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INTERNATIONAL
PROGRAMME FOR THE
DEVELOPMENT OF
COMMUNICATION

**NEW PROJECTS
SUBMITTED TO THE
IPDC**

Part II: ASIA AND THE PACIFIC

**IPDC BUREAU
Forty-eighth meeting**



**UNESCO HEADQUARTERS, PARIS
7-9 MARCH 2005**

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REGIONAL PROJECT

A. PROJECT IDENTIFICATION		
1.	TITLE	ABU: EXPANDED PRODUCERS SKILLS TRAINING IN CO-PRODUCTION FOR CHILDREN'S TELEVISION
2.	NUMBER	PDC/48 RAS/01
3.	CATEGORY OF MASS MEDIA	TELEVISION
4.	IPDC PRIORITY AREA	HUMAN RESOURCE AND COMMUNITY MEDIA DEVELOPMENT
5.	SCOPE (national, regional, interregional)	SUB-REGIONAL AND REGIONAL
6.	TYPE OF ASSISTANCE REQUESTED	FINANCIAL
7.	TOTAL COST OF PROJECT	US\$ 84 800
8.	AMOUNT REQUESTED FROM IPDC	US\$ 77 500
9.	BENEFICIARY BODY	ASIA-PACIFIC BROADCASTING UNION
10.	IMPLEMENTING BODY	ASIA-PACIFIC BROADCASTING UNION KUALA LUMPUR, MALAYSIA
11.	PROJECT LOCATION	KUALA LUMPUR, MALAYSIA
12.	PROJECT PREPARED BY	DIRECTOR, PROGRAMME DEPARTMENT OF ABU, WITH SUPPORT FROM ACI/ASIA
DECISION OF THE BUREAU:		

B. PRESENTATION

1. BACKGROUND AND JUSTIFICATION

The pervasiveness and easy accessibility of commercialised western programmes still dominates Asian screens, making them main sources of information and entertainment for the masses including children. Public broadcasters, especially in the developing countries, are fighting to overcome this problem as they lack the skills and financial resources to produce content of substance which their children will not only enjoy but be culturally enriched, enlightened and be engaged on.

The Asia-Pacific Broadcasting Union (ABU) initiated, 12 years ago, its annual Children's Programme Item Exchange Meeting in partnership with UNESCO, which enables an average of 40 regional children's producers to screen and discuss items brought for exchange, on a rights-free basis. A training workshop element was added to further enhance this activity, tailoring the training to the needs of these producers, who come from ABU's 103 broadcasting members across 53 countries and territories. This activity has grown not only in participation numbers but has also created new projects like ABU's 1st co-production of Children's Drama Series with 6 members producing an episode each, based on a common theme, for broadcast. This project was supported by IPDC in 2004 to train 3 producers from developing countries, to produce their episodes under the supervision of an Executive Producer (EP) assigned by the ABU. Training by the EP was done through regular online communication, personal visits and co-production meetings.

The co-production project was the brainchild that developed from the Children's Programme Item Exchange Meeting. A group of 6 active members formed the 1st batch of participants. Through their efforts, the project resulted in 6 completed episodes ready for broadcast in participating members' countries.

This proposal aims to seek IPDC's support for training of producers from developing countries on two fronts.

The first front is to enable the further growth of this co-production project to cultivate and train a 2nd batch of children's producers from developing countries. For the 2nd batch, 6 new members will be invited to join the current 6 to participate in this ongoing project. This proposal seeks to support the 7 producers from developing countries who will be among the 2nd batch of co-production members. In conjunction with the one-on-one training given to the co-production members, on a broader level, an expanded skills training will be conducted in each targeted sub-region of a co-production member, so as to train additional producers in the children's drama format.

The second training front is through this expanded training where the ABU would like to get IPDC's support to provide fellowships to invite 3 – 5 children's producers from neighbouring developing countries to participate. This training will be open to non-ABU members who are geographically close to co-production members' sub-region / region. They will participate at their own cost.

The ABU's objectives are to train as many children's producers in developing countries to enable them to produce and broadcast relevant meaningful programmes as well as build the co-production series collection for distribution and broadcast within and beyond the Asia-Pacific region for the vast children's audience.

2. DESCRIPTION OF THE TARGET GROUPS

Two target groups of children's TV producers from countries in the Asia-Pacific region:

- Primary targets: 7 producers from developing countries are expected to be funded. There will be 12 producers from the ABU membership in the 2nd batch;
- Secondary targets: ABU members who are close geographically to primary targets : 3 – 5 invited children's producers from developing countries are expected to be funded.

3. IMMEDIATE OBJECTIVES

- To train and cultivate 7 Children's TV producers from developing countries on producing unique original content in drama format;
- To produce 7 new episodes of 15 min. children's drama targeted at 7- 9 year olds, based on the common theme, *Mental Growth of Children in Different Situations*;
- To train and nurture a new pool of children's TV producers in developing countries from the sub-region / region through the expanded workshops;
- To produce a handbook of 'tips' on children's drama production for current and future children producers' use and reference;
- To develop and popularise the children's drama format in children's programming in the Asia-Pacific region.

4. DEVELOPMENT OBJECTIVE

To encourage talented children's TV producers from developing ABU members to produce their multi-cultural diversity through the co-production to help promote understanding and awareness of their own children and cultures to other children around the world.

To advance the level of children's programming within their own organisations and sub-regions / regions.

5. PROJECT INPUTS

EP supervises participating 7 producers through site visits and regular online communication.

Training workshops - 13 in all, with:

- Annual regional workshop for 40 children's producers;
- 2 co-production meetings with an average of 13 producers (including EP) each time;
- 7 on-site visits i.e. one visit to each developing member;
- 3 expanded training sessions for ABU and non-ABU members, conducted by EP;
- ABU screening events – at least 3, i.e. one regional workshop and 2 co-production meetings. In addition, at international competitions like Japan Prize, the ABU-CASBAA-UNICEF Child Rights Award, at the ABU General Assembly venue, forums on children's media in Asia etc.;
- Financial support for EP, fellowships for 7 children's producers from developing countries to attend the producer's co-production meetings, funding to organise the expanded sub-regional / regional training sessions and fellowships for 3 – 5 invited children's producers from neighbouring developing countries to form part of this project.

6. PROJECT OUTPUTS

- Network of children's TV producers made operational and enhanced within ABU;
- 12 children's TV producers trained;
- 12 episodes of 15 min. drama series produced and exchanged between participating members;

- 3 – 5 children’s producers from developing countries in the sub-regions / regions will be trained at each expanded skills training session.

7. WORK PLAN

2005

Month 1: 1st meeting of the 2nd batch – screening of all 1st batch episodes; confirming framework, concept, mechanism and story outlines for 2nd batch;

Months 3 / 4: Finalise project details i.e. individual scripts, budget etc. with EP (online correspondence); contract between ABU and participating members;

Months 5 / 12: Executive Producer’s on-site visit to 7 members with expanded training conducted (3 workshops – regions to be determined); commencement of production (members stagger production commencement);

Month 7: 2nd co-production meeting for 2nd batch; programme development and production workshop – screening of completed episodes, review and discussion; screening of completed episodes at Children’s TV Programme Exchange Meeting and Workshop;

Months 10 / 11: Screening of completed episodes around the General Assembly venue to showcase co-productions to all members;

Month 12: Completion of Children’s Drama co-production, 2nd batch series.

8. INSTITUTIONAL FRAMEWORK

ABU, in association with its member broadcasting organisations in the ABU region will select the network participants, conduct network and training workshops and supervise the respective productions.

9. SUSTAINABILITY

ABU will continue to collect, update and disseminate information on the co-production through its newsletter, e-newsletter, the dedicated web and e-mail blasts to members. It will also promote it in its regular children’s activities. The Children’s Working Party will thoroughly initiate this project in association with Director, Programme Department of ABU.

10. FRAMEWORK OF MONITORING

ABU will continue to collect, update and disseminate information on the co-production through its newsletter, e-newsletter, the dedicated web and e-mail blasts to members. It will also promote it in its regular children’s activities. The Children’s Working Party will thoroughly initiate this project in association with Director, Programme Department of ABU.

11. EVALUATIONS CARRIED OUT

ABU’s own evaluation of the ongoing children’s television item exchange has been positive with over 25 producers exchanging an average of 95 items. In addition, the ABU Co-production project has generated interest among the membership, having had exposure through the workshop sessions on children’s drama, encouraging them to participate in future batches.

This permanent children’s television producers’ network is expanding with increased participation in this international programme exchange with programmes from EBU and URTNA.

12. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING

The ABU will provide brief implementation reports covering the activities conducted in each four-month period and a descriptive final report at the completion of the project.

C. ADDITIONAL INFORMATION

Previous IPDC support received by the country

ABU has benefited from numerous IPDC projects in the past.

Preparatory activities completed prior to submission of the project to IPDC

Since its establishment in 1992, the ABU's children's programme item exchange has grown from just 13 producers to over 25 producers, exchanging nearly 95 items every year. This expansion was possible with the partnership and funding support from UNESCO Regular Programme. The exchange meeting was combined with workshop to improve the items since 2000 when the *Children's Programme Working Party* was established. The start of the ABU Training and Co-production For Children's Television in 2004 is progressing with 2 co-production meetings held, 2 on-site visits by the EP and one episode completed, one in final stage of post-production and the remaining 4 episodes at various stages of development.

Assistance sought other than IPDC

ABU will approach the Hoso-Bunka Foundation (HBF)-Japan among others to facilitate the increase of the number of participants other than those expected to be funded through IPDC assistance and for the expanded sub-regional / regional workshops.

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION IN US\$

Producer's co-production meetings (including airfare, accommodation and DSA):	10 000
Producers co-production meeting supplies and equipment:	1 500
Overall supervision by executive producer (honorarium, travel, accommodation, DSA) for on-site visits to 7 developing members:	15 000
EP's fee for distance training, (estimated at a rate of US\$ 200/day):	35 000
Organisation of 3 expanded training sessions (2 / 3 days @):	3 000
Fellowships for 5 children's producers from neighbouring developing countries to attend 3 expanded trainings (including airfare, accommodation and DSA):	8 000
Production of handbook:	1 500
Opening title sequence production:	2 500
Monitoring:	1 000
<u>TOTAL:</u>	77 500

**BREAKDOWN OF BENEFICIARY'S CONTRIBUTION
IN US\$**

ABU staff assigned to coordinate co-production project:	4 000
Attending 2 producers' co-production meetings, 2 days each (including airfare, accommodation and DSA):	2 500
Implementation costs, including materials, communications etc.:	800
<u>TOTAL:</u>	7 300

REGIONAL PROJECT

A. PROJECT IDENTIFICATION		
1.	TITLE	ABU: WORKSHOP ON LOW-COST DIGITAL TV STUDIO FACILITIES
2.	NUMBER	PDC/48 RAS/02
3.	CATEGORY OF MASS MEDIA	RADIO/TELEVISION
4.	IPDC PRIORITY AREA	HUMAN RESOURCE DEVELOPMENT
5.	SCOPE (national, regional, interregional)	REGIONAL
6.	TYPE OF ASSISTANCE REQUESTED	FINANCIAL
7.	TOTAL COST OF PROJECT	US\$ 34 400
8.	AMOUNT REQUESTED FROM IPDC	US\$ 23 760
9.	BENEFICIARY BODY	LESS AFFLUENT NATIONAL BROADCASTING ORGANISATIONS IN ASIA AND THE PACIFIC
10.	IMPLEMENTING BODY	ASIA-PACIFIC BROADCASTING UNION KUALA LUMPUR, MALAYSIA.
11.	PROJECT LOCATION	ASIA PACIFIC REGION
12.	PROJECT PREPARED BY	DIRECTOR, TECHNICAL DEPARTMENT ASIA-PACIFIC BROADCASTING UNION, KUALA LUMPUR, MALAYSIA
DECISION OF THE BUREAU:		

B. PRESENTATION

1. BACKGROUND AND JUSTIFICATION

Communication to rural population in developing countries is essential to bring various development – poverty eradication and health-related – information to them. Broadcasters in developing countries, whilst being entrusted with this responsibility, are handicapped by high costs of establishing and operating broadcasting services, particularly with the analogue techniques. Digital technology provides affordable means for programme acquisition and production. However, this needs specialised knowledge to be able to design effective studio facilities that are low-cost, but which provide at the same time the required functionality. These facilities include acquisition, post-production, play-out and archives.

In their attempts to migrate to digital systems, broadcasters in developing countries tend to fall victim to high-pressure sales persons and are in the danger of selecting proprietary technologies with no after-sales support or possibilities of upgrading. The experience of engineers who have considered these aspects and have designed and installed modern broadcast systems will be invaluable to these “small” broadcasters.

The Asia-Pacific Broadcasting Union (ABU) is a professional association of over 100 broadcasting organisations in 38 countries of the Asia-Pacific region. The mandate of the ABU is to assist in the development of radio and television in Asia and the Pacific, in the interest of the audiences served by its members. Supporting member organisations, in their efforts to enhance their technical capacity and therefore to migrate into digital production systems, fall within the major objectives of ABU. The purpose of this proposal is to seek funding to support less affluent broadcasting organisations in the region to acquire relevant know-how and to design appropriate digital solutions suitable to their financial resources.

For this purpose, ABU requests assistance from the IPDC to hold a regional workshop on designing low-cost digital TV studio facilities for its member broadcasting organisations. The ABU will invite experts in the field of studio system design to be resource persons at the workshop that will allow engineers from developing countries attending to benefit from their vast experience.

2. DESCRIPTION OF THE TARGET GROUPS

15 workshop participants will be selected from nominations invited from broadcasting organisations in the following countries: Afghanistan, Bangladesh, Bhutan, Cambodia, Fiji, India, Kiribati, Laos, Maldives, Mauritius, FSM (Micronesia), Mongolia, Nepal, Pakistan, Sri Lanka, Vietnam.

3. IMMEDIATE OBJECTIVES

To organise and conduct a 10 day sub-regional workshop on designing low-cost digital TV studio facilities for less affluent broadcasters

4. DEVELOPMENT OBJECTIVE

To contribute to the capacity of the broadcasting organisations to serve their audiences through enhanced technical facilities for local production and dissemination.

5. **PROJECT INPUTS**

- Consultants;
- Studio design expertise;
- Training materials.

6. **PROJECT OUTPUTS**

At least 15 (10 funded and 5 from host country) broadcasting professionals from the Asia-Pacific region will be capable of configuring appropriate low-cost digital solutions for TV broadcasting.

7. **ACTIVITIES**

- Needs assessment;
- Selection of workshop consultants;
- Selection of participants;
- Workshop planning meeting;
- Preparation of training material;
- Workshop;
- Reporting and follow-up evaluation.

8. **WORK PLAN**

On receipt of approval and indication of availability of funds from IPDC, planning process will begin.

Month 1: Development of the workshop programme and engagement of consultants;

Month 2: Coordination with venue host and calling for nominations from the designated countries;

Month 3: Finalisation of venue, and other logistics;

Month 4: Arrangement of travel plans for participants and experts;

Month 5: Finalisation of all other arrangements;

Month 6: Conduct workshop;

Month 7: Produce report for submission to UNESCO/IPDC.

9. **INSTITUTIONAL FRAMEWORK**

ABU, in association with its member broadcasting organisations, will select the participants, conduct training workshops and follow-up with appropriate advice on digital production systems in line with specific requirements of the participant countries.

