**

- 25 local FM radio stations strengthened to produce news and current affairs programmes.
- Approximately 150 radio journalists and professionals skilled in producing news contents and current affairs programmes from all parts of the country.
- A network of participating radio stations formed.

**6. ACTIVITIES:**

- Identification of 25 local FM radio stations.
- Selecting 150 – 200 radio journalists with the help of local stations and press clubs.
- Conducting eight 3-days training workshop on producing new and current affairs programmes for radio.
- Formation and networking of radio stations engaged in producing news and current affairs programme will be done by regular PPF staff.

**7. PROJECT INPUTS:**

- One Coordinator for the project to ensure efficient project implementation.
- Two Trainers per workshop capable of training radio journalists on producing news.
- Three resource persons per workshop to conduct technical sessions.
- Training and reference materials for the participants
- Two support staff for project to assist in logistics.

**8. WORK PLAN:**

ACTIVITIES / MONTHS	1	2	3	4	5	6	7	8	9	10	11	12
Preparatory Meeting												
Selection of Trainers/ Resource Persons												
Preparation of training material												
Selections of Radio Stations and Workshop Participants												
Conducting Training Workshop for Rural Radio Journalists												
Four Monthly Report Submission												
Final Report (Programme and Financial)												

## **9. INSTITUTIONAL FRAMEWORK:**

The Pakistan Press Foundation (PPF) is a 40-year-old registered, non-profit organisation with headquarters in Karachi. It carries out media-building activities such as the training of journalists, the promotion of investigative journalism, the operation of programmes that help promote women in media and that defend the rights of journalists to free expression.

PPF has 21 regular staff members. It works under a Board of Directors with Secretary General as Chairman of the Board. The Board meets every three months to review programmes and operations. All the board members have been associated with media since long and are seasoned media experts. PPF has been working with urban and rural press clubs, journalists organizations and civil society organizations for over 15 years and has unmatched reach among these professionals even in remote areas of the country. PPF in the past has been funded by organizations like Free Voice, National Endowment Fund (NED), OSI, IPDC, UNESCO, Friedrich Ebert Stiftung (FES) and Panos- South Asia

## **10. SUSTAINABILITY:**

The training foreseen in this project will be part of the on-going activities of the PPF. The organisation has a track record of continuing project activities even after the conclusion of funding by donors.

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

PPF has an institutionalized M&E mechanism for effective evaluation, including training materials, seminars, workshops and lobbying activities. Besides that, external M&E can also be conducted. UNESCO country office will also monitor the project.

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

PPF has been playing a leading role in role in developing the capacities of FM radio stations to produce news and current affairs programmes. Since 2002, PPF has conducted scores of training programmes for radio professionals. During these trainings, a need to build the capacity of the rural journalists was identified on producing news and current affairs programmes.

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

PPF undertakes to report on project progress on a four-month basis.

## **C. ADDITIONAL INFORMATION**

Previous IPDC/UNESCO support has been instrumental in launching two trend setting PPF projects. In 1999 PPF received support from IPDC to train rural women as journalists. Although the project was concluded within one year, PPF has continued the training of about 500 rural women per year and has developed a daily feature service based on the features written by participants of this training programme. In 2003 IPDC approved the project to train rural journalists to monitor and lobby against violations of freedom of expression. In view of the success of this project, PPF has decided to continue the freedom of expression and access to information training as a regular part of PPF activities and has organized over fifteen workshops after the successful completion of the project. In 2006 IPDC supported PPF in organizing training programme for journalists and local government professionals on working with media. In 2009 IPDC supported PPF in implementing a highly successful training programme for capacity development of photo journalists in rural areas of Pakistan.

For the past five years, PPF has been leading the capacity development of the radio in Pakistan, but organizing training initiatives for all categories of radio professionals including producers and journalists.

### C. ADDITIONAL INFORMATION

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

PROJECT N BUDGET CODES	FUNDS (US \$)	PROJECT TITLE	PERIOD
PDC/5PAK/19 350-PAK-51	40,000	PAKISTAN: ESTABLISHMENT OF COMPUTERIZED PRINTING PRESS	1985 –1986
PDC/6PAK/01 350-PAK-61 350-PAK-91	40,000 32,000	PRESS INSTITUTE OF PAKISTAN	1985 -1987
PDC/11PAK/01 352-PAK-11	66,000	ASSOCIATED PRESS OF PAKISTAN	1990 -1992
PDC/19PAK/01 352-PAK-91	15,000	UPGRADING OF THE WEEKLY “NAWA-I-AHMEDPUR SHARQIA”	1999 -2000
PDC/20PAK/01 353-PAK-01	30,000	PPF WOMEN IN JOURNALISM PROJECT	2000 -2002
PDC/24 PAK/01 354-PAK-5031	25,000	FREEDOM OF EXPRESSION MONITORING PROJECT	2004 -2005
PDC/48 PAK/01 354-PAK-5041	20,000	IMPROVING ACCESS TO INDEPENDENT INFORMATION IN RURAL PAKISTAN	2005-2006
PDC/49 PAK/01 354-PAK-5051	20,600	MEDIA AND LOCAL DEMOCRATIC GOVERNANCE	2006-2007
PDC/51 PAK/01 354-PAK-5061	10,000	PAKISTAN: MEDIA AND LOCAL DEMOCRATIC GOVERNANCE	2007-2008
PDC/52 PAK/01 354-PAK-5071	15,400	PAKISTAN: IMPROVING ACCESS TO ONLINE INFORMATION IN THE RURAL AREAS	2008-2009
PDC/52 PAK/01 354-PAK-5072	49,500	PAKISTAN: TRAINING PROGRAMME FOR PHOTOJOURNALISTS WORKING IN THE RURAL AREAS	2008-2009
PDC/54 PAK/01 354 PAK 5091	36,300	PAKISTAN: STRENGTHENING PRESS CLUBS IN FEDERALLY ADMINISTRATED TRIBAL AREAS (FATA)	2010-2011
		<b>TOTAL PAKISTAN: US\$ 399,800</b>	

### D. BUDGET

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

Training fee for two trainers \$150/- p/d for 5 days (the trainers will be nationally renowned journalists and radio professionals from major media centres, whose services will be hired for the workshops.)	1 500
Honoraria of three resource persons/experts \$100/- per person (The resource persons will be senior and experienced regional radio professionals and journalists. The services of different resource persons will be utilized for each day of the workshop so that participants benefit from a range of perspectives)	300
Lunch+teas 25 persons \$10/- p/person/day	750
Travel/Conveyance 2 trainers \$200/- per person. The trainers will be from major media centres and will travel to areas where the workshops are being held.	400
Accommodation 2 single rooms \$50 p/night for 3 nights for trainers from major media centres.	300
Local conveyance and transportation for field trips per workshop. (Daily field trips form an integral part of the training requiring hiring of five to six cars daily. Thus the higher local transportation costs)	500

Workshop materials	750
Cost of one 3-day training workshop	4 500
<b>TOTAL:</b>	<b>US\$ 36 000</b>

<b>BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION (in US dollars)</b>	
Salary of project coordinator \$ 800 x 12 months	9 600
Salary of two support staff \$150 x 12 months	3 600
Communication \$250 x 12 months	3 000
Electricity \$275 x12 months	3 300
Project Reporting	500
<b>TOTAL:</b>	<b>US\$ 20 000</b>

## PAKISTAN

<b>A. PROJECT IDENTIFICATION</b>		
<b>1.</b>	<b>PROJECT TITLE</b>	<b>BASIC JOURNALISM SKILLS DEVELOPMENT PROGRAMME FOR DISTRICT CORRESPONDENTS</b>
<b>2.</b>	<b>NUMBER</b>	<b>IPDC/55 PAK/02</b>
<b>3.</b>	<b>MEDIA DEVELOPMENT INDICATORS' CATEGORY</b>	Category 4: Professional capacity building and supporting institutions that underpin freedom of expression, pluralism and diversity
<b>4.</b>	<b>IPDC PRIORITY AREA</b>	Human Resource Development
<b>5.</b>	<b>SCOPE</b>	National
<b>6.</b>	<b>TYPE OF ASSISTANCE REQUESTED</b>	Financial
<b>7.</b>	<b>TOTAL COST OF PROJECT</b>	US\$ 70 300
<b>8.</b>	<b>AMOUNT REQUESTED FROM IPDC</b>	US\$ 39 000
<b>9.</b>	<b>BENEFICIARY BODY</b>	RURAL MEDIA NETWORK PAKISTAN,535-536 Sarwar Shah Street. AhmedpurEast, District Bahawalpur. Phone+92 62 2273092Fax +92 62 2272560 <a href="http://www.rmnpk.org">www.rmnpk.org</a> Contact Person: Ehsan Ahmed Sehar President. Cell +92 301 7740405 Email. ehsan.sehar@gmail.com
<b>10.</b>	<b>IMPLEMENTING OFFICE</b>	UNESCO Cluster Office, Teheran IRAN
<b>11.</b>	<b>PROJECT LOCATION</b>	Bahawalnagar and Rahimyar Khan districts of South Punjab.
<b>12.</b>	<b>PROJECT PREPARED BY</b>	Ehsan Ahmed Sehar, President RMNP
<b>DECISION OF THE BUREAU:</b>		

## **B. PRESENTATION**

### **1. PROJECT JUSTIFICATION:**

The last two decades have witnessed increased freedom for the print media and a liberalization of the broadcasting sector in Pakistan. The transformation towards a freer political and media environment begun in 1988, and the relaxation of procedures for starting new publications has resulted in mushrooming of a number of newspapers and magazines leading today to 850 publications including 130 dailies in the country. In big cities, dozens of newspapers compete for limited circulation and advertisement.

More than 70 percent of Pakistanis live and work in semi urban and rural districts outside the provincial capitals and main metropolitan centers of the country. Following the devolution of power to local governments in over 100 districts all over Pakistan, some of the power base has also shifted to these areas. Districts have thus become a nucleus of increased activity, where union councilors and mayors- elected representatives from among the residents of the area have some control over development funds and local politics.

The district based rural journalist has thus become an important player in evolving the scenario of devolution of power in Pakistan. If media is an agent of change, then the journalist is the foot soldier who can bring about change.

Historically, the growth and development of media in Pakistan has been in the main metropolitan centers. This phenomenon is not unique to Pakistan. However, what is perhaps different in the Pakistan context, and in fact in most developing economies, is that this growth has remained confined to the urban centers and has not filtered down to the districts.

The district correspondent thus remains neglected, often working in isolation and with very little support from his organization whether financial, moral or professional. District correspondents are often poorly educated and grossly unpaid--or even unpaid-journalists who cannot rely on journalism for their sustenance. In the cities new comers learn from senior colleagues but in rural areas correspondents generally work alone and do not get on the job training.

There is great need to raise the status and standing of rural journalists who are generally treated very poorly. They are asked to guarantee the sale of newspapers in the area and in some cases asked to deposit money for the issuance of press cards. There is no job security and the rural journalists with many years of service can be fired without just cause. Feudal lords as well as officials and the police resort to bribes, threats, physical force and imprisonment to prevent rural journalists from reporting unpleasant news.

The objective of this project is to train 180 rural journalists in news writing, news gathering, article writing, ethics of journalism, maintaining reference records and other related subjects. Every part of the programme is followed by practical exercises and discussions. The long term objectives of this programme are to improve the quality of news coverage from the rural areas of Pakistan and to create a pool of trained journalists, including women. to enable publication of newspapers and magazines from rural areas.

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

180 rural journalists including members of National Press Union and other district correspondents from Bahawalpur, RahimyarKhan and Bahawalnagar Districts of South Punjab in Pakistan.

### **3. DEVELOPMENT OBJECTIVE:**

Building capacities of rural journalists and promoting mutual understanding between local bodies and the media can improve the quality of the flow of information to the public, develop greater awareness of rural issues by the citizens and encourage better governance and democracy.



#### **4. IMMEDIATE OBJECTIVE:**

180 District Correspondents will be trained to achieve proficiency in basic journalism techniques and covering freedom of expression issues by the end of the project.

#### **5. PROJECT OUTPUTS:**

- 180 journalists trained
- 45 trainers will be trained for continued training in their local communities.
- Training manual will be published.
- A network of rural journalists will be established for the monitoring of press freedom violations and Human Rights abuses.

#### **6. ACTIVITIES:**

- Multimedia Projector will be purchased for presentations in three days long training workshops.
- A total twelve workshops will be organised in South Punjab. Experienced trainers including senior journalists working for national and international media will be used as resource persons for the programme. The participants will be selected from local media organisations and also among the journalists working for national newspapers.

The project will comprise two major activities:

- Skills Development training: It will cover the following activities(1)Basics of journalism.(2)Techniques of information gathering.(3)Practical exercises of news reporting(4) The art of interviewing (5)Feature writing (6)Ethics of journalism. (7)The law and the journalist, Maintenance of reference record.
- Press Freedom Monitoring Training. The aim of this training is to establish an effective network of journalists to monitor and defend freedom of expression. Two sessions of each workshop will be informed how to deal with situations of violation of freedom of the press not merely in the area, but also elsewhere in the country. Sessions will also focus on how to start or join an ongoing provincial or national campaign to draw government and public attention to the issues at hand. Participants will learn the techniques of designing action alerts in these training sessions.

#### **7. PROJECTS INPUTS:**

- Trainers
- Trains
- Training workshop module
- Multimedia Projector
- Training material
- Support Staff
- Work Plan

Twelve workshops will be organized during the 12 month period (15 journalists per workshop).

8. **WORK PLAN:**

ACTIVITIES / MONTHS	1	2	3	4	5	6	7	8	9	10	11	12
Selection of the participants, resource persons and completing other related works.												
Skills Development Training												
Submission of Project completion report.												

9. **INSTITUTIONAL FRAMEWORK:**

Rural Media Network Pakistan is non-governmental and non profit organisation registered under the Societies Registration Act 1860. It is managed by seven governing body members. At present it has six full time staff members. President, editor, senior writer, accountant, coordinator and programme assistant. President oversees all the activities of the organisation. Established on 6<sup>th</sup> January 2004, much of its income comes from daily Nawa-I-Ahmedpursharqia and its two printing presses. Last year (2009), its income was about 66,000 US\$. The grant came from UNESCO, Daily Nawa-I-AhmedpurSharqia and National Press Union. Since its inception upto December 2009, the organisation trained 630 journalists.

10. **SUSTAINABILITY:**

The training foreseen in this project will be part of the ongoing activities of the RMNP. The organisation has a track record of continuing project activities even after the conclusion of funding by donors. RMNP looks to support from IPDC/UNESCO as a catalyst to start innovative long-term projects.

11. **FRAMEWORK OF MONITORING:**

UNESCO adviser for Communication and Information could monitor the project.

12. **EVALUATIONS CARRIED OUT:**

So far, evaluation on the media situation in the project areas has not been carried out. The Rural Media Network team members have visited the rural areas while being on various assignments and talked to media workers there. They found that district correspondents working for national and regional media organisations in towns at district and tehsil levels in Pakistan without having had the benefit of any informal training. While they do provide coverage of news and views from rural areas, their potential as instruments of educating the rural population has never been properly harnessed. This role has assumed even greater importance today, with increasing attention to on issues of climate change and sustainable development. If properly trained and motivated, the district correspondent can act as a catalyst for the change of the rural population. Therefore, the journalists of feudal dominated South Punjab pointed to need for more professional training.

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

The RMNP undertakes to report on project progress on a four months basis. Upon the project completion, a final report will be prepared for approval to the IPDC/UNESCO.

## C. ADDITIONAL INFORMATION

Preparatory work. Needs assessment on-going on the training needs with the rural journalists of South Punjab. An office has been set up in Ahmedpur East, Bahawalpur District involving six staff members and reporters.

### Previous IPDC support received by the country:

PROJECT N BUDGET CODES	FUNDS (US \$)	PROJECT TITLE	PERIOD
PDC/5PAK/19 350-PAK-51	40,000	PAKISTAN: ESTABLISHMENT OF COMPUTERIZED PRINTING PRESS	1985 –1986
PDC/6PAK/01 350-PAK-61 350-PAK-91	40,000 32,000	PRESS INSTITUTE OF PAKISTAN	1985 -1987
PDC/11PAK/01 352-PAK-11	66,000	ASSOCIATED PRESS OF PAKISTAN	1990 -1992
PDC/19PAK/01 352-PAK-91	15,000	UPGRADING OF THE WEEKLY “NAWA-I-AHMEDPUR SHARQIA”	1999 -2000
PDC/20PAK/01 353-PAK-01	30,000	PPF WOMEN IN JOURNALISM PROJECT	2000 -2002
PDC/24 PAK/01 354-PAK-5031	25,000	FREEDOM OF EXPRESSION MONITORING PROJECT	2004 -2005
PDC/48 PAK/01 354-PAK-5041	20,000	IMPROVING ACCESS TO INDEPENDENT INFORMATION IN RURAL PAKISTAN	2005-2006
PDC/49 PAK/01 354-PAK-5051	20,600	MEDIA AND LOCAL DEMOCRATIC GOVERNANCE	2006-2007
PDC/51 PAK/01 354-PAK-5061	10,000	PAKISTAN: MEDIA AND LOCAL DEMOCRATIC GOVERNANCE	2007-2008
PDC/52 PAK/01 354-PAK-5071	15,400	PAKISTAN: IMPROVING ACCESS TO ONLINE INFORMATION IN THE RURAL AREAS	2008-2009
PDC/52 PAK/01 354-PAK-5072	49,500	PAKISTAN: TRAINING PROGRAMME FOR PHOTOJOURNALISTS WORKING IN THE RURAL AREAS	2008-2009
PDC/54 PAK/01 354 PAK 5091	36,300	PAKISTAN: STRENGTHENING PRESS CLUBS IN FEDERALLY ADMINISTRATED TRIBAL AREAS (FATA)	2010-2011
		<b>TOTAL PAKISTAN: US\$ 399,800</b>	

## D. BUDGET

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

A-One 3 day workshop, Accommodation for 2 instructors x 3 staffers x 5 days \$30/ day)	750
Honorarium for two trainers ( 2 trainers x 3 days x \$100)	600
Travel for two trainers and staff. \$175 for one trainer,\$50 for three staffers	400
Food and refreshments of the trainees, trainers and staffers (\$10 per day x 25 persons x 4 days)	1 000
Workshop facilities (3 days)	150
FOE & other training material, stationery.	100
<b>Sub-total for one workshop</b>	<b>3 000</b>
Total cost of 12 workshops (15 district correspondents in 1 workshop)	<b>36 000</b>
Publication of training manual in Urdu language (800 copies)	2 000
Multimedia Projector	1 000
<b>TOTAL:</b>	<b>US\$ 39 000</b>

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

Institutional support(includes project coordinator and instructor)	18 000
Administrative expenses	3 000
Telephone, communications	3 300
Electricity	3 000
Miscellaneous (including production and printing of workshop materials.	4 000
<b>TOTAL:</b>	<b>US\$ 31 300</b>

# PAPUA NEW GUINEA

<b>A. PROJECT IDENTIFICATION</b>		
<b>1.</b>	<b>TITLE</b>	<b>EMPOWERMENT THROUGH COMMUNITY MEDIA IN NUKU</b>
<b>2.</b>	<b>NUMBER</b>	<b>IPDC/55 PNG/01</b>
<b>3.</b>	<b>MEDIA DEVELOPMENT INDICATOR</b>	Category 2: Plurality and diversity of media, a level economic playing field and transparency of ownership
<b>4.</b>	<b>IPDC PRIORITY AREA</b>	Community Media
<b>5.</b>	<b>SCOPE</b>	National
<b>6.</b>	<b>TYPE OF ASSISTANCE REQUESTED</b>	Equipment
<b>7.</b>	<b>TOTAL COST OF PROJECT</b>	US\$ 49 900
<b>8.</b>	<b>AMOUNT REQUESTED FROM IPDC</b>	US\$ 34 000
<b>9.</b>	<b>BENEFICIARY BODY</b>	Nuku Community Group, Papua New Guinea
<b>10.</b>	<b>IMPLEMENTING OFFICE</b>	UNESCO Apia Office, Paul G. C. Hector, ACI
<b>11.</b>	<b>PROJECT LOCATION</b>	Nuku Government Station
<b>12.</b>	<b>PROJECT PREPARED BY</b>	Mr. John Hulai, Interim Chair, Nuku Community Group with technical advice from Mr Terry Pato (NatCom for UNESCO) Mr P.Hector, Apia Field Office.
<b>DECISION OF THE BUREAU:</b>		

## **B. PRESENTATION**

### **1. PROJECT JUSTIFICATION:**

Papua New Guinea is a developing country which enjoys a vibrant democracy, thereby promoting basic human rights accorded to its people. One of such fundamental rights is the freedom of expression and media pluralism, a tool for enhancing empowerment of the people. Exercising of such human right is provided for in the Constitution of Papua New Guinea, which gives strength and impetus necessary for the promotion of free media and expression.

