



United Nations
Educational, Scientific and
Cultural Organization

IPDC THE INTERNATIONAL PROGRAMME
FOR THE DEVELOPMENT OF COMMUNICATION

PART IV

NEW PROJECTS SUBMITTED TO THE
IPDC

ARAB REGION AND EUROPE

IPDC BUREAU
(Fifty-fifth meeting)

UNESCO HQ, PARIS
22-24 MARCH 2011

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EGYPT

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	CAPACITY BUILDING FOR LOCAL MEDIA IN EGYPT
2.	NUMBER	IPDC/55 EGY/01
3.	MEDIA DEVELOPMENT INDICATOR	Category 4: Professional capacity building and supporting institutions that underpins freedom of expression, pluralism and diversity:
4.	IPDC PRIORITY AREA	Human Resource Development
5.	SCOPE	National
6.	TYPE OF ASSISTANCE REQUESTED	Training Support
7.	TOTAL COST OF PROJECT	US\$ 42 800
8.	AMOUNT REQUESTED FROM IPDC	US\$ 29 300
9.	BENEFICIARY BODY	Egyptian Journalist Syndicate (EJS)
10.	IMPLEMENTING OFFICE	Marius Lukosiunas, Advisor, UNESCO Cairo Office Phone: +202 2 794 5599 Address: 8 Abdel-Rahman Fahmy Street, Garden City, 11541 Cairo, Egypt
11.	PROJECT LOCATION	Egyptian Journalist Syndicate Training Centre 4 abdel khalek Thrwat st., off Ramsis St., Cairo, Egypt
12.	PROJECT PREPARED BY	Samar Dowidar EJS training consultant; Abeer Saadi, EJS Board member & Head of Development and Training Committee
DECISION OF THE BUREAU:		

B. PRESENTATION

1. PROJECT JUSTIFICATION:

This proposal seeks to organize and conduct a 5 days training program including two special seminars to foster reporting and feature writing skills as well as empower the local journalist to achieve a professional standard in order to help them to fully realize opportunities of freedom of expression in the digital era.

The project contributes to empowering and building the local correspondent professional capacities through professional training. Enhancing capacity of local media would have a positive impact on developing local communities by reflecting their diversity and highlighting important development issues in local and nationwide news papers.

Egyptian local press suffers from the lack of professional capacities of media workers, because of:

- Lack of journalism training opportunities for working journalists outside the capital.
- Lack of opportunities for a professional experience exchange for local journalists.
- Local journalists are not updated with new knowledge on technologies of multimedia.

Egypt's local press needs to be improved. More than 80 percent of the Egyptian journalists work in the capital city Cairo. The rest are local correspondents lacking professional training thus empowering local correspondents technically, professionally and ethically will contribute to improve the quality of the information from all Egyptian regions.

Most of local journalists' work constitutes straightforward news reporting. Journalists lack capacity to analyze and investigate. Moreover, lack of ethical and legal training could lead to serious problems, especially when they report about crime, religious tensions or special local groups. In addition readers need reports that reflect local issues and regional diversities of the local communities. Because of the above the Egyptian Journalists Syndicate called 2011 to be the year of empowering local correspondent. The aim of the project is to turn these journalists into a development power that could serve not only assist their communities, but also the whole development and democratic process in Egypt. Thus the project will look for worldwide experience of strengthening local press.

The EJS is seeking the support of the UNESCO in this initiative and believe that the outcome will be great for the development in Egypt and the professional of journalism.

2. DESCRIPTION OF THE TARGET GROUP:

Project will target 20 Egyptian media professionals from at least seven governorates away from the capital.

3. DEVELOPMENT OBJECTIVE:

Egyptian media offers better information by improving quality of local news, specially promoting development issues based on Millennium Development Goals

4. IMMEDIATE OBJECTIVE:

Building professional capacities for local corespondents in the field of feature writing taking in consideration legal and ethical standards.

5. PROJECT OUTPUTS:

- 20 local journalists trained in modern reporting and feature writing techniques.
- 20 feature stories commissioned reflecting development issues based on MDG's.
- 20 stories published in the trainees' newspapers.

6. ACTIVITIES:

- A five days training course for 20 local journalists held at the EJS's premises.
- Seminar for journalists on photojournalism and digital media held.
- Seminar on how to make local reporting important for the national media.

7. PROJECT INPUTS:

- Fees for 2 international trainers.
- Fee for 1 Egyptian trainer in the field of ethics and legal protection.
- Fee for 1 Egyptian co-trainer.
- Fees for 2 translators.
- Transportation and accommodation for the trainees.
- Coffee breaks and lunched for 5 days of training.
- Training facilities 20 computers, Data show, training space, stationary.
- Transportation and accommodation for the trainees.
- Accommodation in a 4 star hotel for the trainees.
- Meals for the participants of the seminar.

8. WORK PLAN:

ACTIVITIES / MONTHS	1	2	3	4	5	6	7	8	9	10	11	12
Preparation of training material					■	■						
Selection of trainers			■	■								
Organization of the training and seminars							■	■	■			
Submission of final & financial reports										■	■	

9. INSTITUTIONAL FRAMEWORK:

The Egyptian Press Syndicate is an independent professional union of journalists of Egypt, which represents the interests of Egyptian journalists and works towards raising professional standards of the print and online media in Egypt. The EPS is the major professional organization representing more than 7000 journalists. It was established in 1941, the annual income is five hundred thousand USD. One hundred full time staff members work for the EPS. The EPS is governed by the board, which is elected by the members of the Syndicate.

10. SUSTAINABILITY:

The sustainability of the project will be guaranteed by introducing training the trainers' element into the training program by having local trainers to be coached during the sessions so the training and capacity building could be continued after the project is finalized.

11. FRAMEWORK OF MONITORING:

UNESCO Cairo Office will monitor the implementation of the project.

12. EVALUATIONS CARRIED OUT:

The training centre of the EPS has conducted training needs assessment study to formulate and submit the respective project. The governing board of the Syndicate had announced 2011 to be the year of building capacity for local media.

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING:

Abeer Saadi, EJS Board member & Head of Development and Training Committee

C. ADDITIONAL INFORMATION

Previous IPDC support received by the country:

PROJECT N BUDGET CODES	FUNDS (US \$)	PROJECT TITLE	PERIOD
PDC/7EGY/01 350-EGY-71	23,500	EGYPT: LANGUAGE LABORATORY FOR USE OF JOURNALISTS	1986 - 1989
PDC/8EGY/01 350-EGY-81 350-EGY-91 520-EGY-61 (FIT-FRANCE)	40,000 50,000 56,500	ACQUISITION OF 2 MOBILE UNITS FOR PRODUCTION OF FILMS AND VIDEO MATERIALS	1985 - 1991
PDC/12EGY/01 352-EGY-21 520-EGY-62 (FIT-FRANCE)	51,000 104,754	COMPUTERIZATION OF THE MIDDLE EAST NEWS AGENCY (MENA)	1991 - 1996
PDC/13EGY/01 352-EGY-31	180,000	ESTABLISHMENT AND OPERATION OF THE STATE INFORMATION SERVICE (SIS) DATA BANK	1992 - 1994
PDC/14EGY/01 352-EGY-41 520-EGY-64 (FIT-FRANCE)	50,000 103,253	DEVELOPMENT OF THE ERTU RADIO TELEVISION TRAINING INSTITUTE	1994 - 1998
PDC/15EGY/01 352-EGY-51 520-EGY-63 (FIT -FRANCE)	57,000 101,230	IMPLEMENTATION OF AN OUTSIDE BROADCASTING (O.B.)° VAN FOR RURAL TELEVISION PROGRAMMES	1995 - 1997
		TOTAL EGYPT: US\$ 451,000+US\$ 366,000 (FUNDS-IN-TRUST)	

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)	
Fee for one local trainer in the field of ethics and legal protection (5days x 150USD)	750
Fees for one local co-trainer in the field of feature writing (5days x 150USD)	750
Fees for one International Trainer (\$250 per day * 5 training days+ 1 day follow up)	1 500
Fees for one International Trainer (\$250 per day * 5 training days+ 1 day follow up)	1 500
Fees for two interpreters (5 days x 360USD x 2 interpreters)	3 600
Training program development, training handouts preparation & monitoring report	3 000
Program leader for 2 seminars (2x500USD)	1 000
Coffee break/lunch for training and seminars (25 participants/trainers * \$20 *5 days)	2 500
Stationary and communication	1 000
Per Diem for 2 International trainers (\$50 * 2 trainers * 6 days)	600
Transportation for the trainees. (20 x 40usd)	800
Airfare Travel international trainers (\$1000 * 2 International trainers return travel)	2 000
Per Diem for trainees (\$15 * 20 trainees * 5 days)	1 500
Trainers accommodation (\$150 per night * 2 trainers * 6 nights)	1 800
Participants' accommodation (\$70 per night * 20 participants * 5 nights)	7 000
TOTAL	US\$ 29 300

BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION (in US dollars)	
Planning and coordination of the project	2 000
Venue rent	4 000
Administration of the project	2 500
Equipment rent (20 computers, projector, photo and video cameras)	5 000
Publicity of the project in the Egyptian Media	500
TOTAL	13 500

IRAK

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	CONFLICT SENSITIVE JOURNALISM TRAINING IN KIRKUK
2.	NUMBER	IPDC/55 IRQ/01
3.	MEDIA DEVELOPMENT INDICATORS' CATEGORY	Category 3: Media as a platform for democratic discourse
4.	IPDC PRIORITY AREA	Human Resource Development
5.	SCOPE	National
6.	TYPE OF ASSISTANCE REQUESTED	Financial
7.	TOTAL COST OF PROJECT	US\$ 43 900
8.	AMOUNT REQUESTED FROM IPDC	US\$ 21 760
9.	BENEFICIARY BODY	INSAN Iraqi Society for Relief & Development Iraq, Kirkuk, Shatirlu, Tippa, District 145, H 48 Phone: +964 77025 18227 / +964 7901 896 876
10.	IMPLEMENTING OFFICE	UNESCO IRAQ Office, Amman
11.	PROJECT LOCATION	Kirkuk
12.	PROJECT PREPARED BY	Aari Al Jabari aree@insaniraq.org
DECISION OF THE BUREAU:		

B. PRESENTATION

1. PROJECT JUSTIFICATION:

Media is an influential actor and medium within the dimensions of conflict and peace-building as it has the capacity to affect vast audiences. It can often serve as a means of transmitting hostility, directly or indirectly, thus playing a devastating role in the escalation of conflict. Media, however, also has the potential to act as an extension of democratic politics; offering a venue for non-violent dialogue, an outlet to present different perspectives and initiate discussion on sensitive discussions. As such the media can be utilised for peace-building activities to overcome tensions within a conflict and build confidence among the various parties (community and state). In this way the media has the power to challenge misperceptions and promote tolerance, collaboration and reconciliation between all parties and across all strata of society.

Iraq witnessed the emergence of a vibrant new media community in the aftermath of the collapse of the Former Regime. A myriad of diverse newspapers and satellite channels appeared on the scene; some independent and others used as propaganda tools for political parties. As violence escalated across Iraq after 2005, media was seen to play an active participatory role in the conflict. Many media outlets were owned by political parties seeking to advance their own agendas, while other independent outlets suffered from threats and insecurity making their objectives for impartial journalism very difficult to apply.

Within a volatile socio-political environment, such as Iraq, assistance to local media must turn towards capacity building in order to ensure a sustainable transition to peace and democracy. To maintain professional standards, journalists need to acquire adequate knowledge of conflict theory, as well as the additional skills and the analytical 'know-how' to be able to report accurately, impartially and 'safely' on, and within conflict situations. Understanding the influence of media as it operates within - and how it can contribute to - conflict situations is essential if journalists are going to play a part in promoting peace and reconciliation. It is essential that Iraqi Media support peace and reconciliation processes by providing alternatives for non-violent dialogue and communication channels. The proposed training will refer to the UNESCO publication, Conflict-Sensitive Reporting: State of the Art, A Course for Journalists and Journalism Educators, by Ross Howard.

Kirkuk is an oil-rich city located 295km north of Baghdad. It is an historically and ethnically mixed city, populated by Kurds, Arabs, Assyrians, Turkmen and Armenians traditionally living together in peace. The issue of Kirkuk city's geo-political positioning has become a source of conflict between the Kurdistan Regional Government and the Central Iraqi Government; the economic and political stakes are very high. This conflict is occurring within the political realm, but is also having repercussions at a far deeper and 'grass roots' level threatening the peaceful co-existence of Kirkuk's multi-ethnic community. Kirkuk is in danger. To prevent this conflict from further escalating and to thwart the growing divisions among different ethnic communities living in Kirkuk, journalists have a critical role to play in developing their media to become positive and peaceful news and communication channels dedicated to truth and tolerance, and ultimately ensuring peaceful co-existence.

This project is in the framework of IPDC Media Development Indicator 3.9: "effective broadcasting code setting out requirements for fairness and impartiality."

2. DESCRIPTION OF THE TARGET GROUP:

The target group will be 24 Kirkuk journalists working in different media outlets (newspaper, TV, radio) representing diverse political views and communities.

3. DEVELOPMENT OBJECTIVE:

Enhancing the role of Iraqi Media in conflict transformation and reconciliation processes by building capacities of journalists to use conflict sensitive journalism principles based on impartiality, balance and responsibility

4. IMMEDIATE OBJECTIVE:

24 Kirkuk journalists working in diverse Iraqi media will acquire skills and knowledge to sustain professional standards during conflict coverage and to produce conflict sensitive reports increasing the role of journalists in peace-building and reconciliation processes

5. PROJECT OUTPUTS:

- 2 six-day training workshops in conflict sensitive journalism will be implemented for a total of 24 journalists from Kirkuk.
- Conflict sensitive media reports will be produced by the participants and will be reviewed by an experienced editor over a period of 6 months.
- Twenty four ‘change projects’ will be developed and initiated by each participant in an effort to promote reconciliation and national unity.

6. ACTIVITIES:

- Selection of participants: Participants will be chosen from a large range of media outlets and from different ethnic backgrounds to represent diverse political and cultural viewpoints. A balanced gender split will also be sought.
- Implementation of training workshop: 2 six-day workshops will be implemented in Kirkuk and facilitated by an experienced Iraqi media trainer. The training will introduce conflict theory and reflect on the power of the media in conflict situations. An understanding of the skills needed for conflict sensitive journalism will be introduced. This includes understanding the dangers of inflammatory political language, training in the various methods of sourcing information, how to conduct interviews and how to ensure personal security. The proposed training will refer to the UNESCO publication, *Conflict-Sensitive Reporting: State of the Art, A course for Journalists and Journalism Educators*, by Ross Howard.
- ‘On the job’ assimilation phase review of media reports by experienced editor: Fortnightly conflict sensitive reports submitted by the participants will be reviewed by a qualified editor working with INSAN. Feedback will be given to provide guidance and ensure continued professional development. Implementation of Change projects: Each participant will be requested to conduct a change project. They will use their own media (TV, radio, newspaper, etc) to report on a ‘civil/community effort’ initiated by their own community. The project should help to promote tolerance, non-violence and reconciliation.

7. PROJECT INPUTS:

Funds, experienced trainer, expertise in conflict management, training manual in conflict sensitive journalism, training plan, selection of journalists.

- Trainers: The trainer and co-trainer will be experienced in working in areas of conflict situations requiring conflict sensitive reporting. The trainer will be an expert in the field of media. The co-trainer will have expertise in conflict analysis and will provide the training in conflict theory. They will both have experience training the media within Iraq, the Arab Region and/or internationally. A teaching plan

and timeline with required resources will be provided by the trainers, and teaching materials will be provided by them. The trainer and co-trainer will refer to *Conflict-Sensitive Reporting: State of the Art. A Course for Journalists and Journalism Educators*, By Ross Howard as a teaching resource.

- Editor: The editor will have a proven track record of work as an editor and capacity to work in various media; they will be an expert in media and mentoring reporters. Specifically they will understand the principles of conflict sensitive reporting. They will be committed to following up the progress of the participants and review and comment on the projects submitted ensuring continuity in the learning process.

8. WORK PLAN:

ACTIVITIES / MONTHS	1	2	3	4	5	6
Selection of journalists						
Implementation of training workshop						
On the job training						
Conflict Sensitive reporting by participants of the two workshops						
Monitoring and evaluation						

9. INSTITUTIONAL FRAMEWORK:

INSAN Iraqi Society for Relief & Development is an Iraqi non-governmental organization established in 2004. It aims at ensuring peaceful co-existence among diverse communities living in Iraq. It conducts direct interventions in diverse locations in Iraq to promote peace building and builds the capacity of the Iraqi Civil Society.

10. SUSTAINABILITY:

After following 6 months of ‘on the job’ monitoring as facilitated by the INSAN editor, journalists will be expected to have developed a conflict-sensitive approach to journalism and they will seek to become active actors in peace-building and reconciliation processes.

11. FRAMEWORK OF MONITORING:

Quarterly reports are to be provided by the INSAN editor regularly to the UNESCO AMMAN Office.

12. EVALUATIONS CARRIED OUT:

Internal evaluations will be carried out before the workshops begin and at the end of the project. Professional progress of trainees will be monitored throughout the duration of this six month project.

13. FRAMEWORK OF BENEFICIARY AGENCY’S REPORTING:

Mid-term and final financial and narrative reports will be provided to UNESCO a) after 2 months of implementation and b) at the end of the project.

C. ADDITIONAL INFORMATION

INSAN Iraqi Society for Relief & Development has experience in conducting conflict sensitive journalism training. It has been working with the funding of the United States Institute of Peace in 2009 to train journalists

working in the governorates of Baghdad and Diyala. A training manual in conflict sensitive journalism, written by the Lebanese Organization Al Maharat, was adapted at this occasion to the Iraqi context and will be further distributed to participants.

Previous IPDC support received by the country:

PROJECT N BUDGET CODES	FUNDS (US \$)	PROJECT TITLE	PERIOD
PDC/19IRQ/01 352-IRQ-91	75,000	IRAQ EQUIPMENT FOR THE PRODUCTION OF PROGRAMMES FOR CHILDREN, YOUTH AND WOMEN	1999 - 2000
TOTAL IRAQ: US\$ 75,000			

D. BUDGET

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

Stationery (Note Pads, Pens)	150
Printing workshop material and handouts, training supplies i.e. Flip charts.	1 500
1 x Trainer (\$250 per day x 6 days x 2 workshops)	3 000
1 x Co-trainer (\$250 per day x 6 days x 2 workshops)	3 000
Consultant Editor (\$500 x month x 6)	3 000
Transport of participants (Roundtrip ground transport in Kirkuk \$10 per day per person)	1 440
Transport of Trainer (\$400 RT for ground transport from Dohuk to Kirkuk; 3 trips, 1 for each training and one for prep)	1 200
Refreshments (15\$ per head; lunch and 2 coffee breaks for 12 days; participants, trainer, 1 staff)	2 520
Venue Hire (\$150 per day x 12 days)	1 800
Hotel Accommodation (Trainer and Co-Trainer for 15 days; training and prep @ \$30 per day)	900
Per Diem for Trainer and Co-Trainer (\$20 per day for 15 days)	600
Communication (telephone and internet access)	1 750
Translation (Reports and materials for participants)	900
TOTAL:	US\$ 21 760

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

Expat consultant (6 months, 0,2%)	12 800
Project manager (6 months, 0,75%)	1 600
Field officer/Logistician (6 months, 0,5%)	1 750
Administrator (6 months, 0,2%)	3 420
Office Rental (6 months, 0,5)	2 670
TOTAL:	US\$ 22 140

JORDAN

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	BUILDING CAPACITIES OF WOMEN CITIZEN JOURNALISTS IN RURAL AREAS
2.	NUMBER	IPDC/55 JOR/01
3.	MEDIA DEVELOPMENT INDICATORS' CATEGORY	Category 3: Media as a platform for democratic discourse
4.	IPDC PRIORITY AREA	Community Media
5.	SCOPE	National
6.	TYPE OF ASSISTANCE REQUESTED	Training support and equipment
7.	TOTAL COST OF PROJECT	US\$ 24 500
8.	AMOUNT REQUESTED FROM IPDC	US\$ 16 000
9.	BENEFICIARY BODY	Community Media network 142 Arrar St., Wadi Saqra, Amman 11118 Jordan, +962 79 9194509, +962 6 4630238 sawsan@ammannet.net , Sawsan Zaidah, Project & Development manager
10.	IMPLEMENTING OFFICE	UNESCO Amman Office, Paul Mazza Assistant to the Head of Office
11.	PROJECT LOCATION	CMN/Balad radio station/AmmanNet news website, Jordan.
12.	PROJECT PREPARED BY	Daoud Kuttab, CMN Director. Paul Mazza, Assistant to the Head of UNESCO Amman Office.
DECISION OF THE BUREAU:		

B. PRESENTATION

1. PROJECT JUSTIFICATION:

More than 30% of Jordan's population of 6.2 million lives in urban areas. Whereas, while Jordan in recent years has liberalized its media landscape granting licenses to private commercial radio stations and has witnessed a steady growth of newspapers and TV stations, media contents and production are still predominantly catering the information needs of the urban population, and are male biased and centralized in the capital of Amman. Except Al-Balad radio and the three university radios in Irbid, Karak and Maan, radios are national and based in Amman. Correspondents to the 12 governorate have little space in newspapers or time on air to cover local issues of their areas and thus, local communities in rural areas, particularly women, have limited access to media production and are underrepresented.