10. **SUSTAINABILITY**

ABU will continue to collect, update and disseminate information on the digital studio systems through its regular magazine “*ABU Technical Review*” and the ABU Website. Furthermore, ABU will provide advisory services to individual countries in their needs to migrate into digital production systems.

11. **FRAMEWORK OF MONITORING**

The UNESCO Adviser for Communication and Information will monitor the project in close collaboration of broadcast organisations

12. EVALUATIONS CARRIED OUT

ABU has raised awareness of the utility value of digital television broadcasting through various seminars and by disseminating information among its member organisations.

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING

The ABU will provide brief implementation reports covering the activities conducted as required and the final report at the completion of the project.

C. ADDITIONAL INFORMATION

Previous IPDC support received by the country

ABU was a beneficiary of an IPDC project support in 2004 for a workshop on Low-cost Digital Productions Systems (Radio).

Preparatory activities completed prior to submission of the project to IPDC

ABU has conducted several seminars on implementation issues relating to digital television broadcasting.

Assistance sought other than IPDC

None.

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION IN US\$

Expenditures for the regional workshop

Travel (10 participants):	4 000
Travel (3 resource persons):	3 000
Honoraria (3 resource persons):	1 800
Accommodation (hotel and DSA):	10 560
Workshop facilities, training material:	3 400
Monitoring:	1 000
<u>TOTAL:</u>	23 760

BREAKDOWN OF BENEFICIARY'S CONTRIBUTION IN US\$

Logistics, administrative support and communications:	2 000
Staff salaries:	5 500
ABU staff travel and accommodation:	2 140
Report:	1 000
<u>TOTAL:</u>	10 640

REGIONAL PROJECT

A. PROJECT IDENTIFICATION		
1.	TITLE	AIBD:TRAINING FOR ICT-ENHANCED REGIONAL RADIOS
2.	NUMBER	PDC/48 RAS/03
3.	CATEGORY OF MASS MEDIA	RADIO
4.	IPDC PRIORITY AREA	MEDIA PLURALISM AND FREEDOM OF MEDIA – DEVELOPMENT OF HUMAN RESOURCES – COMMUNITY MEDIA
5.	SCOPE (national, regional, interregional)	REGIONAL
6.	TYPE OF ASSISTANCE REQUESTED	TRAINING AND CONSULTANCY EQUIPMENT FOR PILOT PROJECTS
7.	TOTAL COST OF PROJECT	US\$ 60 600
8.	AMOUNT REQUESTED FROM IPDC	US\$ 46 200
9.	BENEFICIARY BODY	NATIONAL RADIO STATIONS IN BANGLADESH, LAOS, PHILIPPINES, SRI LANKA, THAILAND, VIETNAM
10.	IMPLEMENTING BODY	ASIA-PACIFIC INSTITUTE FOR BROADCASTING DEVELOPMENT (AIBD) KUALA LUMPUR, MALAYSIA
11.	PROJECT LOCATION	KUALA LUMPUR
DECISION OF THE BUREAU:		

B. PRESENTATION

1. BACKGROUND AND JUSTIFICATION

The Asia-Pacific Institute for Broadcasting Development (AIBD) is a regional inter-governmental organisation servicing countries of the United Nations Economic and Social Commission for Asia and the Pacific (UN-ESCAP) in the field of electronic media development. Since its inception in 1972 as a UNDP-funded UNESCO project, AIBD has organised over 2,000 training courses, seminars and workshops. Currently, AIBD has 41 member broadcasting stations in 26 countries of the region.

In all of the countries selected for this project, radio is the medium with the widest reach. Being the cheapest mass medium, it lends itself best to reach the people at low costs on the production side as well as at the receiving end. However, national radios have been strongly “city-dominated”. The programmes are typically made in the state capitals by people from the capital and, often enough, mainly for people who live in the capital. The proximity to the government results in many countries in a top to bottom flow of information.

In order to foster the ideas of public service broadcasting and citizen media and in a move to make radio a more democratic medium, the flow of information from bottom to top has to be improved. This can only be achieved if the programme production is decentralised and if a considerable amount of the national radio programmes is contributed from up-country.

Modern ICT technologies provide relatively cheap and ready at hand solutions to develop regional and community-based radios. These technologies can improve the local programme production and allow to taking the microphone closer to the people, enabling the citizens to air their views and problems.

The regional stations have often been left behind when it came to the introductions of modern ICT in the radio stations. It will be one target of the project to develop standardised set-ups and solutions, reduce the costs for equipment and facilitate maintenance and operations. The demonstration of the cost saving factor should encourage the national radio stations to invest in the modernisation of the regional stations.

2. DESCRIPTION OF THE TARGET GROUPS

The project focuses on decentralised radio stations in general. These may either be regional stations, which are subsidiaries of the national broadcaster, or city radios run by a town or regional authority, or else community-based radios involving NGOs or local community. In the following, all of these will be referred to as “regional stations”.

The project should only consider countries where regional radio stations have been set up in the past. With an integrated approach, all staff of the regional radio stations will be involved in the project: managers, producers and technicians. This project should give priority to small regional stations. Whenever possible, community multimedia centres should be considered to be integrated in the project.

3. IMMEDIATE OBJECTIVES

The project is designed to

- Train and advise managers, producers and technicians of existing regional stations how to adopt ICT to produce local radio programmes, communicate with the audience, exchange programmes and transmit its programmes to the national station;
- Train producers in methods and skills to produce programmes (including radio browsing where possible), which represent the voice and the views of the public;

- Review the technical equipment of the regional radio station in the light of its efficiency and appropriateness for programmes with public contributions and recommend appropriate setups, which considering the financial possibilities of the station.

4. DEVELOPMENT OBJECTIVE

Enabling regional radio stations to pick up the voice and opinion of the people is a step towards a true public service broadcasting and towards citizen media.

In bringing radio closer to the public and in making it a platform for the people, it can become a more powerful means of airing public opinion and thus contribute to the democratisation of the media in particular and the society as a whole.

Once established, the population will appreciate and demand “their radio” as a means to express their views and to exchange relevant information.

5. PROJECT INPUTS

In order to achieve the project objectives, three requirements have to be fulfilled:

1. The regional radios will have to have the necessary technical means;
2. The programme producers have to be capable to produce the relevant programmes;
3. The management has to understand and support the ideas of public contributions to the programme.

Therefore, the project will consist of training, consultancy and an equipment component. The training and consultancy components should be conducted in two or three regional stations of each country. In addition, in one regional station in two of the countries, an appropriate low-cost solution for typical regional station should be installed.

6. PROJECT OUTPUTS

As a result of the project, the regional stations will be in a position to produce radio programmes which directly involve the citizens and which are relevant to them. Communication links to the national broadcaster will allow transferring programmes from the region to the capital. Every day, at least 30 minutes of programmes with citizen participation should be produced and aired by the regional station. In addition, every week, one hour of programme from the region should be contributed to the national programming.

7. ACTIVITIES

1. The regional stations that take part in the project should be negotiated with national broadcasters or authorities as relevant.
2. The technical facilities of the selected stations should be verified to determine which modifications will be required to enable them to produce programmes with citizen participation. Solutions for an efficient communication with the national broadcaster should be determined.
3. The equipment for the prototype regional station should be specified, tendered and purchased. Preferably the equipment should be purchased in the country.
4. The first set of consultancy and training activities of one week in every station of a country will be conducted back to back. The project team should comprise a radio engineer and a radio journalist.
5. Points 1 to 4 will be continued in the other participating countries.

8. WORK PLAN

Months 1 / 3: Contact the participating countries and pay an evaluation visit to verify the situation of the regional station. Identify and contract suitable consultants;

Months 4 / 5: Specify and purchase the equipment required for the prototype station;

Month 6: Conduct the consultancy and training activities in the regional stations of the first country;

Months 7 / 8: Purchase the equipment required for the second prototype station;

Months 9 / 12: Conduct the consultancy and training activities in the regional stations of the remaining countries;

Month 13: Overall review of the project and final report writing.

9. INSTITUTIONAL FRAMEWORK

The AIBD will be responsible for all planning, coordination and implementation of the project, as it has extensive experience in organising training courses in the field of electronic media development. AIBD will collaborate with local organisations in the host country to assist in local organisation, coordination and facilities required. The Institute will designate a Programme Manager who will organise, document and evaluate the workshops.

10. SUSTAINABILITY

- The project will work on all levels of the regional stations - management, producers, and technicians – and will seek the support of all of them for the changes proposed;
- The consultants will take care that the new programmes proposed will fit into the cultural, social and political conditions of the country and the region;
- The equipment recommended and installed will be appropriate, affordable, easy to operate and maintain with local means;
- Other in-country or regional training activities conducted by AIBD and other institutions will continue to propagate the ideas of public service broadcasting and citizen media and will make reference to this project;
- The project will result in radio programmes that find the population's interest and will put the necessary pressure on their radio station to continue to serve their needs.

11. FRAMEWORK OF MONITORING

Monitoring can be performed by international institutions, which may observe and analyse the programmes produced by the respective regional station after the activities at regular intervals.

12. EVALUATIONS CARRIED OUT

In the previous years, the AIBD and other media development institutions have carried out a number of seminars and workshops related to public service broadcasting and citizen media, and have experienced a wide interest in this subject.

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING

The AIBD will evaluate every of the steps under 8 and will submit intermediate reports. An overall report will be provided at the end of the project.

C. ADDITIONAL INFORMATION

Previous IPDC support received by the country

IPDC has successfully implemented numerous AIBD projects in the past.

Preparatory activities completed prior to submission of the project to IPDC

AIBD has conducted a number of activities on Public Service Broadcasting and Citizen Media, which have helped to introduce the idea of more public involvement, contribution and consideration in the programmes. This has helped to pave the way to this project, which will help to implement some of these ideas.

The AIBD has trained many of the programme and technical personnel of the radio stations involved in this project, which will help to provide the necessary confidence and support by the local partners.

Assistance sought other than IPDC

None.

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION IN US\$

*Budget for 6 countries, 2 regional stations per country, one week of training per station:
12 weeks = 84 days of training.*

Airfares within Asia:	8 000
Honoraria for consultants:	6 000
Honorarium for interpreter:	3 600
DSA (90 days × 2 pax):	18 000
Monitoring:	1 000
Low-cost recording and production equipment to upgrade 2 pilot regional stations	
4 portable recorders with accessories:	2 000
2 mixing and editing facilities including software:	5 600
2 transmission equipment units:	2 000
<u>TOTAL:</u>	46 200

BREAKDOWN OF BENEFICIARY'S CONTRIBUTION IN US\$

Project management (one year):	2 400
Communications:	1 800
AIBD's consultant fees:	6 000
Consultants' transport, visa, insurance:	1 400
Stationery, photocopies etc.:	2 800
<u>TOTAL:</u>	14 400

REGIONAL PROJECT

A. PROJECT IDENTIFICATION		
1.	TITLE	AMIC: MEDIA PLURALISM IN ASIA – THE ROLE AND IMPACT OF ALTERNATIVE MEDIA
2.	NUMBER	PDC/48 RAS/04
3.	CATEGORY OF MASS MEDIA	DIVERSE FORMS AND CHANNELS OF ALTERNATIVE MEDIA
4.	IPDC PRIORITY AREA	MEDIA PLURALISM AND FREEDOM OF EXPRESSION, COMMUNITY MEDIA
5.	SCOPE (NATIONAL, REGIONAL, INTERREGIONAL)	REGIONAL
6.	TYPE OF ASSISTANCE REQUESTED	RESEARCH AND CAPACITY BUILDING OF PRACTITIONERS OF ALTERNATIVE MEDIA
7.	TOTAL COST OF PROJECT	US\$ 43 320
8.	AMOUNT REQUESTED FROM IPDC	US\$ 35 820
9.	BENEFICIARY BODY	ASIAN MEDIA INFORMATION AND COMMUNICATION CENTRE (AMIC)
10.	IMPLEMENTING BODY	UNESCO, NEW DELHI
11.	PROJECT LOCATION	SOUTH AND SOUTH EAST ASIA
12.	PROJECT PREPARED BY	DR. INDRAJIT BANERJEE SECRETARY-GENERAL AMIC WITH ADVICE FROM UNESCO ACI/ASIA
DECISION OF THE BUREAU:		

B. PRESENTATION

1. BACKGROUND AND JUSTIFICATION

Most discussions about media reform focus on dominant players such as national newspapers and broadcasters. However, a healthy media system requires a diversity of outlets. Small, alternative media serve developmental and democratic functions that large players alone cannot or will not. In Asia, these range from niche newspapers to community radio stations to radical Internet websites. They serve cultural and political minorities, and interests marginalized by dominant political and economic structures. Many of the causes they espouse are essential for human development. Despite working in diverse *milieux* and for diverse goals, they face common resource and management challenges. There is great scope for mutual learning and knowledge sharing, as well as systematic analysis of best practices. Unfortunately, they have been neglected in scholarly research and media industry programmes. There is no networking platform in Asia through which alternative media projects can exchange strategies for starting up, replicating and sustaining themselves.

Media pluralism can be a reality only if all the diverse media channels are promoted and civil society groups fully utilize the potential of the alternative media. The political economy of the mass media prevent them from focusing on developmental issues as the bottom line pressures of commercial profit override all other interests. In recent years, Asia has witnessed a phenomenal growth of alternative media channels. These have been used very effectively at times to support the agendas and interests of minority communities, women and other groups which have been marginalized by the mainstream media. However, these alternative media experiences remain few and far between, and there is so far no attempt to understand the critical factors that explain the success and failures of these experiences. Moreover, alternative media practitioners in Asia remain isolated, thus creating a real need for knowledge sharing. Both research and capacity building through knowledge sharing are going to be critical for making alternative media initiatives replicable and sustainable.

This project aims to provide both an understanding of best practices and lessons learnt from various alternative media initiatives across Asia as well as bring these practitioners together to participate in a knowledge sharing and capacity building exercise. The project will thus have two distinct but inter-related components. The first part of this project will consist in undertaking a comprehensive analysis of approximately ten alternative media projects in various parts of Asia. The second part will be the organization of a seminar where some twenty alternative media practitioners will be invited to discuss the findings of the research as well as share their experiences with other practitioners and experts.

In order to get a comprehensive view of Asia, this project will cover five alternative media projects in South Asia (India, Pakistan, Bangladesh, Sri Lanka, Nepal) and five alternative media projects from Southeast Asia (Philippines, Thailand, Malaysia, Vietnam and Indonesia). This will provide quite a comprehensive coverage of alternative media projects in the region while at the same time underlining similarities and differences in approaches, methodologies and usage of alternative media in these countries.

2. DESCRIPTION OF THE TARGET GROUPS

- Organisers of alternative media projects, on all mass media platforms, throughout Asia.
- International and national development agencies, which use alternative media to further their goals.
- Academic research community working in the field of media and communication studies.

3. **IMMEDIATE OBJECTIVES**

- To carry out a structured, qualitative, case-study investigation of 10 alternative media projects, representing a cross-section of such projects in Asia;
- To organize a seminar-cum-workshop for 20 alternative media practitioners;
- To publish the case studies and the seminar proceedings;
- To create a website on alternative media in Asia.

4. **DEVELOPMENT OBJECTIVE**

The survey, seminar and publication will provide a stock of best practices for existing and future practitioners to apply in starting up and sustaining their alternative media projects, and a framework for development agencies, foundations and national authorities to assess needs and policies within the alternative media sector.

In addition, the website will provide a one-stop source of information on alternative media projects in Asia and an ongoing networking platform for practitioners.