Apia New Guinea has two major newspapers called the National and Post Courier of which print materials reach all the provincial capital within a day and a few other small newspapers stationed within the main cities like Post Moresby. In terms of electronic media, there are two TV Stations in the country and two major national radio stations with strong 20 provincial station networks.

Community Radio stations are quite rare in the country. The National owned radio network covers most major centres, however little coverage is made in other areas including Nuku District. Given the geographical location of Nuku, access to information from outside and having outside access from Nuku has been a problem for years now. Communication in terms of sharing idea and information at the community level is restricted due to unavailability of such communication infrastructure, among others.

Establishing a community radio broadcast facility in Nuku will facilitate the flow of information needed by the people for an equitable participation in development.

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

The immediate beneficiaries to the project are people living and working within the Nuku government station and 4 tribal groups within 3 kilometers radius from the location of the possible radio transmitter. It will also cover 2 communities' schools and a high school.

### **3. DEVELOPMENT OBJECTIVE:**

The community radio project upon its full establishment should contribute to the enhancement of democratic participation in all development endeavors through the empowerment of Nuku Community which may help alleviate poverty for an improved dialogue and understanding within the community and the outside world.

### **4. IMMEDIATE OBJECTIVE:**

Upon fully establishing the self sustaining community radio project in Nuku, the community members within the government station and the surrounding 4 tribal groups will share and have access to the necessary information for public empowerment and participation. The prolonged delay in communicating necessary government service information and community response to a large extend will improved, allowing participation in development by the people within 12 months from the point of inception.

### **5. PROJECT OUTPUTS:**

- Community dialogue and mutual understanding enhanced through the community radio
- Community informed by the community radio about issues such us health, natural disasters, etc.
- 8 people trained to actively participate at the community radio.

**6. ACTIVITIES:**

- Audience assessment
- Supply and installation of radio equipment
- Weekly meetings of the community management team, involving the community and the government.
- One week training for community radio operators and managers
- Launch and start broadcasting.

**7. PROJECT INPUTS:**

- Two technical trainers for local community operators/broadcasters/producers
- Three computers
- Radio building
- FM transmitter

**8. WORKPLAN:**

Activities/Months	1	2	3	4	5	6	7	8	9	10	11	12
Audience Assessment	■	■										
Equipment purchase and installation			■	■	■							
Training Workshop						■						
Broadcasting									■	■	■	■

**9. INSTITUTIONAL FRAMEWORK:**

The Nuku Community Group is organized for the purpose of promoting community awareness on development issues in the district and the country, a remote location in the country which receives less consideration on government services.

The Group has a chairman, secretary and a treasurer with other 6 committee members each representing various tribal groups. They have meetings at least three times a year. Approving this project, the role of the Group will be strengthening.

**10. SUSTAINABILITY:**

The project is an important initiative of the community with strong support from the Nuku District Administration and National Government. Thus, when IPDC support ceases the project will be sustained through the normal recurrent budget from government.

**11. FRAMEWORK OF MONITORING:**

The project will be monitored by professional and technical expertise of Vanimo Provincial of Radio Network, part of the National Radio of Papua New Guinea.

12. **EVALUATIONS CARRIED OUT:**

There has been various community consultations including government agencies at the district level with the strong support of the National Government through the local MP and the National Commission of UNESCO in Port Moresby. PANGTEL has done a sustainability assessment.

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

The project implementation report will be submitted following UNESCO guidelines

**C. ADDITIONAL INFORMATION**

Broadcast license has been requested.

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

PROJECT N BUDGET CODES	FUNDS (US \$)	PROJECT TITLE	PERIOD
PDC/12PNG/01 352-PNG-21	128,000	PAPUA NEW GUINEA: NATIONAL BROADCASTING COMMISSION TRAINING DEVELOPMENT PROJECT (PAPCOM)	1991-1994
PDC/17PNG/01 352-PNG-71	60,000	NATIONAL NEWS COMPUTERIZATION PROJECT (PNGNEWSCOM)	1997-1998
PDC/20PNG/02 353-PNG-01	33,000	KASELA PALU COMMUNITY RADIO STATION	2000-2003
PDC/21 PNG/01 353-PNG-5011	12,000	ELECTRONIC MEDIA TRAINING FACILITY	2003 - 2004
PDC/51 PNG/01 354-PNG-5061	20,000	PAPUA NEW GUINEA: NEW DAWN FM: THE DEVELOPMENT OF COMMUNITY RADIO IN POST-CONFLICT BOUGAINVILLE	2009-2010
PDC/53 PNG/01 354-PNG-5081	33,000	BUILDING CAPACITY FOR THE COMMUNICATION ARTS DEPARTMENT FOR HIGH QUALITY JOURNALISM TRAINING	2010-2011
<b>TOTAL PAPUA NEW GUINEA: US\$ 266,000</b>			

**D. BUDGET**

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

Broadcast transmission equipment	7 920
Studio equipment and installation	20 795
4 Trainers x 5 days x 150	3 000
Training Materials	285
4 return airfares 500 x 4	2 000
<b>TOTAL</b>	<b>US\$ 34 000</b>

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

Training meals and accommodation*	4 000
Hire transport and fuel	2 300
Travel and accommodation for UNESCO National Commission visiting officers	6 600
Unexpected costs	3 000
<b>TOTAL</b>	<b>US\$ 15 900</b>



# SAMOA

<b>A. PROJECT IDENTIFICATION</b>		
<b>1.</b>	<b>TITLE</b>	<b>ENHANCING INSTITUTIONAL CAPAPCITY OF NATIONAL UNIVERSITY OF SAMOA, THROUGH INRODUCTION OF RADIO IN A BOX</b>
<b>2.</b>	<b>NUMBER</b>	<b>IPDC/55 SAM/01</b>
<b>3.</b>	<b>MEDIA DEVELOPMENT INDICATORS' CATEGORY</b>	Category 4: Professional capacity building and supporting institutions that underpin freedom of expression, pluralism and diversity
<b>4.</b>	<b>IPDC PRIORITY AREA</b>	Human Resource Development
<b>5.</b>	<b>SCOPE</b>	National
<b>6.</b>	<b>TYPE OF ASSISTANCE REQUESTED</b>	Equipment
<b>7.</b>	<b>TOTAL COST OF PROJECT</b>	US\$ 13 925
<b>8.</b>	<b>AMOUNT REQUESTED FROM IPDC</b>	US\$ 9 325
<b>9.</b>	<b>BENEFICIARY BODY</b>	Journalism Programme, National University of Samoa, PO Box 1622, Tel: (685) 21 428 Misa Vicky Lepou, Email: <a href="mailto:v.lepou@nus.edu.ws">v.lepou@nus.edu.ws</a>
<b>10.</b>	<b>IMPLEMENTING OFFICE</b>	UNESCO Apia Office for Pacific States Mr Paul Hector, ACI
<b>11.</b>	<b>PROJECT LOCATION</b>	Journalism Studio, Institute of Technology National University of Samoa
<b>12.</b>	<b>PROJECT PREPARED BY</b>	Misa Vicky Lepou, Email: <a href="mailto:v.lepou@nus.edu.ws">v.lepou@nus.edu.ws</a> Paul Hector, ACI, UNESCO Apia Office
<b>DECISION OF THE BUREAU:</b>		

## **B. PRESENTATION**

### **1. PROJECT JUSTIFICATION:**

There are currently five private radio stations, one state-owned AM station in the country, along with two local based newspapers and five private television stations. The Media & Journalism Programme at the National University of Samoa provides the primary route for aspiring as well as working journalists to receive training. In Samoa like much of the Pacific, radio is the primary means for readily accessing and receiving information. Preparing media and journalism students and working media professionals to better utilize radio is crucial.

The Media & Journalism Programme at the National University of Samoa seeks to train students with skills in the area of radio journalism particularly compiling, editing and recording radio stories within radio broadcast newsrooms. However, the university faces severe constraint due to lack of radio equipment and so is restricted largely to the theoretical treatment of this important areas. The Programme proposes to purchase a “radio in a box” facility to assist with their training. This will enhance the development of practical skills in compiling, editing and producing quality radio programming.

This project seeks support to acquire the proposed equipment to provide hands on training primarily to First and Second Year media and journalism students. We also intend to expand, perhaps after the first year of the project implementation to include practicing radio journalists. It is the intention that the transmission will be on the FM Band serving the University Campus and extending up to a 5-mile radius beyond the campus.

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

Media and Journalism students at the National University of Samoa will be the main beneficiaries of the proposed project.

### **3. DEVELOPMENT OBJECTIVE:**

The proposed project provides a platform for students enrolled in the radio broadcast and production courses to become equipped with the practical radio skills, knowledge and attitudes that prior to enable them to work in the media industry.

### **4. IMMEDIATE OBJECTIVE:**

The 24 Media & Journalism students are expected to be fully equipped with the skills and knowledge of how to operate, manage, and produce quality programming from the proposed radio station *Radio-in-a-Box*.

### **5. PROJECT OUTPUTS:**

- 24 media and journalism students equipped with radio skills, writing radio news over 5 days per week
- 1<sup>st</sup> year and 2<sup>nd</sup> year Radio and Broadcast courses offering both theoretical and practical introductions in developing radio broadcast content
- A student radio station equipped with transmission and production facilities which will be well maintained by 2 current staff members and 24 students for 220 hours for both Semester 1 & 3.
- A functional broadcasting production studio

### **6. ACTIVITIES:**

- Months I-II: Finalize License Acquisition Process

- Months III-IV:Purchase & Set Up Equipment, Staff and Student Consultancy and Training, Produce a Radio Guide and First Implementation Report
- Three day training for the 2 Journalism Staff and 24 students provided by Equipment Supplier of how to operate and maintain proposed equipment.
- Months V-VII Produce Entertainment List to be played, Line Up Assessment Productions for Broadcast
- Months VIII: 2<sup>nd</sup> Implementation Report
- Months IX-X: Conduct Feedback Study
- Months XI: Radio Course Assessment Review
- Months XII :Final Report

**7. PROJECT INPUTS:**

1 radio-in-a-box unit comprising:

- a Proel M8USB audio mixer, Denon DN-C615 MP3/CD player, M-Audio AV20 powered monitor speaker (pair), Nanopatch monitor switch, AKG '141 headphones (pair), TF(S)-30 30W FM stereo transmitter; and 50m coaxial cable, Polar 114FM dipole antenna, 1x Shure 5M 63 (or similar) microphone, 1 x table mike stand and cable, Dell Aspirom 15.6in laptop with Windows 7 operations system. These equipments are installed in a heavy duty road case. Software for audio editing and play out will be provided on a CD with installation instructions.
- 1 30W stereo FM transmitter (exciter), mounting brackets (100W FM transmitter, etc)
- 1 Antenna system, 50m antenna cable terminated with N type male connectors, antenna clamp, cable clamps
- 1 Multi-channel/audio channel mixer
- 1 Software for audio editing and play out (a CD with installation instructions included)
- 1 Notebook (with Windows 7 operating system)
- 1 MP3/CD player
- Speakers, Monitor fader/mute switch (1 pair + switch)
- Microphones, microphone stands and cables
- 1 pair of Headphones
- Heavy duty road case complete with 1RU heavy duty sliding tray for notebook, 3RU heavy duly sliding tray for microphone and speaker, power panel etc.
- Installation materials, cables, connectors, labour etc
- Studio: There is an existing air conditioned Studio (16x9sq.ft) convenient for the placement of the proposed facility.

**8. WORKPLAN:**

Activities/Months	1	2	3	4	5	6	7	8	9	10	11	12
Finalize License Acquisition Process	■	■										
Purchase & Set Up Equipment			■									
Staff & Student Consultancy/training			■	■								
Produce a Radio Guide				■								
Submission of UNESCO Report				■				■				■
Produce First Series of Radio Programme					■	■	■					
Feedback Study									■	■		
Radio Course Assessment Review											■	

## 9. INSTITUTIONAL FRAMEWORK:

The Media and Journalism Programme is located within the School of Business and General Studies of the Institute of Technology at the National University of Samoa. There are currently 24 full-time students enrolled in the Diploma in Media and Journalism Programme. This training programme was developed through a joint initiative with the Journalism Association of Samoa to address gaps in media and journalism training identified by the media industry in Samoa. The Programme also has an Industry Advisory Panel with industry representatives from print, broadcast and on-line media who work closely with the university in orienting the Media and Journalism Programme.

## 10. SUSTAINABILITY

Provisions for the ongoing maintenance and operation of the radio studio will be made in the Journalism and Media Programme's annual budget. Efforts will also be made to seek additional funding to support the ongoing development and relevance of the radio broadcasting component of the programme.

## 11. FRAMEWORK OF MONITORING

The Industry Advisory Panel consisting of industry members from radio, television and print will provide assistance in monitoring this project's implementation.

## 12. EVALUATIONS CARRIED OUT

The Industry Advisory Panel to the Media & Journalism Programme at the National University of Samoa has recommended to the National University of Samoa in its report on August 02<sup>nd</sup>, 2009 that radio broadcast and production and equipment be acquired to improve the quality of training offered. They have also endorsed this project proposal.

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

The Programme will report on project progress on a four-month basis and provide an end of project final report.

### C. ADDITIONAL INFORMATION

A Memorandum of Understanding between NUS and the Ministry of Communications and Information Technology is currently being prepared to facilitate the granting of the transmission license.

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

PROJECT N BUDGET CODES	FUNDS (US \$)	PROJECT TITLE	PERIOD
PDC/10SAM/01 352-SAM-01	82,000	SAMOA: RURAL RADIO PROJECT	1990 -1992
PDC/13SAM/01 352-SAM-31	90,000	"SAVALI" NEWSPAPER DEVELOPMENT PROJECT	1993 -1997
PDC/15SAM/01 352-SAM-51	53,000	TELEVISION EXTENSION PROJECT (SAMTEL)	1995 -1997
PDC/17SAM/01 352-SAM-71	44,000	'SAMOA OBSERVER' NEWSPAPER DEVELOPMENT PROJECT	1997 -1998
		TOTAL SAMOA: US\$ 269,000	

## D. BUDGET

<b>BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)</b>	
International Consultant (Supplier of Proposed Equipment, \$150 x 2 days)	300
DSA (\$213 x 2 days)	425
Airfare (Brisbane/Apia/Brisbane)	1 000
30W stereo FM transmitter (exciter), mounting brackets (100W FM transmitter, etc)	1 550
Antenna system, 50m antenna cable terminated with N type male connectors, antenna clamp, cable clamps	500
Multi-channel/audio channel Mixer	655
Software for audio editing and play out (a CD with instructions )	0
Notebook (Windows operating system)	950
MP3/CD player	675
Speakers, Monitor fader/ mute Switch	250
Microphones, microphone stands and cables	385
Headphones	340
Heavy duty road case complete with 1RU heavy duty sliding tray for notebook, 3RU heavy duty sliding tray for microphone and speaker, power	1 170
Installation material. cables, connectors, labour	1 125
<b>TOTAL:</b>	<b>US\$ 9 325</b>

<b>BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION (in US dollars)</b>	
<b>Administrative cost/ Institutional costs</b>	
Studio Furniture (chairs, staff desks, computer desks, cabinet)	2 000
IC Recorders (4 x \$100)	400
Radio Guide Printing (100 copies)	1 000
Transport	200
Studio Space	500
Monitoring	500
<b>TOTAL:</b>	<b>US\$ 4 600</b>

# SAMOA

<b>A. PROJECT IDENTIFICATION</b>		
<b>1.</b>	<b>TITLE</b>	<b>DIGITALIZATION AND PRESERVATION OF RADIO 2AP ARCHIVES MCIT</b>
<b>2.</b>	<b>NUMBER</b>	<b>IPDC/55 SAM/02</b>
<b>3.</b>	<b>MEDIA DEVELOPMENT INDICATORS' CATEGORY</b>	Category 5: Infrastructural capacity is sufficient to support independent and pluralistic media
<b>4.</b>	<b>IPDC PRIORITY AREA</b>	Human Resource Development
<b>5.</b>	<b>SCOPE</b>	National
<b>6.</b>	<b>TYPE OF ASSISTANCE REQUESTED</b>	Equipment Provision Training Support
<b>7.</b>	<b>TOTAL COST OF PROJECT</b>	US\$ 31 100
<b>8.</b>	<b>AMOUNT REQUESTED FROM IPDC</b>	US\$ 15 800
<b>9.</b>	<b>BENEFICIARY BODY</b>	Radio 2AP – Mulinu’u, Ministry of Communications and Information Technology, SAMOA
<b>10.</b>	<b>IMPLEMENTING OFFICE</b>	UNESCO Apia Office for Pacific States Mr. Paul Hector, ACI
<b>11.</b>	<b>PROJECT LOCATION</b>	Radio 2AP – Studios, Mulinu’u, Apia, SAMOA
<b>12.</b>	<b>PROJECT PREPARED BY</b>	Mr. Clement Warren – Financial Technician. Ministry of Communications and Information Technology, SAMOA Tel: +685 21422 E-mail: lmatini@mcit.gov.ws
<b>DECISION OF THE BUREAU:</b>		

## **B. PRESENTATION**

### **1. PROJECT JUSTIFICATION:**

During the period 1947 – 1989, Radio 2AP was the only Samoan radio station operating in the Independent State of Samoa. Over the past few years the media space has expanded dramatically. Private FM stations begun operation in 1989 and today there are now 7 radio stations in operation. The first television station was established 1993 and over the following years this increased with an additional 6 private television stations being established. Three newspapers exist including two daily English-language newspapers and a newspaper in the Samoan language published 3-days per week.