The importance and potential of radios in Jordan to reach and inform the population is considerable. According to the Jordan Media Survey conducted by IREX in 2009, radio is the most popular among the various media channels with around 45% of listeners. However, with the exception of one radio station, Radio Al-Balad, all radio stations are purely commercial with a strong focus on commercial music, games and only limited local reporting. Worldwide, community radios, in contrast to commercial radios are known as providing huge support for community development and cohesion, involving the community and addressing local issues and seeking local remedies in addition to representing local communities on the national level.

Jordan is a male dominated and traditional society. Only 15% of women are economically active and most public domains are dominated by males. From a media point of view women need to have their voices heard in the community to combat gender and rural-urban inequalities based on traditional gender ideas. In today's information driven world with rapidly evolving communication technologies and reporting techniques, women need to have access to the tools and media training to be able to raise their voice and tell their stories.

Most rural communities are still suffering from a brain drain that sees highly qualified individuals leave either for the big cities or abroad. This brain drain, however, is less experienced by women who for social and cultural reasons remain home helping out the family. The project proposal is convinced that with basic training and the availability of communication tools and radio production coaching, women in rural communities can raise their voice, be role models for their peers and become community based citizen radio journalists reporting from the issues, problems and views of women in rural Jordan which is otherwise highly underrepresented.

While there is a wide array of media capacity development programs currently being implemented in Jordan, this project proposed by the Community Media Network (CMN) which is affiliated to the radio station Radio al-Balad, the only radio station with a mandate comparable to that of a community radio (in Jordan community radios itself are not licensed) tries to give space to marginalized groups such as rural women.

The proposed project aims at creating a network of initially 6 female citizen community-radio journalists from the rural Jordan Valley and the rural surroundings of the cities of Karak and Irbid. These young women interested in radio journalism will be trained and coached on community radio skills over the period of 6 months during which they will produce 12 shows in which they will tell stories about the socio-economic realities of their communities from a female, rural perspective, thereby bridging a gap within Jordanian media landscape to better reflect its diverse society.

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:

The project directly targets six young women aged between 20 and 35, who live in the rural areas of the Jordan Valley, and the rural surroundings of the cities of Karak and Irbid. It also targets the local communities in these areas by providing them with a media channel and local content.

3. DEVELOPMENT OBJECTIVE:

By building the capacities and a network of young female citizen radio journalists in rural areas this project contributes to increase the plurality of media so it reflects the diversity of Jordanian society and gives space to otherwise marginalized stories and perspectives of women in rural Jordan.

4. IMMEDIATE OBJECTIVE:

A sustainable network of six, well-trained, qualified female citizen community-radio journalists from rural Jordan that are able to produce professional reports on the socio-economic issues present in their communities from a female, rural perspective who will have produced 12 shows.

5. PROJECT OUTPUTS:

- Six young women from rural Jordan are trained and coached to produce and present radio shows, reports and interviews for community radios
- 12 shows and reports produced by 6 trained and coached female journalists covering issues of the targeted areas are broadcasted on Al Balad radio and posted on AmmanNet website for streaming.
- A self-sustaining network of six female citizen community-radio journalists from rural areas capable to prepare radio shows and community correspondence reporting.

6. ACTIVITIES:

- 10-day intensive training radio journalism workshop for 6 female journalists from the target group on the basics of radio journalism, recording, editing and presenting
- Production of 12 radio shows by the trainees covering issues from their communities over a 6 months period and bi-weekly basis including two news reports and two live interviews in each show.
- Coaching programme for the 6 trainees which will guide them after the conclusion of the training course and support them in producing the 12 radio shows.

7. PROJECT INPUTS:

- One trainer capable of training 6 citizen journalists on the basics of radio journalism.
- Three professional radio journalists coaching the citizen community radio journalists in basic planning, script-writing, presenting and sound editing for 6 months and the production coordination.
- Functioning radio station including recording studio, sound editing unit, website, newsroom and desks for production (contribution by CMN).
- 3 Professional audio recorders, Korg MR-1 Mobile Recorder, integrated microphone, 20GB HD. Recorders will be retained by CMN to maintain the programme beyond the project period.
- 3 Audio editing computer Core 2 Quad, 300GB HD, 4GB RAM, 22" monitor, Super DVD, 1GB EVG. Computers will be retained by CMN to maintain the programme beyond the project period.
- 3 professional mobile audio recorders for interviews (contribution by CMN).
- Broadcasting casting fees (contribution by CMN).

8. WORK PLAN:

ACTIVITIES / MONTHS	1	2	3	4	5	6	7
Preparing the project; the training workshop and coaching program	■						
Recruiting six young female journalists for the network, to be trained and coached	■						
10 day training workshop on community radio journalism for 6 women	■						
Development of coaching programme for 6 trainees		■					■
Coaching of 6 female citizen radio journalist trainees		■	■	■	■	■	■
Bi-weekly coached production and airing of 12 radio shows on Radio Balad		■	■	■	■	■	■
Writing final evaluation and financial reports.				■			■

9. INSTITUTIONAL FRAMEWORK:

Community Media Network (CMN) is a Jordanian NGO founded by the award winning journalist Daoud Kuttub (e.g. “Press Freedom” Award from the Committee to Protect Journalists in New York, “Freedom to Write” Award from PEN USA, “Press Freedom Hero” from the International Press Institute and “Courage and Future of the Media” Award from the Leipzig Media Institute, Germany) with the goal to promote the use electronic broadcasting and publishing as an empowerment tool for local communities. CMN was born out of the first internet radio of the Arab region, Ammanet.net and affiliated to the leading Arab community radio station Al-Balad Radio.

AmmanNet was established in November 2000 initially under the sponsorship of the Amman Municipality and UNESCO and with funding from the Open Society Institute and other local, regional and international donors.

CMN, is the umbrella organization for al-Balad Radio and the AmmanNet internet radio station and news website, was registered to promote community radios in Jordan and to build the capacities of alternative radio journalism. This unusual structure of companies is dictated by the restrictive media and association laws of Jordan which do not allow radio stations in Jordan to be registered officially as non commercial community radios, and thus had to develop this structure in order to be eligible for funding as a non-profit community radio. Despite of its legal registration, al-Balad Radio is recognized as the only Arab member in the World Association for Community Broadcasters (Amarc). It is ultimately a non-profit radio run by a board of directors and open for volunteers from the local community which it serves (according to the Jordanian Audio Visual Media Law radio stations are classified as governmental or private, there is no community radio as a legal status).

Since its establishment, al-Balad Radio has passed over its experience and set up small radio studios and successfully developed the capacities of small city radios in Karak, Maan and Leb wa Mleih. Journalism students and volunteers at these stations continue to receive training through CMN.

10. SUSTAINABILITY:

The IPDC will support CMN to build the capacities of a network of female rural citizen journalists which will continue to work as rural citizen correspondents for the CMN and after the conclusion of the project produce news contents for Radio al-Balad.

11. FRAMEWORK OF MONITORING:

- The outputs of the project can be quantitatively and qualitatively measured by the number and quality of the 12 radio programs which will be posted and archived on AmmanNet website. This measures the skills and qualifications which the trainees gained throughout the project.
- The interactivity of the target group can be quantitatively and qualitatively measured by the number and content of the online comments on the reports texts.

- The number of radio stations broadcasting the program and websites publishing the reports' texts indicate the outreach of the project.
- All the above indicators will be monitored and evaluated on a weekly basis and documented in the mid and final reports in the fourth month and last month of the project.

12. EVALUATIONS CARRIED OUT:

For the last ten years the CMN through its affiliated web-radio AmmanNet and the community radio Al Balad Radios, has been active in community media and citizen journalism projects. It is an active member of AMARC, the World Association of Community Radio Stations.

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING:

The evaluation of the project through progress indicators will be monitored evaluated and documented in mid and final reports in the fourth month and last month of the project submit to the UNESCO Amman office.

C. ADDITIONAL INFORMATION

Previous IPDC support received by the country:

PROJECT N BUDGET CODES	FUNDS (US \$)	PROJECT TITLE	PERIOD
PDC/7JOR/01 350-JOR-71	70,000	JORDAN: INFORMATION TRAINING CENTRE	1986 - 1989
PDC/11JOR/01 352-JOR-11	94,000	ESTABLISHMENT OF DOCUMENTATION CENTRE FOR INFORMATION AND COMMUNICATION	1990 - 1992
PDC/12JOR/01 352-JOR-21 352-JOR-41	46,000 80,000	EQUIPPING MEDIA FACILITIES AT YARMOUK UNIVERSITY	1991 - 1997
PDC/15JOR/01 352-JOR-51	50,000	STRENGTHENING THE TRAINING CAPABILITIES OF THE NOOR AL HUSSEIN FOUNDATION	1994 - 1997
PDC/16JOR/01 352-JOR-61 520-JOR-60 (FIT-FRANCE)	80,000 30,000	INSTALLATION OF A COMPUTERIZED PHOTO ARCHIVING SYSTEM	1996 - 1998
PDC/18JOR/01 352-JOR-81	45,000	EXTENSION OF THE TRAINING CAPABILITIES OF NOOR AL HUSSEIN FOUNDATION	1998 – 1999
PDC/20JOR/01 353-JOR-01	27,000	COMMUNITY RADIO IN SUPPORT OF LOCAL DEVELOPMENT	2000 – 2003
PDC/20JOR/02 353-JOR-02	35,000	DEVELOPMENT OF A MEDIA INFORMATION BANK	2000 – 2003
PDC/21 JOR/01 353RAB5011	30,000	DEVELOPING THE TRAINING CAPACITY OF THE ARAB WOMEN'S MEDIA CENTRE	2003 -2004
PDC/53 JOR/01 354 JOR 5081	45,100	JORDAN: MEDIA INSTITUTE, JMI	2009-2010
		TOTAL JORDAN: US\$ 557,000+US\$ 30,000 (FUNDS-IN-TRUST)	

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)	
1. TEN DAY TRAINING WORKSHOP ON RADIO JOURNALISM	
One Trainer (\$150 per 10 days)	1 500
Participants meals (10 days per \$10 per 6 participants)	600
Local travel (10 days per \$10 per 6 participants)	600
Training hall (10 days per \$100)	1 000
Sub-total training costs:	3 700
2. SIX MONTHS COACHING PROGRAMME	
One radio production coach (6 months and 12 shows per \$100)	1 200
One radio editing coach (6 months and 12 shows per \$100)	1 200
One radio show coordination coach (6 months and 12 shows per \$100)	1 200
Sub-total coaching costs:	3 600
3. RADIO SHOW PRODUCTION	
Local travel from rural areas to Amman and back (6 trainees x 6 months x \$50)	1 800
Communication (6 trainees per 6 months per \$25)	900
Utilities and supplies (7 months per \$20)	800
Sub-total radio show production costs:	3 500
4. EQUIPMENT	
Professional audio recorders, Korg MR-1 Mobile Recorder, integrated microphone, 20GB HD, (3 recorders per \$630)	1 900
Audio editing computer Core 2 Quad, 300GB HD, 4GB RAM, 22'' monitor, Super DVD, 1GB EVG (3 computers per \$1100)	3 300
Sub-total equipment cost:	5 200
TOTAL:	US\$ 16 000

BREAKDOWN OF THE BENEFICIARIES AGENCY'S CONTRIBUTION (in US dollars)	
Staff costs of CMN (7 months per 3 staff per \$125)	2 620
Project coordinator costs (7 months per \$20)	840
Radio broadcasting fees calculated per broadcasted show (12 per \$100)	1 200
Studio equipment and infrastructure rental for recording of shows (12 per \$100)	1 200
Rental of mobile audio recording equipment (3 recorders per 6 months per \$22)	390
Communication (7 months)	200
Vehicles maintenance and local travel (7 months per \$50)	350
Contingencies	1 000
Project reporting	700
TOTAL:	US\$ 8 500

LEBANON

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	PRODUCTION OF A CODE OF ETHICS AGREED UPON BY JOURNALISTS
2.	NUMBER	IPDC/55 LEB/01
3.	MEDIA DEVELOPMENT INDICATOR'S CATEGORY	Category 3: Media as a platform for democratic discourse
4.	IPDC PRIORITY AREA	Promotion of Freedom of Expression
5.	SCOPE	National
6.	TYPE OF ASSISTANCE REQUESTED	Institutional Capacity Building
7.	TOTAL COST OF PROJECT	US\$ 18 000
8.	AMOUNT REQUESTED FROM IPDC	US\$ 11 000
9.	BENEFICIARY BODY	MAHARAT Foundation Australia Center Bldg., 6 th floor. Jdeideh, Lebanon Tele/Fax: +961-1888741 Mobile: +961-3-612413 Email: info@maharatfoundation.org Website: www.maharatfoundation.org Contact: Roula Mikhael, Executive Director
10.	IMPLEMENTING OFFICE	UNESCO Regional office - Beirut George Awad. Programme Officer.
11.	PROJECT LOCATION	Lebanon
12.	PROJECT PREPARED BY	Lama El-Awad. Program Officer. MAHARAT Foundation George Awad, Programme Officer. UNESCO Regional Office - Beirut
DECISION OF THE BUREAU:		

B. PRESENTATION

1. PROJECT JUSTIFICATION:

Print media has been published in Lebanon since the early 1900's. In the early 1980's, and during the civil war, media witnessed a great booming in radio, television and print media. Both public and private media were established but no national code of ethics served as a guideline to the journalism work. There is no effort to develop a code of ethics internally within each media institution, and there hasn't been any agreement on one code of ethics which all media institutions can abide by. Today, and after the civil war, media institutions are either politically or money driven. Most media institutions are owned by political parties or are affiliated with them, and there is still no code of ethics that all journalists agree to that can protect them and eventually contribute to their freedom of expression. Some initiatives and bills of ethical codes have been published which do not bind media institutions but rather urge them to use ethics in their reporting. These codes were just preliminary initiatives and were mainly issued after internal political or religious conflicts or certain incidents, but none has been taken seriously or used.

The only two serious initiatives of codes of ethics have been proposed by private institutions, one by the Lebanese American University (LAU) in 2001 and the other by the United Nations Educational, Scientific and Cultural Organisation (UNESCO) in Beirut in 2008, but they both remained as proposals for codes of ethics. In 2009, the Minister of Information Mr. Tarek Mitri, and based on the President's initiative of a national dialogue, invited all media institutions to discuss a code of ethics for the radio, print and television, however, no one took this initiative seriously since it was initiated by a government body and did not involve journalists thus nothing was accomplished after that point.

It is very essential for a code of ethics to be adopted to be done in a participatory manner with journalists and media institutions. Furthermore, it is important that journalists understand the need to have a comprehensive code of ethics and its vital role in ensuring professional and objective journalism.

This project will build on the code of ethics proposed by UNESCO and the results of the conference organized by Maharat and UNESCO on May 27th where media executives were invited to discuss the role of media in national dialogue and the importance of having a code of ethics to protect media in case of conflict.

In this project, Maharat will act as a moderator and will coordinate between journalists all over Lebanon, media executives and UNESCO in order to produce a final code of ethics that is agreed upon by the journalists to be adopted by their media institutions.

2. DESCRIPTION OF THE TARGET GROUP:

Primary beneficiaries of this project are 150 young journalists working in Lebanese newspapers, television, radio and news websites.

3. DEVELOPMENT OBJECTIVE:

Promoting freedom of expression by producing self regulatory codes of ethical and professional standards utilizing the produced best practice standards (code of ethics) in participation with civil society and media institutions.

4. IMMEDIATE OBJECTIVE:

Media professionals will be able to perform their daily tasks based or backed up by a guideline/code that is validated and agreed upon by them.

5. PROJECT OUTPUTS:

- At least 100 Journalists are aware of the importance of having a code of ethics to serve as a guideline in their work.
- A code of ethics is being produced and agreed upon by journalists

6. ACTIVITIES:

- Four one-day seminars will be conducted with journalists in the areas of Bekaa, South, North, Beirut and Mount Lebanon. The meetings will aim at raising the awareness of journalists regarding the need to have a code of ethics at their institutions to serve as a guideline in their work. The main aspects of the prepared code of ethics will be presented for the journalists to be discussed and agreed upon.
- Conduct a one-day meeting with media institutions in Beirut to present to them the results of the regional meetings with journalists and get their feedback on the proposed code of ethics.
- Produce a manual of self-regulatory codes of ethical and professional standards after consultation and updating based on Journalists and media institutions' feedbacks.

7. PROJECT INPUTS:

- A team of two experts will be hired. The experts should have a journalistic background and should be capable of initiating dialogue and have vast experience in media and its needs, writing methodology, the basis of code of ethics and have good critical thinking skills. The experts will be facilitating the meetings with both journalists and media institutions and will be capable of producing the code of ethics manual
- Stationery and materials
- Administrative assistant

8. WORK PLAN:

ACTIVITIES / MONTHS	1	2	3	4	5
Conduct meetings with journalists	■	■			
Conduct a meeting with media institutions			■		
Produce the code of ethics manual				■	■

9. INSTITUTIONAL FRAMEWORK:

"MAHARAT Foundation" (Arabic for "Skills Foundation") is a Media NGO whose members are Lebanese journalists united by a common purpose, and that is to achieve a freer journalism and a much more democratic society. MAHARAT considers that enrooting the idea of peace can only be achieved through democracy - which was often violated in Lebanon during times of peace as well as during times of war. MAHARAT has already successfully managed large projects funded by donors such as the European committee, Open Society and USAID. MAHARAT has also cooperated with UNESCO's regional office in Beirut on the establishment of an observatory for the freedom of opinion and speech in Lebanon and others.

10. SUSTAINABILITY:

This project will be implemented in close coordination with journalists all over Lebanon and will ensure a participatory approach so that the produced code of ethics is agreed upon by journalists. This methodology will ensure that the code of ethics is adopted by the journalists and their media institutions. Maharat will continue to provide support to journalist when needed.

11. FRAMEWORK OF MONITORING:

In addition to UNESCO's Regional office in Beirut, MAHARAT will perform rigorous self monitoring as is the case with all its other projects.

12. EVALUATIONS CARRIED OUT:

Couple of major incidents triggered this project proposal where everyone saw the real need to discuss, agree and produce a code of ethic for Media professionals. Those incidents are: a) UNESCO's work towards a code of conduct/ethic (where a draft was released) and b) the outcome of a seminar for Media executives during the implementation of a previous IPDC funded project (conflict sensitive reporting). During the conference, media executives, who were invited to discuss the role of media in national dialogue, also revealed their need for a code of ethics that would preserve their freedom of expression rights and ensure professionalism.

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING:

In compliance with IDPC regulations, MAHARAT will submit periodical reports on project progress in addition to a comprehensive final report describing the extent to which the immediate objective of the project was achieved. The reports will be submitted to UNESCO Beirut office by Ms. Lama El-Awad, programme officer at Maharat Foundation.

C. ADDITIONAL INFORMATION

- Previous IPDC support was received by MAHARAT on "Conflict Sensitive Journalism: empowering young journalists in responsible coverage during times of conflict" in 2009 for an amount of \$20,000.
- Preparatory activities completed prior to the submission:
 - List of journalists all over Lebanon
 - Collect and revised various initiatives towards the subject and in particular, the work done by UNESCO Beirut office
- Contribution foreseen by MAHARAT during the project period: provision of MAHARAT's offices and equipment for work.