The knowledge generated by the research project would help in identifying ways in which the alternative media can be promoted to ensure greater media pluralism and democracy. The capacity building component of this project would in turn strengthen the knowledge and experience of alternative media practitioners and propose ways in which media pluralism could be achieved through the promotion of alternative media channels in Asia.

5. **PROJECT INPUTS**

- Project coordination by AMIC and its team of experts;
- 5 researchers covering ten alternative media projects;
- Administration of the project and logistics for the seminar;
- Website development experts;
- Publication and editing team.

6. **PROJECT OUTPUTS**

- A report on the qualitative survey of 10 alternative media projects, for dissemination at the seminar and to other interested parties.
- A seminar for 20 alternative media practitioners, with special sessions providing practical advice on financing and managing alternative media projects, drawing from the results of the survey.
- A book on alternative media in Asia, drawing on (1) and (2), with chapters by leading scholars and selected practitioners.
- A website providing information on and for alternative media in Asia – this will be the first ever comprehensive website for knowledge sharing and networking for alternative media practitioners in Asia.

7. **WORK PLAN**

The following activities and timeline are envisaged for accomplishing this project:

- Preparation of research design and identification of researchers (2 months)
- Completion of research on ten alternative media initiatives (7 months)
- Planning and organization of seminar-cum-workshop (9-10th months)
- Publication and distribution of book (11-16th months)
- Project evaluation (18th month)

8. INSTITUTIONAL FRAMEWORK

The Asian Media Information and Communication centre (AMIC) will implement the project. It will identify the country specific researchers and the resource persons for the research and the seminar-cum-workshop and for the publication of the book. AMIC will also provide the research design for the country researches. AMIC is a non-profit, non-governmental organization, which was launched in 1971 with the support of the government of Singapore and Friedrich-Ebert Stiftung (FES). AMIC has close collaboration with the School of Communication and Information at the Nanyang Technological University in Singapore. AMIC works with several regional and international organizations like the UNICEF, UNESCO, IDRC, CIDA, UNDP, SIDA and the Commonwealth Foundation in London.

9. SUSTAINABILITY

Since AMIC is a major resource for communicators in the Asia Pacific region, the initiatives taken under this project would be sustained through follow up efforts and other projects. AMIC's newsletters, bulletins and website will continue to focus on the subject even beyond the period of this proposed project. As one of AMIC's priority focus areas is alternative media, AMIC aims to build on this research and publication to carry out numerous other initiatives in the future and to build on this pioneering initiative. In light of this, AMIC also undertakes to maintain and develop the website for alternative media practitioners and institutions after the completion of this project.

10. FRAMEWORK OF MONITORING

The UNESCO advisor for Communication and Information will monitor this project and AMIC guarantees full cooperation and participation in this monitoring process.

11. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING

AMIC undertakes to report as required by IPDC. The final report and the certified financial statement will be submitted upon completion of the project.

C. ADDITIONAL INFORMATION

AMIC has received IPDC support for the following projects: Promoting Editorial Independence and Media Pluralism (PDC/23 RAS/3); Newspaper Management for Women Journalists in Asia (PDC/24 RAS/04); Training for Journalists on Management of Environmental Information Resources (352/RAS 81).

AMIC will provide logistical support; bear the staff costs and reporting costs during the implementation of the project. Moreover, AMIC's vast research experience and network will be utilized to successfully complete the project.

No assistance has been sought for this project other than from IPDC.

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION IN US\$	
Planning and organization of research phase	
Project coordination	1 000
Preparatory meeting with trainers	500
Honoraria for research phase	
Honorarium for project coordinators 1500×2	3 000
Honorarium for country researchers (5 persons \times 800)	4 000
Planning and organization of seminar/workshop	
Preparatory meeting with trainers	500
Regional seminar (Penang)	
Airfare (20 participants from 10 countries)	13 480
Airfare for 2 coordinators and 2 AMIC staff	1 500
Hotel accommodation (24 participants \times 3 nights \times \$ 60)	4 320
Per diem (24 participants \times US\$ 15 \times 3 days)	1 080
Meal package (US\$ 30 \times 2 days \times 24 participants)	1 440
Audio visual rental (computers, printer and LCD projector)	1 000
Book publication/distribution	3 000
Project monitoring	1 000
TOTAL	35 820

BREAKDOWN OF BENEFICIARY'S CONTRIBUTION IN US\$	
Logistics, administrative support (to include use of office space and supplies, computers and printer, photocopy of papers)	1 500
Staff salaries (including 2 coordinators, finance manager and project reporting)	6 000
TOTAL	7 500

REGIONAL PROJECT

A. PROJECT IDENTIFICATION		
1.	TITLE	AMSAR: SEMINAR ON SUSTAINABLE CULTURAL TOURISM IN THE MEKONG SUB-REGION
2.	NUMBER	PDC/48 RAS/05
3.	CATEGORY OF MASS MEDIA	PRINT AND ELECTRONIC MEDIA
4.	IPDC PRIORITY AREA	DEVELOPMENT OF HUMAN RESOURCES
5.	SCOPE (national, regional, interregional)	REGIONAL
6.	TYPE OF ASSISTANCE REQUESTED	FINANCIAL
7.	TOTAL COST OF PROJECT	US\$ 33 700
8.	AMOUNT REQUESTED FROM IPDC	US\$ 28 950
9.	BENEFICIARY BODY	ASEAN MASS COMMUNICATION STUDIES AND RESEARCH CENTER (AMSAR)
10.	IMPLEMENTING BODY	AMSAR – FACULTY OF COMMUNICATION ARTS, THE UNIVERSITY OF THE THAI CHAMBER OF COMMERCE, BANGKOK, THAILAND
11.	PROJECT LOCATION	BANGKOK, THAILAND
12.	PROJECT PREPARED BY	AMSAR – M. MANA KUNTARAPORN - MS. THIRAPA THIRATHIP
DECISION OF THE BUREAU:		

B. PRESENTATION

1. BACKGROUND AND JUSTIFICATION

Countries in the Mekong sub-region have cultural heritage that are the highlight of their tourist industry. Cultural tourism is based on the mosaic of places, traditions, art forms, celebrations and experiences that portray the nation and its people, reflecting the diversity and character of the nation. A growing number of visitors are becoming special interest travellers who rank the arts, heritage and/or other cultural activities as one of the top reasons for travelling.

As the owners of invaluable national treasures, the Mekong sub-region countries must also endeavour to clearly present and properly promote their cultures to people of other countries without doing any harm to their precious heritage. Mass media, as gatekeepers, play an important role in attracting tourists and presenting this cultural heritage to tourists. Therefore, the media professionals' true understanding and knowledge of difficult aspects of cultural tourism is vital. This knowledge about cultural tourism includes national and regional cultural tourism, cultural tourism and sustainable tourism, tourism in developing countries, tourism and economic development, etc. Ultimately, mass media should be able to apply this knowledge to their works – print or broadcasting media – to promote cultural tourism that can bring in these countries' income and preserve their heritage.

The ASEAN Mass Communication Studies and Research Centre (AMSAR) established by the Faculty of Communication Arts, the University of the Thai Chamber of Commerce, in order to promote mass communication research and understanding among the ASEAN members, strongly believes that the establishment of the communication network among countries in the Mekong Region is one of the keys to the development of that region. We also believe that we have an ability to “train the gatekeepers” in cultural tourism.

Under this IPDC project, AMSAR would be organising a “*Seminar on Sustainable Cultural Tourism in the Mekong Sub-Region*”. This seminar aims at encouraging media practitioners in Cambodia, Lao Democratic Republic, Myanmar, Vietnam and Thailand to improve their knowledge in cultural tourism, and encourage them to share their knowledge among those participating in the programme.

2. DESCRIPTION OF THE TARGET GROUPS

Communication-related media practitioners with English proficiency from the Mekong sub-region: Cambodia, Lao Democratic Republic, Myanmar, Vietnam and Thailand. Three participants from each country will be selected to join the training. The applicants need to fill in the application form and submit a one-page essay on mass media roles in cultural tourism in their country.

3. IMMEDIATE OBJECTIVES

- To establish a network among communication practitioners in the Mekong sub-region and ASEAN countries;
- To introduce participants to the knowledge of cultural tourism in developing countries and how to present or transfer the knowledge to tourists / public;
- To share participants' and scholars' knowledge on cultural tourism;
- To expose participants to communication-based organisations and those undergoing development projects through visits to selected organizations;
- To provide academic services in the Mekong sub-region and ASEAN countries.

4. DEVELOPMENT OBJECTIVE

To develop human resources in mass media by boosting media practitioners' knowledge in cultural tourism.

5. PROJECT INPUTS

Project coordinator, background paper, seminar, and publication costs.

6. PROJECT OUTPUTS

- Summary of each session of seminars;
- Publication of *Seminar on Sustainable Cultural Tourism in the Mekong Sub-Region*.

7. ACTIVITIES

Day 1: Arrival (Participants from mass media working in tourist-related area);

Day 2: Opening ceremony;

Keynote speech;

Country report: Cultural tourism and mass media;

Round table seminar: Cultural tourism in developing countries;

Day 3: *Panel discussion:* Cultural heritage of the countries in Mekong sub-region;

Round table seminar: Cultural tourism: national integration and regional differentiation;

Day 4: *Panel discussion:* Cultural tourism and sustainable tourism;

Round table seminar: Benefits of cultural tourism to the countries in Mekong sub-region;

Day 5: *Panel discussion:* Mass media roles in cultural tourism;

Round table seminar: Gatekeeper and cultural tourism information selection;

Days 6/7: *Workshop:* Planning and shooting short documentary or print media (depending on their field of work: broadcast or print media); visit of cultural tourist attractions in Thailand.

Day 8: *Workshop:* Editing or laying out print media;

Presentation: Short documentary and print media;

Day 9: End of the session.

8. WORK PLAN

Month 1: Project coordinator selected and preparation of background paper;

Months 2 / 3: Meeting on procedures and preparation for the seminar;

Month 4: Seminar on *Media Tasks in Cultural Tourism for Sustainable Tourism in the Mekong Sub-Region*;

Months 5 / 6: Production of publication;

Month 7: Project evaluation.

9. INSTITUTIONAL FRAMEWORK

The ASEAN Mass Communication Studies and Research Centre (AMSAR), established by the Faculty of Communication Arts, the University of the Thai Chamber of Commerce (UTCC), will implement the project in co-operation with a network of government and non-government organisations.

10. SUSTAINABILITY

AMSAR is committed to providing academic and practical training for potential participants in communication and mass media, especially in the cultural tourism area.

11. FRAMEWORK OF MONITORING

The UNESCO Adviser in Communication and Information for Asia and the Pacific will supervise and monitor project implementation in cooperation with UNESCO Bangkok.

12. EVALUATIONS CARRIED OUT

AMSAR will evaluate the outcome, result, and lessons from the seminar by setting questionnaires for participants and in-depth interviews with key panellists.

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING

AMSAR will provide progress report at the end of the fourth month and complete a summary report after the programme.

C. ADDITIONAL INFORMATION

The Faculty of Communication Arts, The University of the Thai Chamber of Commerce, established the ASEAN Mass Communication Studies and Research Centre (AMSAR) in the year 2000. The centre aims to promote Mass Communication research and understanding among the ASEAN members. The centre believes that such cooperation will establish bodies of knowledge in this field that will enable ASEAN to keep abreast of globalisation. The objectives of AMSAR include:

- To academically emphasise freedom of the press;
- To conduct in-depth studies and research in the field of Mass Communication practiced in ASEAN member countries;
- To network with Mass Communication scholars and professors in ASEAN member countries
- To disseminate information related to Mass Communication to the public in the region.

The tasks of the centre are:

- Collecting mass communication-related data from ASEAN member countries;
- Conducting local and regional research utilising ASEAN scholars and media professionals;
- Creating understanding of ASEAN Mass Communication through workshops, seminars, and conferences;
- Resource-sharing and networking among ASEAN tertiary institutions with mass communication programmes;
- Assisting ASEAN in capacity-building projects in mass communication;
- Working closely with ASEAN-based media organisations.

Preparatory activities completed prior to submission of the project to IPDC

The Faculty of Communication Arts, The University of the Thai Chamber of Commerce, established the ASEAN Mass Communication Studies and Research Centre (AMSAR) in the year 2000. The centre aims to promote Mass Communication research and understanding among the ASEAN members. The centre believes that such cooperation will establish bodies of knowledge in this field that will enable ASEAN to keep abreast of globalisation. The objectives of AMSAR include:

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- Resource-sharing and networking among ASEAN tertiary institutions with mass communication programmes;
- Assisting ASEAN in capacity-building projects in mass communication;
- Working closely with ASEAN-based media organisations.

AMSAR ACTIVITIES:

- 2001** International Conference: AMSAR with cooperation with the Thai Journalist Association (TJA) and the Centre for Media Freedom and Responsibility (CMFR), Philippines:
- The Role of Mass Media and ASEAN Leadership Crisis
 - Global Communication Studies beyond 2000.
- 2002** International Conference: AMSAR with cooperation with the Centre for Media Freedom and Responsibility (CMFR), Philippines:
- Journalism Asia 2002.
- 2003** International Conference: AMSAR with cooperation with the South East Asian Press Alliance (SEAPA) and the Thai Journalist Association (TJA):
- Access to Information: Lessons from the region.
- 2004** Workshop: Training the Trainers : Funded by UNESCO:
- Teaching skills development in development communication for communication educators in the Mekong sub-region.

D. BUDGET

**BREAKDOWN OF IPDC CONTRIBUTION
IN US\$**

Participant's travel and accommodation:	15 000
Resource persons' honoraria:	4 000
Training expenses:	2 000
Project management fees:	4 450
Publication:	2 500
Project monitoring by IPDC:	1 000
TOTAL:	28 950

**BREAKDOWN OF BENEFICIARY'S CONTRIBUTION
IN US\$**

Logistics administrative support:	2 000
Supplies and materials:	2 000
Project reports:	750
TOTAL:	4 750

REGIONAL PROJECT

A. PROJECT IDENTIFICATION		
1.	TITLE	CANEJ – CENTRAL ASIAN NETWORK OF ENVIRONMENTAL JOURNALISTS
2.	NUMBER	PDC/48 RAS/06
3.	CATEGORY OF MASS MEDIA	ALL MEDIA
4.	IPDC PRIORITY AREA	COMMUNICATION ON ENVIRONMENTAL AWARENESS
5.	SCOPE (national, regional, interregional)	REGIONAL: TAJIKISTAN, UZBEKISTAN, KYRGYZSTAN, KAZAKHSTAN
6.	TYPE OF ASSISTANCE REQUESTED	FINANCIAL
7.	TOTAL COST OF PROJECT	US\$ 52 000
8.	AMOUNT REQUESTED FROM IPDC	US\$ 25 000
9.	BENEFICIARY BODY	ENVIRONMENTAL NEWS AGENCY “GREENWOMEN” (NGO) (TAJIKISTAN, UZBEKISTAN, KYRGYZSTAN, KAZAKHSTAN)
10.	IMPLEMENTING BODY	ENVIRONMENTAL NEWS AGENCY “GREENWOMEN” (NGO)
11.	PROJECT LOCATION	ALMATY, REPUBLIC OF KAZAKHSTAN
12.	PROJECT PREPARED BY	ENVIRONMENTAL NEWS AGENCY “GREENWOMEN” MS. LIDIA ASTANINA
DECISION OF THE BUREAU:		

B. PRESENTATION

1. BACKGROUND AND JUSTIFICATION

Freedom of speech in Central Asia is a delicate issue. Some of the media of the region represent the opinion of policy-makers; the others support ideas of oppositional groups. Mass media belong either to financial or industrial circles, to specific clans or to oligarchic unions. Under these circumstances, some 90 % of mass media depend on the governmental structures or on their owners. This means that environmental problems are taken into account only if they suit policy-makers or the owners of mass media.