As the first operating radio station in Samoa and in its role as the national broadcaster, Radio 2AP was and continues to broadcast and record events of national significance and importance. For over half a century, these recordings have been made and kept on analog cassettes and reel tape material. These recordings include cultural, religious, educational material, speech and musical performances. Key governmental state speeches are also recorded. This recorded audio is of great cultural and historical significance to Samoa.

The recordings are currently stored in the station's library where their physical condition and quality is degrading due to the decomposition of the material they have been recorded on. The "Digitalization and Preservation Project" will seek to improve the storage of these records, their cataloguing, preservation and transformation to digital formats. Equipment will be acquired to support this effort. This will ensure improved storage and continued access to current and future archival holdings,

In parallel with the above improvements the project will also address the implementation of the necessary management systems, workflow processes combined with a staff training program to support this initiative. The training will greatly upgrade the skills of the archivists, program producers and technicians involved in the transformation and archiving process.

Efforts will be made, at a later stage, in concert with the National Museum and Library of Samoa to publicize and promote access to this content by media professionals, educators, researchers and other interested persons.

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

The immediate target group is the 7 staff currently in the 2AP Radio archiving and program production teams.

### **3. DEVELOPMENT OBJECTIVE:**

The Project supports the building of institutional capacity for 2AP and the professional development of its staff. In addition, it supports improved access to information.

### **4. IMMEDIATE OBJECTIVE:**

The immediate objective is to catalogue and preserve; through improved storage of original miles and creation of digital copies; the recorded materials which is under threat and to provide systems and staff for safeguarding the current archival material through digitization and ensuring the protection of future material.

### **5. PROJECT OUTPUTS:**

- Seven broadcasters will acquire skills in digitization production, techniques of radio archives, software and hardware storage of digital audio.

- Management systems and workflow processes implemented and equipment installed to support the systematic ongoing preservation, digitization and catalogue of existing and new content.

**6. ACTIVITIES**

- Two-week training course in digitization, for 7 of the 2AP staff;
- Acquisition and installation of equipment;
- Selection and engagement of trainer to conduct training;
- Project monitoring and reporting

**7. PROJECT INPUTS:**

- Two (2) Computers – Optiplex 780MT
- One (1) Server – western digital WD share space 8TB 4 – BAY Gig E.
- One (1) reel to reel Revox machine readily with
- submitter and turntable,
- mixer cables,
- two computers and server to stay with the station after the training, and
- Trainer (overseas) for this work to be identified in conjunction with the Asia-Pacific Broadcasting Union (ABU).

**8. WORKPLAN:**

Activities/Months	1	2	3	4	5	6	7	8	9	10	11	12
Training	■	■						■				
Acquire Equipment			■						■			
Training Material			■							■		
Participant Notice				■						■		
Workshop					■						■	

**9. INSTITUTIONAL FRAMEWORK:**

As the national broadcaster, Radio 2AP’s mission is to provide effective, efficient and reliable broadcasts of high quality to the people of Samoa and its Pacific neighbors and to provide content that is relevant to their needs and aspirations. The station is under the purview of the Ministry of Communications and Information Technologies and is wholly owed by the Government of Samoa. The station has been in operation since 1947.

**10. SUSTAINABILITY:**

The project will provide equipment, which will be valued and looked after by the engineering team of Radio 2AP. The training material used and delivered in this project will be integrated into the ongoing staff training at Radio 2AP as well as orientation sessions for new staff. Budgetary allocations will be made in the annual budget to ensure that the newly acquired equipment is adequately maintained and consumables are replaced.

**11. FRAMEWORK OF MONITORING:**

The monitoring process could be carried out by the UNESCO field office, in view of the lack a proper authority locally to collaborate in project monitoring.



## 12. EVALUATIONS CARRIED OUT:

Although no formal evaluation has been carried out it is recognized by the station staff and the Ministry that there is a need to preserve the archival collection. To support this work it has been recognized that staff training in the preservation and cataloging of analogue materials and its conversion to digital formats is necessary.

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

A report will be submitted to the UNESCO field office, describing the outcome of objectives regarding project prepared by Clement Warren, Principle technician, Tel: +685 21422; E-mail: lmatini@mcit.gov.ws

### C. ADDITIONAL INFORMATION

Radio 2AP is the only Government radio on island, and law has passed to keep the radio under the Government for good, as the media for maintaining cultural, national building and the voice of the nation in times of natural disasters.

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

PROJECT N BUDGET CODES	FUNDS (US \$)	PROJECT TITLE	PERIOD
PDC/10SAM/01 352-SAM-01	82,000	SAMOA: RURAL RADIO PROJECT	1990 -1992
PDC/13SAM/01 352-SAM-31	90,000	"SAVALI" NEWSPAPER DEVELOPMENT PROJECT	1993 -1997
PDC/15SAM/01 352-SAM-51	53,000	TELEVISION EXTENSION PROJECT (SAMTEL)	1995 -1997
PDC/17SAM/01 352-SAM-71	44,000	'SAMOA OBSERVER' NEWSPAPER DEVELOPMENT PROJECT	1997 -1998
		<b>TOTAL SAMOA: US\$ 269,000</b>	

### D. BUDGET

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

One Trainer (10 days at a rate of \$140 per day)	1 400
Training material and rental of training aids:	400
Local travel for one trainer	100
Air Fares for one trainer (Return Ticket)	1 110
Lunch Meals \$40 per day x 10 days (catering for 7 participants & 1 trainer)	400
Optiplex 780MT with Intel® Core 2 Duo Processor E8400, 3.0GHz, 1333MHz FSB, 320GB Serial ATA (7200RPM) Hard Drive 2GB (2x1GB) NECC Dual Channel DDR2 1066MHz SDRAM Memory, 19 in 1 card reader Integrated Network 10/100/1000, Integrated Intel Graphics Media Accelerator 4500 Integrated ADI-1984 High Definition Audio USB Keyboard and Mouse 16 x Max DVD+/-RW Drive dual layer capability, No monitor, no floppy drive Genuine Windows® 7 Professional 32bit (English), 3 Years RTB warranty	2 110
New Monitor: Dell 20" Black LCD	660

2.2kva APC UPS	1 370
Server Western Digital WD ShareSpace 8TB-4-bay GigE	8 250
<b>TOTAL</b>	<b>US\$ 15 800</b>

<b>BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION</b> <b>(in US dollars)</b>	
<b>Administrative cost/ Institutional costs</b>	
Reel to reel machine	6 000
Audio mixer	7 050
Training Venue (10 days)	1 280
Local Co-trainer (\$37p/day for 10 days)	370
Repertoire (30p/day for 10 days)	300
Transportation (\$30p/day for 10 days)	300
<b>TOTAL</b>	<b>US\$ 15 300</b>

## SOLOMON ISLANDS

<b>A. PROJECT IDENTIFICATION</b>		
<b>1.</b>	<b>PROJECT TITLE</b>	<b>TRAINING OF TRAINERS IN COMMUNITY RADIO IN THE PACIFIC</b>
<b>2.</b>	<b>NUMBER</b>	<b>IPDC/55 SOI/01</b>
<b>3.</b>	<b>MEDIA DEVELOPMENT INDICATOR</b>	Category 2: Plurality and diversity of media, a level economic playing field and transparency of ownership
<b>4.</b>	<b>IPDC PRIORITY AREA</b>	Community Media
<b>5.</b>	<b>SCOPE</b>	National
<b>6.</b>	<b>TYPE OF ASSISTANCE REQUESTED</b>	Financial assistance
<b>7.</b>	<b>TOTAL COST OF PROJECT</b>	US\$ 69 950
<b>8.</b>	<b>AMOUNT REQUESTED FROM IPDC</b>	US\$ 34 450
<b>9.</b>	<b>BENEFICIARY BODY</b>	Secretariat of the Pacific Community Private Mail Bag, Suva, Fiji Islands Mr Siasosi Sovaleni Tel: +679 3379409 Email: <a href="mailto:siaosis@spc.int">siaosis@spc.int</a>
<b>10.</b>	<b>IMPLEMENTING OFFICE</b>	UNESCO Apia office
<b>11.</b>	<b>PROJECT LOCATION</b>	SPC, Suva, Fiji
<b>12.</b>	<b>PROJECT PREPARED BY</b>	Mr Siasosi Sovaleni
<b>DECISION OF THE BUREAU:</b>		

## **B. PRESENTATION**

### **1. PROJECT JUSTIFICATION:**

The Pacific boasts a pluralistic and diverse media which is constantly challenged with technological transitions in information and communication. Media needs are changing and as such the demands for cheaper, viable and a participatory medium of communication has increased. This has seen the emergence of community radios in many villages, settlements and isolated areas in the region. The Regional Media Centre of SPC has been working in partnership with stakeholders in radio and currently takes an active role in Community Radio for its 22 member countries since 2009.

While there are established formal educational institutions like the University of the South Pacific (USP), Fiji National University (FNU), the University of Papua New Guinea and the University of Samoa that offer courses in journalism and the media, they do not provide specific training in Community Radio. At the World Association of Community Radio Broadcaster (AMARC)'s 2nd Asia Pacific Regional Conference in Bangalore, India in 2010, the Pacific emphasized the increasing need of rural dwellers to access information. At present, people are unable to access radio because of transmission, and technological challenges. Other challenges include the lack of community radios in the region to cater for a population of over 8 million people, many of whom live in rural areas; little to no training for community media practitioners; the lack acknowledgement of the role of CR as a tool for community development and the lack of national legislation governing community radios. Community radios are important tools for development allowing the participation of rural dwellers in the development process especially in understanding the importance of addressing and meeting goals articulated in the Millennium Development Goals (MDG) and participating in the development process.

This proposed initiative will support the access to digital and other technological opportunities that enable community broadcasting in an ever-widening scale and uphold the UNESCO objective of promoting the democratization of the media. It endorses the implementation of Article 16 of the United Nations Declaration on the Rights of Indigenous Peoples which reaffirms the right of Indigenous peoples to establish their own community radios in their own languages and have access to non-indigenous CRs without discrimination. The region lacks trained community radio trainers and this project will address this capacity constraint. The TOT proposed in this project will ensure that the Solomon Islands will be able to meet their training needs and take ownership of community radio training and development like establishments, content development and management and operation of community radios.

Furthermore, trainers will be able to develop training programmes and contents that are best suited to their respective community needs and addresses development priorities especially given their understanding of the cultures, religious sensitivities, and governance issues. This proposed initiative is reflected in the Tonga Declaration which endorsed the Framework for Action on ICT for Development in the Pacific (FAIDP). 20 Pacific Island countries and territories (PICTs) were represented by over 50 regional Ministers, regional Heads of Agencies and other regional Senior Officials committed their countries and organizations to it. The Tonga Declaration, acknowledged the increasingly important role of SPC in ICT development requests SPC to coordinate the implementation of the ICT Framework in collaboration with other CROP Agencies and development partners including UNESCO. The outcome of the Tonga meeting also stressed that media is an important part of ICT and also an important means to share and disseminate information.

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

10 civil society and community leaders with background in media from the Solomon Islands.

**3. DEVELOPMENT OBJECTIVE:**

The project contributes to increasing the plurality and diversity of the media in the Solomon Islands and enhances the capacities of communities to use media as a platform for democratic discourse.

**4. IMMEDIATE OBJECTIVE:**

10 civil society leaders will be trained as community radio trainers and will be engaged to set up self sustaining community radio stations in their own districts;

**5. PROJECT OUTPUTS:**

- 10 persons will be equipped to be facilitative trainers including;
- Acquiring the skills and techniques to source information from the internet to apply to radio programmes;
- Acquiring the skills to use ICT in Community Radio service delivery;
- Acquiring the skills to prepare training plans, training programmes and training needs assessments to be able to conduct community radio training in their communities;
- Acquire the skills to develop relevant content and appropriate radio programmes;
- 10 accredited community radio trainers engaged in establishing self sustaining community radio stations in their own districts

**6. ACTIVITIES:**

- Two weeks training;
- Presentations;
- Practical Exercises;
- Field visits;
- Discussion with Experts;
- Evaluation and assessment of trainee;
- TOT Training;

**7. PROJECT INPUTS:**

1. Two Trainers
2. Travel and per diem for 5 local participants from the remote outer islands;
3. Venue which could be a Computer lab.
4. Local transport for participants.
5. Printing and administration costs.
6. Support for participants to conduct local/national workshops.
7. Trainees to develop training proposals/ programmes for in-house and national level training for immediate implementation upon return to their respective countries;

**8. WORK PLAN:**

ACTIVITIES / MONTHS	1	2	3	4	5	6	7	8	9	10	11	12
Develop Training Programme												
Engage with partners												
Selection and contracting of presenters and trainers												
Invite nominations for workshop												
Selection and notification to workshop participants												
Travel and accommodation arrangements												

Meeting arrangements																			
Preparation of training material																			
Conducting the Workshop																			
Review and update of training material from workshop.																			
<b>Submission of project report</b>																			

**9. INSTITUTIONAL FRAMEWORK:**

The Secretariat of the Pacific Community (SPC) is an intergovernmental organization that provides technical and policy advice and assistance to its Pacific Island members. SPC was established as an international organization in 1947 and has 26 member countries and territories. In 2010, the organization had six divisions with over 400 staff. This project will be jointly implemented by SPC’s Regional Media Centre (RMC) and EDD through its Pacific ICT Outreach (PICTO) programme. RMC has extensive media experience both in broadcasting and print media. PICTO provides ICT technical assistance to SPC member countries in areas such as ICT policies, e-Government, capacity building and access. The training will be supported by the Commonwealth of Learning (COL), World Association of Community Radio Broadcaster (AMARC), the Regional Media Centre’s extensive media network in the region, 22 Government members of SPC, University of the South Pacific (USP), and the International Centre for Journalists (ICJ).

**10. SUSTAINABILITY:**

Both PICTO and RMC are established programmes of SPC hence, will be around to provide long term support to the target beneficiaries. Furthermore the Tonga ministerial outcome provided the mandate for PICTO to continue working on building the capacity of media. This training will build capacities within the Solomon Islands and serve as test-bed for national roll-out of community radio in the Solomon Islands as well as to serve as models for establishment of community radio in other countries of the regions. The training adopts a train-the-trainer approach. The trainees benefitting from these two national workshops are expected to utilize their newly acquired knowledge and skills to train others in their respective districts. A component of this project is aimed to support participants to conduct district-level workshop. This will ensure continuous interest and capacity in the media sector.

**11. FRAMEWORK OF MONITORING:**

COL and AMARC will support the ongoing monitoring of the project.

**12. EVALUATIONS CARRIED OUT:**

Based on the media capacity building needs highlighted by PINA and RMC at the Pacific ICT Ministers Meeting held in Tonga in June 2010. According to training analysis assessments carried out by RMC all media organizations surveyed pointed to basic ICT training and website content development and management as priority training needs.

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

SPC through PICTO will report on project progress on a four month basis to the UNESCO Apia Office. The reports will be prepared by Mr Siaoisi Sovaleni, ICT Outreach Coordinator, Secretariat of the Pacific Community, Tel: +679 3379409; E-mail: [siaosis@spc.int](mailto:siaosis@spc.int)

## C. ADDITIONAL INFORMATION

### Previous IPDC support received by the country:

PROJECT N BUDGET CODES	FUNDS (US \$)	PROJECT TITLE	PERIOD
PDC/16SOI/01 352-SOI-71	55,000	SOLOMON-ISLANDS: COMPUTERIZATION PROJECT (SOLCOM)	1997 - 1999
PDC/19SOI/01 352-SOI-91	30,000	MINI RECORDING STUDIO FOR WOMEN AND COMMUNITIES	1999 - 2002
PDC/23 SOI/01 354-SOI-5031	33,000	DIGITALISATION OF SIBC ARCHIVES	2004-2005
PDC/24 SOI/01 354-SOI-5032 (FINANCED BY AUSTRALIA)	81,000	MEDIA TRAINING FOR PEACE AND RECONCILIATION	2004-2005
<b>TOTAL SOLOMON-ISLANDS: US\$118,000 + US\$81,000 (F-I-T)</b>			

## D. BUDGET

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

2 Trainers per diem \$3600; Airfare \$4200; Fee : \$4500	12 300
5 Participants from outer islands per diem for 15 days x \$60/day – UNESCO	4 500
Local Transportation	500
Venue rental	1 800
In-country transportation for participants from outer islands (\$300 per participant x 5)	1 500
Training kits and resource materials (\$200 per participant x 10)	2 000
Printing/stationery	500
Project monitoring & Ongoing Support for district-level workshops	10 000
Freight charges for materials and equipment	1 450
<b>TOTAL</b>	<b>US\$ 34 450</b>

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

Project Coordinator (8 months @ 10% of ICT Outreach Coordinator time)	7 500
Communication costs	200
Local Facilitators in ICT and Community Radio	7 500
Development of training material (3 months)	2 000
Administration & Logistics costs (including communication with participants, booking flights, accommodation etc)	5 000
Monitoring & Ongoing Support	10 000
Project Financial and audit	1 000
Project Reporting	1 000
Radio studio usage	1 000
Monitoring & Ongoing Support	300
<b>TOTAL</b>	<b>US\$ 35 500</b>

# SRI LANKA

<b>A. PROJECT IDENTIFICATION</b>		
<b>1.</b>	<b>PROJECT TITLE</b>	<b>IMPROVE TRAINING OF JOURNALISTS BY COMPILING A COMPREHENSIVE SYLLABUS BASED ON THE UNESCO MODEL JOURNALISM CURRICULUM</b>
<b>2.</b>	<b>NUMBER</b>	<b>IPDC/55 SRL/01</b>
<b>3.</b>	<b>MEDIA DEVELOPMENT INDICATORS' CATEGORY</b>	Category 4: Professional capacity building and supporting institutions that underpin freedom of expression, pluralism and diversity
<b>4.</b>	<b>IPDC PRIORITY AREA</b>	Enhancing Professional Capacity
<b>5.</b>	<b>SCOPE</b>	National
<b>6.</b>	<b>TYPE OF ASSISTANCE REQUESTED</b>	Financial
<b>7.</b>	<b>TOTAL COST OF PROJECT</b>	US\$ 19 000
<b>8.</b>	<b>AMOUNT REQUESTED FROM IPDC</b>	US\$ 20 900
<b>9.</b>	<b>BENEFICIARY BODY</b>	Sri Lanka College of Journalism 96 Kirula Road Colombo 5 , Sri Lanka Tel:+9411 5353635 Contact: Mr Namal Perera
<b>10.</b>	<b>IMPLEMENTING OFFICE</b>	UNESCO, New Delhi Office
<b>11.</b>	<b>PROJECT LOCATION</b>	Sri Lanka College of Journalism, Colombo
<b>12.</b>	<b>PROJECT PREPARED BY</b>	Mr Namal Perera, Sri Lanka College of Journalism, Colombo
<b>DECISION OF THE BUREAU:</b>		



## B. PRESENTATION

### 1. PROJECT JUSTIFICATION:

Sri Lanka's 26-year civil war produced a deep and bitter polarization within civil society and the media. There were notable efforts during the worst days of the conflict to assert the rights of journalists to report as they see things, irrespective of communal identity. Sri Lanka has finally achieved a state of peace. But media professionals in all parts of the country adopted self-censorship and other strategies for securing themselves from bodily harm in an unrelentingly hostile environment. More than a year after the end of the war, independent media was still not given access to areas where the decisive last battles were fought.