C. ADDITIONAL INFORMATION

Previous IPDC support received by the country:

PROJECT N BUDGET CODES	FUNDS (US \$)	PROJECT TITLE	PERIOD
PDC/20LEB/01 353-LEB-01	35,000	LEBANON: TRAINING OF JOURNALISTS AT THE DAILY STAR NEWSPAPER	2000 – 2003
PDC/48 LEB/01 354 LEB 5041	18,000	MEDIA PLURALISM IN COMMUNITY MEDIA	2005 - 2006
PDC/53 LEB/01 354 LEB 5081	16,500	BUILDING NATIONAL NEWS AGENCY'S CAPACITY TO PROMOTE FREE, PLURALISTIC AND DIVERSE MEDIA	2009-2010

PDC/53 LEB/01 354 LEB 5082	22,000	CONFLICT SENSITIVE JOURNALISM: EMPOWERING YOUNG JOURNALISTS IN RESPONSIBLE COVERAGE DURING TIMES OF CONFLICT	2009-2010
		TOTAL LEBANON: US\$ 91,500	

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)

Conduct 4 meetings with journalists	
<ul style="list-style-type: none"> • Trainers fees: \$250 * 2 trainers * 4 training days • Coffee + lunch: \$25 * 20 participants* 4 training days 	2 000
Conduct a meeting with media institutions	
<ul style="list-style-type: none"> • Facilitators fees: 2 * \$250 * 1 day • lunch + breaks: \$40 * 1 day * 25 participants 	1 000
Production of the code of ethics manual	
<ul style="list-style-type: none"> • Editing, Design and Printing of the code of ethics : 1000 copies 	5 500
TOTAL	US\$ 11 000

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

Project coordinator: \$800 * 5 months	4 000
Office rent: \$500 * 5 months	2 500
Communication cost	500
TOTAL	US\$ 7 000

MAURITANIA

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	SETTING UP A CMC FOR THE GUIDIMAKHA REGION
2.	NUMBER	IPDC/55 MAU/01
3.	CATEGORY OF MEDIA DEVELOPMENT INDICATORS	Category 2: Media plurality and diversity, a level economic playing field, and transparency of ownership
4.	IPDC PRIORITY AREA	Community media
5.	SCOPE	National
6.	TYPE OF ASSISTANCE REQUESTED	Equipment; training assistance
7.	TOTAL COST OF PROJECT	US\$ 68 000
8.	AMOUNT REQUESTED FROM IPDC	US\$ 32 000
9.	PROJECT BENEFICIARY	<i>Association pour la Promotion de la Mère et de l'Enfant au Guidimaka (APMEG)</i> <u>Contact person:</u> Mr Moussa Sylla, Coordinator <u>E-Mail:</u> syllamoussamamoye@yahoo.fr
10.	IMPLEMENTING OFFICE	UNESCO office in Rabat Ms Misako Ito, Regional Advisor for Communication and Information
11.	PROJECT LOCATION	Sélibaby (administrative capital of Guidimakha)
12.	PROJECT PREPARED BY	Mr Alain Bleu, Journalist with RFI <u>E-Mail:</u> radioprojethic@gmail.com <u>Tel.:</u> +33 6 08 57 99 49
DECISION OF THE BUREAU:		

B. PRESENTATION

1. PROJECT JUSTIFICATION:

Mauritania has 2 public radio stations but there are no privately operated or associative radios in the country. Six (6) decentralised local radios operate at the regional level, and demonstrate the usefulness of local radio in strengthening civil society and community life. These stations, however, operate under the supervisory authority of the State, and none of them covers the *willaya* of Guidimakha, the smallest province located in the extreme south of the country. Moreover, there are no telecentres in the province, and access to new information and communication technologies (NICTs) is non-existent. Community Multimedia Centres are not yet a part of the Mauritanian media landscape.

Paradoxically, the only local media currently available to the populations of Guidimakha are foreign. One of them—JIDA-FM—is a privately operated radio station based in the east of Senegal, in Bakel. The station is financed mainly by Mauritanian Soninke listeners. The other is the rural radio station located in the Malian city of Kayes. It's Mauritanian listenership is mainly in the eastern part of the region. For linguistic and cultural reasons, the programmes broadcast by Radio Mauritanie are ill-adapted to the audience. For the population of Guidimakha, there are no regional FM media reflecting its composition, or any development plans in terms of NICTs.

A platform comprising a radio station and NICTs facilities, in the form of a CMC, would provide the population of Guidimakha with a wide range of useful services. One of the most eagerly awaited services is the radio, and steps have already been taken to obtain a licence. The CMC will perform missions of cohesion, social mediation and actions in favour of development. The CMC will be managed, democratically, by local associations grouped together in a Management Committee. Its operations will be financed with migrant associations' membership fees and support from NGOs operating in the region. The migrants—e.g., the members of the *Association des Ressorissants de Sélibaby* in France, who are actively involved in the project—acquired their professional skills in the course of their migration experience. With local help, they will set up the telecentre and launch the NICTs activities.

The CMC will contribute to opening up the region to radio and digital technologies, provide access to education and information, and give the population a voice reflecting its diversity. Its activities could cover the entire *willaya*, and the radio would target as large a listenership as possible. It would be set up in Sélibaby, the provincial capital, which is located in the heart of Guidimakha.

2. DESCRIPTION OF THE TARGET GROUP

The target group comprises the multi-ethnic population of Guidimakha, estimated at some 200,000 inhabitants. The demand for a local media outlet is not recent, and, in the past, has mobilised, albeit without success, several associative and even institutional actors. Local information, and access to education, are priorities. Involving migrants—with their international experience—in the project would provide an opportunity for them to contribute to the technological advancement of the entire region, instead of simply at the family or village level. The population will have at its disposal the best possible tool for disseminating local information, fostering social cohesion and promoting involvement for development.

3. DEVELOPMENT OBJECTIVE

The project will open up the region to radio and digital technology, contribute to social cohesion by promoting more dialogue between communities, and introduce new modes of interacting with the diaspora, thereby supporting local actors in actions aimed at social mobilisation. As such, it will contribute to strengthening media pluralism and diversity in Mauritania.

4. IMMEDIATE OBJECTIVE

Set up a CMC in Selibaby enabling citizens in the region, especially in rural areas, to gain access to information that will help them resolve social, economic and educational problems.

5. EXPECTED PROJECT OUTPUTS

A CMC equipped with:

- A 500 W radio transmitter;
- An operational radio production studio and FM broadcasting studio;
- An NTIC room, set up and equipped by the migrant associations involved in the project: 15 computers, 2 printers, 1 facsimile machine, 1 photocopying machine, 1 video projector.

An suitably trained inter-ethnic, multi-disciplinary team:

- 10 operators (male and female) in charge of presenting the radio programmes, producing news bulletins in the local languages and in French, and producing reports and multimedia content;
- 3 studio technicians, also trained in first-level maintenance tasks;
- 5 volunteer reporters to complement the work produced by the station, and volunteer correspondents to cover topical provincial news;
- 2 cyber-educators (male and female) trained in teaching social and computing technologies for the general public;
- 2 administrative workers.

High-quality programmes broadcast in the 4 main local languages (Halpular, Soninke, Hassaniya and French), contributing to promoting the concept of citizenship, and to strengthening the sense of regional and national identity with a view to fostering social cohesion.

6. ACTIVITIES

- Purchase, transportation and installation of radio production and broadcasting equipment;
- Installation of computer equipment by the migrants involved in the project;
- Engagement of a trainer/coordinator for four months (from the selection phase through to the start-up of operations);
- Selection and recruitment of full-time, permanent staff, and their training in radio techniques and administration of the telecentre;
- Training in radio techniques for reporters and volunteer correspondents;
- Preparation and validation of the editorial project and the programme schedule with the permanent staff and the associations represented on the Executive Board, in collaboration with the administrative and political authorities;
- Production, during the training phase and prior to the start-up of operations, of a stock of magazines and multimedia content;
- Contract with Radio Mauritanie for advanced maintenance of the equipment;
- Affiliation of the CMC with AMARC and the FAO; partnerships with Sahelian radio networks; marketing;
- Creation, by the migrants, in France, of the CMC website;
- Setting up, in France, by the migrant associations, of an audio editing studio for the production of messages of general interest and micro-magazines.

7. PROJECT INPUTS

- A trainer specializing in radio and multimedia, and conducting consultations on the editorial project prior to the start-up of operations;
- Purchase and installation of broadcasting, production and editing equipment.

8. WORK PLAN

ACTIVITIES / MONTH	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18
Formation of an association and an Executive Board	■	■																
Adaptation of premises		■	■															
Acquisition and installation of radio equipment			■	■														
Recruitment and training of radio and cyber personnel				■	■	■	■											
Additional training for cyber operatives										■	■							
Production of content and broadcasting trials				■	■	■	■											
Preparation and validation of the editorial project and the programme schedule							■											
Start-up of radio broadcasting operations and adjustments							■	■										
Marketing of the CMC, and establishment of affiliations									■	■	■	■	■	■	■	■	■	■
Creation of the CMC website by the migrants									■	■								
Production of multimedia content in France											■	■	■	■	■			
Quarterly and final reports			■			■			■			■			■			■

9. INSTITUTIONAL FRAMEWORK

The project, as a co-development initiative, will be conducted jointly by local associations in Guidimakha and migrants in France. It was initiated by the *Association des Ressortissants de Sélibaby en France* (ARSEF), which presented the CMC concept to representatives of local associations. A document binding the main associations and association and cooperative unions in Guidimakha was signed at the Sélibaby town hall. The *Association pour la Promotion de la Mère et de L'Enfant* (A.P.M.E.G.) in Guidimakha, which was founded in 1999, will be responsible for management locally. APMEG is financed through its membership fees, and has also received grants from the Ministry of Health and Family Affairs.

The radio project is a unifying one, permitting the financial and technical involvement of a wide range of associations, be they local or originating in the diaspora. ARSEF will provide long-term support for the project, bringing with it the skills of its members in the area of computing and radio.

The project will be implemented by PMEG, with the assistance of the UNESCO Office in Rabat.

Project partners in Guidimakha: The *Union des Associations du Guidimakha pour le Développement* (UAGD), the *Collectif des Unions de Coopératives du Guidimakha* (CUCG), the *Union des Coopératives Féminines du Guidimakha* (UCFG), the *Association des Maires du Guidimakha* (AMaiG), the Ministry of Social, Child and Family Affairs.

Project partners in France: The *Association des Ressortissants de Sélibaby en France* (ARSEF), the *Union des Associations du Guidimakha en France* (UAGF), of which ARSEF is a member. An NGO—the *Groupe de Recherches et de Réalisations pour le Développement rural* (GRDR)—wishes to support the development of the radio component.

10. SUSTAINABILITY

The radio has several sources of income:

- Advertising, announcements, on-demand recordings, marketing of musical productions;
- Membership fees for the development of the radio station, with a range of special rates;
- Specific financial contributions from the diaspora;
- Programme catalogues and recordings sold among the migrant community;
- Miscellaneous broadcasts and messages of general interest produced by third parties (*higher rates for NGOs and institutional players*);
- Income from multimedia activities (cybercafé);
- Grants under the decentralised cooperation scheme.

11. FRAMEWORK OF MONITORING

APMEG and its partners, grouped together to form a new entity, will regularly evaluate the results of the operations, and the extent to which the latter impact on the CMC's goals. The will also confirm the capacity to achieve financial self-sufficiency. Quarterly activity reports will be produced over an 18-month period, and submitted to the UNESCO Office in Rabat. A full report will be presented at the end of the project. The project will be monitored by the UNESCO Office in Rabat, together with and the Mauritanian National Commission for UNESCO.

12. EVALUATION

ARSEF, which counts among its members professional IT operatives and supporters with experience in radio, has advocated for a CMC which is able to capitalize on migrants' skills and unify all of the players around a clear and reasonable project. The draft bill on the liberalisation of the media was adopted in July 2010. Following that move, the region's main associative and administrative players signed on to the project initially presented by ARSEF. APMEG was proposed as the organisation that would manage the project at the local level.

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING

Project activity reports will be produced in accordance with the work plan submitted to the UNESCO Regional Office in Rabat. A full final report will also be produced at the end of the project. The reports will be produced by the CMC in Sélibaby, and submitted by APMEG.

C. ADDITIONAL INFORMATION

Preliminary activities

Documentary research; capitalisation on experience in the field of public and associative radio; identification of listeners' expectations; identification of skills; exchanges with local associations; and contact with Ms ITO from the UNESCO Office in Rabat, and Mr ILBOUDO from the UNESCO Office in Yaoundé. Meeting in Sélibaby to formalize the local associations' concrete support for the CMC project with UNESCO.

Beneficiary body's contribution during the term of the project

The Association will bear the cost of purchasing and transporting the equipment described in the Breakdown of the Beneficiary's Contribution. The preparatory missions by ARSEF's two IT operatives and two radio

specialists will be undertaken at their own costs.

Aid requested from sources other than the IPDC

UAGF—a grouping of France-based migrant associations—will finance the purchase and installation of a 70-metre guyed antenna mast. The *Collectif des Unions de Coopératives du Guidimakha* will seek financial support from the *Jardins de Cocagne* (Switzerland). The commune of Aubervilliers has also been approached in the framework of decentralised cooperation and twinning with the commune of Bouilly. The town of Fos-sur-Mer, which is twinned with Sélibaby, will be approached for technical assistance. The NGO, GRDR, will contribute financially and technically through calls for projects which are compatible with its activities and those of the radio station.

Previous IPDC support received by the country:

PROJECT N BUDGET CODES	FUNDS (US \$)	PROJECT TITLE	PERIOD
PDC/3MAU/26 350-MAU-31 350-MAU-51	36,000 60,000	MAURITANIA: TRAINING OF COMMUNICATION PERSONNEL	1982 - 1987
PDC/7MAU/01 350-MAU-71	70,000	DEVELOPMENT OF THE MEDIA	1986 - 1989
PDC/10MAU/01 352-MAU-01	140,000	EXTENSION AND DEVELOPING OF PROFESSIONAL TRAINING	1989 - 1993
PDC/11MAU/01 352-MAU-11	100,000	ESTABLISHMENT OF A BROADCASTING CENTRE FOR THE MAURITANIAN PRESS AGENCY (AMP)	1990 - 1993
PDC/13MAU/01 352-MAU-31	58,000	IMPROVING THE FM COVERAGE OF THE CAPITAL	1993 - 1995
PDC/14MAU/01 352-MAU-41	95,000	RADIO COVERAGE FOR FOUR ANCIENT CITIES	1994 - 1997
PDC/16MAU/01 352-MAU-61	93,000	STRENGTHENING OF AUDIOVISUAL REPORTING	1996 - 1998
PDC/20MAU/01 FIT-DENMARK	25,000	STRENGTHENING OF THE PRODUCTION CAPACITY OF THE RADIO STATION "FM FEMMES"	2000 - 2002
PDC/21 MAU/02 353MAU5011	35,000	MOBILE RURAL RADIO PRODUCTION AND BROADCASTING UNIT	2003 -2004
PDC/23 MAU/01 354 MAU 5031	25,000	STRENGTHENING THE OPERATING CAPACITY OF L'AGENCE MAURITANIENNE D'INFORMATION (AMI)	2004 -2005
PDC/48 MAU/01 354 MAU 5041	16,000	START UP OF TWO RURAL RADIO STATIONS IN TWO HISTORICAL CITIES OF MAURITANIA: TICHITT AND OUALATA	2005 - 2006
PDC/51 MAU/01 JFIT	34200	MAURITANIA: TRAINING FOR THE DIGITIZATION OF RADIO MAURITANIE'S AUDIO ARCHIVES	2007-2008
PDC/52 MAU/01 354 MAU 5071	11,000	MAURITANIA: TRAINING FOR FEMALE JOURNALISTS	2008-2009
PDC/54 MAU/01 354 MAU 5091	21,010	MAURITANIA: SUPPORT FOR RADIO MAURITANIA'S TRAINING CENTRE	2010-2011
		TOTAL MAURITANIA: US\$ 819,210	

BUDGET

BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)

Equipment	Qty	Unit price	Total
Tropicalised 2 × 500W FM transmitter	1	6 400	6 400
YAGI directional antenna system:			3 000
2000 VA UPS-19 regulator for the transmitter:	1	750	750
Accessories and installation of the transmitting centre: hybrid coupler, 30W Syntex-30 main station pilot, feedline (100 m), rack, connectors, earth connection, etc.:			3 370

10-channel audio broadcasting console, with hybrid interface	1	2 600	2 600
Microphones for the antenna and for production:	10	100	1,000
Articulated microphone stands:	10	35	350
Microphone mixer:	1	80	80
Control headphones:	5	50	250
Headphone amplifier:	1	40	40
Limiter-compressor:	1	120	120
Dual-deck CD player, with USB port:	1	400	400
Cassette/record player with USB port (Mp3):	1	200	200
Digitally controlled dual SD card reader (USB):	1	200	200
"On air" light sign	2	200	400
Pairs of acoustic loudspeakers for the broadcasting studio:	4	300	1,200
Pairs of acoustic loudspeakers for the editing studio:	2	100	200
Audio mixing console for production operations:	1	600	600
Computer for broadcasting operations (shared server):	1	1 360	1 360
Networked computer for production operations:	1	950	950
<i>Soundforge</i> Pro-10 production software:	2	450	900
Tascam DR07 digital recorders:	4	180	720
Lightweight headphones (reporting):	4	15	60
1000 VA UPS-19 regulators for the control room:	2	550	1 100
UPSs:	2	90	180
Miscellaneous supplies and accessories:			570
Training			
International trainer's fees:	20 days	200	4 000
Trainer's air fare (Paris – Nouakchott return):			1 000
TOTAL:			US\$ 32 000

BREAKDOWN OF BENEFICIARY'S CONTRIBUTION
(in US dollars)

Office IT equipment (15 computers, 2 printers, accessories):	12 000
Video projector:	900
Shipping (sea, road) and insurance:	3 950
Teaching aids and suppliers:	1 600
Furniture, labour and miscellaneous charges:	7 400
Hiring of the premises housing the station (1 year):	2 100
Internet access (1 year):	2 650
Reimbursement of volunteers' expenses (1 year):	4 000
Administrative costs (1 year):	400
Monitoring and reports:	1 000
TOTAL:	US\$ 36 000

MAURITANIA

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	PROFESSIONAL COURSE TO STRENGTHEN THE CAPACITY OF THE NETWORK OF MAURITANIAN FEMALE JOURNALIST
2.	NUMBER	IPDC/55 MAU/02
3.	CATEGORY OF MEDIA DEVELOPMENT INDICATORS	Category 4: Professional training and support for training institutions to promote freedom of expression, pluralism and diversity
4.	IPDC PRIORITY AREA	Human Resource Development
5.	SCOPE	National
6.	TYPE OF ASSISTANCE REQUESTED	Training assistance
7.	TOTAL COST OF PROJECT	US\$ 23 000
8.	AMOUNT REQUESTED FROM IPDC	US\$ 22 400
9.	PROJECT BENEFICIARY	Réseau des Femmes Journalistes de Mauritanie B.P. 3673 Nouakchott Tel.: +222 633 50 02 - <u>Mobile</u> : +222 647 14 98 <u>reseaufemmejournaliste_07@hotmail.fr</u>
10.	IMPLEMENTING OFFICE	UNESCO office in Rabat
11.	PROJECT LOCATION	Andalus Média, Madrid
12.	PROJECT PREPARED BY	<i>Réseau des Femmes Journalistes de Mauritanie</i> ; UNESCO Office in Rabat
DECISION OF THE BUREAU		

B. PRESENTATION

1. PROJECT JUSTIFICATION

Since the July 2009 election of Mohamed Ould Abdel Aziz as the head of state—an event which marked the return to constitutional order in Mauritania—the Mauritanian media landscape has experienced an unprecedented renewal. Today, freedom of express, especially in the print media, can be considered as an established fact. Massive changes are also taking place in the audio-visual sector: although long dominated by the two state media outlets—*Radio Mauritanie* and *Télévision de Mauritanie*, with the 2010 adoption of a draft bill on the liberalisation of the audio-visual sector, the state monopoly of radio and television services is increasingly a thing of the past.

Despite a rather favourable environment, the Mauritanian media is unable to take full advantage of the available opportunities since their human resources lack specialist and quality training. There are plans to open Mauritania's first journalism school at the *Ecole Nationale d'Administration* in Nouakchott, but this project is still in the conception phase. The lack of training puts particular strain on the Mauritanian public-service media, which must now come to grips with competition in the audio-visual sector.

As such, the aim of this project is to conduct a 2-week professional course for members of the *Réseau des Femmes Journalistes de Mauritanie* at the Madrid-based media group, Andalus Média. The *Réseau* was established in 2007, following a series of workshops, organised by the UNESCO Office in Rabat, for Mauritanian female journalists. The network advocates the principle of gender equality and seeks to make a place for itself in the Mauritanian media landscape with the aim of improving the condition of Mauritanian women, enhancing their status in the society, and participating actively in the development of the country.

In fact, one of the goals of the project is to promote gender equality in the Mauritanian media, and in the content which is produced and broadcast through the latter. Mauritanian female journalists are still discriminated against, be it in terms of their promotion within local media organisations, or in terms of the tasks they are entrusted with. They are seldom chosen to cover "serious" topics (national politics, economics, etc.), and are generally confined to so-called "women's" topics and tasks, such as health, family matters, presenting programmes for children, etc. It is for this reason that it is necessary to strengthen the capacity of Mauritanian female journalists, thereby empowering them to promote gender equality in their own workplaces, and foster change within their organisations.

The capacity-strengthening initiative will taken the form of a 2-week course at the Madrid-based media group, Andalus Média. During the course, the beneficiaries' capacity will be strengthened by exposing them to the latest techniques in audio-visual production and electronic journalism. Moreover, the course will provide an opportunity for them to exchange experiences with their counterparts in the host company, while contributing to daily production activities.