The Environmental News Agency “*Greenwomen*” (Kazakhstan) is an independent entity. Its members collectively own it. Its target groups are regional and national TV companies, the press, and NGOs specialising in environmental information. Its mission is to facilitate public participation in the process of resolving environmental issues by increasing public awareness and developing ecological mentality among people living in Central Asia. The activities of the organisation are based on information management, including the publication of the popular scientific magazine “*Terra-Zher-Ana*”, which covers cooperation among NGOs, government and corporate community, oriented toward harmonising relations between the Nature and human beings. The publication of the “*Green Heart*” bulletin; the dispatching of the electronic bulletin “*Greenwomen-Info*”; and provides analytical reports covering sustainable development issues entitled “*The City of the XXI Century*”.

The major development problem in Central Asia is the low potential of ecology journalists. On the sub-regional level, there are no journalistic centres or focal points for environmental journalists. The number of professional unions of journalists is not sufficient, neither is the system of protection of freedom of speech and of constitutional rights of journalists; information is not easily accessible, and no mechanisms of cooperation between NGOs and governmental structures have been developed.

On the national level, unions of journalists exist in some countries of Central Asia. However, there are no permanent professional networks of journalists (protecting the rights of journalists, sharing experiences and resources, participating in international conferences, extending access to information). There is no protection of freedom of speech in environmental matters. In spite of the fact that Kazakhstan and Tajikistan are parties to the Aarhus Convention on Access to Information, Public Participation in Decision-making and Access to Justice in Environmental Matters, the principles of the Convention are not being followed. The public at large has to resort to international organisations for the protection of its fundamental right: the right to information.

This project specifically addresses the following problems:

- Central Asia lacks experience in development of environmental journalism.
- There is no system improving professional skills of ecology journalists.

Focal points of the Central Asian Network of Environmental Journalists should be strengthened in Tajikistan, Uzbekistan, Kyrgyzstan and Kazakhstan. The strengthening of focal points will contribute to the development of the Network by technical and informational resources.

The “*Greenwomen*” News Agency will work out a concept of the Network and of the activities of its focal points (a charter, a structure of the Network, its strategy, and a working plan).

2. DESCRIPTION OF THE TARGET GROUPS

- The Environmental News Agency “*Greenwomen*” (Kazakhstan) and its target groups are the immediate beneficiaries of the project. It aims at facilitating public participation in the process of

resolving environmental issues by increasing public awareness and developing ecological mentality among people of Central Asia.

- The “*Gender, Innovations and Development*” Centre (Uzbekistan) and its target groups;
- The Centre produces video materials (TV broadcasts, social publicity, educational programmes, etc...) for regional and local-level stations and cooperates with other mass media, especially those specialising in video production;
- The NGO “*For the sake of the Earth*” and its target groups (Tajikistan);
- The organisation cooperates with Tajikistani NGOs;
- Independent journalists of Kyrgyzstan working in environmental issues (e.g. the Kyrgyz Broadcasting Corporation).

3. **IMMEDIATE OBJECTIVES**

- To strengthen CANEJ focal points in Uzbekistan, Tajikistan, Kyrgyzstan and Kazakhstan;
- To organise and conduct a training programme for focal points in Central Asia on international experience of similar networks;
- To produce an educational film about the creation of the CANEJ and the activities of its focal points.

4. **DEVELOPMENT OBJECTIVE**

Organising training programmes for mass media and developing network cooperation in Central Asia may achieve capacity building for journalists. The project will also contribute to achieving “*Millennium Goal N° 7*” ensuring sustainability of the environment.

5. **PROJECT INPUTS**

- To develop the activities of the Central Asian Network of Environmental Journalism by technical and information resources of focal points in Uzbekistan, Tajikistan, Kyrgyzstan and Kazakhstan;
- To work out a concept of activities of the Network and its focal points (a charter, a structure of the Network, its strategy and a working plan);
- To organise and conduct a training programme on the activities of the Network (experiences of similar networks in the Netherlands and other countries);

A UNESCO expert might attend the training.

6. **PROJECT OUTPUTS**

- Development of the workplan and identification of the focal points in Uzbekistan, Tajikistan, Kyrgyzstan and Kazakhstan;
- Strategy and identification of the network issues (quality of drinking water, GMOs, POPs, air pollution, desertification, soil degradation, biodiversity etc.);
- Training programme development;
- Collection of materials for the educational film about the creation and the activities of the Central Asian Network of Environmental Journalists and the training programme;
- Production of the film;
- Organisation of the training course;
- Publication and dissemination of the training materials;
- Development and publication of information leaflets;
- Equipment and connectivity for the 4 focal points;
- Development of weekly updated electronic newsletter on the project web site during at least one year;

7. ACTIVITIES

- Study of the necessary technical resources (informational leaflets, internet, equipment and programmes);
- Design of the work plan for CANEJ focal points;
- Conception of strategy, work plan, structure, membership etc. for the network;
- Discussions with partners of the Network.

To carry out the training programme on application of information-communicational technologies for the activities of the CANEJ:

- Development of a training programme on the network activities;
- Designation of an expert for the network activities;
- Preparation of the logistics for the training programme.

To produce an educational film:

- Conception of the script;
- Organisation and planification of the shooting.

Additional financial support should be found and new ideas and projects should be initiated in order to make the Network sustainable.

8. WORK PLAN

Months 1 / 3: Development of the joint work plan and identification of the focal points in Uzbekistan, Tajikistan, Kyrgyzstan and Kazakhstan; elaboration of a strategy and identification of the network issues via Internet virtual conferencing (quality of drinking water, GMOs, POPs, air pollution, desertification, soil degradation, biodiversity etc.);

Months 3 / 6: Stationery, provision of supplies; development of information leaflets;

Months 6 / 9: Film production; training programme and materials;

Months 9 / 12: Organisation of the training course; publication and dissemination of training materials and information leaflets; maintenance of the equipment; monitoring and evaluation.

9. INSTITUTIONAL FRAMEWORK

All partner-organisations have numerous projects and good results in the implementation of their projects. Most of them have been founded at least 10 years ago and have positive experience with international donors such as HIVOS, CAREC, OSCE, UNO, UNISEF, IPEN. They are members of various international organizations and networks (e.g. APFEJ: Asian Pacific Federation of Environmental Journalists, IPEN; International POPs Elimination Network, Euro-EcoForum). Partner-organisations have a long-standing experience of joint action such as carrying out joint awareness raising campaigns on genetically modified organisms or persistent organic pollutants, etc.

The partners will disseminate information about CANEJ in their regions, participate in on-line discussion of proposals oriented to creation of the CANEJ and its activities, will present ideas and new materials and will assist in the preparation of the educational film.

10. SUSTAINABILITY

To make the project on creation of CANEJ and its focal points sustainable, preliminary negotiations have been initiated with the UNDP of Kyrgyzstan on the activities of 2005 / 2006 within the framework of the new project on the Network.

The following elements are at the heart of the project:

Availability of technical resources, of experience and professionalism; reliability of information; dissemination and accessibility of information; contacts and feedback from focal points; enthusiasm on behalf of the members of the organisations in strengthening the focal points; initiation of new projects and ideas; involvement of new members to the network; implementation of new strategies and action plans; development of membership rules; interest of the journalistic community in the development of the Central Asian Network of Environmental Journalists; availability of financial resources and donations.

11. FRAMEWORK OF MONITORING

Mr. Sergey Karpov, UNESCO Cluster Office, Almaty.

If needed, the *Institute for Development Cooperation*, an international NGO (Almaty).

12. EVALUATIONS CARRIED OUT

The evaluation will include interviews, questionnaires, data collection, analysis of information and feedback, opinion survey of Network members and partners.

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING

The beneficiary Agency will be committed to report on the Agency's activities every 4 months. Partner organisations will sign sub-contracts.

C. ADDITIONAL INFORMATION

A meeting was held with Ms. Tarja Virtanen (RCA, UNESCO New-Delhi). It was proposed to reformulate some directions of the project, in particular to improve the professional skills of environmental journalists while implementing the project.

The “*Greenwomen*” News Agency has its own database on environmental problems in Central Asia and a list of journalists in its own web site. It publishes a magazine and issues other publications dedicated to environmental issues. “*Greenwomen*” is also a member of the International Network - APFEJ, represents Kazakhstan at the APFEJ Network and disseminates international experience among environmental journalists of Kazakhstan.

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION IN US\$

Development the joint work plan and identification of the focal points in Uzbekistan, Tajikistan, Kyrgyzstan and Kazakhstan:	1 000
Strategy and identification of the network issues via Internet:	1 000
Design of information leaflets:	1 000
Film production:	3 500
Training programme and materials :	4 000
Training course:	8 000
Publication and distribution of information leaflets:	500
Stationery and supplies:	3 000
Equipment maintenance:	1 000
Monitoring and evaluation:	2 000
<u>TOTAL:</u>	25 000

BREAKDOWN OF BENEFICIARY'S CONTRIBUTION IN US\$

<u>Kazakhstan</u> : office equipment (computers, modem, printers, photocopier etc.):	18 000
<u>Uzbekistan</u> : Video and editing equipment:	9 000
<u>Tajikistan, Kyrgyzstan</u> : office space, computers, databases, journalists etc.: <i>Information not available.</i>	
<u>TOTAL:</u>	27 000

REGIONAL PROJECT

A. PROJECT IDENTIFICATION		
1.	TITLE	CENTRAL ASIA: CREATION OF RESEARCH AND RESOURCE NETWORK IN JOURNALISM
2.	NUMBER	PDC/48 RAS 07
3.	CATEGORY OF MASS MEDIA	ALL MEDIA
4.	IPDC PRIORITY AREA	FREE FLOW OF INFORMATION FREEDOM OF EXPRESSION
5.	SCOPE (national, regional, interregional)	REGIONAL: (KAZAKHSTAN, KYRGYZSTAN, TAJIKISTAN AND UZBEKISTAN)
6.	TYPE OF ASSISTANCE REQUESTED	TRAINING
7.	TOTAL COST OF PROJECT	US\$ 28 500
8.	AMOUNT REQUESTED FROM IPDC	US\$ 25 000
9.	BENEFICIARY BODY	CENTRAL ASIAN MEDIA PROFESSIONALS
10.	IMPLEMENTING BODY	RESEARCHERS IN JOURNALISM FROM THE NGO “WOMEN’S INTELLECTUAL UNION”
11.	PROJECT LOCATION	ALMATY
12.	PROJECT PREPARED BY	RESEARCHERS IN JOURNALISM FROM THE NGO “WOMEN’S INTELLECTUAL UNION” LAILA AKHMETOVA
DECISION OF THE BUREAU:		

B. PRESENTATION

1. BACKGROUND AND JUSTIFICATION

Mass media in Central Asian countries largely operate without control, but under the circumstances of an economic and financial crisis, the press can hardly maintain its primary function to inform independently the citizens or survive unassisted by international organisations. Every day, newspapers, magazines and electronic media are registered in these countries, but most of them only exist on paper, some suspending activities, others not even starting. Most often, the reasons are linked to the lack of financial resources. Newspapers routinely practice tax evasion or borrow from wealthy companies to survive. Financial difficulties force independent newspapers to look for the financial magnates support. In addition to the economic problems, mass media practitioners have to face both professional and ethical problems. The majority of the media in the region are still euphoric about the possibility to exercise freedom of speech. The absence of a clear legal and ethical framework and professional criteria in journalism in the young democracies has created a paradox – there is a freedom of speech, but no one seems to be exercising it responsibly. This may lead to serious consequences in a society where it is easy to breed social, interethnic or political intolerance and conflict.

The main purpose of the project is to support local regional journalists, help them out isolation. The second aim is to improve professional standards by upgrading the basic skills and developing an independent sector of the mass media. This is why the main role of the professional network will be to make journalists more aware and active in reporting accurately on issues like freedom of expression and conflict. Preventing conflict is given much attention, as well as increasing the role of district journalists so that they can make governments and state authorities more accountable of their actions and aware of the regional problems and demands via the media. Governments in these countries have struggled with the need to meet international standards in the areas of democracy and civil society, while remaining stable environments for investment and production. Stability has been easier to achieve through the introduction of state control and forms that are more authoritarian; this has generally been the solution sought to the threat of economic and social breakdown.

The problems of freedom of expression, pluralism and terrorism in Central Asian countries are not dealt with in an analytical and investigative manner. They are still under-researched, insufficiently addressed to, and conflicts have a latent character in the society. Although Central Asian countries claim to adhere to the democratic principles by word of mouth, in practice, they often assert nationalistic ideas and attitudes.

Creating a regional network of journalists researchers who would take up and display the importance of respecting and applying democratic values, the significance of preventing and resolving conflict by exploring, analysing and informing about existing social and political constraints, will help journalists to understand the contradictions and challenges reporters experience in their daily work. Such a network of journalists will help studying a given social or political problem, analysing potentially explosive issues in the region, training journalists on how to avoid stereotypes breeding social conflict and political violence, ultimately raising their professional standards.

The project aims at the establishment of a Central Asian network of investigative journalists to conduct research and analysis in the field of freedom of expression, pluralism, conflict prevention and resolution and issues of terrorism. It will contribute to promote further democratic processes taking place in the Central Asia countries, consolidating political rights and civil liberties. With the

help of the network, theoretical and practical aspects of press freedom issues, human rights violations, and conflict prevention and resolution will be clarified and highlighted.

2. DESCRIPTION OF THE TARGET GROUPS

Investigative journalists and reporters from both, print and electronic media, media trainers and academics in journalism of the Central Asian universities, media practitioners and journalists working in the mass media or in the NGOs.

3. IMMEDIATE OBJECTIVES

- Capacity building for media professionals, specialised in the field of freedom of expression, conflict and terrorism prevention and resolution;
- Identification of 4 networked focal points in investigative journalism / researchers in the listed Central Asian countries who will have a two-month initial training course conducted by an internationally recognised NGO in this field;
- Review and/or repeal media laws that are not compatible with the development of press freedom and democracy.

4. DEVELOPMENT OBJECTIVE

PHASE 1

- Information sharing in the area of freedom of expression and conflict prevention through the network will add impetus to the efforts of the concerned countries to promote democracy and freedom of expression in region;
- Investigative, verification and writing skills of journalists will be improved;
- Reorganising the legal media environment will increase citizens' participation in the governance process and the public debate on issues of common regional concern.

PHASE 2

- To create a basis of research and investigative journalism;
- To conduct training courses on the technical, management and administrative skills required to develop independent media;
- To implement joint projects among journalists and media professionals to devise effective tools allowing keeping the media independent and pluralist.

5. PROJECT INPUTS

- Equipment (computer, printer, scanner, photocopier, telephone, fax) ;
- Communications (Internet connection);
- Human resources: CEO, manager of the project, office manager, Internet manager, accountant, trainers, experts;
- Stationery;
- Focal points in the selected countries;
- DSA expenses.

6. PROJECT OUTPUTS

- Four focal points in Central Asia will be identified;
- Virtual discussion/forum on freedom of expression and conflict and terrorism prevention will be organised;
- A seminar for 20 journalists of the selected Central Asian countries will be organised;
- A group of trainers will be created in every concerned area.

- The information / features on the investigative achievements of journalists on freedom of expression issues in mass media and on the Internet will be published for training purposes.