Media outlets continue to be divided along linguistic and ethnic lines, with state-run and private operators offering services in the main languages. Many of the main broadcasters and publications are state-owned, including two major TV stations, radio networks operated by the Sri Lanka Broadcasting Corporation (SLBC), and newspapers in Sinhala, Tamil and English. The style of reporting of these TV channels and Newspapers is much different, based on their language. There are currently 14 daily newspapers, 29 weekend publications, 13 Television stations (8 privately-run TV stations) and 42 Radio Stations.

Creating a critical mass among the media community was a key strategic aim of the Sri Lankan Press Institute established in 2003. The training programs and workshops on various aspects of journalism, conducted by the educational arm of the SLPI, the Sri Lanka College of Journalism (SLCJ) assisted to build this critical mass. Media law reform, ethical journalism and journalists' rights were the three pillars of this process. Since its foundation, SLPI along with SLCJ have emerged as a significant platform for advocacy on media freedom and improving professional standards. However, Sri Lanka's principal media organisations – all stakeholders in SLPI – frequently differed on the norms that should govern its functioning

The Sri Lanka College of Journalism (SLCJ) was established and run by the media industry as a collective initiative along with the Sri Lanka Press Institute and the Press Complaints Commission of Sri Lanka in 2003. Initiated, owned, and run by the media itself, the SLPI offers systematic training for journalists, promotes self-regulation in the print media, and advocates for a free and responsible media in Sri Lanka.

SLCJ follows a curriculum that was developed since its establishment. It has been further developed over the years by the academia with inputs from the industry and international resource persons. Though, this curriculum is fast becoming outdated. To keep up with the emerging new trends in the industry and to further uplift the quality of education, there is a need to develop a comprehensive one year Diploma Course in Journalism. This will contribute to strengthening the institutional capacity of the SLCJ.

The purpose of the project is to update and improve the journalism education in Colombo through introducing a new journalism syllabus based on the UNESCO Model Curricula for Journalism Education. The long term aim of the project is to start a new era in journalism education in Sri Lanka, by providing the students with education that is of better quality and prepare them both with skills as well as the understanding of their role in building democracy and peace and respect for diversity as the journalists of the new generation.

### 2. DESCRIPTION OF THE TARGET GROUP:

Students and faculty members of the Sri Lanka Journalism College in Colombo. Other Universities offering education in journalism will also benefit from the project through networking activities and information sharing.

**3. DEVELOPMENT OBJECTIVE:**

Through creating quality education for the students of journalism, the project will contribute to building the new generation of well trained journalists, able to fully take the role of media in building democracy and strengthening the peace.

**4. IMMEDIATE OBJECTIVE:**

Develop, adapt and introduce a country-specific comprehensive journalism syllabus based on the UNESCO model curricula for journalism education and strengthen the academic capacity of the Sri Lanka Journalism College to provide the students with quality journalism education.

**5. PROJECT OUTPUTS:**

- A new journalism syllabus based on UNESCO Model Curricula for Journalism Education introduced.
- Capacity of faculty members of SLJC and other Universities strengthened through education and networking opportunities.
- Textbook complimenting the revised curriculum published.

**6. ACTIVITIES:**

- Development of the journalism education curriculum in accordance with the UNESCO Model Curricula for Journalism Education.
- Textbook publication for journalism education in order to support the new curriculum.
- Capacity building education for journalism teachers and trainers in SLJC.
- Seminar to share the experiences from the newly developed curriculum based on the UNESCO Model Curricula with other media training institutions.

**7. PROJECT INPUTS:**

- A panel of 5 media practitioners/industry and 5 media academicians for the review and development and adaptation of the comprehensive syllabus.
- Consultation by experts and resource persons in order to publish a textbook for the journalism education.

**8. WORK PLAN:**

Activities	1	2	3-5	6	7-8	9	10- 22
Selection and Establishment of the Panel	■						
Selection of a trainer & Organization of the Workshop		■					
Preparation of First Draft of Syllabus			■				
First Draft Review by the Panel and Recommendations				■			
Capacity building workshop for journalism trainers					■		
Production of standardized model course for Journalism						■	
Publication- Text book							■
Seminar on the journalism curricula							■

## 9. INSTITUTIONAL FRAMEWORK:

This institute is the educational arm of the Sri Lanka Press Institute (SLPI) which is a national media development institute based in Colombo working to develop Sri Lankan journalism.

The College is managed by the Sri Lanka Press Institute and as such it supports and works towards creation of an independent and accountable media culture in Sri Lanka by producing journalists who are trained in both the practical skills required to be a professional and the theoretical knowledge of the application of media ethics, reporting and writing techniques and other journalistic basics. The SLCJ is equipped with state-of-the art facilities to teach both Print and Broadcast journalism, and is the premier institute of its kind in Sri Lanka as it is run in close collaboration with industry partners. The College has so far produced over a hundred fresh working journalists in all three languages (English, Tamil & Sinhalese) for various media institutions, and has built the professional capacity of hundreds more working journalists.

## 10. SUSTAINABILITY:

The participants of this project will become valuable resource persons and trainers of trainers in journalism in the country. The knowledge and skills that the trainers will gain from this project will be used in training of journalism students as well as the media professionals in the country. Similarly, the materials produced at the end of the project, including the comprehensive curriculum and the textbook will be used as reference for development of teaching and learning course materials.

## 11. FRAMEWORK OF MONITORING:

The project will be implemented by the Sri Lanka Journalism College in Colombo in collaboration with Prof. Michael Cobden from the University of King's College, Canada, who is one of the four members of the expert committee to draft the UNESCO model journalism. There will be a professional Panel of 5 experts from the media industry sector and 5 academics who will ensure the quality of the work. The monitoring will be carried out regularly by the Managing Board of the Sri Lanka Press Institute and the ACI at the UNESCO New Delhi Office.

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

The Sri Lanka Journalism College in Colombo will provide UNESCO two intermediary implementation reports after the third, sixth and the twelfth month of the project duration. At the end of the project, a final report and certified financial statements will be submitted.

## C. ADDITIONAL INFORMATION

### Previous IPDC support received by the country:

PROJECT N BUDGET CODES	FUNDS (US \$)	PROJECT TITLE	PERIOD
PDC/9SRL/01 350-SRL-91	32,000	SRI LANKA: ARTHUR CLARKE CENTRE FOR MODERN TECHNOLOGIES	1982 -1992
PDC/17SRL/01 352-SRL-71	55,000	JOURNALISM TRAINING	1997 -1998
PDC/18SRL/01 352-SRL-91	35,000	DEVELOPMENT OF PARTICIPATORY PUBLIC SERVICE RADIO PROGRAMMES	1999 - 2000
PDC/19SRL/01 352-SRL-92	57,000	CREATING AVENUES FOR MINORITY DISCOURSE	1999 - 2000
PDC/48 SRL/01 354-SRL-5041	18,000	CAMPAIGN TO PROMOTE PUBLIC SERVICE MEDIA AND PUBLIC SERVICE VALUES IN JOURNALISM IN SRI LANKA	2005-2006

PDC/51 SRL/01 354-SRL-5061	<b>18,000</b>	<b>CAPACITY BUILDING OF COMMUNITY REPORTERS FOR PEACECASTING AND LOCAL CONTENT BROADCASTING</b>	2007-2008
PDC/52 SRL/01 354-SRL-5071	<b>13,200</b>	<b>SRI LANKA PUBLICATION OF JAFFNA TAMIL WEEKLY "SANKUNATHAM"</b>	2007-2008
PDC/54 SRL/01 354 SRI 5091	<b>19,800</b>	<b>SRI LANKA: PROFESSIONAL DEVELOPMENT PROGRAMME ON REPORTING ON POST CONFLICT RELATED ISSUES IN SRI LANKA</b>	2010-2011
<b>TOTAL SRI LANKA: US \$ 248,000</b>			

## D. BUDGET

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

1 Week Training Workshop (Food and Venue)	2 000
Per Diem for the Expert (\$140X7)	980
Airfare for the Expert	2 410
Fee for the Expert	3 000
Refreshment during the workshop	200
Printing and Binding 10 copies of the syllabus	150
<b>Text book production, including author's input and publication (1000 copies)</b> 10 articles by 10 writers, \$ 400 per person \$ <b>4000</b> Editing, layout and design \$ <b>500</b> Printing of the book, 1000 copies, \$4 per book \$ <b>4000</b>	8 500
<b>Seminar for journalism trainers</b> Lunch for 70 people (including the venue), \$18 per person \$ <b>1260</b> Facilitator \$ <b>80</b> Stationeries for 70 people, \$ 2 per person \$ <b>140</b> Banner and equipment \$ <b>200</b> 1 working paper on adaptation of the curricula \$ <b>80</b>	1 760
<b>TOTAL</b>	<b>US\$ 19 000</b>

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

Stationery Cost	470
Communication	200
Secretarial assistance	1030
Writing and Sending Reports to UNESCO	200
<b>TOTAL</b>	<b>US\$ 1 900</b>

## THAILAND (AND LAOS)

<b>A. PROJECT IDENTIFICATION</b>		
<b>1.</b>	<b>PROJECT TITLE</b>	<b>PROMOTING PHOTO JOURNALISM TO SUPPORT ENVIRONMENTAL CONSERVATION AND SUSTAINABLE DEVELOPMENT IN THE MEKONG RIVER BASIN</b>
<b>2.</b>	<b>NUMBER</b>	<b>IPDC/55 THI/01</b>
<b>3.</b>	<b>MEDIA DEVELOPMENT INDICATORS' CATEGORY</b>	Category 4: Professional capacity building and supporting institutions that underpin freedom of expression, pluralism and diversity
<b>4.</b>	<b>IPDC PRIORITY AREA</b>	Human resource Development
<b>5.</b>	<b>SCOPE</b>	Mekong Sub-regional (Thailand and Laos)
<b>6.</b>	<b>TYPE OF ASSISTANCE REQUESTED</b>	Equipment and training
<b>7.</b>	<b>TOTAL COST OF PROJECT</b>	US\$ 34 440
<b>8.</b>	<b>AMOUNT REQUESTED FROM IPDC</b>	US\$ 31 240
<b>9.</b>	<b>BENEFICIARY BODY</b>	The Lao Photographers' Association and Hanuman Photos network. C/O Dr Porntip Yenjabok Faculty of Humanities Kasetsart University Bangkhen, Bangkok 10900 Email: <a href="mailto:p_yenjabok@hotmail.com">p_yenjabok@hotmail.com</a> Tel: +(66) 2 579 5566 ext 3105 and 3109
<b>10.</b>	<b>IMPLEMENTING OFFICE</b>	UNESCO Bangkok
<b>11.</b>	<b>PROJECT LOCATION</b>	Thailand and Laos
<b>12.</b>	<b>PROJECT PREPARED BY</b>	Asst. Prof. Porntip Yenjabok, Ph.D. Kasetsart University
<b>DECISION OF THE BUREAU:</b>		

## **B. PRESENTATION**

### **1. PROJECT JUSTIFICATION:**

Photo journalism plays an important role in supporting the sustainable development at the local, national and regional level. One good photo can inform, inspire and even increase positive attitude towards specific issue. The power of photo is more than we can imagine.

Thailand and Laos are well-known for their wealth of natural resources and cultural diversity. These two countries, as well as Cambodia, China, Myanmar and Vietnam are connected by the mighty Mekong River. Many times stories of the River and its people are told through photographs. It transfers knowledge and facilitate better understanding among neighboring countries.

However, the use of use of photojournalism in Thailand and Laos are still in need of being developed. Photographers require to build their capacity especially in shooting, cropping and size a photo and writing a caption and to work with other photographers from neighboring countries in a network.

Given that recently Laos has become a member of RAMSAR Convention (The Convention on Wetlands), this means Laos is working to ensure that the country's natural resources are protected. Therefore, this is a good start for photojournalists to support and promote nature conservation and sustainable development in the area through pictures.

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

Project target group is 16 photographers from Thailand and Laos. In Thailand, the main target group is a network comprised of professional photographers who have been working with Hanuman Photos for more than 10 years.. In Laos, the project targets photographers in the network of Lao Photographers Association..

### **3. DEVELOPMENT OBJECTIVE:**

The project builds the capacity of photographers on photo journalism to support environmental conservation and sustainable development in the Mekong Region. It creates a forum of exchange of knowledge and experience between Thai and Lao photographers and establish networking among photographers of the two countries for them to work together to promote photo journalism in supporting sustainable development in the region

### **4. IMMEDIATE OBJECTIVE:**

Capacities of 16 photo journalists in Thailand and Laos are enhanced and photograph as a tool used to raise awareness on nature conservation and sustainable development in the Mekong region

### **5. PROJECT OUTPUTS:**

- Sixteen (16) photographers from Thailand and Laos skilled in the technique of shooting, cropping and size a photo and writing a caption to support awareness-raising on environmental conservation and sustainable development in the Mekong Region
- Photo exhibitions in Thailand and Laos on the World Wetland Day, 2 February Or World Environment Day (5 June)
- VDO documentary

## 6. ACTIVITIES:

- Organising a photo journalism workshop (in-class lecture and field assignment)
- Confirm locations, venues, dates and facilities for training
- Identify trainers
- Contact participation around 16 in total from the two countries
- Course outline, content and detailed programme prepared
- Organise travel and accommodation of the participants
- Evaluate the workshops
- Organising photo exhibitions in Thailand and Laos on the World Wetland Day or World Environment Day
- Producing VDO documentary
- Submit the final report to IPDC-UNESCO

## 7. PROJECT INPUTS:

Professional photographer trainers – two from Thailand and two from Laos

- One photojournalism professional from Kasertsart University and one expert from UNESCO Bangkok
- Two Mekong environment and sustainable development experts from WWF (World Wildlife Fund) and IUCN (International Union for Conservation of Nature)
- A video camera, boomer and tripod

Photography equipments:

- Canon Lens: 18-55 mm. F3.5-4.5 USM, 17-40 mm. F4 L USM, 70-200 mm. F4 L USM, 600 mm. F4 L IS USM, Extender 1.4 II and 300 mm. F4 L USM,
- Flash: Canon 580 EX II and 580 EX II
- 10 tripods
- 2 computer notebooks to use during the workshop which will allow participants to download photos taken during the field assignments onto the computer and do the editing. In order to further support the work of the two groups of photographers in Thailand and Laos, the 2 computers will be provided to them after the workshop. The computer for Hanuman Photos network will be hosted by Kasetsart University

IT equipments such as:

- High capacity hard disks to keep high resolution photo files taken throughout the workshop period
- DVDs to store selected photo files to take back home, to keep and make copies of documentary for participants and UNESCO.
- One LCD projector

## 8. WORK PLAN:

ACTIVITIES / MONTHS	1	2	3	4	5	6	7	8	9	10	11	12
Coordination with relevant stakeholders in Thailand and Laos	■	■										
Finalizing the workshop agenda		■										
Field site selection		■										
Participant selection			■									
Meeting to finalize workshop curriculum			■									
Organizing workshop				■								
Producing documentary				■								
Developing photos and editing documentary					■	■						
Photo exhibition							■					





## D. BUDGET

<b>BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)</b>	
<b>1. Preparation</b>	
Stakeholders meetings (before and after the workshop)	1 000
Communications (telephone, fax)	1 000
<b>2. Workshop (in-class lecture and field assignment)</b>	
Professional photographer trainer fees (\$200 x 4 persons x 5 days)	4 000
IT equipments – hard disks and DVDs	1 000
Accommodation for 20 participants, 4 trainers and 4 issue experts (28 persons x 14 rooms x \$20)	7 840
Transportation	2 000
Workshop venue (1x\$500)	500
Food and beverage	1 500
DVD producer fee (1x\$1000)	1 000
Stationary and battery	500
Cameras, lens, tripod and LCD (rent)	3 500
Computer notebook	2 000
<b>3. Photo exhibition and Documentary production</b>	
Photo printing	2 000
Photo framing	1 000
Photo exhibition set up	1 000
Exhibition flyers	200
DVD editing & production	1 000
Report writing	200
<b>Total:</b>	<b>31 240</b>

<b>BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION (in US dollars)</b>	
Communications (telephone, fax, internet)	1 000
Coordinators (Thai and Lao, 2x \$300)	600
Group insurance	500
Project administration cost	1 100
<b>Total:</b>	<b>3 200</b>

# TONGA

<b>A. PROJECT IDENTIFICATION</b>		
<b>1.</b>	<b>TITLE</b>	<b>EMPOWERMENT OF TONGANS IN A TRANSITIONAL POLITICAL ERA THROUGH CAPACITY BUILDING FOR TBC STAFF</b>
<b>2.</b>	<b>NUMBER</b>	<b>IPDC/55 TON/01</b>
<b>3.</b>	<b>MEDIA DEVELOPMENT INDICATORS' CATEGORY</b>	Category 3: Media as platform for a democratic discourse
<b>4.</b>	<b>IPDC PRIORITY AREA</b>	Human Resource Development
<b>5.</b>	<b>SCOPE</b>	National
<b>6.</b>	<b>TYPE OF ASSISTANCE REQUESTED</b>	Training
<b>7.</b>	<b>TOTAL COST OF PROJECT</b>	US\$ 29 860
<b>8.</b>	<b>AMOUNT REQUESTED FROM IPDC</b>	US\$ 20 810
<b>9.</b>	<b>BENEFICIARY BODY</b>	Radio & TV Tonga Tonga Broadcasting Commission PO Box 36 Nuku'alofa, TONGA PH: (676) 23550; FAX: (676) 24417 Contact person: Ms. Nanise Fifita General Manager; Radio & TV Tonga – TBC EMAIL: <a href="mailto:nfifita@tonga-broadcasting.com">nfifita@tonga-broadcasting.com</a>
<b>10.</b>	<b>IMPLEMENTING OFFICE</b>	UNESCO Office for Pacific States, Apia, Samoa Mr. Paul G. C. Hector, ACI
<b>11.</b>	<b>PROJECT LOCATION</b>	TBC Headquarters, Fasimoeafi, Nuku'alofa TONGA.
<b>12.</b>	<b>PROJECT PREPARED BY</b>	Ms. Nanise Fifita General Manager Mr. Paul G. C. Hector, UNESCO ACI
<b>DECISION OF THE BUREAU:</b>		

## B. PRESENTATION

### 1. PROJECT JUSTIFICATION:

The Tonga Broadcasting Corporation is the national broadcaster in the Kingdom of Tonga. TBC operates Radio Tonga 1 (AM), Radio Tonga 2 (FM), TV Tonga 1, TV Tonga 2 and TV Tonga-Vava'u. Radio Tonga 1 covers the entire Tonga Island Group with about 90 per cent of the total households in the Kingdom having radios (*Tonga Government Statistics: Census 1996.*) Radio is the primary means of mass communication and has the greatest coverage on the main island as well as to the remote island groups. TV Tonga 1 and Radio Tonga 2 cover the main island of Tonga, Tongatapu, and the southern island of 'Eua with a combined audience of about 80 per cent of the population. TV Tonga-Vava'u covers Tonga's second largest island. Radio Tonga 1, TV Tonga 1 and TV Tonga-Vava'u cater to the general population while Radio Tonga 2 and TV Tonga 2 focus on the youth segment.