2. DESCRIPTION OF THE TARGET GROUP

- 3 female *Radio Mauritanie* journalists who are members of the network;
- 3 female *Télévision de Mauritanie* journalists who are members of the network;
- 3 female print-media journalists who are members of the network;

3. DEVELOPMENT OBJECTIVE

To promote the equal treatment of women in the media, in terms of employment and promotion, by strengthening their capacity.

4. IMMEDIATE OBJECTIVE

To strengthen the capacity of 9 members of the *Réseau des femmes journalistes mauritaniennes* through a course in audio-visual techniques and on-line journalism.

5. EXPECTED PROJECT OUTPUTS

Through the course, the beneficiaries will acquire knowledge in the following:

- The latest image- and sound-processing techniques;
- Journalistic aspects: writing for television;
- Planning and production of reports;
- Writing for the web;
- Using multimedia resources to create digital information;
- Technical aspects of web journalism: posting content to the web.

6. ACTIVITIES

A 2-week course, held on the premises of the Madrid-based media group, Andalus Média, in the product of journalistic content for television and the web, for 9 *Radio Mauritanie* and *Télévision de Mauritanie* journalists belonging to the *Réseau des Femmes Journalistes mauritaniennes*;

A visit to the Spanish public Radio and Television broadcasting services to exchange professional experiences and knowledge on journalism techniques for television;

A visit to the offices of the Spanish network of female journalists to establish contact with the latter, and discuss the status of women in the Spanish and Mauritanian media, as well as the portrayal of women in Spanish and Mauritanian productions.

7. PROJECT INPUTS

- Air fare for 9 beneficiaries;
- Accommodation for 9 beneficiaries;
- Cost of supplemental training.

8. WORK PLAN

ACTIVITIES / MONTH	1	2	3	4	5	6
Course planning and definition of objectives	■					
Selection and recruitment of trainers		■				
Contact with host media and trainers to prepare the courses			■	■		
Contact with the Spanish Radio and Television broadcasting services and the Network of Spanish Female Journalists to organise visits			■	■		
Start of courses					■	
Evaluation and final report						■

9. INSTITUTIONAL FRAMEWORK

This project is being submitted by the *Réseau des Femmes Journalistes en Mauritanie*, a network of female journalists established in 2007 at the initiative of the UNESCO Office in Rabat. It is supported by the Mauritanian Ministry of Communication.

Andalus Media is a new media group which is committed, among other things, to establishing closer links between the Arabo-Muslim world and the West. It is the world's first Hispano-Arabic media group, and comprises the Arabic-language electronic newspaper, Andalus Presse, and the Arabic-language audio-visual media agency, Andalus Media, which specialises in the coverage of political, economic, cultural and sports news in Spain, but with a priority focus on events relating to the Arabic and Muslim world. Founded by a group of Arabic and Spanish journalists, **Andalus** Media takes a new look at the way Spain perceives the the Arab world, and presents a point of view that departs from the conventional Spanish view of news. The group focuses mainly on major political and social issues which divide the West and the Arab and Muslim world, and seeks to establish links between the two worlds and cultures to bring them closer together.

The group has already worked with the UNESCO Office in Rabat, on the occasion of the sub-regional opinion-article competition on the theme "*Freedom of information and the right to know: what future for the Maghreb*", held on World Freedom of Expression Day 2010.

10. SUSTAINABILITY

The UNESCO Office in Rabat has been supporting the *Réseau des femmes journalistes mauritaniennes* in promoting the role of women in Mauritanian media since 2007. Supporting the formation of the network has paved the way towards achieving greater gender-equality in the media, and has contributed to liberalising the media in Mauritania.

11. FRAMEWORK OF MONITORING

The *Réseau des Femmes Journalistes de Mauritanie* will submit to the UNESCO Office in Rabat a course report, as well as a quarterly report on the implementation of the project activities.

12. EVALUATION

In May 2007, the UNESCO Office in Rabat, together with the Mauritanian National Commission for UNESCO, organised a workshop to support the *Réseau des Femmes Journalistes de Mauritanie* in drawing up an action plan to promote female journalists in Mauritania. At the end of the workshop, a questionnaire was distributed to the participants to gather their views on their needs and expectations. Practically all of the participants mentioned the need to continue the partnership with UNESCO, which was the only United Nations agency capable of providing concrete assistance in strengthening the technical capacity of journalists.

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING

The *Réseau de femmes journalistes de Mauritanie* will submit a project implementation report every three months.

C. ADDITIONAL INFORMATION

Previous IPDC support received by the country:

PROJECT N BUDGET CODES	FUNDS (US \$)	PROJECT TITLE	PERIOD
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PDC/3MAU/26 350-MAU-31 350-MAU-51	36,000 60,000	MAURITANIA: TRAINING OF COMMUNICATION PERSONNEL	1982 - 1987
PDC/7MAU/01 350-MAU-71	70,000	DEVELOPMENT OF THE MEDIA	1986 - 1989
PDC/10MAU/01 352-MAU-01	140,000	EXTENSION AND DEVELOPING OF PROFESSIONAL TRAINING	1989 - 1993
PDC/11MAU/01 352-MAU-11	100,000	ESTABLISHMENT OF A BROADCASTING CENTRE FOR THE MAURITANIAN PRESS AGENCY (AMP)	1990 - 1993
PDC/13MAU/01 352-MAU-31	58,000	IMPROVING THE FM COVERAGE OF THE CAPITAL	1993 - 1995
PDC/14MAU/01 352-MAU-41	95,000	RADIO COVERAGE FOR FOUR ANCIENT CITIES	1994 - 1997
PDC/16MAU/01 352-MAU-61	93,000	STRENGTHENING OF AUDIOVISUAL REPORTING	1996 - 1998
PDC/20MAU/01 FIT-DENMARK	25,000	STRENGTHENING OF THE PRODUCTION CAPACITY OF THE RADIO STATION "FM FEMMES"	2000 - 2002
PDC/21 MAU/02 353MAU5011	35,000	MOBILE RURAL RADIO PRODUCTION AND BROADCASTING UNIT	2003 -2004
PDC/23 MAU/01 354 MAU 5031	25,000	STRENGTHENING THE OPERATING CAPACITY OF L'AGENCE MAURITANIENNE D'INFORMATION (AMI)	2004 -2005
PDC/48 MAU/01 354 MAU 5041	16,000	START UP OF TWO RURAL RADIO STATIONS IN TWO HISTORICAL CITIES OF MAURITANIA: TICHITT AND OUALATA	2005 - 2006
PDC/51 MAU/01 JFIT	34200	MAURITANIA: TRAINING FOR THE DIGITIZATION OF RADIO MAURITANIE'S AUDIO ARCHIVES	2007-2008
PDC/52 MAU/01 354 MAU 5071	11,000	MAURITANIA: TRAINING FOR FEMALE JOURNALISTS	2008-2009
PDC/54 MAU/01 354 MAU 5091	1,010	MAURITANIA: SUPPORT FOR RADIO MAURITANIA'S TRAINING CENTRE	2010-2011
		TOTAL MAURITANIA: US\$ 819,210	

B U D G E T

BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)

Equipment	Qty	Unit price	Total
Air fare Nouakchott – Madrid return:	9	989	8 900
Full-board accommodation in Madrid (3 triple rooms):	14 nights	250	10 500
Television trainer's fees	2.5 days	250	1 250
Electronic journalism trainer's fees:	2.5 days	250	1 250
Hiring of a professional TV camera:	5 days	100	500
TOTAL:			<u>22 400</u>

BREAKDOWN OF BENEFICIARY'S CONTRIBUTION (in US dollars)

Hiring of a professional TV camera (5 days):	500
Logistics support:	100
TOTAL:	
	<u>600</u>

MOROCCO

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	BUILDING THE EDUCATIONAL CAPACITY OF ISIC TO INTEGRATE GENDER PERSPECTIVES IN JOURNALISM CURRICULA
2.	NUMBER	IPDC/55MOR/01
3.	CATEGORY OF MEDIA DEVELOPMENT INDICATORS	Category 4: Professional training and support for training institutions to promote freedom of expression, pluralism and diversity
4.	IPDC PRIORITY AREA	Human Resource Development
5.	SCOPE	National
6.	TYPE OF ASSISTANCE REQUESTED	Financial
7.	TOTAL COST OF PROJECT	US\$ 16 400
8.	AMOUNT REQUESTED FROM IPDC	US\$ 16 000
9.	PROJECT BENEFICIARY	<i>Institut Supérieur de l'Information et de la Communication (ISIC)</i> Av. Allal El fassi, Madinat Al Irfane Rabat Instituts, BP 6205, Rabat Tel: +212 5 37 77 33 40/ 55 Email: sami.abderrahim@gmail.com
10.	IMPLEMENTING OFFICE	UNESCO Regional Office in Rabat
11.	PROJECT LOCATION	Rabat, Morocco
12.	PROJECT PREPARED BY	Mr Abdellatif Benomar, ISIC Ms Misako Ito, UNESCO
DECISION OF THE BUREAU:		

B. PRESENTATION

1. PROJECT JUSTIFICATION

The image of women is currently a topical issue in the Maghreb. Many political and civil-society actors have voiced concern about the negative portrayal of women in the media, and have called for the development of a media culture based on equality and respect for the dignity of women.

In the last 20 years, Morocco has made significant progress in increasing the role of women in all sectors of public life, be it in the economic, social, political or cultural sectors, and especially in the media sector. Currently, 30% of Moroccan journalists are women. Despite this, the portrayal of women in Moroccan media remains narrow and stereotyped.

According to a May 2010 study on Moroccan women's expectations regarding the portrayal of women in the audiovisual media, published by the Moroccan Ministry of Communication and the *Programme d'Appui à l'Égalité entre les Sexes* (FAES, Gender Equality Support Programme), run by the Canadian Cooperation Office in Morocco, "television does not play its full role in supporting/initiating social change". In more concrete terms, the study asserts that "Moroccan television does not convey the concept of gender equality".

In light of this, ISIC—Morocco's leading journalism training institution, and the only public establishment of its kind, which has largely contributed to the development of Moroccan media—would like to contribute to the emergence of a culture of equality in Moroccan media by integrating gender perspectives in its journalism curricula. To that end, ISIC intends to permanently incorporate in its audio-visual and print-media courses the models developed by the UNESCO Office in Rabat on the integration of gender perspectives in journalism education. These models are based on the UNESCO model curricula for Journalism Education.

As such, ISIC plans to organize two training workshops on gender for lecturers in ISIC's Audiovisual and Print-media departments, and in so doing contribute to the development of a more balanced portrayal of women in the Moroccan media, reflecting the range of realities to which Moroccan women correspond.

In addition to the points mentioned above, the project finds its justification in the following:

- ISIC intends to strengthen its positioning as a reference in media and communication training in Africa, having already been selected as a Potential Centre of Excellence in Journalism Training in Africa.
- Improving the teaching at ISIC will require upgrading the skills of the institution's teaching and administrative staff (increasing need for lecturers, journalists and managers sensitized to and trained in the portrayal of gender in the media).

2. DESCRIPTION OF THE TARGET GROUP

The project is targeted at 2 groups:

- Two (2) lecturers in ISIC's Audiovisual Department, and two (2) lecturers in the Print media Department.
- Six (6) members of ISIC's administrative staff, responsible for selecting students, recruiting lecturers, teaching programmes and media relations.

3. DEVELOPMENT OBJECTIVE

The training will enable ISIC to integrate gender perspectives in its teaching programme, and to offer students and practising journalists training which takes account of gender issues, and in so doing contribute to the emergence of a more egalitarian society that is respectful of women's rights. The training will be based on

model courses, developed by the UNESCO Office in Rabat, on the integration of gender perspectives in journalism education.

4. IMMEDIATE OBJECTIVE

To build the institutional capacity of ISIC by providing 10 beneficiaries—members of ISIC's teaching and administrative staff—with training in integrating gender perspectives in teaching programmes.

5. EXPECTED PROJECT OUTPUTS

- Teaching guides and manuals on the treatment of the image of women in the Maghreb, available to ISIC students in French and Arabic;
- Four (4) lecturers in ISIC's Audiovisual and Print Media Departments trained in techniques for integrating gender perspectives in their courses, and in imparting technical know-how to students on producing high-quality journalistic content devoid of stereotypes that are demeaning to women;
- Six (6) ISIC administrative staff sensitized to the integration of gender perspectives in the management of the establishment, and in the establishment's curricula.

6. ACTIVITIES

- Translation into Arabic and printing of 200 copies of the following three (3) guides: "Women and television in the Maghreb", "Women and radio in the Maghreb", and "Integrating gender perspectives in journalism curricula in the Maghreb";
- A 3-day workshop for the 4 lecturers in ISIC's Audiovisual and Print Media Departments, on techniques for integrating gender perspectives in their courses, and on producing stereotype-free journalistic content;
- A 3-day awareness workshop for the 6 ISIC administrative staff, on the integration of gender perspectives in the management of the establishment, and in the establishment's curricula.

7. PROJECT INPUTS

- Two (2) trainers specialising in media treatment of women in the Maghreb, capable of providing the 10 beneficiaries with a theoretical and practical foundation in integrating gender perspectives in journalism curricula, taking into account the specific features of the Moroccan context;
- Cost of translation into Arabic, and printing, of three guides.

8. WORK PLAN

ACTIVITIES / MONTH	1	2	3	4	5
Selection and recruitment of trainers					
Outline and definition of the training programme					
Notification of beneficiaries					
Organisation of 2 workshops					
Submission of activity reports					

9. INSTITUTIONAL FRAMEWORK

The *Institut Supérieur de l'Information et de la Communication* (ISIC) is the oldest university institution in Morocco devoted to the study of information and communication, and the only public educational institution of its field. It was founded in April 1969 as the *Centre de Formation des Journalistes* (CFJ, Journalist Training Centre), and in 1977, officially became the *Institut Supérieur de Journalisme*, a public, higher-education establishment specialising in journalism education.

In 1989, the ISJ began offering a higher cycle of studies open to holders of a *Licence (3-year)* degree, replacing the normal cycle open to secondary-school leavers. On October 26th, 1996, the *Institut Supérieur de l'Information et de la Communication* (ISIC) was established, and the normal, 4-year cycle of studies was introduced.

According to the decree establishing the creation of ISIC, the mission of the latter is to train executive-level specialists in information and communication. It can also provide refresher training in the form of conferences, seminars or refresher courses.

ISIC is run under the supervisory authority of the Ministry of Communication, and is administered by a Director. Its main source of financing are the credits provided for in the state budget

Since its creation, ISIC has been the Moroccan media's main supplier of highly qualified professionals, thanks to its teaching staff, its human resources and its training programmes, which respond to the needs of the market. In parallel, ISIC has always closely monitored the media sector and worked in favour of its development through ongoing training. As such, each year it organises a number of training sessions, courses and workshops for practising professionals.

10. SUSTAINABILITY

Thanks to the 2 workshops, ISIC's institutional capacity will be strengthened, and gender perspectives will be integrated in the audiovisual and print-media courses available to ISIC students. Thus, ISIC will contribute to anchoring a culture of gender equality among future Moroccan journalists.

11. FRAMEWORK OF MONITORING

The implementation of the project will be monitored by the UNESCO Regional Office in Rabat.

12. EVALUATION

In 2008, ISIC's Studies Department carried out an assessment of its teaching staff's and employees' training needs (26 questionnaires filled in by ISIC administrative staff and lecturers); it has also drawn upon the results of a recent study involving 277 Moroccan journalists. Those assessments enabled training programmes to be designed for each target group.

The first workshop in the framework of these new programmes was a workshop on “Copy editing”. The workshop was held from 19 to 23 January 2009, and organised in partnership with the UNESCO Office in Rabat and the World Association of Newspapers (WAN). It was attended by lecturers in print media, media executives, 4th-year Arabic-language print media students, and professional Moroccan Arabic-language print-media journalists.

Through this project, ISIC intends to continue these training programmes, and to organize 2 workshops for audiovisual and print-media lecturers, and administrative personnel, on the integration of gender perspectives in journalism education.

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING

Mr Abdellatif Benomar, CREISO Coordinator, ISIC, will produce an activity report as well as a comprehensive final report presenting measurements establishing that the immediate objectives have been achieved. Both reports will be submitted to the UNESCO Office in Rabat.

C. ADDITIONAL INFORMATION

Preliminary activities

In December 2009, ISIC hosted and participated in the consultation meeting on the adaptation, for the Maghreb, of UNESCO model curricula for journalism education. One of the recommendations of the meeting, to journalism schools in the Maghreb, was the integration of gender perspectives in educational content. This project follows up on that recommendation, and on the work undertaken by the UNESCO Office in Rabat on model courses for integrating gender in journalism education.

C. ADDITIONAL INFORMATION

Previous IPDC support received by the country:

PROJECT N BUDGET CODES	FUNDS (US \$)	PROJECT TITLE	PERIOD
PDC/6MOR/01 350-MOR-61 352-MOR-11 520-MOR-61 (FIT-FRANCE)	50,000 55,000 80,000	MOROCCO: REORGANIZATION OF THE MAGHREB ARAB PRESS (COMPUTERIZATION MICRO-FILMING OF DOCUMENTS)	1985 - 1995
PDC/9MOR/01 350-MOR-91 520-MOR-62 (FIT-FRANCE)	60,000 98,347	HIGHER INSTITUTE OF JOURNALISM	1988 - 1991
PDC/15MOR/01 352-MOR-51 520-MOR-63 (FIT-FRANCE)	70,000 118,000	DATA BANK FOR THE MAGHREB ARAB PRESS AGENCY	1995 - 2005
PDC/19MOR/01 352-MOR-91	26,000	COMPUTERIZATION OF THE NEWS ROOM OF THE HIGHER INSTITUTE OF INFORMATION AND COMMUNICATION	1999 - 2001
PDC/52MOR/01 352-MOR-5071	19,800	MOROCCO: FORMATION OF AN INTER-PROFESSIONAL SYNDICATE OF INDEPENDENT RADIO AND TELEVISION BROADCASTERS	2008-2009
PDC/54MOR/01 354 MOR 5091	23,100	MOROCCO: STRENGTHENING TEACHING CAPACITY AT ISIC	2010-2011
		TOTAL MOROCCO: US\$ 303,900+ US\$ 294,000	

B U D G E T

BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)

	Qty	Unit price	Total
2 trainers (1 regional, 1 international):	3 days	250	1,500
Air fare Montreal-Casablanca return:			1,200
Air fare Tunis-Casablanca return:			700
Accommodation in Rabat for the 2 trainers:	5 nights	75	750
DSA for the 2 trainers:	5 days	55	550
Translation of 3 reports into Arabic: “Women and television in the Maghreb”, “Women and radio in the Maghreb” and “Integrating gender perspectives in journalism curricula in the Maghreb”:			4,544
Printing of 3 guides (200 copies per guide):	600	10	6,000
Lunches for 14 people (2 international trainers, 2 coordinators, and 10 ISIC beneficiaries):	3 days	18	756
TOTAL:			US\$ 16 000

BREAKDOWN OF BENEFICIARY’S CONTRIBUTION (in US dollars)

Coffee breaks for 14 people (3 days):	400
TOTAL:	US\$ 400

PALESTINE TERRITORIES

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	CITIZEN MEDIA: A TOOL FOR CHANGE
2.	NUMBER	IPDC/55 PAL/01
3.	MEDIA DEVELOPMENT INDICATOR'S CATEGORY	Category 3: Media as platform for democracy discourse
4.	IPDC PRIORITY AREA	Community Media
5.	SCOPE	National
6.	TYPE OF ASSISTANCE REQUESTED	Capacity building
7.	TOTAL COST OF PROJECT	US\$ 23 000
8.	AMOUNT REQUESTED FROM IPDC	US\$ 20 000
9.	BENEFICIARY BODY	AMIN Media Network / Internews Ramallah, Al-Quds Rd. P.O.Box 66907, East Jerusalem Tel: +970 2 295 9650 Fax: +970 2 295 9657 Contact Person: Khaled Abu Aker – Exec.Director
10.	IMPLEMENTING OFFICE	UNESCO Ramallah Office Irmeli Seipajarvi
11.	PROJECT LOCATION	West Bank and Gaza, Palestinian Territories
12.	PROJECT PREPARED BY	AMIN Media Network / Internews
DECISION OF THE BUREAU:		

B. PRESENTATION

1. PROJECT JUSTIFICATION:

Media is an important part of democracy. A good test of democracy is citizen participation. Media can help citizens play their part in enhancing the democratic experience. That is why the media is sometimes referred to as the fourth estate. This project aims to allow every Palestinian citizen in the Palestinian territory to be able to be engaged in this fourth estate using citizen journalism and blogging. The project aims at providing Palestinian society and people an alternative media platform to promote freedom of expression through blogging and citizen journalism and providing assistance, training and resources in order to increase pluralism, social change and active participatory dialogue.

AMIN has implemented a pilot project within which the first and only Palestinian blog portal was established (<http://blog.amin.org>). In 2007, after which the site witnessed a huge and impressive popularity; over 800 blogs were created and there was over a million visitors to the site, just within one single year of time. Since the beginning of 2009 AMIN has put a huge effort in to its blog portal which was upgraded and re-released in April 2009. The total number of blogs has reached 1150, however AMIN wishes now to upgrade the content in the webportal and skills of participants and bloggers to use citizen media as a tool for social change.