7. ACTIVITIES

- To identify an international NGO representative to design and develop the course;
- To develop a work-plan with an international NGO and recruit trainers;
- To identify investigative journalists/researchers in the area of freedom of expression, conflict and terrorism prevention, and reporting in the four project countries;
- To conduct a training course with an internationally renowned NGO as a resource organisation;
- To produce training materials, including features;
- Holding of online discussions on the forum <http://www.unesco.kz/wpfd>
- Summary report, including recommendations;
- To negotiate incorporation of the training and research materials into the journalism curriculum to be taught in 19 Central Asian universities.

8. WORK PLAN

Months 1 / 2: Correspondence with international organisations in order to identify a representative of an international NGO to participate in the training course;

Months 2 / 4: Identification of issues and themes, network members in discussion with the international NGO selected; correspondence with and invitations to investigative journalists/researchers in the area of freedom of expression, conflict and terrorism prevention and reporting in mass media; organisation of a second training course with the participation of an international NGO:

- a) Selection of discussion topics;
- b) Selection of potential trainers for the network among the participants;

Month 9: Holding of online discussions on the forum <http://www.unesco.kz/wpfd>;

Months 10 / 11: Release and publication of features and training materials online;

Month 12: Summary report including recommendations and financial statement.

9. INSTITUTIONAL FRAMEWORK

The NGO “*Women’s Intellectual Union*” is prepared to assume the coordination and the logistics for holding the training courses. All the members of the network to be established will enjoy equal representation taking into account the operation of the network at regional level (in Kazakhstan: Oblast; in Uzbekistan: Maslikhat; in Tajikistan: Viloyat). The selected international NGO will facilitate the integration and interaction of the Central Asia Network with other international networks.

The Central Asian Universities will play an important role in maintaining the network, since the achieved results will be used for the planning of the educational curriculum of the faculties in Mass Media and Journalism as special or general courses.

The recommendations of the network will be widely spread and made known to ministries, other universities, interested NGOs, and journalists’ organisations in Central Asian countries, as well as relevant international networks.

10. SUSTAINABILITY

The NGO “*Women’s Intellectual Union*” was created in 1996. Several actions have been undertaken ever since its creation in the field of education, science and human rights. This activity is supported

by a number of international and government organisations. To mention a few: UNESCO, the USA Embassy in Kazakhstan, the Soros Foundation in Kazakhstan, UNICEF; the UK Embassy in Kazakhstan; UN volunteers; the ministry of Information, Culture and Sport of Kazakhstan and the ministry of Education of Kazakhstan.

11. FRAMEWORK OF MONITORING

The UNESCO Cluster Office, Almaty in collaboration with the Headquarters, will monitor the project implementation.

12. EVALUATIONS CARRIED OUT

Evaluation will be implemented via the UNESCO Almaty Office by the NPO, CI with supervision of ACI, UNESCO Regional Bureau for Communication and Information New-Delhi.

- The social research carried out in the selected countries points to a necessity of creating a network of investigative journalists/ researchers to study these issues and further ensure the continuation of the democratic processes in these countries;
- Currently, a database of research journalism works in Central Asia is being set up to study the creative and pedagogical potential of journalism.

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING

The beneficiary agency undertakes to report on the project progress every 6 months.

C. ADDITIONAL INFORMATION

Previous IPDC support received by the country

None.

Preparatory activities completed prior to submission of the project to IPDC

An online Internet exchange of views with Central Asian countries researchers in journalism has been organised.

Contribution foreseen by the beneficiary agency during the project period

Technical equipment (computer, printer, fax), to organise the work of volunteers; preliminary online exchange of views and creation of a database of journalism researchers.

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION IN US\$

First training course and set up of the network:	8 000
Design of on line discussion forum on freedom of expression and terrorism:	300
Conception of the course:	2 500
Second training seminar for 20 journalists of Central Asia:	9 200
Creation of modules on DLNET with the final training course:	3 000
Monitoring and evaluation of the project:	2 000
<u>TOTAL:</u>	25 000

BREAKDOWN OF BENEFICIARY'S CONTRIBUTION IN US\$

Technical equipment (computer, printer, fax):	1 300
Collaboration of volunteers:	1 200
Preliminary Internet correspondence:	200
Creation of a database of journalism researchers:	500
Information for reports and monitoring:	300
<u>TOTAL:</u>	3 500

REGIONAL PROJECT

A. PROJECT IDENTIFICATION		
1.	TITLE	IPS: REPORTAGE / TRAINING IN CONFLICT AND POST-CONFLICT SOCIETIES IN ASIA
2.	NUMBER	PDC/48 RAS/08
3.	CATEGORY OF MASS MEDIA	NEWS AGENCY
4.	IPDC PRIORITY AREA	MEDIA PLURALISM AND FREEDOM OF EXPRESSION. HUMAN RESOURCES DEVELOPMENT
5.	SCOPE (national, regional, interregional)	REGIONAL
6.	TYPE OF ASSISTANCE REQUESTED	FINANCIAL
7.	TOTAL COST OF PROJECT	US\$ 45 155
8.	AMOUNT REQUESTED FROM IPDC	US\$ 26 555
9.	BENEFICIARY BODY	
10.	IMPLEMENTING BODY	INTER PRESS SERVICE ASIA-PACIFIC
11.	PROJECT LOCATION	BANGKOK, THAILAND
12.	PROJECT PREPARED BY	INTER PRESS SERVICE ASIA-PACIFIC
DECISION OF THE BUREAU:		

B. PRESENTATION

1. BACKGROUND AND JUSTIFICATION

Asia is home to some of the world's longest simmering conflicts, as well as some of the newest post-conflict societies. Among these is Indonesia's Aceh province, where the separatist rebellion is nearly 30 years old, as well as other insurgencies like that in Papua province (of former Irian Jaya). Kashmir has been the focus of India-Pakistan rivalry for more than half a century, and the cause of three wars between them. The Maoist rebellion in Nepal started in 1996.

At the same time, South Asia has become an interesting "laboratory" of peace efforts. Peace talks began in Nepal and about the conflict in Aceh, but broke down. In early May 2004, India's leaders offered new talks to Pakistan and a "composite dialogue" is now in its early stages. Other post-conflict societies in Asia include Afghanistan, East Timor since the independence referendum of 1999, and Cambodia since the early nineties.

Information needs are greater than ever in these places, but resources and skills for independent coverage as well as space for reporting independently are not always available. Sustained interest by big media is often short, spotty, one-dimensional or driven by "bad" news – when violent incidents or clashes arise. Likewise, these places are not all easily accessible areas for news agencies or other journalists to have consistent reportage from.

In the case of Kashmir, there is not enough independent reporting on the ground, and certainly not enough is heard of the voices of Kashmiris themselves. Media in India and Pakistan often cater to their own constituencies about *the enemy*, making it difficult for local media to go beyond the "us-versus-them" syndrome.

Opportunities need to be created to push for journalists on both sides to learn about the other side, and get the voices of those not often heard, out. This project has two main components:

- An introductory workshop for journalists from conflict and post-conflict societies;
- Reporting fellowships for 24 stories to be screened by IPS Asia-Pacific and undertaken afterwards. IPS Asia-Pacific has obtained funding from the Japan Foundation for the seminar – that was due in October 2004 – and is herewith submitting a proposal to IPDC to carry out the second part of the project, on the reporting fellowships/assignments.

2. DESCRIPTION OF THE TARGET GROUPS

The immediate beneficiaries are journalists from conflict or post-conflict societies in Asia, as well as their publications and organisations that will have access to these skills.

3. IMMEDIATE OBJECTIVES

- To develop, through a workshop and actual coverage, skills by local journalists in reporting conflict and post-conflict societies.
- To produce 24 sensitised, in-depth stories/story packages.

4. DEVELOPMENT OBJECTIVE

- To strengthen the capacity of local media in producing professional and independent information in conflict and post-conflict societies and allowing them to define the narrative about their societies.
- To expose audiences to quality news that promote understanding and tolerance, and which cover issues and places under-reported or forgotten by big media.

5. PROJECT INPUTS

Project elements are expertise gained from the workshop, travel budget, design/printing of publication of magazine, reportage honoraria, web design and hosting, and coordination/ management.

6. PROJECT OUTPUTS

- 24 journalists would be trained, through on-the-job assignments, in in-depth reporting of issues in conflict and post-conflict societies;
- These stories would be published in local media, translated into relevant languages;
- They would be distributed on IPS news wire (www.ipsnews.net) and regional website, as well as posted on a specially designed website, and compiled into a publication.

7. ACTIVITIES

Seminar (with funding support secured from the Japan Foundation):

IPS Asia-Pacific will bring together 12 journalists from a mix of conflict and post-conflict societies to give them the opportunity to exchange experiences and ideas, including on information needs and story ideas. The journalists, both men and women, would come from Sri Lanka (Tamils and Sinhalese), East Timor, India and Pakistan, Cambodia, Afghanistan and Indonesia.

Training/dissemination (the stage covered by this project proposal):

After the seminar would come the story production phase. The 12 journalists at the workshop are envisioned to produce 12 stories/story packages, while the other 12 stories would come from proposals sent in by other journalists (who are not at the seminar) from Asian countries not limited to those mentioned above. Each story package from a writer is expected to total at least 3,000 words, to be published in their own media outlets and also through by the IPS news network and World Service (www.ipsnews.net). The stories would be discussed with and processed by IPS editors.

Their work would also be distributed to local media in Asia, uploaded into a web page on stories from conflict and post-conflict societies, and publicised through IPS Asia-Pacific's list of contacts and through e-mail newsletters. Opportunities will be developed, in countries where the conflict is between local communities, to have them work with journalists from the "other side".

IPS Asia-Pacific proposes the packaging of the material generated by the writers into a news magazine to convey the voices of journalists from these "wounded societies", reporting from within and from both sides of the conflict fence, so to speak. IPS Asia-Pacific would also collect sample news clippings generated from this project, in English and other languages, to reflect reach in regional media.

8. WORK PLAN

March 2005: Start of reporting assignments by the writers;

April-Dec. 2005: Commissioning of stories on conflict societies, completion of work, translation and dissemination on IPS wire, Web;

February 2006: Production of news magazine.

9. INSTITUTIONAL FRAMEWORK

IPS Asia-Pacific is the regional headquarters of *Inter Press Service* news agency. This non-profit association of journalists, created in 1964, focuses on economic, social, political and development issues affecting peoples and communities in the global South.

IPS Asia-Pacific has a news product that can be used to create room for journalists to develop local material in international media. Many training programmes end with seminars, but IPS Asia-Pacific strongly believes that training needs to be used afterwards for it to make a difference. IPS has an independent media product, regional headquarters in Bangkok, and an experience in working with journalists from developing countries.

IPS Asia-Pacific has undertaken a mix of media training and development programmes, such as teaming up young and senior writers, reportage on migration, and production of conference newspapers. It also runs an annual media fellowship and training programme for 18 Mekong-region journalists that is supported by the Rockefeller Foundation.

10. SUSTAINABILITY

This project would provide the start of a consistent product that:

- Gives voices to local journalists to report on conflict and post-conflict societies;
- Provides a venue with local and regional components – partnerships between local media and a regional organisation like IPS Asia-Pacific that can cooperate on specialised stories that keep the focus on relevant issues reported from the affected societies themselves.

11. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING

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

C. ADDITIONAL INFORMATION

Previous IPDC support received by the country:

This is IPS Asia-Pacific's first project proposal submitted to IPDC.

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

IPS Asia-Pacific has taken concrete steps to pursue this project. It has put up a web page *Fighting for Peace* (www.ipsnews.net/srilanka.shtml), for now focused on the peace process in Sri Lanka after it began in September 2002. The page has stories in Tamil and Sinhalese, the main languages in Sri Lanka, in order to make accessible the same stories in English, Tamil and Sinhalese to these ethnic communities.

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION IN US\$

Story fees plus some visuals (24 stories × 250):	6 000
Travel for 12 writers (12 × 400):	4 800
Per diem (12 × 8 days × 80):	7 680
Design and layout of magazine:	900
Publication of magazine (500 2-colour copies, full colour cover, A4 size):	3 375
Distribution of magazine (Postage: US\$ 2 per copy × 500 copies):	1 000
Web maintenance (12 months × 150):	1 800
IPDC monitoring:	1 000
TOTAL:	26 555

BREAKDOWN OF BENEFICIARY'S CONTRIBUTION IN US\$

Communications:	1 200
Editing / reporting:	6 000
Web hosting:	3 000
Project coordination:	8 400
TOTAL:	18 600

REGIONAL PROJECT

A. PROJECT IDENTIFICATION		
1.	TITLE	PILOTING DIGITAL SKILLS AND MULTIMEDIA CONTENT FOR CMCs
2.	NUMBER	PDC/48RAS/09
3.	CATEGORY OF MASS MEDIA	MULTIMEDIA
4.	IPDC PRIORITY AREA	COMMUNITY MEDIA HUMAN RESOURCES DEVELOPMENT
5.	SCOPE (national, regional, interregional)	REGIONAL
6.	TYPE OF ASSISTANCE REQUESTED	CAPACITY BUILDING
7.	TOTAL COST OF PROJECT	US\$ 86 050
8.	AMOUNT REQUESTED FROM IPDC	US\$ 51 800
9.	BENEFICIARY BODY	SOUTH ASIA COMMUNITY MULTIMEDIA CENTRES
10.	IMPLEMENTING BODY	UNESCO NEW DELHI, ON BEHALF OF THE COMMUNITY MULTIMEDIA CENTRE NETWORK IN SOUTH ASIA
11.	PROJECT LOCATION	SOUTH ASIA
12.	PROJECT PREPARED BY	UNESCO NEW DELHI, IN CONSULTATION WITH THE CMC SITES CONCERNED
DECISION OF THE BUREAU:		

B. PRESENTATION

1. BACKGROUND AND JUSTIFICATION

Traditional and new community media have developed to varying degrees in different parts of South Asia. However, integrated media solutions to support pluralism and development objectives are still in early stages of development. Nepal and Sri Lanka, for example, have established local radio sectors, but the use of digital tools and links to larger global networks are only just emerging. India has made remarkable strides in new information technology applications, but appropriate community-based models and integration with local media are still in their infancy.

Supported by UNESCO and other partners, a variety of national and local media broadcasters in five countries in the region have established community multimedia centres (CMCs) that combine the complementary strengths of global and local media. The CMCs have introduced new technologies like computers, the Internet and digital solutions to traditional media outlets like radio and TV stations. CMCs in the region have come together in an informal network that focuses on capacity building and sharing of model practices.

CMCs are often skilled content developers and distributors in their traditional media fields: radio, video, print and oral folk traditions, but they do not have multimedia capacity or skills to use digital tools. In general, CMCs' use of digital tools is limited to basic audio editing and in a few cases rudimentary websites. In general, CMCs need more creative approaches to programme and content production across all media, but particularly in new, multimedia formats.

Research conducted on media applications for poverty reduction in South Asia over the past two years (see # 12: "EVALUATIONS CARRIED OUT") shows that:

- Mixed media are among the most promising media forms in terms of potential to meet a range of development needs;
- Optimal impact will result from an effective combination of global and local networks;
- While formats for radio, TV and the press are well established and allow for varying degrees of local participation, formats suitable for new media technologies are still to be developed despite strong demand from local communities.

The proposed pilot responds to the experiences of existing and emerging CMCs by providing skills, models and formats for local content creation in multimedia environments using digital tools. The proposed work will result in greater participation in content creation through by enabling CMCs to use participatory multimedia formats – for example digital storytelling, which has been described as "kitchen-table television", allowing community members to create their own personal digital stories to be distributed through VCD copies, downloaded from a website, played on local television networks and the soundtracks played on the radio.