There are 4 small privately owned FM stations which offer entertainment and religious programs. Their coverage is limited to the large population centres on the main islands of Tongatapu and 'Eua.

Privately owned print media in Tonga consists of two weeklies (*Kele'a and Talaki* Newspapers), twice weekly publications (*Taimi 'o Tonga*), and a monthly newspaper (*The Chronicle*). The Vava'u Press operates Tonga's regular online website, *Matangi Tonga*. Circulations of the print media are concentrated in the urban areas and centres of Tongatapu, Vava'u, Ha'apai and 'Eua.

The Kingdom of Tonga is one of the few remaining monarchies in the world. The general election scheduled for 25<sup>th</sup> November 2010 will see the country move from a constitutional monarchy to a parliamentary system with elected representatives. This represents a radical change in the way in which the Tongan society is organized and governed. Media can play an important role in helping the society to navigate this crucial period. It is essential that TBC media staff be adequately prepared to play an important support role.

The proposed project the *Empowerment of Tongans in a Transitional Political Era through Capacity Building for TBC staff* aims to firstly, build staff awareness and understanding of the transition and equip them to support a peaceful transition towards a democratic and pluralistic system of Government by the developing and airing of relevant content. Secondly, by providing access to relevant information as well as providing space to various groups seek to enhance awareness of the population about their rights and responsibilities, seek to identify potential problems and provide means for addressing them. This approach implies a greater public service mandate for the TBC and public engagement and will require transformation at all staff levels of the TBC.

This proposal therefore seeks to conduct workshops, aimed at a cross-section of TBC staff, to better understand concepts around democratic systems of governance, the roles and responsibilities of the actors in these systems; particularly the media; within the Tongan context. In addition, the project will assist TBC in acquiring resources to support staff in developing programme content delivered initially over a 6 month period that seeks to foster understanding amongst the public of these changes. Attention will be given to the impact and implications of the shifts in the political landscape on the operation of the TBC.

### 2. DESCRIPTION OF THE TARGET GROUP:

15 staff at the TBC drawn from Reporters, Journalists, Producers & Management.

### **3. DEVELOPMENT OBJECTIVE:**

This proposal seeks to build the internal capacity of the TBC to contribute to facilitating pluralistic and democratic media discourse around the political changes occurring in Tonga and supporting a peaceful transition from the constitutional monarchy to a system of elected representatives.

### **4. IMMEDIATE OBJECTIVE:**

The project seeks to build understanding amongst a core group of staff at the TBC of the new system of governance, empower them to train peers and enable TBC to produce programming content that informs and engages the public on issues around the political shifts.

### **5. PROJECT OUTPUTS:**

- 15 staff including managers, supervisors and senior reporters and producers knowledgeable about democratic systems of governance and serving as peer-trainers within TBC;
- Audience surveys to assess public understanding and engagement in the post-election period
- 24 30-minutes programs for radio and Television produced and broadcast that seek to explore and understand the evolving political landscape in Tonga. Program genres will include interviews, panel discussions and live radio talk-back programs to provide a proactive and open platform for the public and other stakeholders.

### **6. ACTIVITIES:**

- Training of 15 TBC staff (Managers, Producers and Reporters) over a 10 day period;
- Program planning and research to identify key themes and key panellists/persons to be engaged;
- Development of program content using the new skills acquired by the participants;
- Conducting audience surveys;
- Project reporting

### **7. PROJECT INPUTS:**

- Trainer – 1 Media consultant – Mr. Francis Herman, Team Leader – Vois Blong Yumi Project of Vanuatu Broadcasting and Television Corporation, ABC International, Australia.
- Resource Personnel – 1 Political analyst/consultant – Dr. Malakai Koloamatangi, Lecturer, University of Canterbury, New Zealand.
- Participants – 15 TBC staff – including Managers (4), Reporters (6) and Producers (5).
- 1 Data video SE-500 Four Input Video Production Mixer;
- 1 Sony DSR45AP DV Cam Recorder
- 1 Sony HVRM 15AP DVCam VTR
- 1 Apple iMac 55cm, ATI Radeon HD4670
- 1 Licence Final Cut Studio 2 full version (software)

## 8. WORK PLAN:

ACTIVITIES / MONTHS	1	2	3	4	5	6	7	8	9	10	11	12
1. Selection/contracting of trainer and resource personnel	■											
2. Selection/Purchase of equipment		■	■									
3. Preparation of training materials & necessary arrangements				■	■							
4. In-house workshop on Capacity Building for Radio & TV staff						■						
5. In-house workshop on program mapping of issues and topics of programs as well as identifying and sourcing local talents as participants in the series of programs							■					
6. Program production (six months)								■	■	■	■	■
7. Broadcasting of programs (six months)								■	■	■	■	■
8. Submission of implementation reports				■				■	■	■	■	■
9. Review exercise with all participants												■

## 9. INSTITUTIONAL FRAMEWORK:

The Tonga Broadcasting Commission (TBC) was established in 1961 as a Government Ministry receiving an annual budget. In 1975, it became a Statutory Board and ceased receiving its regular budgetary allocation from the Government. Being a monopoly in the broadcast media at the time and a small radio shop selling electronic goods such as radio, TV and light home appliances, made TBC a sustainable enterprise. It operates as a state-owned enterprise under the Tonga Broadcasting Commission Act, the Communications Act and the Public Enterprises Act. TBC does not receive an annual budgetary allocation nor any subsidy from the Government of Tonga as the sole Shareholder. TBC generates about 80 per cent of its revenue from selling Radio and TV airtime to government, private sector and civil society; this is supplemented by the sale of other items mainly audio-visual products.

TBC is governed by a five (5) member Board of Directors chaired by Hon. Minister of Information and Communication. The composition of the Board reflects the major customers and stakeholders of TBC – the community and the business sector, the Government and the General Manager as Secretary. The Board is responsible for Policy matters of the Commission. The Management, consisting of the Acting General Manager and three Departmental Managers, oversees and makes decisions on the daily operations of the Commission. TBC has 68 established staff and eight (8) daily paid workers.

## 10. SUSTAINABILITY:

The 15 participants selected for training will be required to serve as a peer training team to share the skills and knowledge developed during their training with other staff. The material presented in the workshop will also be incorporated into TBC's internal training program.

## 11. FRAMEWORK OF MONITORING:

TBC will make arrangement for external monitoring of the project with the Pacific Islands News Association (PINA) and/or the Commonwealth Broadcasting Association (CBA).

## 12. EVALUATIONS CARRIED OUT:

Although no formal surveys have been carried out by TBC, there is wide and growing public interest and discourse on the decision making process and increasing calls for greater information sharing and disclosure on the affairs of the government. This interest has been stimulated by the decision adopted by the Tongan

Legislative Assembly in November 2009 which provided for the live broadcasting on radio and TV of all its debates. The management of TBC is also of the view that the proposed programme of training and production will allow the station to better serve its public service broadcasting obligations.

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

The General Manager (Nanise Fifita) will provide the required progress report on the proposed project and in accordance with the specific timeframe of IPDC and UNESCO.

Ms. Nanise Fifita, General Manager, Tonga Broadcasting Commission, Ph: (676) 23550, Fx: (676) 24417, Email: [nfifita@tonga-broadcasting.com](mailto:nfifita@tonga-broadcasting.com)

## **C. ADDITIONAL INFORMATION**

Prior to this submission, the Management Team discussed and agreed that TBC has a role and an obligation to provide an avenue whereby constructive and educational dialogue could be disseminated. This idea was discussed with the Administrator and Training Coordinator of the Pacific Islands News Association (PINA) as well as other regional media organizations and professionals. They have agreed that this would be beneficial and timely for the staff of TBC and the people of Tonga.

Though TBC has discussed informally this proposed project with PINA, the Administrator and Training Coordinator has indicated that insufficient funds is an impediment to any assistance from them. No other sources have been approached.

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

<b>PROJECT N BUDGET CODES</b>	<b>FUNDS (US \$)</b>	<b>PROJECT TITLE</b>	<b>PERIOD</b>
PDC/7TON/01 350-TON-71 350-TON-81 350-TON-91	<b>35,000</b> <b>40,000</b> <b>47,000</b>	<b>TONGA COMMUNITY BROADCASTING</b>	1986 –1991
PDC/13TON/01 352-TON-31	<b>94,000</b>	<b>VIDEO PRODUCTION DEVELOPMENT PROJECT (TONGAVID)</b>	1993 -1994
PDC/16TON/01 352-TON-61	<b>66,000</b>	<b>NEWS COMPUTERIZATION PROJECT (TONGACOM)</b>	1996 -1998
PDC/48 TON/01 354-TON-5041	<b>18,000</b>	<b>TBC: CONTRIBUTING TO ALLEVIATION OF POVERTY THROUGH MEDIA FOR OUTLYING ISLANDS</b>	2005-2006
		<b>TOTAL TONGA: US\$ 300,000</b>	

## D. BUDGET

<b>BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)</b>	
Fee for Media Consultant (\$130 x 10 days)	1 300
Return Airfare for Media Consultant (Vanuatu/Tonga/Vanuatu)	1 100
DSA for Media Consultant (\$200 x 10 days)	2 000
Return airfare for Resource Person (NZ/TBU/NZ)	1 200
DSA for Resource Person (\$200 x 10 days)	2 000
Fee for Resource Person (\$130 per day X 10 days)	1 300
Sony DSR45AP DVCam Recorder	1 510
Sony HVRM 15AP DVCam Recorder	880
Data Video SE-500 Four	295
Apple iMac 55cm, ATI Radeon	2 255
Final cut studio 2 full version and licence	1 435
Weekly TV programs researching, production and air-time on TV Tonga	3 600
Weekly TV programs researching, production and air-time on Radio Tonga	1 935
<b>TOTAL:</b>	<b>US\$ 20 810</b>

<b>BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION (in US dollars)</b>	
<b>Administrative cost/ Institutional costs</b>	
Hiring of conference/training room	1500
Projector)	1 250
Flip-charts, white boards & markers	400
Notebooks, pens & office supplies	250
Morning & Afternoon teas	1 000
Lunches for 10 days	2 250
Transportation for Trainers and trainees	200
Logistics and administrative	2 200
<b>TOTAL:</b>	<b>US\$ 9 050</b>

# VANUATU

<b>A. PROJECT IDENTIFICATION</b>		
<b>1.</b>	<b>TITLE</b>	<b>BROADCASTING &amp; TELEVISION ARCHIVE DIGITALIZATION PROJECT</b>
<b>2.</b>	<b>NUMBER</b>	<b>IPDC/55 VAN/01</b>
<b>3.</b>	<b>MEDIA DEVELOPMENT INDICATORS' CATEGORY</b>	Category 3: Media as platform for a democratic discourse
<b>4.</b>	<b>IPDC PRIORITY AREA</b>	Human Resource Development
<b>5.</b>	<b>SCOPE</b>	National
<b>6.</b>	<b>TYPE OF ASSISTANCE REQUESTED</b>	Equipment and training
<b>7.</b>	<b>TOTAL COST OF PROJECT</b>	US\$ 45 300
<b>8.</b>	<b>AMOUNT REQUESTED FROM IPDC</b>	US\$ 29 100
<b>9.</b>	<b>BENEFICIARY BODY</b>	VANUATU BROADCASTING & TELEVISION CORPORATION (VBTC) PMB 9049 , Port Vila, Republic of Vanuatu Fax (678) 22852 Phone: (678) 22999 Email: <a href="mailto:gm@vbtc.com.vu">gm@vbtc.com.vu</a>
<b>10.</b>	<b>IMPLEMENTING OFFICE</b>	UNESCO Apia for Pacific States Mr. Paul Hector, ACI
<b>11.</b>	<b>PROJECT LOCATION</b>	VBTC Compound, Port Vila, Vanuatu
<b>12.</b>	<b>PROJECT PREPARED BY</b>	<b>Joe Harry,</b> Team Leader Corporate Services Vanuatu Broadcasting & Television Corporation Mr. Paul Hector, UNESCO, ACI
<b>DECISION OF THE BUREAU:</b>		



## B. PRESENTATION

### 1. BACKGROUND AND JUSTIFICATION:

The Vanuatu Broadcasting & Television Corporation is the national broadcaster. Its history dates back to 1981. VBTC was corporatized in 1993 to make it independent and self-sufficient. VTBC is under the purview of the Government Business Enterprise Unit, Ministry of Finance and Economic Management.

VBTC operates Radio Vanuatu, the national public service radio, two FM community stations – Paradise FM (Port Vila) and Studio 5 North (Luganville). It also operates Television Blong Vanuatu (TBV) the national public service television. All outlets are tri-lingual – English, French and the native Bislama. In addition to the radio and television services operated by VTBC there is one private commercial station (Capital 107FM) and three community radio stations largely religious in nature. One daily newspaper and two weekly papers are in operation.

The *Broadcasting and Television Act No. 3 of 1992*, with two amendments – No. 13 of 2000 and No. 11 of 2003 provides the broadcasting legislative framework establishing VBTC as both the national public service broadcaster and regulator for television and radio. This is an unusual governance arrangement and puts the VBTC in the position of making recommendations on licenses for potential competitors.

VBTC is the only viable means of reaching the rural poor, who make up 80% of Vanuatu's population. VTBC as the national public broadcaster seeks to facilitate and strengthen governance through the delivery of essential information the, the lack of which is a cause of instability. Vanuatu is still a young democracy and a nation state which has not yet laid down stable foundations. Much focus of donor agencies and the current government has been promoting stability, particularly in the fragile Pacific region. VBTC seeks to provide a consistent quality broadcast signal, programming reflective of their needs and interests, promote engagement of citizens dispersed across the island archipelago through music, events, history of the whole country, thereby helping to build a national identity and foster linkages to the state. This is particularly important given that Vanuatu has a population of 222,000 people dispersed across some 65 island who actively use around 113 indigenous languages.

This project seeks to establish VBTC's audio-visual archival system which is currently non-existent. There is no system or process in place for cataloguing and preserve current and future archival material. Much of the archival material is in an endangered state due to inadequate storage. VTBC runs the risk of losing these materials which are an important heritage of the country of Vanuatu. VTBC would like to urgently address this issue and enhance its institutional capacity to manage past and future archival material, acquire the equipment necessary for this process, train staff in conducting these operations and institute the relevant policies and workflow processes.

The Australian Broadcasting Corporation, through its *Vois Blong Yumi Project*, has provided a framework and guidelines for helping the VBTC to establish an archival system. The IPDC grant could support the realization of these recommendations.

Having an archival system in place would enable VTBC's producers and journalists to use this material to produce programs of greater relevance to our audience and help them better understand their country. This material could also support media researchers and institutions keen on conducting studies into Vanuatu, her people, her heritage and her culture. These activities are not being undertaken at present as there is no adequate archive system in place.

In the future and with cooperation of partners such as the National Library of Vanuatu public access and use of this material could be facilitated.

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

The target training group is 6 staff (4 from the capital Port Vila and 1 each from VTBC's offices on the outer islands of Tanna and Santo) from the recently created VBTC archival program. VTBC also intends to invite 3 staff from the Vanuatu national archives and 1 staff from each of the private and community broadcasters. This outreach will be encouraged to ensure that all sources of archival material are properly stored and made accessible to the public. The training will be conducted in Port Vila.

## **3. DEVELOPMENT OBJECTIVE:**

This project will strengthen the institutional capacity of VTBC to better preserve and archive existing and future content which it creates and facilitate its re-use by building up the necessary in-house management systems and providing the required professional training for its archival staff. This in turn will serve to enhance the quality and relevance of its program content to its audience.

## **4. IMMEDIATE OBJECTIVE:**

The immediate objective is to create a system of archives, preservation and digitization of existing content and appropriate management system including the training of at least 6 VTBC staff to have easy access to the archive material for program production, research or specialized studies.

## **5. PROJECT OUTPUTS:**

- 6 VTBC staff and up to 7 other staff from Vanuatu institutes trained in basic audio-visual materials preservation and archiving
- Establishment of management and workflow systems and policies for assessing preservation needs, cataloguing material, archiving of original material as well as digital archiving systems and disseminating this material as well as the relevant hardware and software required.

## **6. ACTIVITIES:**

- Assessment of archival management systems and workflow processes required
- Identification and recruitment of a suitable consultant to conduct the training as well as to set-up the archival system
- Assessment of current archival needs
- Identification of appropriate hardware and software
- Procurement and installation of the hardware and software for the archival system
- Conduct a two week training course for the identified personnel
- Implement the workflow and other management processes and practices
- Monitor and assess the implementation of the project.
- Provide four monthly progress reports to UNESCO.

## **7. WORK PLAN:**

The following is a summary of work that will be needed to carry out and see the completion on this project:

- Phase 01: Assessment of needs and Acquisition of equipment (first two months)
- Phase 02: Installation of new Archiving system (third month)

- Phase 03: Training (fourth month)
- Phase 04: Go Live & Project close off (fifth month)

## **8. INSTITUTIONAL FRAMEWORK:**

VBTC is Vanuatu's national broadcaster and is mandated under the Broadcasting Act to maintain a reputable and credible broadcasting service. VBTC is also required under the same Act to ensure broadcasting standards are upheld.

VBTC has a staff of sixty persons and a Government appointed Board of Directors. VBTC works closely with other regional and international broadcasters to develop the broadcasting industry in Vanuatu. It has already strong links with the Commonwealth Broadcasting Association, Asia-Pacific Institute for Broadcasting Development (AIBD) and the Asia-Pacific Broadcasting Union (ABU). Other partners include the Australian Broadcasting Corporation, NHK-Japan and CCTV-China. We intend to draw on these links to develop and strengthen our archive system.

## **9. SUSTAINABILITY:**

This project is designed to be integrated into the on-going operations of VBTC, particularly the existing library functions. The training manuals used during the project will also form part of the VBTC's ongoing staff training and development program. VBTC would also be keen in providing this training free of charge to other institutions including other broadcasters in Vanuatu. This will allow VBTC to fulfill its statutory obligation by guiding other broadcasters to develop archiving systems.

## **10. FRAMEWORK OF MONITORING:**

We intend to engage the Australian Broadcasting Corporation through its *Vois Blong Yumi Project* to monitor the project progress.