In a recent poll conducted by AMIN more than 60% of Palestinian bloggers stated that their blog on AMIN has been in many cases the only media platform where they could publish some of their articles on; after having these articles rejected or denied from being published in the Palestinian media outlets they work for. In one case, Naela Khalil; a young Palestinian female journalist at Al-Ayyam daily newspaper, published a blog on AMIN dealing with internal conflict and political arrests in the West Bank and Gaza. Al-Ayyam refused to publish the article, and AMIN was the only outlet where this story could be published. Very positive feedback was received and after few months, Naela Khalil was granted first prize for the report in an international competition. This is one case that proves the need and effectiveness of citizen journalism and blogs as an alternative media platform for Palestinian journalists and civil society to promote freedom of expression and access to information.

This project will train civil society, journalists and bloggers in both the West Bank and the Gaza Strip, to create and produce social media content like videos, photos, audios, and articles that will focus on themes and topics on human rights, freedom of expression, social issues, good governance and democracy, daily Palestinian life, human interest and personal success stories. Training will provide skills on how to benefit from up-to-date social media tools to promote and share blogs with the rest of the world, in order to stimulate a positive change in and out of Palestine by creating a pluralistic and alternative citizen media.

2. DESCRIPTION OF THE TARGET GROUP:

- 40 West Bank journalists, community members and bloggers will be trained on how to use citizen media as tool for change.
- 20 Gaza journalists, community members and bloggers will be trained on how to use citizen media as tool for change.

3. DEVELOPMENT OBJECTIVE:

Promoting the freedom of expression and providing an alternative media platform for social change through citizen journalism and blogging.

4. IMMEDIATE OBJECTIVE:

Improving the quality and quantity of blogging & citizen journalism in Palestine through providing up-to-date skills & tools in the field of social media & blogging for 60 Palestinian bloggers.

5. PROJECT OUTPUTS:

- 40 participants from the West Bank have acquired advanced level of knowledge and practical skills on blogging and citizen journalism techniques, including video, photography, audio, print, and social media tools.
- 20 participants from the Gaza Strip have acquired advanced level of knowledge and practical skills on blogging & citizen journalism techniques, including video, photography, audio, print, and social media tools.
- 60 citizen media products such as films, audios and video clips done in six weeks time have been developed by the trainees participating in the program, posted and published on AMIN web & blog portals.
- 2 awards have been granted for the best two citizen media products made by the trainees.

6. ACTIVITIES:

- 25 days of training workshops for 40 West Bank trainees in Ramallah.
- 15 days of training workshops for 20 Gaza trainees in Gaza.
- The training program will be a total of 110 training hours, divided according to the following topics: Video, Photography, Audio, Articles, and Social Media Tools.
- Development of citizen media products (films, audios, video clips) in the blog by each trainee.
- During a six week period, the trainers will follow-up with the trainees and assist them with any issues they encounter. The projects will be gathered and evaluated at the end of the project and will be hosted on AMIN web portal. Two awards will be granted for the most innovative blog in the West Bank and Gaza.

7. PROJECT INPUTS:

- Local trainers
- Training manuals
- Training Equipment – studio, video cameras, computers and editing software
- Training room
- Project management

8. WORK PLAN:

ACTIVITIES / MONTHS	1	2	3	4	5	6	7
Preparation Phase Selection of trainees, trainers, preparation of training materials.							
25 days of training workshops for 40 West Bank trainees on blogging & citizen journalism as a tool for social change and advanced technical skills on social media.							
15 days of training workshops for 20 Gaza trainees on advanced blogging & citizen journalism as a tool for social change and advanced technical skills on social media.							
Development of media products by trainees.							
Evaluation of media products and granting of awards.							

9. INSTITUTIONAL FRAMEWORK:

AMIN is a Palestinian non-profit organization, founded in 1996, striving for the development of local media and increasing the standards of journalism in the Palestinian Territories. Most recently, the organization has been involved in a project in partnership with UNESCO and funded by UNDEF: “Strengthening Palestinian Participatory Democracy and Public Dialogue,” and “Bridging Gaps – Security Forces & Journalists’ Rights,” funded by the European Commission. Through these projects, AMIN has conducted comprehensive trainings for over 600 media professionals including journalists, technicians, and station managers, from across the West Bank and Gaza Strip.

AMIN has launched a Palestinian blog portal in 2009 with 1150 blogs and AMIN’s website has been expanded to host the blogs of the trainees, as well as the training manuals and other resources.

10. SUSTAINABILITY:

The project builds on the multiplier effect that the stakeholders and participants have in gaining lasting knowledge, skills and experience that they can continue to use and share in their work in their communities to increase the access to information and people’s participation in public debates and decision making.

11. FRAMEWORK OF MONITORING:

Monitoring tools will be used throughout the project to evaluate its progress and success. Three main tools will be used to assess the project activities: pre-post questionnaires, focus groups, and interviews.

12. EVALUATIONS CARRIED OUT:

AMIN will measure the impact of its project activities as follows: evaluation by the trainees, evaluation reports by the trainers, activity reports and regular progress reports to UNESCO Ramallah Office.

13. FRAMEWORK OF BENEFICIARY AGENCY’S REPORTING:

AMIN undertakes to produce quarterly reports over the course of the 7-month project to UNESCO Ramallah Office. The reports will include summaries of the project’s progress by the quarter; trainee and trainer evaluations; problems encountered and ways to overcome them; changes in requirements; overall assessment of the project; financial status and risk management and final report.

C. ADDITIONAL INFORMATION

Previous IPDC support received:

PROJECT N BUDGET CODES	FUNDS (US \$)	PROJECT TITLE	PERIOD
PDC/17PAL/01 352-PAL-71 548 RAB 60 (FIT- LUXEMBOURG)	70,000 54,000	PALESTINE: TRAINING IN PRODUCTION FOR PALESTINIAN TELEVISION	1997 - 2005
PDC/19PAL/01 520-RAB-60 (FIT-FRANCE) 548-PAL-5060 FIT LUXEMBOURG	63,000 62,000	MULTIPURPOSE, MULTIMEDIA CENTRE FOR THE PBC	2003 -2005
PDC/20PAL/01 353-PAL-01	30,000	PROMOTING A CULTURE OF PEACE THROUGH COMMUNITY RADIO	2000 - 2005
PDC/48 PAL/03 354-PAL-5041	26,000	EMPOWERING THE MEDIA SECTOR IN HEBRON	2005 - 2006

PDC/48 PAL/01 354-PAL-5043	27,000	LITERARY AUDIO LIBRARY FOR RADIO, EDUCATION AND THE BLIND PERSONS	2005 - 2006
PDC/48 PAL/02 354-PAL-5042	33,000	STUDIO FOR CHILDREN'S PROGRAMMES AT THE PALESTINIAN BROADCASTING CORPORATION (PBC)	2005-2006
PDC/49 PAL/02 354-PAL-5051	20,000	GIVING WOMEN A VOICE	2006-2007
PDC/51 PAL/01 354-PAL-5061	30,000	PALESTINE: PBC VOICE OF PALESTINE DIGITAL AND WEB RADIO	2007-2008
PDC/52 PAL/01 354-PAL-5071	22,000	PALESTINIAN TERRITORIES :“WOMEN TAKING THE LEAD”: ADVANCEMENT OF MID-CAREER WOMEN MEDIA PROFESSIONALS	2008-2009
PDC/52 PAL/01 354-PAL-5071	29,000	PALESTINIAN TERRITORIES: PALESTINIAN JOURNALISTS' ELECTRONIC PLATFORM	2008-2009
PDC/53 PAL/01 354-PAL-5081	27,500	CONNECTING PALESTINIAN YOUTH IN NABLUS AND HEBRON BY IPYL AND MCRC	2009-2010
PDC/53 PAL/01 354-PAL-5082	28,600	SAFETY TRAINING COURSE FOR MEDIA PROFESSIONALS IN GAZA BY MAAN NETWORK-	2009-2010
354 PAL 5091	22,000	PALESTINIAN TERRITORIES : MEDIA PRODUCTION FOR COMMUNITY DEVELOPMENT IN THE GAZA STRIP	2010-2011
354 PAL 5092	22,000	PALESTINIAN TERRITORIES : DEVELOPING HUMANITARIAN NEWS REPORTING IN THE PALESTINIAN NEWS AGENCY Wafa	2010-2011
		TOTAL PALESTINE: US\$ 343,500+ US\$ 179,000 (FUNDS-IN-TRUST)	

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)

40 Training Days / 2 Trainers per Day (at a rate of \$100 per trainer)	8 000
Lunch & Refreshments (\$120 x 40 Training Days)	4 800
Hall Rent (\$125 x 40 Training Days)	5 000
Local Transportation (\$100 x 7 Months)	700
Stationary (\$80 x 7 Months)	560
Communication (Phone, Fax, Internet, etc.)	940
TOTAL:	US\$ 20 000

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

Project Manager (Part-Time 50%) (7 Months x \$800 x 50%)	2 800
Media Projects Awards (2 Awards x \$100)	200
TOTAL:	US\$ 3 000

PALESTINIAN TERRITORIES

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	ENHANCING WOMEN'S ROLE IN MEDIA
2.	NUMBER	IPDC/55 PAL/02
3.	CATEGORY OF MEDIA DEVELOPMENT INDICATORS	Category 3: Professional capacity building and supporting institutions that underpins freedom of expression, pluralism and diversity
4.	IPDC PRIORITY AREA	Human Resource Development
5.	SCOPE	National
6.	TYPE OF ASSISTANCE REQUESTED	Training and equipment
7.	TOTAL COST OF PROJECT	US\$ 30 200
8.	AMOUNT REQUESTED FROM IPDC	US\$ 21 800
9.	BENEFICIARY BODY	NISAA FM – Broadcasting company Tel : +970 2 295 1983 Fax: +970 2 298 8176 Ramallah info@radionisaa.ps
10.	IMPLEMENTING OFFICE	UNESCO Ramallah Office
11.	PROJECT LOCATION	Radio NISAA FM West Bank and Gaza
12.	PROJECT PREPARED BY	Maysoun Odeh Gangat Manager of radio NISAA FM E-mail: m.gangat@radionisaa.ps
DECISION OF THE BUREAU:		

B. PRESENTATION

1. PROJECT JUSTIFICATION:

Media pluralism and protection of journalists are guaranteed by the Palestinian Basic Law of 2003 that includes a series of articles related to the freedom of media; however the law lacks enforcement measures that strengthen the system. The Palestinian Bureau of Statistics in 2008 reported the presence of 5 newspapers, 9 magazines and 25 domestic televisions in West Bank and 22 domestic radio stations. However, according to the Palestinian Minister of Telecommunications there are about 82 radio stations in the Territories, the majority of which are community stations.

The proliferation of small radio stations and the lack of investments in the sector reduce the professionalism of the media outlets, two characteristics that are, on the contrary, the main pillars of 96 NISAA FM. In a media environment, mainly dominated by a male perspective, NISAA FM is the first commercial and independent radio station managed by women and dedicated to women in the Palestinian Territories. NISAA FM is filling a gap in the country which enables women's access to media. It caters to a community of women with the aim to increase their connectivity, to address their needs and interests and to inspire and empower them with women's successful stories.

In a society still very traditional, 96 NISAA FM wants to add a new dimension to the media environment by increasing the pluralism of voices and fostering a positive and democratic debate between men and women and between women and women on several topics of public interest and on women's empowerment issues. The proposal aims to train seven women from Palestinian rural areas in all the aspects of radio broadcasting and in particular in reporting skills. The purpose of the project is to increase women's representation and participation to the debates broadcasted by media in the country. In particular these women will be correspondents for radio NISAA FM from the remote areas they come from. They have the opportunity to report daily news, concerns and urgent matters related to their community and to women thus bringing at a national level issues that often remain unreported and un-debated and that on the contrary deserve attention.

3. DESCRIPTION OF THE TARGET GROUP:

The project has a direct target group represented by the seven women trainees from the following areas: Ramallah, Nablus, Jenin, Tulkarem and Qalqiliya Governorates and the Gaza Strip, and an indirect target audience represented by the women in Palestine at large and in particular in the rural communities. The selection process involves women's organizations operating in the areas and community media with the aim to identify the appropriate candidates for the training courses.

4. DEVELOPMENT OBJECTIVE:

The project aims to increase the pluralism of media in Palestine by training and giving voice to women, especially the ones in rural areas, who are often marginalized and denied the access to the public debate thus enhancing their role in the media production.

5. IMMEDIATE OBJECTIVE:

Seven women in rural areas are able to interpret women's concerns, difficulties, expectations and aspirations and produce audio reportages for a national media on such topics thus increasing the pluralism in media in Palestine and fostering a national debate around important issues that often remain on the sidelines of the national agenda.

5. PROJECT OUTPUTS:

- Seven women in rural areas have acquired skills in radio broadcasting and reporting techniques.
- The seven trained women produce audio reports for 96 NISAA FM as part/result of the training sessions throughout the year in order to gain the practical skills in reporting and radio broadcasting.

6. ACTIVITIES:

- Purchase the necessary equipment and appoint the trainers to conduct the training sessions. Women will be selected among candidates who want to pursue a career in radio outlets and have high sensitiveness in deal with women’s issues. Two training courses will be held at NISAA FM premises for a period of 8 days each. Design of the sessions will be in coordination between NISAA FM management and the local and international trainers.
- Four day training focus on radio reporting techniques which involve mainly gathering news from the field and producing audio reports, collecting vox pops from the street and training on electronic media. Finally they will be trained on reporting live. All will be done within the NISAA FM mission and vision. The session will take place in month 2 of the project and will be hold by and international trainer for 4 days and a local one for the remaining 4 days.
- Four day training session concentrate on broadcasting techniques. This will involve working inside the studio with the Presenter and using the studio’s facilities. The whole objective of this training is to encourage the reporters to produce a good content and a good programme. The training session will take place in month 7 of the project and will be hold by a local trainer.
- Broadcasting of the programs made by trainees. Trainees will also be participating in live radio shows.

7. PROJECT INPUTS:

- 7 tape recorders that will be purchased the first week of the project.
- 7 mobile phones and pre-paid telephone cards that will purchased in the fourth week of the project.
- Access to Internet may be also considered.
- One international and one local trainer for the first training session and a local trainer for the second training session. The presenters were themselves trained by an international trainer locally based on in house studio broadcast methods. However they were not trained on field reporting and investigative reporting which is the major topic of the present training for the 7 trainees in the marginalise areas, for this reasons external trainers are required.

All the equipment will be left to the women selected for the training as 96 NISAA FM envisages collaborating with them for more than one year. 96 NISAA FM has a fully equipped studio. The technical staff and the presenters will support trainees in the production of content for the station. Utilities costs as well as reporters salaries and any other support costs will be covered by 96 NISAA FM.

8. WORK PLAN:

ACTIVITIES / MONTHS	1	2	3	4	5	6	7	8	9	10	11	12
Purchasing technical equipment, identifying the trainees, identifying the trainers, designing the training program												
First training course: reporting techniques												
Second training session: broadcasting techniques												
On-the-job training and production of content												

9. INSTITUTIONAL FRAMEWORK:

Radio NISAA FM is an independent Arabic-language women's radio station in the West Bank and Gaza, broadcasting worldwide through its website www.radionisaa.net since December 2009. NISAA FM is airing on 96.0 FM for the audience in the central Palestinian West Bank since June 2010 and soon in the northern areas. Radio NISAA FM also manages a website in English and Arabic which complements the radio broadcasts with inspiring news on women's successes and other reports of interest. Smiling Children Foundation covered all set-up costs of NISAA FM and supports radio NISAA in its development.

96 NISAA FM's mission is:

- Empower, inform and inspire Palestinian women and creates employment and training opportunities by building an Arabic-language radio station transmitting in the Palestinian Territories and beyond (on FM and on the worldwide web).
- Create and cater to a community of Palestinian women across generations, social statuses and geographic distances by interpreting their needs and offering them a platform of cultural and social information and discussion.
- Become sustainable by the end of 2013

Currently NISAA FM has 7 employees and airs two prime-time programs *Qahwa Mazbout*, and *Tarweha*, and aims to launch soon its lunch-time show *Yeed Bee Yeed*. 96 NISAA FM has been granted the license to broadcast from Ramallah on 96.0 FM by the Palestinian Minister of Telecommunications in May 2010.

Since the beginning of its activities, 96 NISAA FM has undertaken informal talks with women's organizations and influential women including HE Rabeha Diab, the Minister for Women's Affairs, with whom the radio has a partnership to understand women needs, concerns and interests and plan its programming accordingly in three priority areas: 1) engage women more in the political decision and in public debates, 2) empower women economically, 3) fight domestic violence.

The present project is designed to engage women in social debates to contribute to public discussions and raise their own issues thus aligning its strategies with the first priority recognized at the national level.

The training courses and the gradual employment of the women involved in the project aim to contribute to the second national priority. Finally the content of the deliverables that the trainees are assigned to produce, looks at all issues related to women including domestic violence and human rights concerns by inspirational stories of women that successfully denounced the abuse suffered and experience now better lives.

10. SUSTAINABILITY:

The contribution of IPDC is meant to support the capacity building of women in rural areas to build-up citizen journalism and community radio skills. NISAA FM aims to offer gradually employment opportunities to the women trained with the contribution of UNESCO. In the near future, NISAA FM aims to offer additional training opportunities to up to 12 women, with the long-term goal to employ them as a permanent staff.

11. FRAMEWORK OF MONITORING:

NISAA FM will monitor the activities, including training and program productions, evaluate the reports produced by the trainers and undertake all the necessary adjustments, if needed, to achieve the objectives of the project. Regular progress reports will be made to UNESCO on the implementation of the project activities.

12. EVALUATIONS CARRIED OUT:

Throughout the implementation there will be questionnaires and reports by trainers and trainees to evaluate the project implementation. Two reports are produced by the trainers at the end of each training session. The Manager of the station supervises the production of quarterly reports which include the main take-away and recommendations of the trainers' report as well as qualitative and quantitative analysis of the audio reportages, vox pops and information on the project including the level of the democratic debate in the society, women's participation, topics relevant to the debate and finally recommendations for the future programming of the radio station.

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING:

The quarterly reports are intended to be the reporting system for UNESCO and a monitoring mechanism for NISAA FM. A final report synthesizes the main results of the project. It is submitted to UNESCO one month after the end of the project.

C. ADDITIONAL INFORMATION

- Broadcast license by the Palestinian Minister of Telecommunications in May 2010.
- Smiling Children Foundation covered all set-up costs.
- Sponsorships for programs and advertisements amount to a monthly average of USD 5,000.