The project will develop and pilot a model to build the capacity of CMCs to create digital multimedia content suitable for distribution across a range of platforms. Following the pilot, the tools developed will be available for utilisation by CMCs elsewhere.

2. DESCRIPTION OF THE TARGET GROUPS

The immediate beneficiaries are the developing community multimedia centres (CMCs) and the communities they serve in Bangladesh, Bhutan, India, Nepal and Sri Lanka. The CMCs are focused on rural and semi-rural areas, and generally prioritise participation by disadvantaged and marginalized groups within their target areas.

The target groups within the CMCs are young producers: radio broadcasters, technical producers, sound engineers, photographers and designers. The target groups within the communities that the CMCs serve are the youth, especially from poor families and traditionally marginalized groups.

3. **IMMEDIATE OBJECTIVES**

- To increase the capacity of CMCs in South Asia to train and support local staff and users to exploit digital media tools and produce multimedia content;
- To develop a working, replicable model for training and production of digital content for CMCs.

4. **DEVELOPMENT OBJECTIVE**

- To increase the communicative capacity of local communities by using CMCs and digital multimedia content as a vehicle for free and creative expression;
- To increase participation in and pluralism of local media by involving the youth in creative content production for a range of media.

5. **PROJECT INPUTS**

- Training in multimedia content creation and training skills;
- Expertise in multimedia content development, software and hardware, training skills;
- Basic equipment upgrades to enable quality multimedia production;
- Software and additional hardware to be provided in-kind by industry partners;
- Research and analysis using established ethnographic action research approach.

6. **PROJECT OUTPUTS**

- At least 10 CMCs in South Asia are producing and distributing local multimedia content involving high degrees of participation by community members;
- At least 25 media workers and 150 CMC users have digital media skills and are trained in multimedia content creation;
- At least 5 CD/DVD with a creative multimedia content (one from each country involved) are produced and distributed both nationally and internationally;
- A model for multimedia content training, production and distribution with at least two identifiable digital formats is developed, tested and made available internationally in a user-friendly format;
- A mechanism for distribution and sharing of multimedia content across CMCs is made operational.

7. **ACTIVITIES**

To increase the capacity of CMCs in South Asia to train and support local staff and users to produce multimedia content:

- A regional skills development workshop is conducted in which 1-2 people from each of the five CMC countries will be trained as multimedia trainers;
- At least 3 country and/or cluster-level training workshops are conducted for at least 30 representatives of CMCs;
- Local level training workshops are conducted and month-long multimedia production exercises are supported at no less than 10 of the region's 15 CMCs;
- Multimedia content is distributed to local CMC audiences and more widely using digital media like CD/DVDs, by putting multimedia content online and by using local radio stations and cable television networks;
- Production and distribution of at least one CD/DVD per country with a creative digital multimedia content originating from CMCs and their communities.

- To develop a working model for training and production of digital content for CMCs;
- To identify appropriate training curricula and methods suitable to CMCs;
- To develop a training package for digital skills and multimedia content development;
- To test the training package by conducting regional, country and local level workshops;
- To evaluate regional training of trainers workshop and incorporate analysis into the training curricula and manual;
- To evaluate country and local level workshops and incorporate findings into revised versions of the training curricula and manual;
- To produce, distribute for peer review and revise a comprehensive package for creative digital skills and multimedia content creation for CMCs;
- To make the finalised version of the package available for wider distribution.

8. WORK PLAN

	Activity	Months 1-2	Months 3-4	Months 5-6	Months 7-8	Months 9-10	Months 11-12
1	Planning and curriculum development	✓	✓	✓	✓	✓	✓
2	Regional training of trainers workshop		✓				
3	Country workshops			✓	✓		
4	CMC workshops				✓	✓	
5	Evaluation and curricula revision		✓	✓	✓	✓	✓
6	Digital skills and multimedia content model published						✓
7	Production of digital multimedia content				✓	✓	
8	Release of digital multimedia content						✓
9	On-site ethnographic action research at CMCs and monthly feedback and evaluation	✓ ✓	✓	✓	✓	✓	✓

9. INSTITUTIONAL FRAMEWORK

The project will be implemented by UNESCO New Delhi together with CMCs in South Asia. Training workshops will be hosted and organised by CMC partners. Technical inputs on the development of the curricula, training and publication of the model will be provided by *Creative Industries Research and Application Centre (CIRAC)*, Queensland University of Technology (QUT), Australia, a lead partner in UNESCO's regional research and innovation project. A network of local researchers will provide support through ongoing monitoring and evaluation of project activities.

10. SUSTAINABILITY

The focus of the project – digital skills and multimedia content – is both a sustainable process in itself and will contribute to overall sustainability of community multimedia and other centres:

With trained human resources (trainers and producers) as well as practical examples of digital stories and other content creation methods, CMCs will be in a position to continue running digital skills and multimedia content workshops for users in their areas.

Digital content production is an appropriate way to build greater involvement from the local community, especially the youth, as well as increasing the level of both marketable skills of participants and the marketability of the CMC as a training institution and a cooperative content producer in its own right.

Digital multimedia content is marketable to other media (radio, TV, Internet and digital media). There is increasing demand for media products: photographs, videos, CDs, DVDs, etc. The current initiative will produce and release at least five CD/DVDs with a digital multimedia content as a demonstration of the format's viability.

11. FRAMEWORK OF MONITORING

UNESCO will undertake monitoring of the project with support from the network of local ethnographic action researchers attached to CMCs in the region. They will use the existing online tools for recording the project activities and will feed research findings back into the local project implementation in an ongoing manner, supported by leading researchers at CIRAC-QUT and UNESCO New Delhi personnel. This method of monitoring is both transparent and collaborative. The CIRAC leading researchers will undertake to monitor and evaluate the project as a whole, comparing and contrasting the different activities and outcomes in each CMC partner site.

12. EVALUATIONS CARRIED OUT

The relevant conclusions from two years of ongoing research collaboration between UNESCO New Delhi, QUT, London School of Economics, and eight community media and ICT sites across South Asia <<http://ictpr.nic.in>> may be summarised as:

- Multimedia has great potential as a participatory approach to using ICT for local development;
- There is local demand and undeveloped creative capacity in communities served by CMCs;
- Training in local content creation suitable for use and distribution in both traditional and new media platforms should be developed;
- Digital content should also be accessible via older technologies;
- A *Community Media Model* for participatory, creative digital content creation needs to be developed.

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING

Detailed reports as required by IPDC will be submitted every four months, based upon analysis and synthesis of the research conducted and progress achieved with project implementation.

C. ADDITIONAL INFORMATION

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

A workshop on multimedia creative content creation and an introduction to digital storytelling was conducted by CIRAC in collaboration with UNESCO New Delhi in mid-2004. Some 18 participants included representatives from CMCs throughout the region. Digital storytelling was identified as a highly suitable pilot training mechanism that will support CMCs to create multimedia content and develop a community multimedia model.

Contribution foreseen by the beneficiary agency during the project period:

Beneficiary agencies, the respective South Asia CMCs will each contribute one trainer to the national workshops, undertake workshops at their CMCs immediately after the national workshops as well as assessing the impact of the training on local stakeholders and tracking the progress of the content created using the ethnographic action research approach.

Assistance sought other than IPDC:

Assistance is being sought from software and hardware companies such as Adobe, HP and manufacturers of other multimedia tools to contribute appropriate software and hardware to the CMCs where this is needed to support the activities of the project. Additional assistance will be sought from other groups for future applications of the pilot.

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION IN US\$

Training of trainers workshop:	18 000
Country workshops (3-4):	24 000
Equipment (RAM, additional hard drives, DVD writers):	5 000
Publication:	3 000
Monitoring (IPDC)	1 800
TOTAL:	51 800

BREAKDOWN OF BENEFICIARY'S CONTRIBUTION IN US\$

Project support from CMCs (US\$ 750 × 15):	11 250
Project consultants (QUT):	8 000
Software (in-kind contribution by software companies):	15 000
TOTAL:	34 250

REGIONAL PROJECT

A. PROJECT IDENTIFICATION		
1.	TITLE	IMPROVE THE TECHNICAL QUALITY OF <i>THE PACIFIC WAY</i>
2.	NUMBER	PDC/48RAS/10
3.	CATEGORY OF MASS MEDIA	TELEVISION AND VIDEO
4.	IPDC PRIORITY AREA	PROMOTION OF MEDIA PLURALISM
5.	SCOPE (national, regional, interregional)	REGIONAL
6.	TYPE OF ASSISTANCE REQUESTED	FINANCIAL (TRAINING)
7.	TOTAL COST OF PROJECT	US\$ 61 100
8.	AMOUNT REQUESTED FROM IPDC	US\$ 31 100
9.	BENEFICIARY BODY	SECRETARIAT OF THE PACIFIC COMMUNITY (SPC)
10.	IMPLEMENTING BODY	SPC REGIONAL MEDIA CENTRE
11.	PROJECT LOCATION	SUVA, FIJI
12.	PROJECT PREPARED BY	AREN BAOA, TV/VIDEO SPECIALIST (ACTING)
DECISION OF THE BUREAU:		

B. PRESENTATION

1. BACKGROUND AND JUSTIFICATION

The Pacific Community (SPC) is the oldest and largest inter-governmental organisation in the Pacific region, established after WWII (in 1947). The aims of the organisation are to provide advisory, training and technical assistance to its 22 member-island countries and territories in the areas of its population, demography, fisheries, maritime, agriculture, AIDS, youth, women, health and nutrition and media.

Although, the media development in the islands is somewhat slower than their metropolitan counterparts, their progress in this area is relative to their own economical development. Like elsewhere, print is the oldest form of mass media, and more accessible in the urban than rural areas. Radio is still considered the most popular media type throughout the islands. Television was introduced to the islands in the early sixties and is considered the most powerful medium of communication, and is the most expensive to deal with.

The advancement of computer and digital technology has allowed the introduction of the Internet. Its interactive nature, ability to converge with other media, and capabilities for marketing have made it the fastest growing medium of communication. While most countries of the region recognize television as a powerful communication tool, they are also aware of its impact on the islands' traditional cultures and social behaviour. To date the country of Kiribati and the territories of Pitcairn Island and Tokelau do not have television. Just recently the Solomon Islands introduced a television network that is operated by Telecom in partnership with a local media specialist/businessman. One of the main constraints of introducing television to the islands is its high operational cost and the sophistication of programme production. The high cost of producing programmes impacts on the local content; hence dependency on imported, and sometimes 'inappropriate' programmes is prevalent.

Media freedom is a recognised concept throughout the region, even if at times problems emerge. One of the main advocates of media freedom in the region is the Pacific Island News Association PINA, which RMC supports and works closely with. While freedom of the media is recognised in the region, responsible reporting for accuracy of stories is demanded. This has led to the establishment of statutory bodies such as the Media Council in Fiji.

This project targets the still developing medium in the region: television and video production. This is a continuation and strengthening of an existing and most successful Regional Media Centre project: *The Pacific Way* (the regional television magazine show). *The Pacific Way* is a spin-off of a previous IPDC project of the RMC and has been produced with some seed funding and programming support from UNESCO for some ten years now.

Over these years, the aesthetic and technical quality of *The Pacific Way* has been deteriorating due to the ageing equipment. In order for the show to stay attractive for the viewers all over the small islands region, new equipment is required. The 10-years old equipment used in the studio for the production of *The Pacific Way* is now considered out-dated, obsolete and need to be replaced. The selective replacement of key equipment is essential to ensure that the quality of the show is maintained and improved, and there is transition to contemporary recording formats. The new recording format would also enable that *The Pacific Way* materials are archived in a digital format.

There is also a need to improve the overall look of *The Pacific Way* show so make it more contemporary, by redesigning the set, possibly to virtual background using 3-dimensional computer graphics.

2. DESCRIPTION OF THE TARGET GROUPS

The immediate beneficiaries of this project are the SPC Regional Media Centre; however, the 20 member television stations would also indirectly benefit from this project.

3. IMMEDIATE OBJECTIVES

- To improve the technical quality of *The Pacific Way* television magazine show;
- To provide archival assistance to all of *The Pacific Way* materials;
- To enhance the overall aesthetic looks of the show.

4. DEVELOPMENT OBJECTIVE

The monthly showing of *The Pacific Way* in 19 Pacific Island Countries and Territories (PICT) is one of the few regular local content TV programmes in the Pacific Islands region. As such, it is important for the enhancing the cultural diversity and identities in the small island countries, which are essential for sustainable development.

5. PROJECT INPUTS

- Equipment upgrade - Purchase of XDCam format player and recorder;
- Archiving - Purchase of XDCam digital recording media to archive old and new *The Pacific Way* materials;
- Planning and building the new set for *The Pacific Way*. A regional competition to allow the best design to be adopted.

6. PROJECT OUTPUTS

- The acquisition of new equipment will allow *The Pacific Way* television magazine to be equipped and upgraded to a more contemporary digital storage media, XDCam disc;
- *The Pacific Way* newly designed set will provide added value to the show in terms of regional viewing and international marketability.

7. ACTIVITIES AND WORK PLAN

Months 1-2: Submission of equipment list to suppliers to provide quotation; selection of the most competitive supplier; purchase of equipment; replacement and installation of gear;

Months 3-9: Purchase of XDCam discs; transfer of *The Pacific Way* materials for archival purposes;

Months 3-9: Set-up criteria for competition; advertise commencement of competition to the region; selection of best design; invitation of designer to monitor construction of *The Pacific Way* new set.

8. INSTITUTIONAL FRAMEWORK

The SPC Regional Media Centre will be responsible for the implementation of the project. .

9. **SUSTAINABILITY**

- The cost recovery mechanism put in place for all Regional Media Centre production activities has allowed the centre to be more sustainable;
- The improvement in quality of the show will provide avenues to sell some episodes to overseas television channels, thus providing income to produce other episodes.

10. **EVALUATIONS CARRIED OUT**

According to audience response, *The Pacific Way* is very popular in most Pacific Islands countries.

11. **FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING**

SPC will report on the project progress to IPDC and UNESCO as required.

C. ADDITIONAL INFORMATION

Previous IPDC support received by the country

SPC has benefited from IPDC's support for a number of training and programme production projects.

Preparatory activities completed prior to submission of the project to IPDC

The Pacific Way production is ongoing.

Contribution foreseen by the beneficiary agency during the project period

Other studio facilities and staff.

Assistance sought other than IPDC

None.