## **11. EVALUATIONS CARRIED OUT**

In February 2010, VBTC carried out an evaluation of its archives with financial assistance from AusAID under the Vois Blong Yumi Project and implemented by the Australian Broadcasting Corporation. The review of VBTC's operations highlighted weaknesses in its archive system and recommended solutions including the acquisition of a computer aided system to store and retrieve archival material and the training of personnel.

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

The VBTC undertakes to prepare a progress report on a monthly basis of the project phases from acquisition to implementation and project close off. The report will be prepared by Mr Joe Harry, the Team Leader Corporate Services. His contact details are Tel: (678) 22999 or fax: (678) 22852. Email is [qblex2003@yahoo.com](mailto:qblex2003@yahoo.com).

## **C. ADDITIONAL INFORMATION**

- VBTC has been exploring modernization and digitization of its archives following the recommendation from the Vois Blong Yumi Project and has tentatively identified a system that meets its requirements
- VBTC has committed itself to the modernization and further development of its audio-visual archive library and will utilize its existing resources as well as provide allocation in future budgets to support and maintain the archiving system
- In addition to IPDC, VBTC is also seeking technical and financial resources for this project from other funding agencies and programs such as the Vois Blong Yumi program of support managed by the ABC.

## C. ADDITIONAL INFORMATION

### Previous IPDC support received by the country:

PROJECT N BUDGET CODES	FUNDS (US \$)	PROJECT TITLE	PERIOD
PDC/17VAN/01 352-VAN-71	60,000	VANUATU: NEWS COMPUTERIZATION PROJECT (VANCOM)	1997-1998
PDC/20VAN/01 353-VAN-01	20,000	REPLACEMENT OF OBSOLETE RADIO MIXING CONSOLES AND VANUATU BROADCASTING AND TELEVISION CORPORATION STUDIO FOR WOMEN AND COMMUNITIES	2002 - 2003
PDC/52VAN/01 354-VAN-5071	16,500	VANUATU: ESTABLISHMENT OF A COMMUNITY MULTIMEDIA CENTRE IN PENAMA PROVINCE	2008 - 2009
<b>TOTAL VANUATU: US\$ 96,500</b>			

## D. BUDGET

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

1 WSS 2008 Data Server (24 Terabytes, 15,000 RPM with 2 x 73GB SAS)	16 000
1 METUS Library Server license for 10 clients	4 500
1 Harris X50 SD/HD Frame Synchronizer & Converter (2 inputs, sound reduction & colour correction)	3 160
Trainers Airfare	700
Trainer's DSA (\$180 per day x 15 days)	2 700
Training / Consulting Fee (\$135 per day x 15 days)	2 040
<b>TOTAL</b>	<b>US\$ 29 100</b>

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

Training venue rental + facilitation equipment	700
Photocopying and digital duplication	500
Tea breaks	1 500
Logistics and administrative overheads	1 000
Freight & Taxes on the above items	7 500
Annual maintenance	5 000
<b>TOTAL</b>	<b>US\$ 16 200</b>

## REGIONAL

<b>A. PROJECT IDENTIFICATION</b>		
<b>1.</b>	<b>PROJECT TITLE</b>	<b>ADIL SOZ: PROMOTION OF PROFESSIONAL CAPACITIES OF CHIEF EDITORS OF CENTRAL ASIAN PRINT MEDIA ON THE FREEDOM OF INFORMATION</b>
<b>2.</b>	<b>NUMBER</b>	<b>IPDC/55 RAS/01</b>
<b>3.</b>	<b>MEDIA DEVELOPMENT INDICATORS' CATEGORY</b>	Category 4: Professional capacity building and supporting institutions that underpin freedom of expression, pluralism and diversity
<b>4.</b>	<b>IPDC PRIORITY AREA</b>	Promotion of Freedom of Expression
<b>5.</b>	<b>SCOPE</b>	Regional
<b>6.</b>	<b>TYPE OF ASSISTANCE REQUESTED</b>	Training.
<b>7.</b>	<b>TOTAL COST OF PROJECT</b>	US\$ 38 990
<b>8.</b>	<b>AMOUNT REQUESTED FROM IPDC</b>	US\$ 43 990
<b>9.</b>	<b>BENEFICIARY BODY</b>	International Foundation for Protection of Freedom of Speech "Adil Soz" (IFPFSAS) Ms. Tamara M. Kaleyeva, President 142 Bogenbay batyr st., room 828 Almaty 050000 Republic of Kazakhstan. Tel./fax: +7-7272-911670 / <a href="mailto:kaleyeva@adilsoz.kz">kaleyeva@adilsoz.kz</a>
<b>10.</b>	<b>IMPLEMENTING OFFICE</b>	UNESCO Almaty
<b>11.</b>	<b>PROJECT LOCATION</b>	Kazakhstan, Kyrgyzstan, Tajikistan
<b>12.</b>	<b>PROJECT PREPARED BY</b>	IFPFSAS Yelena Malygina. UNESCO: Sergey Karpov
<b>DECISION OF THE BUREAU:</b>		

## **B. PRESENTATION**

### **1. PROJECT JUSTIFICATION:**

The access to information has particular importance for economical, political and social development of Central Asian countries: democracy, accountability of government and struggle for corruption.

Laws “On Access to Information” were passed in Kyrgyzstan and Tajikistan in 2006 and 2008. In 2010 law “On Access to Public Information” was initiated for the discussion in Kazakhstan. However, strong difference between current legislation and its compliance with practice that system, related to getting of information and expression of opinion of people is needed in future improvement. Central Asian mass media have problems of getting of information. Freedom of information is covered by unprofessional and ineffective way.

Every year monitoring of violations of freedom of speech of foundation “Adil Soz” registers 600-700 violations in Kazakhstan; the same situation is in Kyrgyzstan and Tajikistan.

Illegal refusals and restrictions of access to information in Central Asian countries have a great part of violations of freedom of speech in Kazakhstan, Kyrgyzstan and Tajikistan, according to monitoring materials of foundation “Adil Soz”. Refusal, or illegal restriction in providing of public important information for media outlets is the violation of freedom of speech.

Representatives of state bodies of different level and businessmen do not provide information for media outlets. They think that this information will influence on image and business reputation of the organization. National legislation has groundless restrictions of access to public important information. There is no any priority of common interests over institutional and personal interests in the society in general. Journalists can not get this information. They do not know their rights to get information and can not protect them. As a result of it there is a violation of right of the society to free getting and distribution of information.

This project is aimed at support of trainings for editors-in-chief of three Central Asian countries to promote of professionalism during coverage of freedom of information and influence on improvement of editorial policy of separate media outlets. The project will also raise legal knowledge of media representatives and journalists and spread the knowledge about freedom of information among population of Central Asian region.

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

21 editors-in-chief of print media from 11 regions of Central Asia.

### **3. DEVELOPMENT OBJECTIVE:**

This project contributes good governance, promoting capacities of media professionals in sphere of freedom of information. According to Framework Program of the UN in the Republic of Kazakhstan to 2015- output 3 (fair management), output 2.2: Information professionals, including media, have increased capacity to fulfill their mandates for improved access to information, dialogue and collaboration in policy-making. Indicator: number of communication and information professionals equipped with tools and approaches to promote access to information and dialogue in policy-making.

4. **IMMEDIATE OBJECTIVE:**

21 editors-in-chief of regional and print mass media from 11 regions of Central Asia trained and used the knowledge of freedom of information in context of human rights and good governance.

5. **PROJECT OUTPUTS:**

21 editors-in-chief of print mass media of Kazakhstan, Kyrgyzstan and Tajikistan will improve skills of sustainable coverage of cases, related to access to information, participating in four trainings during three days in Astana, Bishkek and Dushanbe. 21 articles will be published in their newspapers.

6. **ACTIVITIES:**

- Development of training program
- Identify of trainers' staff
- Preparation of training materials
- Publication of information on trainings and invitation of participants
- Organization of participants and trainers travel and accommodation
- Sequential organization of regional trainings with pre-tests (three workshops during three days in Kyrgyzstan, Tajikistan; last one during three days in Almaty, final)
- Evaluation of workshop (by results of final tests)
- Preparation of activity and final report

7. **PROJECT INPUTS:**

- Monitoring and statistic of violations of freedom of speech and rights of journalists
- Two trainers
- Handbooks, related to project subject
- A book “ARTICLE 19”
- A manual of UNESCO “Freedom of Information, Comparative Law Research”
- Legal framework of access to information
- Technical framework

8. **WORK PLAN:**

ACTIVITIES / MONTHS	1	2	3	4	5	6	7	8	9	10	11	12
Development of training program	■											
Identify of trainers' staff	■											
Preparation of materials for training		■	■	■								
Publication of information on trainings and invitation of participants					■	■						
Organization of travel and accommodation							■	■	■			
Organization and conduction of trainings								■	■	■		
Evaluation of workshop (by results of final tests)											■	
Preparation of activity and final report											■	■

9. **INSTITUTIONAL FRAMEWORK:**

International Foundation for Protection of Freedom of Speech “Adil Soz” has three lawyers, three coordinators, translators from English and Kazakh languages, a head of public center of independent expertise, an editor of bulletin “Legislation and Practice of Kazakhstan's Mass Media” supported by a web-master and web-editor. It is also assisted by reporters in 14 regions of Kazakhstan under a contract and representative offices in 4 regions of Kazakhstan.

## 10. SUSTAINABILITY:

Adil Soz will continue its activity, related to protection of rights of journalists and mass media, legal education and improvement of law “On Mass Media” within frames of other projects according to its statute during completed project financing. Adil Soz Foundation and its partners will implement the whole technical framework of logistic. Long-term project outputs will be mentioned in quarter report on situation with freedom of speech in Central Asian countries. Materials of training will be placed on the website for all journalists.

## 11. FRAMEWORK OF MONITORING:

Monitoring will be implemented by UNESCO Almaty Office through interim and final reports.

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

An interim report will be provided once preparation for the trainings are completed and a final report provided once activities are completed.

### D. BUDGET

<b>BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)</b>	
<b>Conduction of seminar in Tajikistan and Kyrgyzstan</b>	
1.Travel from Almaty and to Dushanbe and Bishkek ( Trainer and 2 other professionals/organizers) \$350 X 3 persons x 2 places	2 100
2.Accommodation \$100 x 3 persons X 4 days X 2 places	2 400
3. Per diem (\$50 x 3 persons X 4 days x 2 places)	1 200
4. Meal \$24 x 12 persons X 3 days x 2 places)	1 730
5. Rent of venue (with LSD projector) \$200 x for 3 days x 2 places	1 200
<b>Sub-total 2 seminars in Tajikistan and Kyrgyzstan:</b>	<b>8 630</b>
<b>Conduction of 2 seminars in Almaty</b>	
Travel of participants and trainers(14 persons x \$200)	2 800
Accommodation \$70 x 14 participants x7 days	6 860
Meal for \$20 x 25 persons x 7 days	3 500
Rent of venue for \$200 X 6 days	1 200
<b>Sub-total</b>	<b>14 360</b>
Preparation of materials \$1500 X 4 seminars	6 000
Transport services \$500 X 4seminars	2 000
Fees for trainers \$400 X 4 persons X 4 seminars)	6 400
Activity report (2 reports)	1 000
Copy of handout	400
Preparation of certificates	200
<b>TOTAL:</b>	<b>US\$ 38 990</b>



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

Assets	2 000
Rent of office	2 000
Communication services (Internet, office supplies)	1 000
<b>TOTAL:</b>	<b>5 000</b>

## REGIONAL

<b>A. PROJECT IDENTIFICATION</b>		
<b>1.</b>	<b>PROJECT TITLE</b>	<b>BUILDING REGIONAL NEWS CAPABILITY BY TRAINING AND EQUIPPING TELEVISION NEWS PRODUCERS IN MICRONESIA</b>
<b>2.</b>	<b>NUMBER</b>	<b>IPDC/55 RAS/02</b>
<b>3.</b>	<b>MEDIA DEVELOPMENT INDICATORS' CATEGORY</b>	Category 3: Media as platform for democratic discourse
<b>4.</b>	<b>IPDC PRIORITY AREA</b>	Training
<b>5.</b>	<b>SCOPE</b>	Regional
<b>6.</b>	<b>TYPE OF ASSISTANCE REQUESTED</b>	Equipment and training
<b>7.</b>	<b>TOTAL COST OF PROJECT</b>	US\$ 111 370
<b>8.</b>	<b>AMOUNT REQUESTED FROM IPDC</b>	US\$ 34 450
<b>9.</b>	<b>BENEFICIARY BODY</b>	Oceania Television News Network 1724 Media Lane, Koror, Republic of Palau 96940; 680-488-1838/ fax 680-488-6235 Kassi Berg, Executive Producer bkassi@yahoo.com
<b>10.</b>	<b>IMPLEMENTING OFFICE</b>	UNESCO Apia Mr. Paul Hector, ACI
<b>11.</b>	<b>PROJECT LOCATION</b>	Micronesia: HQ: Oceania Television Network, Palau; other locations: Majuro (Marshall Islands) and Federated States of Micronesia (Yap, Chuuk)
<b>12.</b>	<b>PROJECT PREPARED BY</b>	Kassi Berg, Executive Producer Oceania Television Network Mr. Paul Hector, ACI, UNESCO
<b>DECISION OF THE BUREAU:</b>		

## B. PRESENTATION

### 1. PROJECT JUSTIFICATION:

This proposal seeks to establish the skill base for producing and disseminating regional television news in selected islands in Micronesia. News reporters will be selected, trained and equipped from three (3) designated Micronesian Islands: Palau, Yap and Majuro. The collective news will be broadcast on Oceania Television Network (OTV) through local cable companies. This would be the very first time these island nations would be participating in news production and cross-island journalism. Freedom of expression through media will foster the sharing of ideas, challenges and solutions that have been identified and prioritized in the Millennium Development Goals.

In 2008, the IPDC awarded a grant to OTV for *Capacity building in community television to enhance freedom of expression in the Republic of Palau through bi-weekly television news program*. This award allowed OTV to develop Palau's first ever television news program. With the launch of OTV's news program, television news quickly became the main source of information for the Palauan community and has since created a whole new paradigm for discussion -- bringing challenging and important political, educational, environmental, and social issues to the public for awareness and debate.

OTV would like to bring its success to other island nations, but not by merely rebroadcasting OTV news, but by building capacity in the proposed project locations so that local stories can be gathered and included for a more regional OTV news segment that ultimately reaches homes throughout Micronesia.

With the exception of Palau, Micronesia currently lacks the resources for television news programming and this is specifically true for the locations that are the subject of this proposal.

- There is no television news in the proposed locations, except Palau;
- There are no television news producers or reporters in the proposed locations, except Palau;
- There is no capacity for training, equipping and sustaining television news in most of Micronesia.

In March 2010, OTV travelled to the proposed project locations to visit local the communication companies to discuss future distribution and broadcast of OTV news. Each of the project locations is eager to broadcast OTV regional news (see ft 1) and OTV is currently securing written agreements with each locale.

While individual news programs are likely to be unsustainable due the limited populations on each island, a regional news program -- with contributions from these various island locations -- could be self-sustaining. This is because an increased population of viewers will increase the potential for any person, entity or government who wishes to address the wider Micronesian region (*e.g.*, private advertisers, NGO's, donors, sponsors) to pay for airtime to deliver its message. Also, through its affiliation with OTV, local producers will likely be given more latitude and autonomy in their news gathering and reporting efforts than if they were producing news only for a local audience.

### 2. DESCRIPTION OF THE TARGET GROUP:

The primary target group are the ten (10) reporters across Micronesia that will be trained and receive equipment. These individuals will become the backbone of regional news with the expectation that they will be able to continue in their positions with OTV through quality reporting. The other target group are the television viewers in the proposed project locations who will themselves benefit from enjoying the first ever regional news program.

### **3. DEVELOPMENT OBJECTIVE:**

Foster media development in Small Island Developing States by training and equipping local news producers.

### **4. IMMEDIATE OBJECTIVE:**

OTV will train, equip and immediately begin airing television reports produced by these identified reporters throughout Micronesia. A weekly regional news program will begin within one month of the training and OTV will act as the regional news reporting body. Each of the trained reporters will be required to regularly submit their news reports to OTV to be included in OTV's weekly regional news program.

### **5. PROJECT OUTPUTS:**

- Six (6) fully trained and equipped television journalists from across Micronesia who will research, report and edit news stories for OTV's regional broadcast; and
- Four (4) television journalists from Palau who will receive and edit regional stories and gain improved skills in news gathering and reporting; and
- First weekly regional news program in proposed project locations; and
- The development of OTV as a regional network for newsgathering and dissemination.

### **6. ACTIVITIES:**

- Participants for the training course will be carefully selected from each of the participating islands. Since there are no news or video companies operating in the target locations, we will attempt to identify candidates who have some experience or education in writing or journalism. The selection process will involve a series of tasks to help identify candidates who are capable of writing news stories in English, have a true desire to participate in the program and are willing to commit to the long term goal of the project.
- An intensive two-week training course will be held in Palau by veteran news reporters to train news producers/reporters. This course will cover research and reporting, news standards and ethics, camera/audio operation, editing and conversion. Ultimately, this course will create fully capable television news producers/reporters.
- A follow-up course will occur within 3 months of the first in the producers/reporters base location. This course will act as a refresher and include advanced field techniques and additional editing skills.

### **7. PROJECT INPUTS:**

Each two person team from each project location will receive one full set of news production equipment under a written agreement. The set will consist of camera, computer and accessories allowing the team to be completely self-sufficient when they return to their home base. We have chosen to operate on Apple computers as our staff, who will be supporting the teams, are well versed on this system OTV already has an extensive library of software and training materials to assist.

The following equipment, software and trainers represent the minimum requirements for field producers/reporters to produce television news segments in these three (3) disparate locations:

Equipment from IPDC:

- 3 x Panasonic AG-HMC70U Shoulder Mounted Camcorder (2,368USD)

- 10 x SD Card (32 GB) (70 USD)
- 3 x 501HDV, 547BK Video Tripod System Kit (461.00 USD)
- 3 x Rotolight [RL48-A](#) (150 USD)
- 3 x Petrol PRC-XL camera rain cover (75 USD)
- 3 x IDX Lithium Ion Camera Batteries (160 USD)
- 3 x Sony MDR 7502 Headphones (75 USD)
- 3 x Panasonic Wide Lens Converter VWW4307HPPK (225 USD)
- 10 x 25' XLR Cable (30 USD)
- 3 x Handheld Mic (40 USD)
- 3 x IMac laptop computer (Apple [13.3" MacBook Pro Notebook Computer](#))
- 3 x LaCie 500GB Rugged Safe Hard Drive (260 USD)
- 3 x Ikan V-7000 7" Widescreen LCD Monitor (390 USD)
- 3 x field carrying case Pelican (200 USD)
- 3 x associated cables and chargers (100 USD)

Equipment from OTV:

- Final Cut Pro editing software
- Conversion and uploading software
- DVD Burning software
- Stock Video Library
- USB flash drives
- Associated cables and chargers
- Lighting gels, clips, expendables
- Powerstrips

Training:

- 1 regional trainer for news gathering and reporting
- 1 local trainer for camera operation, editing and FTP
- Production of a local news production guide
- Learning materials including books and video tutorials
- Associated travel and expenses

Equipment and software will remain the property of OTV who will be responsible to repair equipment as necessary. The equipment will be on loan, under written agreement, to trained producers for as long as they continue to regularly contribute to the regional news program. In the instance where producers are not performing adequately, equipment will be recalled and reassigned to another regional producer/reporter.