Previous IPDC support received:

PROJECT N BUDGET CODES	FUNDS (US \$)	PROJECT TITLE	PERIOD
PDC/17PAL/01 352-PAL-71 548 RAB 60 (FIT- LUXEMBOURG)	70,000 54,000	PALESTINE: TRAINING IN PRODUCTION FOR PALESTINIAN TELEVISION	1997 - 2005
PDC/19PAL/01 520-RAB-60 (FIT-FRANCE) 548-PAL-5060 FIT LUXEMBOURG	63,000 62,000	MULTIPURPOSE, MULTIMEDIA CENTRE FOR THE PBC	2003 -2005
PDC/20PAL/01 353-PAL-01	30,000	PROMOTING A CULTURE OF PEACE THROUGH COMMUNITY RADIO	2000 - 2005
PDC/48 PAL/03 354-PAL-5041	26,000	EMPOWERING THE MEDIA SECTOR IN HEBRON	2005 - 2006
PDC/48 PAL/01 354-PAL-5043	27,000	LITERARY AUDIO LIBRARY FOR RADIO, EDUCATION AND THE BLIND PERSONS	2005 - 2006
PDC/48 PAL/02 354-PAL-5042	33,000	STUDIO FOR CHILDREN'S PROGRAMMES AT THE PALESTINIAN BROADCASTING CORPORATION (PBC)	2005-2006
PDC/49 PAL/02 354-PAL-5051	20,000	GIVING WOMEN A VOICE	2006-2007
PDC/51 PAL/01 354-PAL-5061	30,000	PALESTINE: PBC VOICE OF PALESTINE DIGITAL AND WEB RADIO	2007-2008
PDC/52 PAL/01 354-PAL-5071	22,000	PALESTINIAN TERRITORIES :“WOMEN TAKING THE LEAD”: ADVANCEMENT OF MID-CAREER WOMEN MEDIA PROFESSIONALS	2008-2009
PDC/52 PAL/01 354-PAL-5071	29,000	PALESTINIAN TERRITORIES: PALESTINIAN JOURNALISTS' ELECTRONIC PLATFORM	2008-2009
PDC/53 PAL/01 354-PAL-5081	27,500	CONNECTING PALESTINIAN YOUTH IN NABLUS AND HEBRON BY IPYL AND MCRC	2009-2010
PDC/53 PAL/01 354-PAL-5082	28,600	SAFETY TRAINING COURSE FOR MEDIA PROFESSIONALS IN GAZA BY MAAN NETWORK-	2009-2010
354 PAL 5091	22,000	PALESTINIAN TERRITORIES : MEDIA PRODUCTION FOR COMMUNITY DEVELOPMENT IN THE GAZA STRIP	2010-2011
354 PAL 5092	22,000	PALESTINIAN TERRITORIES : DEVELOPING HUMANITARIAN NEWS REPORTING IN THE PALESTINIAN NEWS AGENCY Wafa	2010-2011
		TOTAL PALESTINE: US\$ 343,500+ US\$ 179,000 (FUNDS-IN-TRUST)	

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)

International trainer (4 days x\$250)	1 000
Local trainer (4days@100 + 8daysx\$100)	1 200
Residency for the trainees (unit cost 50 per day x7x16 days)	5 600
Transportation costs (unit cost 50 per day x7x16 days)	5 600
Food and subsistence for trainers and trainees (unit cost \$20 per dayx8x16)	2 560
Tape recorders (unit cost \$450x7)	3 150
Mobile phones (unit cost \$55x7)	380
Pre-paid telephone cards (unit cost \$28x12x7)	2 310
TOTAL:	US\$ 21 800

BREAKDOWN OF NISAA FM CONTRIBUTION (in US dollars)

Monthly average of the all production cost to air the content produced by the trainees in NISAA FM programs (\$700x12months)	700
TOTAL:	US\$ 8 400

TUNISIA

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	BUILDING PROFESSIONAL CAPACITY OF TUNISIAN JOURNALISTS ON COMPUTER ASSISTED REPORTING AND INVESTIGATIVE JOURNALISM
2.	NUMBER	IPDC/55 TUN/01
3.	CATEGORY OF MEDIA DEVELOPMENT INDICATORS	Category 4: Professional capacity building and supporting institutions that underpins freedom of expression, pluralism and diversity
4.	IPDC PRIORITY AREA	Human Resource Development
5.	SCOPE	National
6.	TYPE OF ASSISTANCE REQUESTED	Training support
7.	TOTAL COST OF PROJECT	US\$ 32 430
8.	AMOUNT REQUESTED FROM IPDC	US\$ 29 700
9.	BENEFICIARY BODY	Arab Reporters for Investigative Journalism 37, Abu Sofyan street P.O.Box: 942456 Amman 11194 Jordan E-mail address: hanadi@arij.net Telephone: 9626 4640411
10.	IMPLEMENTING OFFICE	UNESCO Cluster Office in Rabat
11.	PROJECT LOCATION	Amman, Jordan
12.	PROJECT PREPARED BY	Hanadi Gharaibeh, Programme Director, ARIJ Misako Ito, Adviser for Communication and Information for the Maghreb, UNESCO
DECISION OF THE BUREAU:		

B. PRESENTATION

1. PROJECT JUSTIFICATION:

The purpose of this project is to provide training for journalists in Tunisia on investigative journalism and computer assisted reporting. This training opportunity is vital for capacity building of journalists and editors in the Arab world who suffer to various degrees in term of press freedom, concentration of media ownership, and a lack of tradition for in-depth journalistic investigations thus impeding the flourishing of investigative reporting. Investigative reporting is about making governments and institutions more transparent and accountable for the benefit of local communities, rendering investigative journalism paramount to any societal change.

While the Arab world has witnessed much training in various journalistic endeavours - including investigative journalism - most of this training did not include ensuing support to local journalistic investigations. Until ARIJ emerged, very little had been done in order to encourage and support well-documented journalistic production or ensure publication. As a result, the training offered was based on a one-time meeting focussing on theory rather than practice. Therefore training efforts were somewhat counter-productive as they raised expectations but failed to follow up with the needed structural support.

This will be the first training opportunity that ARIJ offers to Tunisian journalists which is an important step in building the capacity and knowledge of those journalists and increasing ARIJ's network in the Arab region. The training sessions will be held in Amman, Jordan, which is where ARIJ's headquarters and workshop facilities are located.

Therefore the training workshops offered by ARIJ will strengthen the journalists' knowledge and provide the necessary tools to produce well researched investigations tackling any issue of relevance. Training will consequently promote media development, transparency and democracy and societal change in the future.

The workshop on investigative journalism and Computer Assisted Reporting (CAR) will help build on the local capacity in national newsrooms and enhance needed support for journalists in Tunisia. It will focus on the tools needed for planning and executing in-depth reports and offer hands-on training on how to produce well-documented investigative reports. In addition, the workshop will offer an overview of the essential research tool namely, CAR, which in recent years has been considered one of the single most significant advancements in the investigative reporting toolkit. Journalists with the knowledge of CAR can use available computer technologies, hardware and software, to facilitate information sharing, organization, manipulation and networking to aid in the building of investigations. CAR will show journalists the methods of how to store, filter and reference data using the Digital File and how to use Google advanced search techniques.

ARIJ will distribute its first Arabic CAR curriculum to the participants.

2. DESCRIPTION OF THE TARGET GROUP:

The training workshop will target 12 junior and mid-career journalists and editors who work for independent media organizations in Tunisia namely Alchourouk, LaPress, Realities, Le Quotidien and Agence Tunis Afrique Presse (TAP). It will take place in Amman to promote an exchange and networking between Tunisian journalists and award-winning investigative reporters in Amman and the region.

3. DEVELOPMENT OBJECTIVE:

Training on Investigative Journalism will build the capacity of journalists, who can produce well-documented investigative reports, and encourage the independent and state run media outlets to back investigative journalism as a way to improve content and hence boost circulation and readership. It will contribute to democratic discourse and promote government transparency and accountability.

4. IMMEDIATE OBJECTIVE:

12 journalists working in print, on-line and broadcast media and bloggers from Tunisia will acquire the knowledge and skills on investigative journalism and CAR after attending the 5-day workshop.

5. PROJECT OUTPUTS:

- Twelve Tunisian journalists working in print, on-line and broadcast media and bloggers have acquired the knowledge and skills to plan and execute in-depth reports and confidently use CAR.
- A network of Tunisian journalists who will join ARIJ's vast network of Arab journalists and thus will be able to gain access to the investigative reports published by ARIJ's members and to share their experiences with other journalists.
- Well documented publications that expose the current status of journalists in Tunisia and the problems of concern prompting government transparency and accountability.

6. ACTIVITIES:

- A 5-day training workshop for 12 journalists from Tunisia on the methods and importance of investigative journalism and Computer Assisted Reporting (CAR).
- Establishment of a network of Tunisian journalists who will join ARIJ's vast network of Arab journalists.
- Evaluation and monitoring to collect data through completed questionnaires at the end of each day of the workshop.

7. PROJECT INPUTS:

- One international trainer, Mark Hunter the principal author of ARIJ manual, qualified in training investigative journalism
- One regional trainer, Rana Sabbagh the veteran career journalist and media consultant, qualified in training investigative journalism.
- One qualified lawyer, Mohammad Qutaishat, who specialises in media law to provide important information specific to Tunisia.
- One qualified CAR trainer, Raed Nesheiwat, author of the first Arabic CAR manual.
- Rental of training room, PC's and laptops, projector and internet connection

8. WORK PLAN:

ACTIVITIES / MONTHS	1	2	3	4	5	6
Invite Journalists to take part in workshop		■				
Arrange availability of trainers and make reservations for their travel and accommodation		■				
Receive confirmation from the participants and arrange their travel and accommodation			■	■		
Make the reservation for a room to host the workshop			■			
Prepare materials and send to location of the workshop.					■	
Conduct the five-day workshop					■	
Provide the narrative report and evaluation						■

9. INSTITUTIONAL FRAMEWORK:

ARIJ is an independent not-for-profit organization founded by media activists and media organizations in the Arab world working in cooperation with the Copenhagen based International Media Support (IMS), the Danish Association for Investigative Journalism (FUJ) and other leading European journalists and media academics. ARIJ has a governing board that consists of Arab and international journalists and academics namely: Daoud Kuttab from AmmanNet (Jordan/Palestine), Yosri Fouda from ONTV (Egypt), Pia Thorsden from the Danish Association for Investigative Journalism (FUJ), Andres Jerichow from Copenhagen daily 'Politiken'(Denmark) and Omar Rifai from Jordan Institute for Dipolmacy (Jordan).

10. SUSTAINABILITY:

Sustainability of this project and others alike is the most important factor in the success of its overall goal to create a platform to foster free, independent and pluralistic media for development, democracy and dialogue in the region. In creating sustainability ARIJ focuses on: 1) Developing its training workshops 2) Building strong partnerships 3) Having cost effective operations 4) Changing attitudes

- After each workshop, ARIJ provides the participants with the support of its trainers and the vast network of Arab journalists which encourages the exchange of ideas and experiences as well as advice and the supervision of investigations. ARIJ continually works on updating its training workshops as part of a process where the team works executes a workshop and then collects valuable information from the participants that will be used as a reference for planning similar workshops in the future.
- ARIJ has developed strong partnerships throughout the years with governments, funding organizations, journalists and media outlets depending on them to promote investigative journalism in the region.
- ARIJ's operations are designed in cost effective ways, the training sessions target stakeholders in the field of media and journalism. The workshops are tailored to provide beneficiaries with the tools and skills necessary for investigations. This means that once a journalist is trained, then this is a skill that he/she applies during investigations which does not need large funding or financial resources but ultimately promotes government accountability and a change in attitude of the local community.
- ARIJ provides the training and support to journalists for them to investigate and publish stories of local concerns which evidently promotes government transparency, accountability and societal change. Change however cannot happen overnight but is a process that should be given the due time it needs to create sustainable change.

11. FRAMEWORK OF MONITORING:

ARIJ monitors its progress by measuring several key elements:

- The number of journalists trained by ARIJ in the Arab world
- The number of training sessions and conferences conducted
- The number of participants in ARIJ's regional and international conferences
- The number of members of ARIJ's network
- The number of investigated pieces that are published
- The reactions from the public and officials which are generated from published reports (success stories) that have led to policy change

12. EVALUATIONS CARRIED OUT:

ARIJ was approached with a personal request to conduct training in Tunisia. Mr. Rashid Khashan, a prominent journalist and former bureau chief of the London-based Al Hayat Newspaper, was in Geneva this April at The Global Conference for Investigative Journalism, where he got in touch with ARIJ. He along with two other Tunisia journalists expressed interest for the network's mission and its impact on enhancing media professionalism. Therefore, ARIJ's team took up the personal request and conducted extensive research on the current political, economic and social situation in Tunisia as well as identifying independent and state run media organizations in the country. ARIJ concluded that Tunisian journalists had challenges and needed to learn the proper methods of how to produce well researched investigations.

Mr. Khashan was asked to name journalists who would most benefit from the training sessions. ARIJ then requested the resumes of each of the potential candidates to choose only 12 to partake in the workshop. ARIJ's workshop will be the first of its kind offered to Tunisian journalists. After the workshop ARIJ's team will conduct a thorough evaluation of the workshop itself and collect feedback from the journalists. ARIJ will also evaluate the stories that were published after the workshop and as a result of what the journalist's learnt. With this in mind, and at the request of journalists in Tunisia, ARIJ hopes that this will be the start of ongoing training and monitoring of journalists in the country.

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING:

ARIJ reports back to the funding agency with information pertaining to its training workshop, including:

- The number of participants and their personal profile (age, gender, current position, future goals...etc)
- The overall evaluation of the workshop by evaluating the trainer, the content and material and administrative services.

C. ADDITIONAL INFORMATION

Previous IPDC support received:

PROJECT N BUDGET CODES	FUNDS (US \$)	PROJECT TITLE	PERIOD
PDC/3TUN/30 350-TUN-31	25,000	TUNISIA: DEVELOPMENT OF TAP NEWS AGENCY	1982 - 1984
PDC/6TUN/01 350-TUN-61	50,000	DEVELOPMENT OF THE AFRICAN CENTRE FOR TRAINING OF JOURNALISTS AND COMMUNICATORS	1985 - 1988
PDC/11TUN/01 352-TUN-11 520-TUN-61 (FIT-FRANCE)	15,000 75,000	COMPUTERIZATION OF TUNIS AFRIQUE PRESSE	1990 - 1997
PDC/15TUN/01 352-TUN-51	70,000	COMPUTER-BASED DOCUMENTATION MANAGEMENT SYSTEM	1995 - 2005

520-TUN-62 520-TUN-63 (FIT-FRANCE)	106,799 20,467		
PDC/17TUN/01 352-TUN-71	70,000	REPLACEMENT OF COMPUTER EQUIPMENT AT THE "CENTRE AFRICAÏN DE PERFECTIONNEMENT DES JOURNALISTES ET COMMUNICATEURS" (CAPJC)	1997 - 1998
PDC/20TUN/01 353-TUN-01	55,000	REPLACEMENT OF RADIO AND TELEVISION EQUIPMENT AT IPSI	2000 - 2002
TOTAL TUNISIA: US\$ 285,000+US\$ 202,000 (FIT)			

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)

Training of Journalists (5-day workshop)	
Training fees for international trainer (Rate \$250 x 5 training days)	1 250
Training fees for regional trainer (Rate \$250 x 5 training days)	1 250
Training fees for CAR trainer (Rate \$250 x 3 days)	750
Training fees for local lawyer on media laws (Rate \$100 x 3 days)	300
Interpreter (\$275 x 3 days)	825
Airfare for international trainer (Paris-Amman-Paris) (\$1000 per flight x 1 person)	1 000
Regional travel for 12 journalists (Tunisia-Amman-Tunisia) (\$850 per flight x 12 persons)	10 200
Hotel accommodation for the international trainer and 12 participants (\$100 x 13 rooms x 6 nights)	7 800
Per diem for the international trainer and 12 participants (\$55 x 13 persons x 6 days)	4 275
Local transport (\$50 x 13 persons)	650
Training Room Rental (\$200 x 5 days)	1 000
Stationary and workshop supplies	400
TOTAL:	US\$ 29 700

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

ARIJ's Manual for investigative journalism (printing cost)	210
ARIJ Manual for CAR (printing cost)	150
Airfare for interpreter (Beirut-Amman-Beirut) (\$500 per flight x 1 person)	500
Hotel accommodation for the interpreter (\$100 x 4 nights)	400
Per diem for the interpreter (\$55 x 4 days)	220
Evaluation and mentoring supervisor (\$250 x 5days)	1 250
Total	US\$ 2 730

REGIONAL

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	IFEX: BUILDING FREE EXPRESSION ADVOCACY CAPACITY IN THE MENA REGION
2.	NUMBER	IPDC/55 RAB/01
3.	MEDIA DEVELOPMENT INDICATOR'S CATEGORY	Category 1: A system of regulation conducive to freedom of expression, pluralism and diversity of media
4.	IPDC PRIORITY AREA	Promotion of Freedom of Expression
5.	SCOPE	Regional
6.	TYPE OF ASSISTANCE REQUESTED	Training Support
7.	TOTAL COST OF PROJECT	US\$ 46 940
8.	AMOUNT REQUESTED FROM IPDC	US\$ 29 700
9.	BENEFICIARY BODY	Canadian Journalists for Freedom of Expression (CJFE) on behalf of International Freedom of Expression Exchange (IFEX) 555 Richmond Street West, Suite 1101 – P.O. Box 407 Toronto, Ontario CANADA M5V 3B1 Contact: Annie Game, CJFE-IFEX Executive Director Tel: +1 416 515 9622 x 227 / Fax: +1 416 515 7879 Email: agame@cjfe.org Project contact: Maureen James, IFEX Email: james@ifex.org
10.	IMPLEMENTING OFFICE	UNESCO Regional Office – Beirut George Awad, Programme CI Officer
11.	PROJECT LOCATION	Beirut, Lebanon
12.	PROJECT PREPARED BY	Maureen James, IFEX Fundraising/Outreach Coordinator George Awad Email: g.awad@unesco.org
DECISION OF THE BUREAU:		

B. PRESENTATION

1. PROJECT JUSTIFICATION:

The Middle East / North Africa (MENA) region continues to rank as the least free region in the world both on overall political rights and civil liberties and also in terms of press freedom. Rather than improving over time, the situation is worsening, with observers reporting a backsliding in recent years undermining previous gains. Journalists and human rights defenders who speak their minds are routinely harassed, threatened, subject to physical violence, and frequently fined or jailed on trumped-up charges. Censorship is rampant – both externally imposed, through oppressive legal frameworks that rely on criminal defamation and a corrupt judiciary – and self-imposed, as journalists clam up in fear of retribution for honest and critical reporting. While MENA journalists and human rights advocates have been leading the way in online reporting and citizen journalism, governments have caught up with online surveillance techniques and are cracking down massively on online free speech.

The International Freedom of Expression Exchange (IFEX) has been actively working to support free expression networking in the MENA region since 2000, emphasizing organizational capacity-building, violations reporting and diffusion, and collaboration between countries on free expression advocacy.

As a next stage in capacity-building, IFEX's members and partners in the region have asked for training in effective advocacy techniques, tailored to the specific MENA free expression context. In consultation with these groups, IFEX has identified the following topics as priorities for training in 2011:

- Developing a campaign strategy
- Lobbying around the UN Universal Periodic Review
- Trial monitoring
- On-line advocacy using Internet tools: blogging, listservs, Facebook, Twitter, YouTube, etc.

The June 2011 IFEX Strategy Conference scheduled to be hosted by IFEX member organization Maharat in Beirut, Lebanon offers the perfect opportunity to bring MENA participants together with counterparts from around the world to share tactics, lessons learned and best practices in campaigning. IFEX and the host organization work together starting one year prior to the event to plan the implementation of a week of seminars, training, skills exchange and collaboration on free expression issues.

The purpose of the project is therefore to build the capacity of at least 14 MENA free expression advocates to campaign effectively for improvements in free expression through a weeklong series of workshops and skills exchange opportunities.

2. DESCRIPTION OF THE TARGET GROUP:

The direct beneficiaries targeted by this project are free expression advocates (IFEX member and partner organizations) from Bahrain, Egypt, Jordan, Lebanon, Palestine, Tunisia, Morocco and Yemen and Algeria.

3. DEVELOPMENT OBJECTIVE:

This project contributes to defending and promoting freedom of expression in the MENA region in order to create a more hospitable environment for the development of independent media, democratic government, and the empowerment of civil society.

4. **IMMEDIATE OBJECTIVE:**

Networking and effective campaigning techniques to strengthen the free expression advocacy work are being applied in the MENA region – particularly in the area of strategy building, online advocacy, trial monitoring and using UN mechanisms.

5. **PROJECT OUTPUTS:**

- At least 14 MENA-based free expression advocates have acquired the relevant skills and techniques for campaigning and advocacy work to apply in their respective national contexts
- New campaigning and advocacy support resource materials available in Arabic for ongoing use by free expression advocates in the region
- Campaign strategy building curriculum tailored specifically to the MENA context

6. **ACTIVITIES:**

The activities in this project will run from March until June 2011, and include the following main tasks:

- To develop MENA Advocacy Training Multilingual Modules multilingual on the following subjects: Developing a Campaign Strategy –Rafael Barca (consultant) and Kamel Labidi (IFEX MENA programme consultant); Lobbying the UN Universal Periodic Review –Jeremie Smith (CIHRS) and Nabeel Rajab (BCHR); Trial Monitoring –Gamal Eid (ANHRI) and Peter Noorlander (MLDI); On-line Advocacy using Internet Tools: blogging, listservs, Facebook, Twitter, YouTube, etc. – Nabeel Rajab (BCHR), Gamal Eid (ANHRI) and Melinda Quintos de Jesus (CMFR)
- One week training will be held in Beirut on the above mentioned topics (Developing a Campaign Strategy, Lobbying the UN Universal Periodic Review, Trial Monitoring and On-line Advocacy using Internet Tools) for at least 14 free expression advocates from the MENA region – in Arabic.

7. **PROJECT INPUTS:**

- Two Trainers – IFEX has identified 7 training resource people to fulfill these training sessions and is requesting support from IPDC towards the participation of 2 of the international resource people.
- Training materials – IFEX is requesting IPDC support for translation into Arabic of materials developed – estimated at 35 pages.
- Two Language interpreters – For the on-site training in Beirut, IFEX is requesting IPDC support to overall Arabic language interpretation costs – estimated at 5 half-day sessions.

8. **WORK PLAN:**

ACTIVITIES / MONTHS	1	2	3	4
Contracting of trainers	■			
Develop training modules		■		
Coordinate participant travel		■		
Translate training modules			■	
Deliver training in Beirut				■
Post materials to IFEX website				■

9. INSTITUTIONAL FRAMEWORK:

Established in 1992, IFEX is a global network of 88 organisations in over 60 countries that monitors, promotes and defends freedom of expression worldwide – with 9 members in the MENA region. IFEX’s mission is to enhance its members’ work by creating distinct opportunities for capacity building, joint advocacy and increased visibility.