D. BUDGET

**BREAKDOWN OF IPDC CONTRIBUTION
IN US\$**

XDCam recorder/player PDW 1500:	16 800
XDCam discs, transfer of old material for archive purpose:	7 500
New <i>Pacific Way</i> set-up:	5 800
Monitoring:	1 000
<u>TOTAL:</u>	31 100

**BREAKDOWN OF BENEFICIARY'S CONTRIBUTION
IN US\$**

Salaries, premises, other equipment:	30 000
<u>TOTAL:</u>	30 000

BANGLADESH

A. PROJECT IDENTIFICATION		
1.	TITLE	BANGLADESH: YOUTH COMMUNITY MULTIMEDIA CENTRE (CABLE RADIO)
2.	NUMBER	PDC/48BGD/01
3.	CATEGORY OF MASS MEDIA	COMMUNITY MULTIMEDIA
4.	IPDC PRIORITY AREA	COMMUNITY MEDIA
5.	SCOPE	NATIONAL
6.	TYPE OF ASSISTANCE REQUESTED	TECHNICAL ASSISTANCE, CAPACITY BUILDING AND EQUIPMENT
7.	TOTAL COST OF PROJECT	US\$ 39 850
8.	AMOUNT REQUESTED FROM IPDC	US\$ 34 150
9.	BENEFICIARY BODY	SITAKUND COMMUNITY MULTIMEDIA CENTRE (CMC)
10.	IMPLEMENTING BODY	YOUNG POWER IN SOCIAL ACTION (YPSA) CHITTAGONG
11.	PROJECT LOCATION	SITAKUND SUB-DISTRICT, CHITTAGONG
12.	PROJECT PREPARED BY	YOUNG POWER IN SOCIAL ACTION THE BANGLADESH NGO NETWORK FOR RADIO AND COMMUNICATION
DECISION OF THE BUREAU:		

B. PRESENTATION

1. BACKGROUND AND JUSTIFICATION

Bangladesh has a relatively limited degree of media pluralism with electronic media dominated by State radio and television. Alongside state broadcaster BTV, there are three private television channels available on cable: NTV, ATN Bangla and Channel I. Recently FM radio frequencies have been shared with the British Broadcasting Corporation (BBC) and The Voice of America for broadcast in and around Dhaka city. Newspapers enjoy a greater degree of freedom than other mass media. Print media journalists are well organised and have successfully pushed for legislation in favour of their interests; however, security of journalists is an ongoing concern.

Local media such as community radio or multimedia centres do not yet exist in Bangladesh. There are pilot ICT initiatives, but none have yet integrated any form of community media. Bangladesh has introduced a forward-looking policy on information and communication technologies, yet practical instruments to implement these policies are lacking. The policy includes provisions for local ICT facilities, however developments to use ICT at the grassroots level to increase access to information are still in their infancy.

ICT as a development tool is limited by barriers of education and literacy, affordability of access and know-how and the absence of suitable local content. Cybercafés, kiosks and telecentres can create some awareness and skills, however they are limited in terms of overcoming barriers and reaching remote rural and other marginalised communities. Community multimedia centres that combine access to ICTs with the local penetration of media like audio narrowcasting, community radio and TV broadcasting and cable are proposed as a 'last-mile' solution. Pilots in South Asia have clearly demonstrated the potential of these traditional local media in combination with new ICTs to bring rural areas into national and global knowledge networks.

In April and May 2003 and again during the IPDC 2004 Council Session, representatives of the Bangladesh government conveyed interest in the concept of community multimedia solutions that combine traditional and new technologies to link rural areas with information and knowledge resources made available with new ICTs.

2. DESCRIPTION OF THE TARGET GROUPS

- Immediate beneficiaries are community members of Sitakund sub-district, with specific focus on poor and marginalized youth, indigenous peoples and fisher folk communities;
- Institutional beneficiaries include local development organizations, local government bodies and media organisations.

3. IMMEDIATE OBJECTIVES

- To raise awareness in the community-at-large of the potential benefits of a community multimedia centre and to train the local community in community media skills;
- To increase the amount, quality and diversity of local content production and local distribution in Sitakund

4. DEVELOPMENT OBJECTIVE

- Increase local communicative capacity to meet development and governance needs;
- Increase the flow of information to address developmental needs and human rights;

- More voices and greater diversity of opinion in local media, including the disadvantaged rural poor, will contribute to media pluralism.

5. PROJECT INPUTS

- Technical expertise on training, programming and facility;
- Capacity building: community awareness, training skills and community media skills;
- Equipment: field recording, basic production; basic facility renovation; cable networking infrastructure/upgrades.

6. PROJECT OUTPUTS

Increased local awareness, capacity and participation in media:

- Increased awareness among at least 3000 people of Sitakund sub-district and at least 20 civil society and government bodies about the role and benefits of community media;
- Core team of at least 3-5 individuals trained to manage and operate the CMC and able to train volunteers in community media skills;
- At least 50 youth and civil society groups trained to create media programming;
- Sufficient institutional capacity among partners to facilitate the creation of a sustainable, independent, community owned and managed CMC within the first year of operations;
- Participation by at least 100 community members, with at least 75% from target groups.

Expanded local media facilities:

- CMC facility combining an existing telecentre with new audio and video production;
- New media distribution systems created in the Sitakund area:
 - Narrowcasting network with at least 35 grassroots (reflect) groups and 500 members;
 - Cablecasting to existing and at least 500+ new cable households.

Increased quantity, quality and diversity of local media programming and content:

- 2 hours of appropriate daily local radio content and 2 hours of weekly video programming produced and distributed; at least 2 hours of developmental programming produced weekly using information sourced from internet and or other digital media;
- At least 20 multimedia features created for distribution via digital media.

Documentation of the local communicative ecology and related media intervention:

- Documented model for CMC establishment and operation in Bangladesh.

7. ACTIVITIES

Increased local awareness, capacity and participation in media:

- Awareness raising among community-at-large, civil society groups, local government;
- Training of core team (3 / 5) and volunteers (50+) in basic journalism, community media production, means of distribution and management;
- Programme narrowcast using cassette playback to over 35 existing grassroots groups.

Expanded local media facilities:

- Acquisition of equipment and CMC facility put into operation;
- Cablecast on existing and newly established local cable networks.

Increased quantity, quality and diversity of local media programming and content:

- Local radio and video productions; creation of multimedia content;
- 2 hour daily programme schedule comprising both radio and video.

Documentation of the local communicative ecology and related media intervention:

- Research data collection using ethnographic tools: field notes, interviews etc.;
- Integrated monitoring and continuous evaluation of the initiative;
- Semi annual field visits by representatives from regional research team.

8. WORK PLAN

ACTIVITY	Months 1/2	Months 3/4	Months 5/6	Months 7/8	Months 9/10	Months 11/12
Community awareness, volunteer, core team and partner recruitment	✓	✓	✓	✓	✓	✓
Community media skills training		✓	✓	✓	✓	✓
Equipment research and procurement; CMC production facility establishment	✓	✓	✓	✓		
Media programming and content creation; narrowcasting and cablecasting		✓	✓	✓	✓	✓
Establishment of new cable network				✓	✓	
Establishment of CMC management committee and organisational framework	✓	✓	✓	✓	✓	✓
Ethnographic action research including weekly research postings/monthly research reports	✓	✓	✓	✓	✓	✓

9. INSTITUTIONAL FRAMEWORK

The CMC initiative will be implemented by YPSA with technical assistance from Bangladesh NGO Network for Radio and Communication (BNNRC) and UNESCO. Local CSO and government bodies will be engaged as partners. YPSA will appoint a project officer and establish a project team to guide implementation. Established in 1985, YPSA is a non-profit, non-government organisation running development initiatives in the Sitakund area. BNNRC is an advocacy group supporting and advocating for more pluralistic media and ICT applications.

A CMC Management Committee (MC) will be developed, which will be comprised of representatives of local non-profit and community-based organisations, other civil society groups and volunteers. By the end of the first year, the MC will be operating the CMC with support from YPSA and BNNRC.

10. SUSTAINABILITY

- The primary strategy for achieving both social and financial sustainability of the CMC is ensuring widespread ownership and involvement by the local community;
- The CMC will develop a large volunteer base, especially among local youth, and establish cooperative relationships with local civil society and government organisations to support and deliver development-oriented programmes;
- The CMC will develop a broad base of income generation from individual and group memberships, community donations, local sponsorship and paid services like videography, Internet access, computer training, etc. Operational and paid staff costs will be minimised.

11. FRAMEWORK OF MONITORING

UNESCO and a regional team made up of researchers and media experts from Queensland University of Technology will monitor the initiative. Monitoring will be supported by ethnographic action research in use at the Sitakund ICT centre since 2003. The approach allows for a high degree of interaction between a dedicated local researcher and a regional research team using an interactive online workspace.

12. EVALUATIONS CARRIED OUT

- Between January 2002 and March 2004, UNESCO supported the Sitakund ICT Centre as part of a regional research and innovation initiative. The research identified multimedia as the most promising ICT solution in largely rural areas like Sitakund.
- The Sitakund ICT Centre was recommended as a site for the development of a pilot CMC during a feasibility study conducted in May 2003 by a consultant from UNESCO New Delhi. At the time, the ministry of Science and ICT indicated their willingness to provide an experimental FM license to one or more pilot CMCs in Bangladesh.

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING

Detailed reports will be submitted as required by IPDC, based upon analysis and synthesis of the research conducted and progress achieved in project implementation.

C. ADDITIONAL INFORMATION

Preparatory activities completed prior to submission of the project to IPDC

A community-based, 'youth' telecentre established in Sitakund in 2003 is the foundation of the CMC. An introductory workshop on community multimedia is planned for late 2004.

Contribution foreseen by the beneficiary agency during the project period

Local participants will be the main drivers of the CMC.

Assistance sought other than IPDC

Assistance for additional technical expertise, equipment and human resource development will be sought from donors in Bangladesh and internationally.

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION IN US\$

Training and awareness:	13 500
Equipment/facility renovation: field recording, basic production facility, cabling:	14 850
Operational and local personnel costs:	4 000
Monitoring:	1 800
<u>TOTAL:</u>	34 150

BREAKDOWN OF BENEFICIARY'S CONTRIBUTION IN US\$

Project personnel:	4 200
Project support, including reporting every four months:	1 500
<u>TOTAL:</u>	5 700

BHUTAN

A. PROJECT IDENTIFICATION		
1.	TITLE	BHUTAN: ESTABLISHMENT OF A TRAINING CENTRE AT THE BHUTAN BROADCASTING SERVICE (BBS)
2.	NUMBER	PDC/48 BHU/01
3.	CATEGORY OF MASS MEDIA	RADIO AND TELEVISION
4.	IPDC PRIORITY AREA	HRD DEVELOPMENT, TRAINING
5.	SCOPE (NATIONAL, REGIONAL, INTERREGIONAL)	NATIONAL
6.	TYPE OF ASSISTANCE REQUESTED	SUPPORT FOR EQUIPMENT AND TRAINING
7.	TOTAL COST OF PROJECT	US\$ 61 000
8.	AMOUNT REQUESTED FROM IPDC	US\$ 40 000
9.	BENEFICIARY BODY	BHUTAN BROADCASTING SERVICE
10.	IMPLEMENTING BODY	BHUTAN BROADCASTING SERVICE
11.	PROJECT LOCATION	THIMPU, BHUTAN
12.	PROJECT PREPARED BY	
DECISION OF THE BUREAU:		

B. PRESENTATION

1. BACKGROUND AND JUSTIFICATION:

Bhutan is a developing country with an extremely mountainous topography. Majority of the population live in valleys isolated by deep gorges and fast flowing rivers making both intra and interregional travel difficult and subjected to seasonal climatic variations. Given the formidable geographical setting, low literacy and income levels, the need for good communication including the electronic media have become a vital part of the socio-economic development.

The Bhutan Broadcasting Service (BBS) started, as a radio station in 1973, and radio still remains the most cost-effective and penetrated source of news and information. Surveys have shown that the people depend on BBS to provide vital information on health, agriculture, marketing and development issues.

In June 1999, BBS established the country's first television service. A small 30 sq m studio was used for the daily news broadcast using a 1kW transmitter. The service is currently limited to Thimpu valley with a four-hour daily programme consisting of news, current affairs and content based on development and cultural aspects. In January 2003, an old unused hall was converted into a 100 sq. m. television studio to meet the programmers' need for a recording studio. A master plan for the expansion of TV service nation wide is now under study.

The government sees a crucial role for the national radio and TV broadcast service in the preservation and promotion of Bhutan's rich and unique culture and traditions. This heritage has helped Bhutan pursue a unique development path that is defined by the goal Gross National Happiness (GNH). GNH is a holistic approach to development. Bhutan has the opportunity to share its development experiences with the rest of the world. Well-planned television programming by the BBS can constantly keep the Bhutanese people reminded of the importance of preserving their culture and traditions.

Human resource development is one of the most important components in the development of the organization. BBS has so far been dependant on external assistance in training the staff. Sometimes, it is not possible to get the relevant course and a tailor-made course is too expensive. Most of the professional staff members are not well versed in English, and therefore they cannot be sent for training outside the country. With pressure to expand the airtime to a maximum of 12 hours a day, a lot of training will be required to meet the extended airtime.

The aim of this project is to establish the first, fully equipped training centre in Thimpu. This training centre will cater to the needs of the BBS plus other private and government organizations.

2. DESCRIPTION OF THE TARGET GROUPS:

The key beneficiaries of this project are the BBS staff. They will receive training in a wide range of fields including radio/TV productions, journalism, new technologies, management and related areas. The beneficiary at the end will of course be the public of Bhutan who will be able to enjoy a better range of programs and news information.

3. IMMEDIATE OBJECTIVES:

The objectives of this project are:

- To establish a professional training centre at the Bhutan Broadcasting Service,
- To conduct regular courses (introduction and refresher) in both radio and television to the BBS staff members and other government/private production houses.

4. DEVELOPMENT OBJECTIVE:

- Training the staff of the BBS,
- Better quality news, programmes and information can be expected,
- The expansion of airtime will be achieved,
- BBS can achieve the goal of the government to have a better-educated society and assist in the socio-economic development of the country.

5. PROJECT INPUTS:

Support to establish training centre include:

- Digital radio and television equipment,
- Computers,
- Training aids (LCD projectors, white boards, slides, etc.),
- Materials for renovation of the training hall,
- International trainers,
- National trainers (BBS senior staff).

6. PROJECT OUTPUTS:

- A fully equipped training centre,
- Dependence on external training agencies reduced,
- Ongoing training courses/seminars/workshops put in place,
- A better trained/skilled BBS staff ready to handle any type of jobs,
- Quality of programs, news improved,
- Airtime increased to meet the expectations of the public.

7. ACTIVITIES:

- BBS in consultation with the AIBD to prepare a joint equipment plan,
- AIBD to assist the BBS in establishing a training schedule,
- AIBD to train the BBS trainers and implement training schedule,
- BBS to make the equipment purchase.

8. WORK PLAN:

Month I-II: Develop action plan, order equipment;

Month III-IV: Training plan devised;

Month V-VI: Equipment received;

Month VII: Training commences;

Month XII: Reporting to IPDC completed.

9. INSTITUTIONAL FRAMEWORK:

BBS will implement the project while the UNESCO Regional Office in Delhi will be the executing agency. The project will be implemented as per the UNESCO / IPDC guidelines.

10. SUSTAINABILITY:

Bhutan Broadcasting Service is the sole broadcasting organization in the country and will ensure that staff are assigned to the training centre, thus enabling it to function effectively on an ongoing basis.

11. FRAMEWORK OF MONITORING:

The AIBD or the UNESCO Office in New Delhi could handle monitoring.

12. EVALUATIONS CARRIED OUT

Evaluation of the progress may be carried out by AIBD. AIBD is aware of professional needs of the Bhutan Broadcasting Service.

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING:

Bhutan Broadcasting Service will report on project activities and developments as required by the IPDC and upon completion of the project.

C. ADDITIONAL INFORMATION

Previous IPDC support received by country:

BBS has benefited from several IPDC projects.

Contribution foreseen by beneficiary agency :

The continuity of the training activities will be ensured.