**8. WORK PLAN:**

ACTIVITIES / MONTHS	1	2	3	4	5	6	7	8	9	10	11	12
Work plan and scheduling	■											
Announcement of training	■											
Select/contract instructor for in-country training		■										
Continued Announcement of Training		■										
Accept Applications		■										
Selection and notification of candidates			■									
Purchase equipment			■									
Candidates file first report to gauge ability												



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

Monitoring will be based on surveys and community reaction to the relevance and productiveness of the project. OTV will also upload news reports to its website to gain viewership of diaspora from the Pacific islands. Website visibility will also illustrate increased ability and capacity building.

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

OTV performed market research with in-person surveys of over three hundred (300) Palauan residents in high-traffic areas. In an effort to determine which future programs to develop, 94% of those surveyed identified local news in their top three choices while 68% identified local news as their top choice. Extensive evaluations will be carried out on the progress of the participants and equipment as well as the effectiveness of the newscasts as it reaches over 95% of the community.

During the recent Micronesia Games in Palau, OTV had the opportunity to speak with representatives from all the islands that are identified in our target group. Many of the participants had seen OTV's programming while in Palau and were "excited" to learn OTV would be accessible to them. Additional discussions revealed that nearly all interviewed had little access to news at home and thought it was important for the future of their countries growth and success.

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

OTV will report on project progress on a four- month basis

### **C. ADDITIONAL INFORMATION**

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

- PDC/52 PAU/01 \$20,000 – reserve; Palau Empowering Local Voices
- 09/054 \$33,000 - Capacity building in community television to enhance freedom of expression in the republic of Palau through bi-weekly television news program

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

- OTV has implemented and continues to operate a television news program in Palau with ongoing training and expansion of our topics.
- OTV hosts a website which includes webcasts of its television news program.
- OTV traveled to and visited with television providers in the following areas who have agreed to OTV\* - Majuro, Pohnpei, Yap, Guam (Chuuk does not currently have any television service.)
- OTV has purchased initial equipment and are beta testing for regional distribution.
- Some potential TV News reporters have been identified in the designated islands.
- A trainer for regional news reporting training has been identified.
- Roll 'em has a current valid broadcast permit.

\*By the end of 2010, OTV expects to be airing in Palau, the Marshall Islands, and the Federated States of Micronesia.

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

- OTV will install and maintain the mechanism to distribute regional news throughout Micronesia
- OTV will provide training on editing and Internet FTP transmission.

- OTV will provide the facility and additional equipment needed for training regional news reporters.
- OTV will provide all land transportation during training.
- OTV will provide ongoing training and support to news reporters.
- OTV will promote regional news in all forms of available media.
- OTV will foster the creation of a regional news association.
- OTV will maintain the website for timely uploads of the news.

## D. BUDGET

<b>BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)</b>	
Airfare (\$1200 x 6 = 7,200 USD)	7 200
Housing (6 persons x 14 days x \$50) 4,200	4 200
Per Diem (6 persons x 14 days x \$30) 3,360	2 520
3 x Panasonic AG-HMC70U Shoulder Mounted Camcorder (2,368)	7 104
3 x 501HDV, 547BK Video Tripod System Kit (461)	1 383
3 x Azden 105ULH - 105 Series UHF Wireless Microphone System (440)	1 320
10 x SD Card (32 GB) (70)	700
3 x Rotolight RL48-A (150)	450
3 x Petrol PRC-XL camera rain cover (75)	225
3 x IDX Lithium Ion Camera Batteries (160)	480
3 x Sony MDR 7502 Headphones (75)	225
3 x Panasonic Wide Lens Converter VWW4307HPPK (225)	675
10 x 25' XLR Cable (30)	300
3 x field carrying case Pelican (200)	600
3 x associated cables and chargers (100)	300
Apple <u>13.3" MacBook Pro Notebook Computer + accessories</u> (2,468)	2 468
LaCie 500GB Rugged Safe Hard Drive (360)	360
Ikan <u>V-7000 7" Widescreen LCD Monitor</u> (490)	490
Training - Consultant for news gathering and reporting (AIDB) Travel (R.T. Airfare) = 3,100 / Fee (16 days x 150) = 2,400	2 400
Housing, expenses 14 days x 75) =1,050	1 050
<b>TOTAL</b>	<b>US\$ 34 450</b>

<b>BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION (in US dollars)</b>	
Production facility for training	2 500
Local land transportation	3 500
Local marine Transport	2 000
Comprehensive set of media archive and graphics library (4 sets)	12 000
Salaries for local trainers	5 000
Website update for FTP of news stories	3 000
Training Materials – Production and printing of a TV news reporting guide	2 500



5 Sets of editing and graphic software	4 000
Encoder and installation for regional distribution	4 500
Decoders for regional distribution (x4)	8 000
Hard drives for shipping to regional stations (x16)	3 200
Shipping expenses (6 months)	3 120
Additional Equipment as needed	5 000
Travel Visas, duties, departure tax, associated expenses	2 000
Purchasing and Accounting	1 000
Advertising and documenting of training	2 500
Telephone Support – ongoing training and trouble shooting (6 months)	3 000
Regional promotion of Micronesia news (production, airtime, cross-promotional)	5 500
Formation of Regional News Association	2 500
Reporting	2 000
<b>TOTAL</b>	<b>US\$ 76 920</b>

## REGIONAL

<b>A. PROJECT IDENTIFICATION</b>		
<b>1.</b>	<b>PROJECT TITLE</b>	<b>ABU: CAPACITY BUILDING FOR ABU CHILDREN'S TV PROGRAMME ITEM-EXCHANGE PRODUCERS/DIRECTORS</b>
<b>2.</b>	<b>NUMBER</b>	<b>IPDC/55 RAS/03</b>
<b>3.</b>	<b>MEDIA DEVELOPMENT INDICATORS' CATEGORY</b>	Category 3: Media as platform for democratic discourse
<b>4.</b>	<b>IPDC PRIORITY</b>	Human Resource Development
<b>5.</b>	<b>SCOPE</b>	Regional
<b>6.</b>	<b>TYPE OF ASSISTANCE REQUESTED</b>	Capacity Building Workshop
<b>7.</b>	<b>TOTAL COST OF PROJECT</b>	US\$ 30 000
<b>8.</b>	<b>AMOUNT REQUESTED FROM IPDC</b>	US\$ 20 000
<b>9.</b>	<b>BENEFICIARY BODY</b>	Asia-Pacific Broadcasting Union 2 <sup>nd</sup> Floor, IPPTAR Bldg., Angkasapuri 50614 Kuala Lumpur, Malaysia Tel: + 603-2282 2480, Fax: + 603-2282 4606 Contact: Hanizah Hamzah <a href="mailto:hanizah@abu.org.my">hanizah@abu.org.my</a>
<b>10.</b>	<b>IMPLEMENTING OFFICE</b>	UNESCO Bangkok Office
<b>11.</b>	<b>PROJECT LOCATION</b>	Grand Seasons Hotel 72 Jalan Pahang, 53000 Kuala Lumpur, Malaysia
<b>12.</b>	<b>PROJECT PREPARED BY</b>	Hanizah Hamzah, Senior Executive TV, Programme Department, Asia-Pacific Broadcasting Union
<b>DECISION OF THE BUREAU:</b>		

## **B. PRESENTATION**

### **1. PROJECT JUSTIFICATION:**

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

In the continuing effort to contribute to the development and expansion of quality children's TV in Asia, this proposal aims to enhance the ongoing activity to show the diversities, as well as similarities of growing up in the different countries of the region. The promotion of media pluralism begins among young TV audiences by making the most of the audio-visual medium to share the culturally diverse experiences of children.

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

Finally, we will be able to develop and facilitate partnerships between and among specific countries within the region. These international partnerships involve producers and their organizations within Asia and the Pacific, Australia, Europe and North America. Partnerships with children's TV producers in Europe, Latin America and Africa have been initiated through the linkage of the ABU Children's Item Exchange. The organization of the ABU Children's Working Party is in itself the result of these long-term international partnerships.

The purpose of this proposal is to seek funding to support broadcasting organizations of less developed countries in the region enabling them to take part in the ABU Children's Item Exchange.

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

The primary target of the project is producers of Children's Television programmes from the less developed countries in Asia-Pacific region (Afghanistan, Bangladesh, Bhutan, Cambodia, Fiji, India, Indonesia, Iran, Kazakhstan, Laos, Maldives, Mongolia, Nepal, Pakistan, Philippines, Sri Lanka, East Timor, Thailand and Vietnam)

**3. DEVELOPMENT OBJECTIVE:**

Participating producers to exchange ideas, learn about the latest developments and network with their counterparts in different countries in the Asia-Pacific region. This will in turn help them to produce better quality programmes that will not only entertain but educate the children about different cultures in the region.

**4. IMMEDIATE OBJECTIVE:**

Capacity of 10 producers from 10 less developed countries in the Asia-Pacific region to produce high quality local children’s programmes enhanced and the quality of the local content in Children’s Television in the Asia-Pacific region improved.

**5. PROJECT OUTPUTS:**

- Producers/directors acquired skills and techniques on how to work with children
- Children’s Programme exchange with EBU
- Providing opportunities for producers for regular networking to exchange information

**6. ACTIVITIES:**

- Identify 50 children’s tv producers/directors as participants, 10 will be given full fellowships upon fund request approval
- Liaise with ABU Children’s Reform Working Party to identify an establish trainer in the field of children programming
- Reform Working Party will rate progress of regular participants and work online with new participants to check capabilities
- Advise participants on the sensitivity of cultures and values
- Tap ways to increase the number of EBU items to ABU Exchange
- Participants keep in touch with one another regularly to upgrade and exchange ideas in improving productions

**7. PROJECT INPUTS:**

- One trainer for training producers/directors in improving the quality of children’s programme
- Two desktop computers with editing features for content editing
- Rented TV monitors for screening
- Two digital beta players/recorders to transfers items brought in the said format

**8. WORK PLAN:**

ACTIVITIES / MONTHS	1	2	3	4	5	6	7	8	9	10	11	12
Contacting participants/trainer												
Travel & visa arrangements												
Accommodation& Meeting venue arrangements												
Equipment arrangements												
Purchasing of Tapes/DVD												
Event take off												
Duplication & Distribution of tapes/dvd												
Programme broadcast												
Project reporting												

## **9. INSTITUTIONAL FRAMEWORK:**

The Workshops will be managed and implemented by the ABU. The Asia-Pacific Broadcasting Union (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 to organise co-operative activities amongst its members. It currently has over 200 members in 58 countries, reaching a potential audience of about 3 billion people. The ABU provides a forum for promoting the collective interests of television and radio broadcasters, and encourages regional and international co-operation between broadcasters.

## **10. SUSTAINABILITY:**

ABU will continue to collect, update and disseminate information on the event through its newsletter and the dedicated WEB. Furthermore ABU will promote this project in connection with the ABU regular activities. The Children's Programme Working Party will thoroughly enhance and strengthen this project in association with Director, Programme Department of ABU.

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

The UNESCO Adviser for Communication and Information will monitor the project in close collaboration of professional broadcast organizations in Southeast Asia.

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

ABU's own evaluation of the on-going children's television item-exchange has been positive. It has created a permanent network of children's television producers who participate in the Item exchange. Each year producers from more than 20 participating countries are able to exchange an average of 90 items which they broadcast in their respective countries.

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

The ABU will provide brief implementation reports covering the activities conducted in each four-month period and a descriptive final report at the completion of the project.

### **D. BUDGET**

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

<b>6-day workshop on capacity building for ABU children's TV programme</b>	
<b>Airfares x 10 participants</b>	11 800
Afghanistan-Kuala Lumpur-Afghanistan-\$2000	
Bangladesh-Kuala Lumpur-Bangladesh-\$520	
Bhutan-Kuala Lumpur-Bhutan-\$600	
Cambodia-Kuala Lumpur-Cambodia-\$460	
Fiji-Kuala Lumpur-Fiji-\$3040	
Indonesia-Kuala Lumpur-Indonesia-\$350	
Kazakhstan-Kuala Lumpur-Kazakhstan-\$950	
Laos-Kuala Lumpur-Laos-US\$ 750	
Maldives-Kuala Lumpur-Maldives-\$1350	
Mongolia-Kuala Lumpur-Mongolia-\$1780	

<b>Accommodation</b> \$60 x 10 participants x 6 days	3 600
<b>Per diems</b> \$20 x 10 participants x 6 days	1 200
<b>Airport transfer</b> (budget taxi both ways) \$40 x 10 participants	400
<b>International Trainer</b> Airfare from Germany \$1500 Accommodation \$60 x 6 days:\$ 360 Honorarium \$100 x 6 days:\$ 600 Airport transfer (budget taxi both ways) \$40	2 500
<b>Communication costs</b>	500
<b>Total:</b>	<b>US\$ 20 000</b>

<b>BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION (in US dollars)</b>	
Audio-visual equipment rental	4 000
Conference package for approx.50 participants	3 000
Digital Beta tapes compilation/duplication	1 000
DVD duplication	300
Postage of tapes and DVDs	700
Contingencies	1 000
<b>Total:</b>	<b>US\$ 10 000</b>

## REGIONAL

<b>A. PROJECT IDENTIFICATION</b>		
<b>1.</b>	<b>PROJECT TITLE</b>	<b>ABU: INTELLECTUAL PROPERTY OUTREACH PROJECT FOR BROADCASTERS IN INDIA, MALDIVES, SRI LANKA, AND BANGLADESH</b>
<b>2.</b>	<b>NUMBER</b>	<b>IPDC/55 RAS/04</b>
<b>3.</b>	<b>MEDIA DEVELOPMENT INDICATORS' CATEGORY</b>	Category 1: A system of regulation conducive to freedom of expression, pluralism and diversity of the media:
<b>4.</b>	<b>IPDC PRIORITY AREA</b>	Human Resource Development
<b>5.</b>	<b>SCOPE</b>	Regional
<b>6.</b>	<b>TYPE OF ASSISTANCE REQUESTED</b>	Training Support
<b>7.</b>	<b>TOTAL COST OF PROJECT</b>	US\$ 60 130
<b>8.</b>	<b>AMOUNT REQUESTED FROM IPDC</b>	US\$ 39 730
<b>9.</b>	<b>BENEFICIARY BODY</b>	Asia-Pacific Broadcasting Union (ABU) 2 <sup>nd</sup> Floor, IPPTAR Bldg., Angkasapuri 50614 Kuala Lumpur, Malaysia Tel: + 60322822915, Fax: + 60322823592 Mr Axel Aguirre, Legal Counsel, <a href="mailto:axel@abu.org.my">axel@abu.org.my</a>
<b>10.</b>	<b>IMPLEMENTING OFFICE</b>	UNESCO, New Delhi. Ms Iskra Panevska
<b>11.</b>	<b>PROJECT LOCATION</b>	New Delhi, India; Colombo, Sri Lanka; Male, Maldives; Dhaka, Bangladesh
<b>12.</b>	<b>PROJECT PREPARED BY</b>	Mr Axel Aguirre. Legal Counsel (ABU) Ms Iskra Panevska. UNESCO, New Delhi
<b>DECISION OF THE BUREAU:</b>		

## **B. PRESENTATION**

### **1. PROJECT JUSTIFICATION:**

The intellectual property system is considered an effective instrument to enhance creativity, foster technological innovations and promote the industrial development of a country. Founded primarily on the theory of giving rewards to creators and authors of intellectual property, the system has grown in importance and economic value as it has been linked to societies' progress and a country's economic development. It has been estimated that the global value of the 'works of the mind' at more than US\$ 22 trillion.

Intellectual property rights are however purely legal interests in the intangible properties because the law has created or recognised them as legally enforceable rights. The legal structure of intellectual property rights has been conceived to protect the economic and moral rights of authors and creators to their own creations and to prevent someone else from appropriating those works unfairly. This is necessary to promote an environment in which innovation and creativity can continue to thrive.

The unauthorised use of intellectual property rights-protected works however has grown tremendously over the years. This is exacerbated by the Internet and digital technologies. Moreover, the relatively weak intellectual property rights regime in several countries, particularly in Asia, has contributed to the proliferation of piracy. Intellectual property protection is a relatively new concept, often misunderstood in most Asian countries, particularly in China. During the 13<sup>th</sup> Session of the Committee of Universal Convention in 2005, UNESCO recognised this problem and stressed that 'the rights of authors and artists are jeopardized by the spread of piracy and that measures to prevent were crucial.

The eradication of piracy however cannot be solved alone by legislating more laws or through enforcement mechanisms. A concerted action, enhanced public awareness and galvanisation of political will are all required to eradicate piracy.

The ABU therefore proposes to organise Copyright In-Country Workshops for broadcast media professionals covering four countries in Asia in coordination with ABU Members. The Workshops will seek to develop through training a group of professionals that will promote through their work and downstream training and related activities keen interest in and healthy respect for intellectual property rights. The Workshops will capitalise on the wide reach of the broadcast media to create a trickle-down effect of the new awareness about intellectual property on the public. Thus the Workshops will serve all levels of society and effectively promote the desired level of behavioural change not only among the target media personnel but also in a certain way in the general public.

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

120 broadcast media professionals (programme producers and directors, programmers, content creators, reporters, broadcast journalists, in-house counsel and copyright practitioners) of 13 radio and TV public service broadcasters in India, Maldives, Sri Lanka and Bangladesh.

### **3. DEVELOPMENT OBJECTIVE:**

The developmental objectives of the workshops are to educate the broadcast media professionals about their rights, responsibilities and obligations and those of the broadcasting organisations where they work under the intellectual property laws, spread knowledge and create understanding of the contribution of intellectual property system to a country's economic growth and development and the negative effects of unauthorised use and piracy of intellectual property rights-protected works and thereby creating a respect for the intellectual property rights of authors, creators and rights owners in respect of their works.



#### 4. **IMMEDIATE OBJECTIVE:**

The 120 radio and TV broadcast media professionals will acquire knowledge and broad understanding on the existence of intellectual property rights in the works, products, materials, documents, computer programs, database and domain names that they use in their work and at home.

#### 5. **PROJECT OUTPUTS:**

- Network of 120 trained broadcast professionals from 13 broadcasting organisations.
- Formation of in-house Copyright Committee in each organisation which will participate in the annual meeting, activities, events and seminars organised by the ABU Copyright Committee
- Creation of a Code of Ethics and Best Practices on Intellectual Property which will serve as a tool of the Copyright Committee in the continuous observance of good practices and monitoring of piracy of intellectual property rights-protected works in the work place
- Conduct of Copyright Survey on Piracy in the work place to develop training needs analysis in the organisation and create a database for the ABU Copyright Committee for appropriate action.