The IFEX Clearing House, based in Toronto, Canada, runs the day to day operations of the network and is managed by founding member organisation Canadian Journalists for Free Expression (CJFE). Fiduciary responsibility for IFEX activities resides with the CJFE Board, and IFEX programme and policy oversight is provided by the IFEX Council. The CJFE Executive Director and the IFEX Manager oversee the activities of 10 full-time staff whose work is focused on delivering IFEX’s five programmes.

IFEX’s annual budget ranges from ~1.8 million to ~2 million USD, with funds for programme implementation raised from about a dozen sources. IFEX has been in regular contact with the UNESCO Beirut Cluster office for many years, and UNESCO has supported IFEX’s work in the region, as well as participation at IFEX Strategy Conferences.

10. SUSTAINABILITY:

The outputs developed by this project will become integrated within IFEX’s overall MENA regional networking programme as building blocks to further support regional collaboration and advocacy activities. In particular, sustainability will occur because:

- the new resource materials and curriculum developed in this project, and customized to the regional context, will continue to be available for use by existing project participants and other free expression advocates in the future as they will reside on the IFEX Campaigns Tools and Resources website section – and can be used again in future IFEX MENA trainings
- the individuals trained will be able to apply the skills in their work going forward from Beirut enabling them to share the skills locally with colleagues upon returning home
- IFEX Clearing House staff can continue to provide ongoing support to the groups trained through its Campaigns and Advocacy Programme, from which the curriculum and materials emerged
- IFEX Clearing House staff can assist participants to keep in contact with experienced campaigners across the IFEX network as well as with the training resource people used in this project
- IFEX MENA Programme can build regional advocacy collaboration efforts on the skills gained at the Beirut workshops.

11. FRAMEWORK OF MONITORING:

UNESCO and IFEX will be responsible for monitoring the project.

12. EVALUATIONS CARRIED OUT:

Consultation is paramount to the relevance and value of IFEX’s work. Through the implementation of programs in campaigning, and the development of ongoing networking initiatives in the MENA region, knowing and understanding the needs, gaps and aspirations of our members and partners is critical to the success of any of our combined efforts. This conference, as with those in the past, takes these issues into consideration when building an agenda reflective of the needs of our community.

Past IFEX Strategy Conferences that have included skills exchange workshops have been evaluated and participants rated their experiences highly. For example, in feedback from the 2009 Global Forum on Freedom

of Expression (GFFE) which IFEX co-organized in Oslo, Norway, participants responding to a feedback survey on the event noted the following important outcomes as a result of their attendance at the event:

- made new connections and advanced relationships with other organisations and networks that were in attendance
- made contact with new potential funders for their work
- learned new techniques and technological solutions to strengthen their free expression advocacy work – particularly in the area of surveillance and circumventing censorship
- learned new tactics for campaigning by attending case study workshops as well as regionally focused campaign strategy sessions
- found new perspectives and approaches to work, by attending panel sessions
- raised the profile of their own organization’s work through networking and in some cases formal presentations

For further information, UNESCO has a report on file corresponding to its contribution to the June 2009 GFFE, as submitted by the GFFE Secretariat in Norway.

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

IFEX is familiar with UNESCO reporting requirements and can commit to regular progress and comprehensive final reporting after project completion. Reports will be submitted by: Maureen James, IFEX Fundraising/Outreach Coordinator.

C. ADDITIONAL INFORMATION

Preparatory activities for the strategy conference include consultation with IFEX MENA members and partners on capacity-building priorities, identification of trainers and selection of training modules.

IFEX is seeking additional funding support for the entire 2011 Strategy Conference (where the training will take place) from, among others: Foundation for the Future; Open Society Institute; CIDA – Conference Fund; Norwegian Ministry of Foreign Affairs; Oxfam Novib. IFEX already has confirmed funding from the Ford Foundation and Vikes (Finland) towards 2011 Conference costs. In addition, IFEX project funding may be used to support participation, as required.

IFEX has received support from IPDC on more than one occasion for training events, IFEX programme activities and participation at IFEX Strategy Conferences. This includes USD\$26,300 in 2008-2009 for a regional project across the Maghreb and Egypt entitled *"Improving Free Expression Monitoring and Information Circulation in the Middle East and North Africa"*.

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)

ACTIVITIES	Unit	Unit Cost	Qty	Total
Flights/Travel				
Flights/Travel of MENA Participants (14 Participants/Trainers)				
Egypt	per person	400	4	1 600
Yemen	per person	425	2	850
Morocco	per person	750	1	750

Bahrain	per person	1000	2	2 000
Tunisia	per person	400	2	800
Jordan	per person	250	1	250
Palestine	per person	450	1	450
Iraq	per person	800	1	800
International Trainers				
Campaign Strategy Building (Rafael Barca) - Argentina	per person	2500	1	2 500
UPR/UN lobbying (Jeremie Smith) – Switzerland	per person	600	1	600
Visas	per person	65	16	1 050
Local transportation	per person	50	16	800
Accommodation/Meals				
Participants' Accommodation & Meals (4 days/nights @ \$200/day)	per person	800	16	12 800
Training				
Trainer Preparation and Workshop Delivery Time	per day	250	5	1 250
Language Interpretation (Arabic - 5 sessions)	per day	500	5	2 500
Materials translation	per page	20	35	700
TOTAL:				US\$ 29 700

BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION				
(in US dollars)				
Training	Unit	Unit Cost	Q-ty	Total
Trainer Preparation and Workshop Delivery Time	per day	250	11	2 750
Trainer Travel/Accommodation/Meals (2 trainers)	per person	2595	2	5 190
Equipment rental	per day	250	4	1 000
Materials printing	per document	3	100	300
Workshop Planning, Management and Coordination	per month	2000	4	8 000
TOTAL:				US\$ 17 240

REGIONAL

A. PROJECT IDENTIFICATION		
1.	TITLE	BUILDING CAPACITY OF TEACHERS AT MASS COMMUNICATIONS AND JOURNALISM FACULTIES IN THE ARAB REGION ON REPORTING DIVERSITY
2.	NUMBER	IPDC/55 RAB/02
3.	CATEGORY OF MEDIA DEVELOPMENT INDICATORS	Category 4: Professional capacity building and supporting institutions that underpins freedom of expression, pluralism and diversity
4.	IPDC PRIORITY AREA	Human Resource Development
5.	SCOPE	Regional
6.	TYPE OF ASSISTANCE REQUESTED	Institutional capacity building
7.	TOTAL COST OF PROJECT	US\$ 36 480
8.	AMOUNT REQUESTED FROM IPDC	US\$ 29 630
9.	BENEFICIARY BODY	Media Diversity Institute (MDI) 33 Ave Ibn Sina App 11, Agdal Rabat Morocco Tel: +212 (0) 537 77 99 89 Email : milica.pesic@media-diversity.org
10.	IMPLEMENTING OFFICE	UNESCO Cluster Office in Rabat
11.	PROJECT LOCATION	Rabat, Morocco
12.	PROJECT PREPARED BY	Milica Pesic, Executive Director, MDI Misako Ito, Adviser for Communication and Information for the Maghreb, UNESCO
DECISION OF THE BUREAU:		

B. PRESENTATION

1. PROJECT JUSTIFICATION:

Middle East and North African society is changing rapidly. Demographically the percentage of young people in the population is growing, technology is becoming available to all and the media sector is growing as a result of privatisation. While the number of working journalists is growing to meet this demand, the number of trained journalists with specialist knowledge is decreasing. This project will target the need of training journalists to be sensitive when reporting on groups who appear less frequently in the national press and media. Media Diversity Institute (MDI) considers the following diversity categories as its scope of work: race, ethnicity, religion, language, social status, gender, age, (dis)abilities, sex and sexual orientation.

The responsibility for maximizing the potential of journalism for empowerment of society at all levels lies with the journalist. Therefore, journalists must be alerted to recognize marginal voices and provide them with a greater voice and potential for accessing information more widely. In the MENA region this work currently needs to happen at university rather than in the newsrooms.

The Media Development Indicators report says academic courses in journalism are a means of disseminating critical thought about the role of media in society. “Crucially, academic courses should equip media professionals with the skills required for independent thought and analysis – a necessary attribute for professional journalism”, the Media Development Indicators Framework says.

Academic courses are currently the one place where journalism students can be exposed to the need for greater diversity in reporting, and a wider reflection of voices in their respective national media. The media companies that will employ these students, however, currently do not include the wide range of society in the region in their mainstream reporting. Women are excluded a voice, young people are considered to be immature and their views not heard, language groups are denied full access to the media, and groups seen to be on the edge of society such as refugees, minority religions, travelers and nomadic groups and the poor.

The argument for strengthening reporting diversity modules at university is even more persuasive as academic institutions can also provide a forum for public debate about the media, and build links with media organizations and civil society organizations to develop curricula and foster good practice (e.g. through cross-industry training councils).

However, very few universities offer modules in “Reporting Diversity” (RD). The Media Diversity Institute has initiated some work in Egypt (currently 5 journalism professors are teaching RD modules developed through MDI support) and Morocco (currently 5 journalism academics are going through MDI mentoring, selected after MDI-sponsored RD workshops; they are expected to start teaching new modules from October this year). Two initial RD Curricula Development workshops in Morocco were attended by observers from other Maghreb universities. Through this work MDI has become aware of the need to rapidly expand the availability of courses and modules that professors can offer to mass communications / journalism undergraduates.

This project promotes both freedom of expression and media pluralism. It encourages the free flow of information and strengthens the communication capacities in developing countries by working directly with professors of journalism, who indirectly will improve the capacity of young journalists and media students.

Within the context of the MENA region, this includes the development of democratic and participatory media initiatives for citizens through the opening up of information channels to individual beneficiaries and/or communities who may not otherwise have access to mainstream media.

By developing Reporting Diversity Curricula in the Arab region, the projects aims to promote the increase of information dissemination within local communities, and develop academics’ networks both regionally and

internationally (MDI is currently in talks with the UK Westminster University's Communication Department in aim to organize a joint conference in April 2012 for journalism academics from 16 countries who have developed and thought RD modules with MDI support). In addition to this, Cairo University (where three MDI mentees are teaching RD modules) has asked MDI to develop and set up a one-year Media and Diversity diploma course for mid-career journalists from Arab world. Open Society Foundation's Media Network Programme has suggested that MDI add two other universities from Arab speaking countries to this Diploma Course programme. The talks between MDI, OSF and Westminster University regarding the Diploma course and a potential addition in the form of an accredited MA in Reporting Diversity are currently being held.

The proposal to UNESCO will encourage the development of diversity of content, and the representation of a society's different groups and interests, including the voices of women and youth. The project submitted here seeks to develop human resources through improving the capacities, skills, and awareness of teachers in mass communications / journalism responsible for the development of skills and abilities of the next generation of media professionals.

2. DESCRIPTION OF THE TARGET GROUP:

The target group is the 15 teaching staff in 10 mass communications faculties in seven countries involved in this programme. These will consist of primarily new teaching staff under the age of 40 who will be more open to new inter-active teaching methods, and interested in adding new practice-based teaching modules to their courses. Countries / faculties to be included:

- Morocco: Faculté Hassan II Mohammedia; Faculté des Lettres Ben M'sik Casablanca; Institut Supérieur de Journalisme et de l'Information (IFJ Sup); Institut Supérieur de l'Information et de la Communication (ISIC); Al Akhawayn University; Faculté des Lettres Meknès, Université Moulay Ismail
- Algeria: Université Alger
- Tunisia: Instiut de Presse et des Sciences de l'Information (IPSI)
- Mauritania: Ecole Nationale d'Administration, de Journalisme et de Magistrature (ENAJIM)
- Egypt: Cairo University; American University in Cairo; Ain Shams University
- Jordan: Jordianian Media Institute
- Sudan (South Sudan): Juba University (still to decide whom to invite since only Rural Development Department has a Communication / Media module, but JU has serious plans with several foreign donors, UNESCO included, to set up Journalism Department)

3. DEVELOPMENT OBJECTIVE:

The objective is to build a sustainable networks of media professionals at 10 mass communications / journalism faculties in the region who will disseminate critical thought about the role of media in society, in relation to the inclusion of marginal voices in mainstream media and ultimately expand diversity of content.

4. IMMEDIATE OBJECTIVE:

Fifteen professors from mass communications and journalism faculties in the Arab region will develop their own Reporting Diversity modules and teach them at their teaching institutes through a three-day training workshop and a one-month mentoring programme.

5. PROJECT OUTPUTS:

- 15 professors trained in developing new modules, as well as in structures, approaches and techniques for reporting diversity journalism modules.

- 15 professors have access to a network of other colleagues in the MENA region who are in the process of developing similar courses, or who are already implementing them.

6. **ACTIVITIES:**

- Preparation and translation of Reporting Diversity training materials
- A three-day workshop in Rabat for 15 professors from mass communication and journalism faculties in the Arab region to develop their own Reporting Diversity modules outlines and to acquire skills and knowledge to develop their full Reporting Diversity modules
- One-month mentoring programme for the 15 trainee professors to support them for the creation of their own Reporting Diversity modules at their teaching institutes

7. **PROJECT INPUTS:**

- Implementing the above activities will require:
- The provision of a room equipped with the technologies necessary for the distance learning. Such facilities will be provided by the hotel which will host the event: Tour Hassan or Oumlil, depending whether the event will take place during the holiday season when prices in hotels go up.
- A supervisor expert in regional journalism training needs and practices to design the right workshop programme as well as to decide on the right handouts and to select the most appropriate international and local trainers.
- 4 MDI mentors who are actually academics and are already teaching relevant modules. They will teach curricula development methods and present their own modules.
- 4 MDI former mentees from Arab countries who are academics and developed their modules with the help of MDI mentors. They will demonstrate what they've done under the MDI mentoring scheme (it is very important that someone local tells their peers 'This can work, we've been through this with MDI and this is what we teach now thanks to MDI mentoring scheme', thus being the best ambassador for MDI Curricula Development programme).
- A project coordinator to be responsible for the logistics: travel arrangements, accommodations, technical equipment, pre-workshop questionnaires.
- Translation English-Arabic and vice-versa of the handouts and workshop presentations (mainly PPT).

7. **WORK PLAN :**

ACTIVITIES/MONTHS	1	2	3	4	5	6	7	8	9	10	11	12
Anouncement of workshop	■											
Selection of trainers		■										
Deadline for applications		■										
Panel review of applications			■									
Agree course materials with trainers			■									
Agree logistics for training location				■								
Orgainze travel				■								
Hold workshop					■							
Assess Feedback						■						
Project Reporting				■		■						

8. **INSTITUTIONAL FRAMEWORK:**

The Media Diversity Institute (MDI) www.media-divesity.org is an NGO that aims to stimulate media performance for the purpose of mitigating social conflicts, safeguarding human rights, especially vulnerable

groups' rights. The United Nations Alliance of Civilisations Analysis on Media Report 2006 says: "Journalistic training is required to reduce ill-informed inter-cultural media reports that repeat stereotypes and emphasize extremes. Modules and full programs in training culturally-informed and sensitive reporting should be developed with the advice of organizations such as the Media Diversity Institute...". MDI has been active in MENA region, primarily in Israel, PA, Iraq, Jordan, Morocco, Egypt, Mauritania, Algeria and Tunisia since 2004. MDI has trained and worked with 10 faculties of journalism in the MENA region in developing diversity and gender reporting courses.

MDI focuses its activities in the field and maintains a light central management structure. The London Office is the Headquarters and has four regular staff: Executive Director, Project Director, Finance Manager and Project Manager. MDI always works with local partners and every workshop blends international and local trainers in order to have effective training outcomes. MDI was founded in 1998 and has an annual income of around £700,000, which is from European bilateral donors and the European Union. MDI will manage the project in the MENA region through its Rabat office, which opened in 2009.

9. SUSTAINABILITY:

Professors applying for the workshop will have to explain themselves how they intend to use the workshop to further their own course development. The selection panel will only approve those candidates that show clear signs that they intend to apply the workshop in the immediate future. Only the candidates who provide – prior to the workshop - assurances from their universities that they would integrate durably the Reporting Diversity training methods, reading lists and RD training materials into their training programs will be admitted to the workshop. The module outlines produced and presented at the end of the workshop by the participants will enable them to develop full modules on their own after the end of the workshop. This approach means sustainability is engineered into the fabric of the project from the outset.

A Mentor from MDI will follow up the progress of the trainees following the workshop. The mentor will provide contacts, information on relevant training materials including reading lists to support them in developing their own modules. The mentor will encourage the attendees to maintain contact after the course, and will encourage an exchange of contact details. Business and social networking websites are not available in all participating countries, therefore contact will be primarily through email and phone. MDI will also host materials from this workshop on its web portal. MDI will encourage the professors to submit their module outline and/or modules to the Arabic language web pages of the web portal, so they can be promoted and shared with communications departments in other regional universities. If RD Curricular Development 2012 Conference approves by Westminster University and MDI, a selection of attendees from this workshop will be invited.

8. FRAMEWORK OF MONITORING:

The project will be monitored by the UNESCO Office in Rabat. It will also invite a Moroccan state radio to collaborate in monitoring the project.

9. EVALUATIONS CARRIED OUT:

The training needs assessment is based on MDI's experience already working in this area in Morocco and Egypt with observers from Mauritania, Algeria and Tunisia. Most recently MDI held two Reporting Diversity Curricula Development Workshops in Rabat and Ifrane in 2009. The main aim of the workshops was to introduce the central concepts that underpin the practice of critical, inclusive, and responsible journalism. MDI learned from this process that while there was a reasonable gender mix at both workshops, the participating universities had sent well-established academics with full professorships, which meant they felt too senior for engaging subsequently in a mentoring process. MDI recommends that this kind of workshop is for junior lecturers, those who are still looking for their subject / orientation and who are eager to learn new modules.

Despite this, there was a huge interest in methodologies used by the speakers, their reading lists, teachers' literature as well as how to adopt the interactive exercises presented at the workshops for students who sometimes make groups of over 200.

10. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING:

Milica Pesic, Executive Director of MDI will report on project progress on a four-month basis to the UNESCO Office in Rabat and submit a comprehensive final report describing the extent to which the immediate objectives of the project were achieved.

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)	
Promotion of workshop in seven countries: web editor (\$100 x 7 countries = \$700) and advertisements (\$200 x 7 countries = \$1400)	2 100
Translation costs	400
Participants' accommodation and meals (\$90 per day x 15 participants x 3 days)	4 050
Mentors' accommodation and meals (\$90 per day x 8 mentors x 4 days)	2 880
Four local mentors fees (at a rate of \$100 per day x 4 mentors x 3 days)	1 200
Four international mentors fees (at a rate of \$250 per day x 4 mentors x 3 days)	3 000
Mentoring programme supervisor (28 days at a rate of \$250 per day)	7 000
Local travel (\$30 x 5 participants)	150
Regional travel (\$300 per flight x 10 participants and 4 trainers)	4 200
International travel (\$600 per flight x 4 trainers)	2 400
Venue hire (\$200 x 3 days)	600
Interpreters (\$275 x 2 people x 3 days)	1 650
TOTAL:	US\$ 29 630

BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION (in US dollars)	
Project coordination in Morocco (\$300 x 6 months)	1 800
Project reporting	600
UK communication costs (\$58 x 6 months)	350
Training materials / handouts in English and Arabic (\$500 x 8)	4 000
Independent evaluator (\$100)	100
TOTAL:	US\$ 6 850

EUROPE

ARMENIA

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	SOCIAL REPORTING MEDIA: DEVELOPING CITIZEN JOURNALISM IN ARMENIA
2.	NUMBER	IPDC/55ARM/01
3.	MEDIA DEVELOPMENT INDICATORS' CATEGORY	Category 3: Media as a platform for democratic discourse
4.	IPDC PRIORITY AREA	Promotion of Freedom of Expression
5.	SCOPE	National
6.	TYPE OF ASSISTANCE REQUESTED	Training and equipment
7.	TOTAL COST OF PROJECT	US\$ 45 300
8.	AMOUNT REQUESTED FROM IPDC	US\$ 16 500
9.	BENEFICIARY BODY	<p>“PanARMENIAN Media” 5 Alek Manukyan Street, Yerevan, 0025, Armenia Tel.: +374 10 551749 / pr@panarmenian.net Contact: Arpiné Grigoryan, Head of Communication</p>
10.	IMPLEMENTING OFFICE	<p>UNESCO MOSCOW OFFICE Anna Yutkina, Project Manager for Communication and Information, a.yutkina@unesco.org</p>
11.	PROJECT LOCATION	Armenia, regions of Shirak and Tavrusk
12.	PROJECT PREPARED BY	<p>Arpiné Grigoryan, “PanARMENIAN Media” LLC; Marius Lukosiunas, UNESCO Moscow Office; Anna Yutkina, UNESCO Moscow Office</p>
DECISION OF THE BUREAU:		

B. PRESENTATION

1. PROJECT JUSTIFICATION:

During the last 20 years the Armenian media have gone through a path of commercialization, which has started at a point of state-controlled newspapers and one national TV broadcaster and currently stands at the 27 TV channels/20 newspapers /25-online media level. The last two years with the evolving broadband internet have brought a new speed to the process of media development. Increased internet accessibility in the communities has created expanded opportunities for the development of alternative channels of information. Social media and fragmented citizen journalism attempts have often covered a gap in the need for information.