#### 6. **ACTIVITIES:**

- Assembling of Project Management Team at ABU to manage this Project
- Develop a Project Execution Plan and secure endorsement from UNESCO
- On-going online communication with stakeholders
- Completion of administrative and logistics work
- Setting up arrangements in India, Maldives, Sri Lanka and Bangladesh
- Copyright In-House Country Workshop: September – December 2011, 5 days per country or a total of 20 days of workshop activities spread for 4 months in India, Maldives, Sri Lanka and Bangladesh involving 30 participants per workshop or a total of 120 participants

#### 7. **PROJECT INPUTS:**

- Funds for travel and stay of copyright experts
- Project Management Team
- Preparation of training and training modules and materials by experts
- Preparation of training materials, including printing of additional copies of Copyright Handbook, for trainees
- Project administration and support unit.
- Travel and workshop arrangements
- Project Execution Plan

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

ACTIVITIES / MONTHS	1	2	3	4	5	6	7	8	9	10	11	12
Monitoring the progress of implementation	■	■	■	■	■	■	■	■	■	■	■	■
Developing Project Execution Plan, secure endorsement from UNESCO	■	■	■	■	■	■	■	■	■	■	■	■
Communicating with all stakeholders	■	■	■	■	■	■	■	■	■	■	■	■
Completing administrative, logistics work,	■	■	■	■	■	■	■	■	■	■	■	■
Assembling Project Management Team	■	■	■	■	■	■	■	■	■	■	■	■
Setting up arrangements in India, Maldives, Sri Lanka and Bangladesh	■	■	■	■	■	■	■	■	■	■	■	■



### C. ADDITIONAL INFORMATION

- ABU has benefited from a number of IPDC projects in the past.
- ABU will approach other funding agencies to facilitate the increase of the number of participants other than those expected to be funded through IPDC assistance.

### D. BUDGET

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

##### Workshop Destinations: India, Maldives, Sri Lanka and Bangladesh for 20 Days

Airfare for 1 international expert (Belfast Northern Ireland-Delhi-Belfast [\$900]; Belfast-Male-Belfast [\$1,400]; Belfast-Colombo-Belfast [\$1,372]; Belfast-Dhaka-Belfast [\$1,600])	5 270
Airfare for 1 ABU expert (Kuala Lumpur-Delhi-Kuala [\$900]; Kuala Lumpur-Male-Kuala Lumpur [\$800]; Kuala Lumpur-Colombo-Kuala Lumpur [\$550]; Kuala Lumpur-Dhaka-Kuala Lumpur [\$450])	2 700
Per Diem (accommodation and meals) for experts (US\$225 per day x 20 days x 2 experts)	9 000
Honorarium for 1 international expert (\$150 per days x 20 days)	3 000
Honorarium for 1 local expert (\$100 per day x 4 days)	400
Trainers transport costs - hotel to training venue (\$100 x 20 days x 2 experts)	4 000
Training venue and accommodation for participants ( 120 participants x \$8.00 day x 16 days)	15 360
<b>TOTAL</b>	<b>US\$ 39 730</b>

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

ABU Staff assigned to coordinate the project	5 000
Preparatory work	2 000
Project implementation costs, communication, Copyright Handbook printing	3 500
Contingencies	1 400
Expenses on 120 participants paid for by ABU members	6 000
Other local expenses in New Delhi, Colombo, Male and Dhaka by hosts ABU members	3 000
<b>TOTAL</b>	<b>US\$ 20 400</b>

## REGIONAL

<b>A. PROJECT IDENTIFICATION</b>		
<b>1.</b>	<b>PROJECT TITLE</b>	<b>AMIC: REPORTING CLIMATIC CHANGE – TRAINING WORKSHOPS FOR ASIAN PRINT JOURNALISTS</b>
<b>2.</b>	<b>NUMBER</b>	<b>IPDC/55 RAS/05</b>
<b>3.</b>	<b>MEDIA DEVELOPMENT INDICATORS</b>	Category 3: Media as platform for democratic discourse
<b>4.</b>	<b>IPDC PRIORITY AREA</b>	Human resource Development
<b>5.</b>	<b>SCOPE</b>	Regional
<b>6.</b>	<b>TYPE OF ASSISTANCE REQUESTED</b>	Financial
<b>7.</b>	<b>TOTAL COST OF PROJECT</b>	US\$ 43 000
<b>8.</b>	<b>AMOUNT REQUESTED FROM IPDC</b>	US\$ 38 000
<b>9.</b>	<b>BENEFICIARY BODY</b>	Asian Media Information and Communication Centre (AMIC), SCI Building, NTU, Singapore 637718 <a href="mailto:kalinga@amic.org.sg">kalinga@amic.org.sg</a>
<b>10.</b>	<b>IMPLEMENTING OFFICE</b>	UNESCO Cluster New Delhi
<b>11.</b>	<b>PROJECT LOCATION</b>	Dhaka, Phenom Penh, Jakarta, Yangoon, Manila, Colombo, Singapore
<b>12.</b>	<b>PROJECT PREPARED BY</b>	Dr Kalinga Seneviratne Head of Research, AMIC.
<b>DECISION OF THE BUREAU:</b>		

## B. PRESENTATION

### 1. PROJECT JUSTIFICATION:

Climatic change is a news story that has come into its own in recent years. But, journalists, especially in Asia, who have had a liberal arts education, may find it difficult to understand the scientific material necessary to write stories that relates to peoples' lifestyle and development. In addition, there are conflicting scientific and political views on the issue, and many shades of governments and activist groups which promote different points of views or agendas. Thus, it is essential that journalists are given proper, credible information and knowledge on issues effecting climatic change encompassing science, social and political sciences.

The Paris Declaration on Broadcast Media and Climatic Change adopted by UNESCO on 5<sup>th</sup> September 2009 recognises that "the information provided by broadcast media plays a critical role in stimulating policy debate and in mobilizing knowledge to empower societies to make informed decisions on options for mitigation and adaptation". It also calls upon the media to encourage the production and dissemination of relevant audiovisual content at a local level to give voice to marginalized populations affected by climate change and to collaborate in raising the skills of broadcast media professionals through training, the exchange of knowledge and best practices, and by facilitating access to relevant scientific information.

This project proposal has been developed with these objectives in mind, but focusing on the print media. While broadcast media, especially television with its access to visual presentation, could be a very effective tool to disseminate awareness of climatic change, yet, the print media and its wide influence in effecting the thinking of policy makers and the educated citizens, should not be neglected. Feature writers in particular, with proper knowledge of the impact of climatic change, including its scientific concepts, could be very effective in educating the public on the issue of climatic change, and also how to respond to it in a positive manner.

### 2. DESCRIPTION OF THE TARGET GROUP:

The target groups for this project are print journalists working for national and regional newspapers, magazines and community media from 6 countries in Asia ( Bangladesh, Cambodia, Indonesia, Myanmar, Philippines and Sri Lanka).

### 3. DEVELOPMENT OBJECTIVE:

This project aims to equip print journalists with the necessary knowledge to report comprehensively in climatic change issues, by providing basic scientific knowledge, guide to information outlets such as websites and manuals and how to report such stories in an interesting and absorbing fashion, especially on how to write absorbing feature stories, which could be related to development issues in their communities and countries.

### 4. IMMEDIATE OBJECTIVE:

90 mid-career journalists from the six countries (Bangladesh, Cambodia, Indonesia, Myanmar, Philippines and Sri Lanka) trained on reporting climate change.

### 5. PROJECT OUTPUTS:

- The project will produce an English language CD-ROM, which will include a curriculum and resource material to conduct a two-day workshop on climatic change issues for print journalists. It will adopt material from the Climatic Change section of UNESCO's Training Manual and Resource Kit for Sustainable Development.

- One two-day workshop will be conducted in each of the six countries – Bangladesh (Dhaka), Cambodia (Phnom Penh), Indonesia (Jakarta), Myanmar (Yangon), Philippines (Manila) and Sri Lanka (Colombo).

**6. ACTIVITIES:**

AMIC will prepare a curriculum to conduct two-day workshop/seminars in the capital cities of each of the 6 countries nominated above for mid-career working journalists in local newspapers and magazines who specialize in development, environment and economic reporting, plus some community media, NGO and local government journalists. Each workshop would include between 15-30 local journalists. Special emphasis will be given to developing feature writing skills in respect to climatic change issues. In preparing the curriculum, AMIC will use mainly chapters 1, 7, 8 and 9 of UNESCO’s “Media as partners in education for sustainable development: A Training and Resource Kit” published in 2008.

**7. PROJECT INPUTS:**

- AMIC resource person to develop and design the curriculum, and assemble the resource material for CD-ROM.
- AMIC resource person/s to facilitate workshops.
- Local experts (4 for each country workshop) to deliver presentation on the scientific, environmental and sociological aspects of the climate change issue from a local perspective.

**8. WORK PLAN:**

ACTIVITIES / MONTHS	1	2	3	4	5	6	7	8	9	10	11	12
Developing Curriculum												
Compiling Resource Material												
Design and Production of CD-ROM												
Organisation/ Implementation of Workshops												
Preparation and Submission of Project Report												

**9. INSTITUTIONAL FRAMEWORK:**

The Asian Media Information and Communication Centre (AMIC) will implement the project. It will prepare the curriculum and resource materials that will be produced in CD-ROM, identify and recruit the facilitator and resource people, as well as work with a local partner to identify and invite participants for the workshops. AMIC is a non-profit, non-governmental organization, which was launched in 1971 with the support of the Government of Singapore and Friedrich Ebert Stiftung (FES). AMIC works closely collaborate with the School of Communication and Information at the Nanyang Technological University in Singapore. AMIC works with several regional and international organizations like UNICEF, UNESCO, IDRC, CIDA, UNDP, SIDA and the Commonwealth Foundation in London.

**10. SUSTAINABILITY:**

This project will train between 15-30 journalists in each of the 6 countries, some of whom would be senior journalists. After the workshops are conducted the local facilitators will get copies of the CD-ROM which they could use for further training activities within the countries.

**11. FRAMEWORK OF MONITORING:**

UNESCO cluster office will carry out evaluation in close collaboration with AMIC local chapters.

## 12. EVALUATIONS CARRIED OUT:

Although no evaluation carried out, but the journalists in many occasions emphasized the need of such capacity building workshops on reporting climate change in numerous AMIC conferences and particularly in General Conference.

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

AMIC undertakes to report as required by IPDC. The final report and the certified financial statement will be submitted upon completion of the project.

### C. ADDITIONAL INFORMATION

AMIC has received IPDC support for the following projects:

- Streamlining Community Radio Capacity Building in Asia (PDC/53RAS/02)
- ASEAN Consultations on UNESCO Model Journalism Curriculum (PDC/51 RAS/02)
- Partnering Community and Mainstream Media for UN Millennium Development Goals (PDC/51RAS/02)
- Media Pluralism in Asia: The Role and Impact of Alternative Media (PDC/48RAS/04)
- Promoting Editorial Independence and Media Pluralism in Asia (PDC/23RAS/3)
- Newspaper Management for Women Journalists in Asia (PDC/24RAS/04)
- Training for Journalists in Management of Environmental Information Resources (352/RAS81)

### D. BUDGET

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

Developing Curriculum / Compiling Resource Material 2 consultants x \$125 per day x 14 days	3 500
Design and Production of CD-ROM	1 000
Duplication of CD-ROM (500 copies)	1 000
Honorarium for Local Resource Persons ( 4 x \$250 per person)	1 000
Facility Hire (including refreshments)	1 500
Airfare for Resource Person	500
Accommodation for Resource Person (4 nights)	500
Per diem for Resource Person ( 4 days)	200
Fee for 1 resource person \$125 per day x 2 days	300
Travel subsidy for local journalists	1 500
<b>TOTAL:</b>	<b>US\$ 38 000</b>

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

Project Management	<b>US\$ 5 000</b>
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## REGIONAL

<b>A. PROJECT IDENTIFICATION</b>		
<b>1.</b>	<b>PROJECT TITLE</b>	<b>AIBD: TRAINING OF JOURNALISTS ON LEGAL AWARENESS IN AN ERA OF MEDIA CONVERGENCE</b>
<b>2.</b>	<b>NUMBER</b>	<b>IPDC/55 RAS/06</b>
<b>3.</b>	<b>MEDIA DEVELOPMENT INDICATORS' CATEGORY</b>	Category 3: Media as platform for democratic discourse
<b>4.</b>	<b>IPDC PRIORITY AREA</b>	Human Resource Development
<b>5.</b>	<b>SCOPE</b>	Regional
<b>6.</b>	<b>TYPE OF ASSISTANCE REQUESTED</b>	Training support
<b>7.</b>	<b>TOTAL COST OF PROJECT</b>	US\$ 55 937
<b>8.</b>	<b>AMOUNT REQUESTED FROM IPDC</b>	US\$ 38 537
<b>9.</b>	<b>BENEFICIARY BODY</b>	Asia-Pacific Institute for Broadcasting Development, P O Box 1137, No 16 , Lorong Maroof , 59100 Kuala Lumpur, Malaysia Telephone : 2282 1046 Contact: Manil Coorey manil@aibd.org.my
<b>10.</b>	<b>IMPLEMENTING OFFICE</b>	UNESCO New Delhi office
<b>11.</b>	<b>PROJECT LOCATION</b>	Maldives & Nepal
<b>12.</b>	<b>PROJECT PREPARED BY</b>	Manil Cooray Asia-Pacific Institute for Broadcasting Development
<b>DECISION OF THE BUREAU:</b>		



## **B. PRESENTATION**

### **3. PROJECT JUSTIFICATION:**

New Media landscapes have transformed a myriad of changes in disseminating information as a result of convergence merging voice, video, data and image into a single flexible network, integrating telecommunications and computer technologies. Against this scenario regardless of integrated communications services, the need for journalists to acquire knowledge and an understanding of the implications of legal awareness and media ethics have become essential.

Recent years have seen a sharp increase for the need for awareness in media law, partly due to the obvious upsurge in the incidence of media-related litigation around the world. The countries in the Asia-Pacific region is no exception ,where there have been a number of high-profile law suits and prosecutions filed against media defendants on such grounds as defamation, contempt of court, breach of parliamentary privilege, sedition, and breach of public morals and media ethics . These legal actions can have serious consequences for the individual journalists and media organizations concerned or to governments which could lead to “chilling” effect on the freedom of the media across whole societies. Therefore, there has been much attention paid of late to the relationship between the law and the media, and to the need for journalists to familiarize themselves with the legal environment in which they operate to avoid the dangers which beset their profession.

The project envisages to train journalists in the SAARC countries to learn about cross-country experiences in the fields of defamation, contempt of court, and hate speech, and to explore possible solutions to many of the recurring problems encountered in more than one jurisdiction including those posed by sting operations involving sophisticated technology, and the implications of putting content with the new media which may defect the laws/customs of other countries whilst being acceptable in some. Journalists should be aware of the important areas of media law, including defamation, regulating of obscene and indecent content on media, official secrecy and confidentiality, contempt of court freedom of the press and protection of privacy in relation to new media.

Secondly, through there have been attempts in several South Asian countries to come –up with a charter as well as indicators of freedom of expression and freedom of the media, unfortunately such a viable mechanism could said to be non existing. Asia-Pacific Institute for Broadcasting Development (AIBD) as the only intergovernmental entity in its continuous endeavors proposes this project keeping in line with the non-binding “Bangkok Declaration on Information and Broadcasting” (2003) which also compliments the media development indicators of UNESCO’s International programme for Development Communication in professional journalism to train young media journalists in laws for niche professional responsible reporting to maintain plurality of information sources. In such a scenario, the combined use of new technologies and literacy on the existing laws will undoubtedly enable young journalists to survive during the winds of change in the era of convergence through training and development.

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

The project will provide direct training for a total of 30 young journalists who are working in the broadcasting organizations of 7 SAARC countries. The secondary beneficiaries are legal assistants and /or managers in the media, and or multimedia fields with an interest in media law from broadcasting organizations.

**6. DEVELOPMENT OBJECTIVE:**

The project will enhance legal awareness to minimise the risks associated with journalistic coverage of defamation, legal proceedings and of the courts in general and cover legal areas relevant to day-to-day practice of journalism and laws in a media convergent environment with the emergence of the new forms of journalism that is changing the media laws in the era of convergence .

**7. IMMEDIATE OBJECTIVE:**

The knowledge and skills of thirty young journalists enhanced through two one-week training workshops covering topics on defamation, contempt of court, and hate speech and the risks associated with journalistic coverage of legal proceedings and of the courts in general.

**5. PROJECT OUTPUTS:**

The thirty young trained journalists (fifteen at each venue) with knowledge and skills on defamation filed against journalists in relation to stories involving investigative journalism and key aspects of online defamation in the era of media convergence.

**6. ACTIVITIES:**

- One week training workshop will be organised in each of the AIBD member countries namely Maldives and Nepal
- Confirm locations, dates, facilities for training in the above –mentioned countries
- Contract two free lance trainers, 3-4 panellists, 1 rapporteur in each country
- Invitations will be sent to six SAARC countries. Additionally three journalists will be invited on self funded with six places given to each host country. Nominations will be sought and participants will be selected from SAARC countries, while a few will be offered on a partly funded and or self funded basis for participation from AIBD members
- Develop course outline, content and detailed programme
- Organise travel and accommodation of trainers and participants
- Conduct the one week training in Maldives and Nepal
- Evaluate the workshops and submit the final report to IPDC UNESCO.

**7. PROJECT INPUTS:**

- 3 Trainers
- Panelists
- Local speakers
- Venue
- Training materials

**8. WORK PLAN:**

ACTIVITIES / MONTHS	1	2	3	4	5	6	7	8	9	10	11	12
Coordinator appointed, contacts renewed at regional level, time lines decided												
Production & distribution of bulletins; media monitoring												



Bangladesh = RM1,265, Maldives = RM 3,520 India = RM 920, 4.Pakistan = RM 3,000 Bhutan = RM 2,500, Sri Lanka = RM 4,345 Total in RM is =RM15,500 = USD 4,859	
Accommodation @USD 100 x 6 persons x 8 days = USD 4,800	4 800
Airfare ,perdiems for free lance two trainers , one Project manager Airfare for 3 persons: \$3076 Perdiem for 3 persons: \$3408 ( @142x 3 x 8 days	6 485
Honorarium for two free lance trainers @ 750 per wk x 2 trainers	1 500
Fee for three local speakers @ 150 x 3	450
Fee for Rapporteur for one week	250
Materials /handouts @ 500 each venue x 2 venues in Maldives and Nepal	1 000
<b>TOTAL</b>	<b>US\$ 38 540</b>

<b>BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION (in US dollars)</b>	
1.Administrative costs for project management @USD500 per month for 12 months	6 000
2. Communication (Fax/mail/telephone) for sending invitation & communications	1 000
3.Provision of venues /staff for assisting training by the three countries	8 000
4. Hire of temporary secretary USD 600 x 4 months	2 400
<b>TOTAL</b>	<b>US\$ 17 400</b>