However internet penetration rates in the country still do not allow for a revolutionary intervention of new technologies. According to the latest country-wide survey on internet accessibility conducted by the World Bank (2008), only 5.8% of the Armenian population use internet.

While the Government is rapidly moving for a complete digitalization of TV broadcast, real development of the media demonstrates a dramatic decentralization and isolation of regional media outlets. National TV broadcasters and major print media devote least attention to the coverage of regional situation. Low coverage of provinces comes from 1) the lack of commercial interest in the regions (few sponsors, no commercials/ads), 2) limitation of financial resources necessary to keep staff journalists in the regions, 3) low quality of materials coming from the regional journalists, 4) lack of active political life in the regions, etc.

Thus we have a situation when more than half of the Armenian population is deprived of its right to receive timely, objective and diverse information. Numerous attempts to solve the issue by injecting grant resources into the system and creating correspondent points or alternative information dissemination channels have failed. The wider population still has little trust in “imported western” tools and non-grass-root, non-indigenous tools.

Current project suggests diversifying the information flows in the country by identifying and utilizing the sleeping capacity of citizen journalism in the regions. The number of registered active users on social media platforms (more than 300.000 registered on Odnoklassniki and 58.000 on Facebook) demonstrates an unutilized capacity of social networking in the country. The project will build on the growing interest in new technologies, youth activism in the region and the existing civil society resources.

2. DESCRIPTION OF THE TARGET GROUP:

Two regions are identified for the pilot phase of the project. Shirak is one of the most active regions in terms of civil society development. The region is rich in media resources including Asparez Journalists Club, 4 TV outlets, 5 newspapers (one of which has an online version) and a number of active NGOs. Tavush region was selected because of its underdeveloped civil society and media infrastructure.

The immediate target of the project is the anticipated group of citizen journalists and student journalists in the identified communities. The project team will work with the target group to build a core body of citizen journalists and to empower them to act as change agents in the communities.

The secondary target is the community at large, which will benefit from the increased and diversified supply of information. This group will further partially merge with the initial target group while the project expands.

3. DEVELOPMENT OBJECTIVE:

The project contributes to increasing the plurality and diversity of media in Armenia and enhances the capacities of targeted communities, which did not have access to effective information and communication channels, to use media as a platform for democratic discourse.

4. IMMEDIATE OBJECTIVE:

Website to provide a channel of citizen journalism from communities of Shirak and Tavush developed, catering to the information and communication needs of the targeted communities, based on the created network of trained regional citizen journalists.

5. PROJECT OUTPUTS:

- At least 5 people in each of the targeted regions trained to serve as mentors for citizen journalism regional hubs;
- At least 2 PSA produced, a leaflet and a mini-guide (500 copies) printed and circulated through local information channels to highlight the project;
- An active channel for receiving citizen journalism submissions created;
- An active website operated, connecting the traditional media flow on PanARMENIAN.Net to the citizen journalism content, with consequent increase of the coverage of regional news in national media;
- At least 20% of the citizen journalism information developed into investigative journalism and analytical materials on the traditional media resources;
- A network of regional citizen journalists developed.

6. ACTIVITIES:

- Baseline research/needs assessment: The project will start with a comprehensive needs assessment in the pre-identified regions. The assessment will 1) collect baseline data on regional information flows to national media; 2) track public perceptions and requirements for media products; and 3) map the internet accessibility in the communities.
- During further stages, the project team will be able to measure the progress of the strategy against the baseline data. Progress indicators and expected deliverable products of the projects will also derive from the collected baseline information.
- Outreach visits and orientation: The project team will conduct public outreach events in the target regions. In cooperation with the local municipalities and civil society organizations, the team will organize public meetings with the active groups, youth, NGOs and media in the two regions to highlight goals and strategies of the project. The auditorium will be invited to submit information to the news flow and to volunteer as citizen journalists. The invitation will be expanded to wider public through PSAs and media announcements circulated via local channels. Information brochures will be designed and disseminated in local internet cafes, clubs and schools.
- Training for mentors: Along with the public engagement events, the project team will announce a call for letters of interest among regional journalists and freelancers. At least 5 people will be selected and further trained and recruited to become mentors and facilitators of the citizen journalists in places.
- The training will be conducted by the project team together with a hired consultant
- The Website: The project team will design and plug in a website to broadcast the flows of information coming from the citizen journalists. The website will be linked to the existing www.panarmenian.net resource. The citizen reporting channels will include text messages (SMS), web interface, mobile internet and calls. An editor will be hired to administer the website content. Minimum censorship will be imposed on the content by the Editor to exclude violent and terrorist messages.
- Competitions and Awards: The project team will organize quarterly public meetings in the regions to highlight the successes of the citizen journalism project and to engage new volunteers.
- The best and most active citizen journalist in each region will be awarded with the traditional “Best /season/ citizen” symbolic award (ex. Best summer citizen).

- Evaluation: A final evaluation of the project will be conducted upon completion of the first project year to measure the progress of the project against the planned indicators and provide a set of recommendations on future programming in this area.

7. PROJECT INPUTS:

- Two sets of LCD projector and a netbook for the outgoing workshops and outreach meetings in the regions. In a long run the equipment is necessary not only for the planned training events but also for ongoing citizen journalism sessions during which the produced materials will be “broadcasted” for local audiences. Community discussions will follow the sessions. Each required set will make \$1500 for the Epson EMP-822H LCD projector and \$400 for the Asus Eee PC 1005 PE netbook.
- GPRS-enabled mobile phones for the facilitators of citizen journalists in each community. The team plans to fundraise for this item with one of the leading mobile operators.
- One computer for the editor to collect and publish the citizen journalist reports on the website: INTEL Dual Core E5200-2.53 GHz, \$800; the computer will be used within and beyond the project period.

8. WORK PLAN:

ACTIVITIES/MONTHS	1	2	3	4	5	6	7	8	9	10	11	12
Baseline research/needs assessment	■	■										
Development of the website	■	■										
Outreach visits and orientation in both regions			■									
Announcement and call for letters of interest among local journalists in both regions				■	■							
Selection and training of people for becoming mentors and facilitators in each community in both regions				■	■							
Competitions and awards in both regions								■				■
Accepting and publishing reports from citizen journalists				■	■	■	■	■	■	■	■	■
Project Evaluation and next step planning											■	■

9. INSTITUTIONAL FRAMEWORK:

PanARMENIAN Media will be the umbrella organization for the project and its implementing organization. PanARMENIAN Media includes PanARMENIAN Network (PanARMENIAN.Net) online news resource, which has a monthly audience of 250.000 visitors and 660.000 pageviews, the PanARMENIAN Photo Agency and the PanARMENIAN News Agency. PanARMENIAN Media is specialized in media production and has a leading role among online resources. The PanARMENIAN Network has been operating since 2000 and has created viable mechanisms of financial sustainability. The suggested new direction will add a brand-new service to the pallet of PanARMENIAN media products. The project strategy implies smooth merging and integration of the new direction to the existing portfolio of the Organization and foresees the project’s sustainability.

10. SUSTAINABILITY:

By the end of the project, the team will design a long-term development strategy for the new direction and will encourage engagement of most active citizen journalists into other directions of PanARMENIAN Media operations.

In case the citizen journalism project itself is not financially sustainable during the pilot first year of the project PanARMENIAN Media will use its own resources to back-up the project. A long-term strategy for this direction suggests expanding the citizen journalism network to all regions of the country.

11. FRAMEWORK OF MONITORING:

PanARMENIAN Media suggests involving Internews Armenia for monitoring activities of the project together with the UNESCO Office in Moscow. Internews Armenia is the leading media development agency specialized in alternative media and journalism trainings.

12. EVALUATIONS CARRIED OUT:

PanARMENIAN Media plans to contract Internews not only for the ongoing external monitoring of its mid-term outputs but also will commission an independent final evaluation to this organization, Internews will be required to assess the success and impact of the “Evolving Citizen Journalism in Armenia” project against the progress indicators identified through the baseline assessment.

13. FRAMEWORK OF BENEFICIARY AGENCY’S REPORTING:

PanARMENIAN Media will submit quarterly project activity reports to UNESCO Office in Moscow and will send a final comprehensive report on the project describing the objectives that were achieved in the project. The Final report will incorporate the results and recommendations of the external evaluation of the project, as well as the feedback of primary beneficiaries and major stakeholders of the project.

Arpine Grigoryan, the Head of Communications at PanARMENIAN Media will prepare and submit the reports.

C. ADDITIONAL INFORMATION

PanARMENIAN Media has established contacts with a major telecom operator in Armenia which agreed to provide GPRS enabled mobile phones with free monthly plans for facilitators of community citizen journalists. PanARMENIAN Media will contribute in-kind and monetary resources into the project, including staff-time for basic implementers of the project as well as office facilities, equipment and internet connection. PanARMENIAN Media has established initial contacts with local municipalities, NGOs and Media outlets in the target regions which will facilitate the initial communication on community level.

C. ADDITIONAL INFORMATION

Previous IPDC support received:

PROJECT N BUDGET CODES	FUNDS (US \$)	PROJECT TITLE	PERIOD
PDC/16ARM/01 352-ARM-61	90,000	ARMENIA: ESTABLISHMENT OF INTERRELATION WITH THE WORLD TELEVISION NETWORK	1996 – 1998
PDC/19ARM/01 352-ARM-91	40,000	DEVELOPMENT OF JOURNALISM TRAINING	1999 – 2001
PDC/52ARM/01 354-ARM-5071	30,000	ARMENIA: “TV BRIDGE”	2008 - 2009
PDC/53ARM/01 354-ARM-5071	17,600	BUILDING THE CAPACITY OF COMMUNITY RADIO BROADCASTING SERVICES TO COVER LOCAL SOCIO-POLITICAL ISSUES	2009-2010
		Total Armenia: US\$ 177,600	

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)	
Baseline research conduction (\$50 a day X 44 man-days)	2 200
Travel costs (\$60 X 20 trips)	1 200
Beverages for the participants of outreach events (\$200 X 2 events)	400
Production of 2 PSAs (\$1 500 X 2)	3 000
Design, printing of leaflets and mini-guides for citizen journalists (\$4 X 500 copies), distribution	2 000
One consultant (\$50 per day X 10 days)	500
Training Materials printing	200
Local travel for participants (\$10 X 5 participants X 2 regions)	100
Meals and Coffee breaks during the training (\$150 X 2 regions)	300
Web development	1 200
Web/graphic design	800
Epson EMP-822H LCD (\$2 x 1500)	3 000
Asus EEEPC 1005 PE netbook (\$2 x 400)	800
INTEL Dual Core E5200-2.53 GHz	800
TOTAL:	US\$ 16 500

BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION (in US dollars)	
Staff Costs (2 staff members X 12 months)	14 400
Project manager (12 months)	12 000
Project Reporting	400
Communication and Internet connection	1 000
Administrative expenses (12 months)	2 000
TOTAL:	US\$ 29 800

BELARUS

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	DEVELOPMENT OF INTERNET TELEVISION WITH CITIZEN PARTICIPATION IN BELARUS
2.	NUMBER	IPDC/55 BLR/01
3.	MEDIA DEVELOPMENT INDICATORS' CATEGORY	Category 5: Infrastructural capacity is sufficient to support independent and pluralistic media
4.	IPDC PRIORITY AREA	Promotion of Freedom of Expression
5.	SCOPE	National
6.	TYPE OF ASSISTANCE REQUESTED	Training Support and Equipment
7.	TOTAL COST OF PROJECT	US\$ 75 670
8.	AMOUNT REQUESTED FROM IPDC	US\$ 33 370
9.	BENEFICIARY BODY	BelaPAN Information Company Office 3, 17 Akademicheskaya St., Minsk, 220012, Belarus Contact: Director Ales Lipay, tel.: +375-17-292-5501, e-mail: lipay@belapan.com
10.	IMPLEMENTING OFFICE	UNESCO MOSCOW OFFICE Anna Yutkina, Project Manager, a.yutkina@unesco.org Marius Lukosiunas, Advisor, m.lukosiunas@unesco.org
11.	PROJECT LOCATION	Minsk, Belarus
12.	PROJECT PREPARED BY	BelaPAN Information Company Marius Lukosiunas, UNESCO Moscow Office; Anna Yutkina, UNESCO Moscow Office
DECISION OF THE BUREAU:		

B. PRESENTATION

1. PROJECT JUSTIFICATION:

Information field of Belarus is characterized by the state monopoly on the electronic media, the authorities' protectionism with regard to the state-run media and hindrances to the operation of the privately owned ones. On the other hand, there is freedom of expression in the Belarusian Internet, where the non-state point of view on the events that take place in Belarus dominates over the "official" vision. Constant rise in the number of Internet users (up to 7-8 mln in the next few years), development of Internet technologies in terms of speed increase and access quality, introduction of new standards of mobile connection will characterize the development of Internet and growth of its audience in Belarus. All these factors will contribute to increased demand for Internet television with independent and reliable content. This kind of television will target economically and culturally active part of Belarusian society, in the first place, the young who will be able to enjoy strengthened freedom of expression.

According to Beltelecom, Belarus' main telecommunications provider, the number of Internet users in the country exceeded three million people as of February 2010, which accounts for nearly 30 percent of the country's population. Beltelecom itself and the other providers render services of broadband Internet (high-speed ADSL and fiber-optic Internet). The launch of a network using WiMAX wireless broadband access is being prepared in Minsk. The network is expected to unite about one million users by the end of 2010. Some Belarusian mobile operators render 3G standard services, which include high-speed Internet access and video telephony.

At least 10 Belarusian websites upload videos on a daily basis. However, their content is mostly limited to snippets of television programs and reports made by Belarusian or foreign television channels. The audience of the websites with video content fluctuates between 2,000 and 3,000 people and demonstrates steady growth. None of the Belarusian sites have engaged users to create video content or to share videos yet.

The current project seeks support to upgrade technical and human resources capacities of the existing media platform of BelaPAN Information Company to develop popular Internet television with citizen participation in Belarus which would diversify the information flows in the country, promote citizen journalism and strengthen freedom of expression in the electronic media in Belarus.

2. DESCRIPTION OF THE TARGET GROUP:

BelaPAN Information Company, located in Minsk (Belarus), involved in the development of internet television with citizen participation in Belarus.

3. DEVELOPMENT OBJECTIVE:

The project contributes to increasing the plurality of media in Belarus and developing infrastructural capacity to generate citizen's engagement with the media.

4. IMMEDIATE OBJECTIVE:

Popular independent Internet television with citizen participation launched, capable of providing independent and high quality information about current socio-economic and cultural events in Belarus and based on a broad social network of citizens in Belarus, participating in the production of Internet content, sustained with well trained media professionals and strengthened technical capacity.

5. **PROJECT OUTPUTS:**

- A new multimedia platform of television journalism will be developed in Belarus. Within one year of Internet Television broadcasting, daily audience of 10,000 visitors will be achieved; the internet television will be cited among Top 10 online media outlets of Belarus and among Top 3 websites offering video content.
- Staff of BelaPAN Information Company (technical director, producer, video editor, web editor, editor-in-chief, cameramen, editor of users' content) will be trained on the development of Internet television with citizen participation; production of video programmes using its own and users' content and further broadcasting.
- A broad social network of citizens in Belarus, participating in the production of Internet content, will be developed and supported.

6. **ACTIVITIES:**

- Development of the website for the launch of multimedia platform.
- Technical capacity-building equipment of the studio.
- Training of staff (media professionals) and consequent production of pilot programmes.

Training of the personnel will accompany production of the pilot programmes. A creative team of trainers and BelaPAN executives will be working on the production of the programmes. The team is to be formed and trained accordingly: technical director, producer, video editor, editor-in-chief, cameraman, system administrator, web editor.

The following pilot programmes will be developed and launched online:

- News (five to six main events of the day; daily broadcasting)
- City scope (overview of the most significant events to take place the following week)
- Purse (an economist's comment on the current market situation and its implications for common people) and People's Whip Hand (programme dedicated to consumers rights protection)
- Personal view (interview)
- Freedom of Expression (street opinion poll), etc.

7. **PROJECT INPUTS:**

- for on-the-spot shooting, a set for mobile video shooting (PANASONIC Camcorder AG-HPX-174), studio shooting (remotely controlled studio cameras Panasonic Handykam (3 pcs.), TLM-702 monitor racks (4 pcs.), a set of microphones (4 pcs.), a set of light equipment;
- for program editing (CE500 video mixer);
- for broadcasting itself (software for IP broadcasting).

To allow production of programmes in the studio, the room will be sound insulated, mobile backs for various programs will be designed and installed, working places for news casters will be organized.

All the equipment will be used within and beyond the project period.

8. WORK PLAN:

Stage 1: Developing of the website, purchasing equipment, equipping the studio for production of video programmes, capacity-building of personnel. Duration – two months (April - May 2010).

Stage 2: Internet broadcasting, daily release of two informational programmes and uploading additional separate videos to the website. Duration – 6 months (May – October, 2010).

ACTIVITIES / MONTHS	1	2	3	4	5	6	7	8
Developing of the website, purchasing equipment, equipping the studio for production of video programmes, capacity-building of personnel	■	■						
Internet broadcasting, daily release of pilot programmes, uploading of additional video content to the website		■	■	■	■	■	■	■
Submission of final report								■

9. INSTITUTIONAL FRAMEWORK:

"BelaPAN" stands for "Беларускае прыватнае агенцтва навін" (Belarusian Private News Agency). Founded in 1991, BelaPAN, a non-state corporation, has developed a reputation of being an independent and reliable source of information in Belarus and abroad. Reports by BelaPAN are published by the leading state and non-state newspapers in Belarus and are referred to by leading radio stations and television networks in the world. BelaPAN reports in Belarusian, Russian and English languages and has a developed network of correspondents that covers the entire territory of Belarus. BelaPAN focuses on: political events in the country and the government's foreign-policy activities; human rights situation; the economic and financial situation in modern Belarus; events in the social, cultural and other spheres of Belarusian society.

BelaPAN is the only Belarusian contributor to an international project, CEE-Business Line, a collection of latest economic news from Central and Eastern European countries. BelaPAN won the Dmitry Zavadsky prize "For Courage and Professionalism" in 2004 as for "impeccable reputation and journalists' high professionalism." The company won the Zeit Foundation's Young Press of Eastern Europe annual award in 2005. BelaPAN and its online newspaper Belorusskiye Novosti were awarded a Rунet Prize as the best online Russian-language source of news outside Russia in 2006.

10. SUSTAINABILITY:

We expect that the launched Internet television will gain large and permanent audience and become self-sustainable.

The developed and supported network of users, participating in the production of Internet content, will constitute the base for further evolvement of Internet initiatives with citizen participation in Belarus.

11. FRAMEWORK OF MONITORING:

The monitoring of the results of the project can be implemented with the help of Google Analytics instruments or any other open system. Suggested indicators for assessing results:

- data about the number and quality of audience on the basis of the Google Analytics;
- number and quality of the produced materials;
- level of audience involvement in the production of content for the website;
- experts' assessments.

12. EVALUATIONS CARRIED OUT:

Successful operation of the *Belorusskiye Novosti* online newspaper and BelaPAN's Multimedia News Department, as well as regular contacts with experts in the sphere of multimedia news production, Internet market and Internet technologies provided ground to assess the need for this project.

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING:

Quarterly reports are to be provided regularly to the UNESCO Moscow Office. The first report shall be made upon the completion of the first stage (when the website development is finished). Final report will be submitted upon completion of the project. Ales Lipay, Director of BelaPAN Information Company, will be responsible for preparing and submitting the reports.

D. BUDGET	
BREAKDOWN OF IPDC CONTRIBUTION	
(in US dollars)	
1. Building technical capacity: Purchasing equipment	
Studio cameras Panasonic Handycam (\$1 500 x 3)	4 500
Software for IP broadcasting	2 200
CE500 video mixer	1 200
TLM-702 monitor racks (\$300 x 4)	1 200
A set of microphones to use in a studio (\$125 x 4)	500
A set for making mobile videos PANASONIC Camcorder AG-HPX-174	12 000
A set of light equipment for a studio	4 100
2. Training, Development and Production of pilot programs	
Technical management	1 170
Video editing	1 040
System administrating	780
Web editing	780
Programme Editing	1040
Filming	910
Fees for trainers (\$97,5 x 10 days x 2 trainers)	1 950
TOTAL:	US\$ 33 370

BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION	
(in US dollars)	
Project management (8 months)	5 600
Website testing and follow-up activities	2 600
Personnel selection	1 300
Studio sound insulation, design, furniture)	5 500
Production of additional video content	27 300
TOTAL:	US\$ 42 300