Assistance sought other than IPDC:

None

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION IN US\$	
Small digital radio studio	8 000
Basic television editing suite and cameras	12 000
Computers, printers	5 000
LCD Projector	4 000
Teaching aids	1 000
Training of BBS trainers	9 000
Project monitoring	1 000
TOTAL	40 000

**BREAKDOWN OF BENEFICIARY'S CONTRIBUTION
IN US\$**

Staff salaries (as national trainers – 12 months)	10 000
Fittings	5 000
Utilities	6 000
TOTAL	21 000

CAMBODIA

A. PROJECT IDENTIFICATION		
1.	TITLE	CAMBODIA: TRAINING OF CAMBODIAN PROVINCIAL NEWS CORRESPONDENTS
2.	NUMBER	PDC/48 CAM/01
3.	CATEGORY OF MASS MEDIA	NEWS AGENCY
4.	IPDC PRIORITY AREA	MEDIA PLURALISM, FREEDOM OF EXPRESSION, HUMAN RESOURCES DEVELOPMENT, INTERNATIONAL PARTNERSHIPS
5.	SCOPE (national, regional, interregional)	NATIONAL
6.	TYPE OF ASSISTANCE REQUESTED	EQUIPMENT AND TRAINING
7.	TOTAL COST OF PROJECT	US\$ 36 100
8.	AMOUNT REQUESTED FROM IPDC	US\$ 28 500
9.	BENEFICIARY BODY	MEDIA CONSULTING & DEVELOPMENT Co. Ltd.
10.	IMPLEMENTING BODY	MEDIA CONSULTING & DEVELOPMENT Co. Ltd.
11.	PROJECT LOCATION	PHNOM PENH
12.	PROJECT PREPARED BY	MEDIA CONSULTING & DEVELOPMENT Co. Ltd.
DECISION OF THE BUREAU:		

B. PRESENTATION

1. BACKGROUND AND JUSTIFICATION

Concentrated in the capital city Phnom Penh, and working with limited human and material means, Cambodian media do not provide regular coverage of news about Cambodia's provinces (where the majority of the population lives) and their development. They mainly focus on national political issues, and usually offer an unbalanced perspective on the facts. As a consequence, very few reports are produced on the situation in the provinces indicating that Cambodians, including decision-makers, have limited information on what is happening in the provinces. Cambodians living outside Phnom Penh (80% of the total population) do not have access to various sources of information. The country has a very limited number of regional radio stations, and most of them do not broadcast local news. People outside Phnom Penh generally lack information, particularly on the provinces where they live.

This training programme will raise awareness of journalists on local issues and encourage them to go to the field. It will give job opportunities for specialised journalists, as well as seek to enhance current development programmes aimed at strengthening decentralisation, democracy, freedom of the media and Human Rights in the country.

This training programme will also be a first step towards the creation of an independent news Agency in Cambodia. The Agency will feed print and electronic media with reliable sources and stories on the provinces, thus helping them to produce balanced reports.

The proposed training will be a 3-month full-time activity (6 hours per day). In the first phase (about 6 weeks in Phnom Penh), experienced foreign journalists will train the trainees on the concept of local news and give examples from abroad. Local trainers will discuss the experiences of the first four provincial papers in Cambodia: *Somne Thmey Battambang*, *Somne Thmey Siem Reap*, *Somne Thmey Kompong Som*, and *Somne Thmey Kompong Cham*. The second phase is a 6-week practice in the field, guided by the trainers. A monitoring body will follow up the news and reports published in the press, which will be analysed during a final debriefing in Phnom Penh.

Media Consulting & Development Co Ltd. has already conducted such training sessions for the reporters of *Somne Thmey*, the first provincial newspapers in the country.

2. DESCRIPTION OF THE TARGET GROUPS

The immediate beneficiaries of the project will be a group of 10 to 15 young Cambodian journalists, women and men, who already have followed international professional training and are willing to cover local news.

3. IMMEDIATE OBJECTIVES

- To train 10 to 15 Cambodian young journalists on the coverage of regional stories.
- To raise awareness among young Cambodian journalists on the importance of regional information.
- To create a pool of Cambodian journalists who will be deployed to work in the provinces.

4. DEVELOPMENT OBJECTIVE

To contribute to the development of independent media in Cambodia and to the strengthening of democracy at grass roots level by creating a network of provincial journalists. This will allow the media in Cambodia to have access to more sources for their stories, thus balancing their coverage. The

public, including voters, NGOs, government institutions, the media and other decision-makers throughout the country as well as abroad, will be better informed of regional and development issues and able to make informed choices.

5. PROJECT INPUTS

Trainers;
Training support costs;
Supporting materials;
Field trips.

6. PROJECT OUTPUTS

- Training of 10 to 15 young Cambodian journalists, women and men, on provincial coverage;
- Awareness of the importance of provincial issues raised among the public, including voters, NGOs, government institutions, the media and other decision-makers.

7.-8. ACTIVITIES AND WORK PLAN

June - July 2005: Preparation of the training programme; selection of the trainers and trainees;

Aug. - Oct. 2005: Implementation of the training programme, including practice in the field.

Three trainers, including two foreign trainers with extensive experience in local coverage in their home country and news coverage in Cambodia and one Cambodian trainer, will organise the sessions. A number of newsmakers representing the government and the civil society will be invited as guest speakers.

9. INSTITUTIONAL FRAMEWORK

The training programme will be conducted by the *Media Consulting & Development Co Ltd.*, a private Cambodian firm specialising in media production and monitoring. MC & D is the publisher of several newspapers, including the four first provincial newspapers in Cambodia, daily and weekly press reviews, a weekly development press review and a weekly economic press review. For the provincial newspaper project, MC & D has already trained 10 provincial journalists who are now employees of *Somme Thmey*. The firm is currently in contact with international donors to create the first independent news agency in the country.

MC & D is a Cambodian private company, dedicated to strengthening the links between the media and the development sectors. It is staffed with more than 20 Cambodians and 7 international staff. The owner and director is Mr. Sébastien Drans, a French national with 10 years experience in media and development in Cambodia.

10. SUSTAINABILITY

The training programme will prepare the creation of the first news Agency in Cambodia. The Agency will charge for its services to media organisations, development organisations, private firms and foreign representations, in the country and abroad. Several organisations have already expressed their intention to subscribe to such information services.

11. FRAMEWORK OF MONITORING

Each step of the training programme, including its preparations, will be subject to an activity report.

12. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING

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

C. ADDITIONAL INFORMATION

Previous IPDC support received by the country:

None.

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

MC & D already conducted such training sessions for the reporters of *Somme Thmey*, the first provincial newspapers in the country.

Contribution foreseen by the beneficiary agency during the project period:

MC & D will provide the training materials and facilities and cover the media analysis on the provincial coverage.

Assistance sought other than IPDC:

None.

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION IN US\$

2 foreign trainers (2 × 4 months × 2 000):	16 000
Local trainer (5 months × 300):	1 500
Local translator (5 months × 300):	1 500
Photo instructor (local):	300
Computer trainer (local):	300
Local trainer in radio production:	300
Administration (5 months × 300):	1 500
Stationery, photocopies, documents, coffee breaks (5 months × 500):	2 500
Field trips (18 persons × 5 days × 40):	3 600
IPDC monitoring:	1 000
TOTAL:	28 500

BREAKDOWN OF BENEFICIARY'S CONTRIBUTION IN US\$

Materials / newspapers for monitoring purposes:	1 000
Media analysis:	4 000
Training room, facilities, communication costs:	2 600
TOTAL:	7 600

FIJI ISLANDS

A. PROJECT IDENTIFICATION		
1.	TITLE	FIJI ISLANDS: AUDIENCE SURVEY FOR PUBLIC SERVICE BROADCASTING
2.	NUMBER	PDC/48 FIJ/01
3.	CATEGORY OF MASS MEDIA	RADIO
4.	IPDC PRIORITY AREA	PUBLIC SERVICE BROADCASTING
5.	SCOPE (national, regional, interregional)	NATIONAL
6.	TYPE OF ASSISTANCE REQUESTED	FINANCIAL
7.	TOTAL COST OF PROJECT	US\$ 41 200
8.	AMOUNT REQUESTED FROM IPDC	US\$ 18 000
9.	BENEFICIARY BODY	SUPPLIERS OF PSB – FIJI BROADCASTING CORPORATION Ltd. and COMMUNICATIONS FIJI Ltd.
10.	IMPLEMENTING BODY	MINISTRY OF INFORMATION, COMMUNICATIONS AND MEDIA RELATIONS
11.	PROJECT LOCATION	SUVA
12.	PROJECT PREPARED BY	MINISTRY OF INFORMATION, COMMUNICATION AND MEDIA RELATIONS
DECISION OF THE BUREAU:		

B. PRESENTATION

1. BACKGROUND AND JUSTIFICATION

The media in Fiji includes radio, television (free-to-air and pay TV), newspapers, magazines, and Internet services. The media has a crucial role in an open democratic society. The government of the Republic of Fiji is committed to an open media policy and sees the media playing a pivotal and mutual role in nation building.

The last decade has seen an increase in media outlets including television and the Internet. Newspapers and radio services operate in Fiji's main languages – English, Fijian and Hindi – and reach the majority of the population.

The development of the media, including the raising of journalistic standards, human resources and capacity building of a cadre of professional skills among locals, is being regularly pursued. Upholding the values of Fiji's multi-cultural society, extending vernacular languages in televised programmes and ensuring the continued freedom and responsibilities of the media according to law is maintained.

The way forward for the media in Fiji is guaranteed in the fundamental provisions of the Constitution, which provides for Freedom of Expression, and specifically for Freedom of the Press and other media.

Public service broadcast programmes are specially produced for Fijian and Hindi speaking communities in the 300 outlying islands and distant rural areas to keep them informed of all aspects of development that influence society. Public service broadcasting through radio is therefore an important and, perhaps best medium of communicating with the people given the scattered nature and isolation of the majority of the islands from the urban centres.

The government-funded Public Service Broadcasting contract is issued on competitive tender for Fijian and Hindi language broadcasts. Programme content encompasses health, lifestyle, the promotion of cross-cultural learning, reconciliation and political issues, while keeping abreast with local and world events. (The recent political upheavals in the country are indicative of the need for greater cross-cultural understanding and reconciliation between the two major races, indigenous Fijians and Indians, including a greater awareness of the impact of government decisions on nation-building.)

However, there has never been an audience survey in the islands to determine the information needs of rural dwellers. One of the reasons is the scattered nature and distance of the islands. The other equally important reason has been the lack of professional skills and funding to successfully conduct such an extensive survey.

This project will specifically address the following:

- To identify the information needs of the different ethnic communities in Fiji;
- To review public service broadcasting programmes to align the related policy guidelines to the information needs, particularly of rural dwellers;
- To align audio-visual programmes produced by government departments and agencies to ensure they are attuned to the information requirements of the people.

The services of a consultant familiar with the editorially independent public service broadcasting principles and radio audience research are required to conduct the audience survey. It is proposed that

the PSB Monitoring Unit of the ministry of Information, Communications and Media Relations is attached to understudy the methodology and process of conducting the audience survey and to analyse the programmes for continuity. Consultations with PSB suppliers of radio programmes shall be part of the process to ensure the kind of information broadcast meets the information needs of Fiji's multi-cultural society.

2. DESCRIPTION OF THE TARGET GROUPS

The immediate beneficiaries of the project is Fiji's population of around 775,077 comprising the following: Indigenous Fijians 51 %, Indians 43.6 %. Other ethnic groups such as Europeans, Chinese and many Pacific Islanders, 5.4 %. The specific target group comprises some 415,600 mainly indigenous Fijians and Indians who live in rural areas.

3. IMMEDIATE OBJECTIVES

An independent and professional audience survey will be conducted on the PSB programmes produced under the public service broadcasting contract.

4. DEVELOPMENT OBJECTIVE

The outcome of the above immediate objective is to improve the quality of the PSB programmes, so as to meet the information needs of the people of Fiji, particularly in rural areas, relating to human rights, freedoms, social, economic and political environment. The objectives of the public service broadcasts is to improve the national quality of life focusing on the information needs of indigenous Fijians and Indian populations in Fiji's most isolated and rural areas through informative programmes that promote national unity by encouraging people's participation in national reconciliation and development.

5. PROJECT INPUTS

- Independent, professional consultant to conduct audience research survey;
- Local staff to understudy audience research;
- Land, sea and air transport.

6. PROJECT OUTPUTS

- At least two radio producers will be trained to conduct future audience surveys;
- The audience survey on the PSB programmes will be finalised;
- Professional discussions between the ministry of Information, Communications and Media Relations and PSB programme producers to enhance the quality of information and programme content on PSB stations, will be conducted.

7. ACTIVITIES

- Identify and engage a consultant to conduct the audience survey;
- Advertise as widely as possible over PSB radio and the print media the intent and purpose of the survey;
- Arrange transportation to outlying islands to collect data;
- Analyse the data;
- Consult with PSB radio suppliers on outcome of the survey to enhance quality, versatility and range of programmes to satisfy information needs of the people;
- Monitor outcome of survey including listener ratings and/or popularity of PSB networks.

8. WORK PLAN

- Month 1:** Identify and engage the independent consultant;
Months 2 / 3: Develop the methodology and train the personnel of the ministry's Media Unit;
Months 4 / 5: Advertise proposed PSB audience survey (2 weeks);
Month 5: 3 week's tour of islands, urban and rural areas;
Month 5 / 6: Prepare analysis of audience survey;
Months 7 / 8: Consultations with PSB radio networks, decide on follow-up.

9. INSTITUTIONAL FRAMEWORK

The ministry of Information, Communications and Media Relations PSB Monitoring Unit will coordinate the implementation of the project through consultations and liaison with PSB radio networks (Fiji Broadcasting Corporation Ltd. and Communications Fiji Ltd.) and government broadcast units of various line ministries.

10. SUSTAINABILITY

The project will be sustainable as a PSB monitoring unit is in place to ensure continuity. Following the initial audience research and subsequent consultations with its suppliers, the PSB monitoring unit will ensure that regular annual surveys are conducted and the findings implemented where appropriate.

11. FRAMEWORK OF MONITORING

UNESCO may consider assigning the Fijian professional firm *Tebbut Research Pty Ltd.* as an option.

12. EVALUATIONS CARRIED OUT

An evaluation of PSB programmes submitted by the 'suppliers' was performed before the issue of three yearly contracts worth \$1.3 million annually. A professional evaluation is however, required; hence, the request for this audience survey, with follow-up internal audience surveys to be carried out every six months to ascertain listenership preferences, etc.

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING

The ministry of Information, Communications and Media Relations, undertakes to report on project progress as required by IPDC and UNESCO.

C. ADDITIONAL INFORMATION

Previous IPDC support received by the country

IPDC has funded four previous national IPDC projects.

Preparatory activities completed prior to submission of the project to IPDC

Regular awareness messages of what constitutes PSB programme services and visits to rural areas to monitor transmitter reception and ascertain listener preferences and information needs of the people.

Contribution foreseen by the beneficiary agency during the project period

Staff attachments, internal monitoring and contract payments for the provision of PSB during the project period.

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION IN US\$

Consultant's fees:	9 000
Internal travel and accommodation:	6 000
Project monitoring:	3 000
<u>TOTAL:</u>	18 000

BREAKDOWN OF BENEFICIARY'S CONTRIBUTION IN US\$

Project monitoring and reports:	23 200
<u>TOTAL:</u>	23 200

INDIA

A. PROJECT IDENTIFICATION		
1.	TITLE	INDIA (AMIC): CURRICULUM DEVELOPMENT TO UPGRADE COMMUNICATION EDUCATION AND MEDIA SKILLS IN SOUTH ASIA
2.	NUMBER	PDC/48 IND/01
3.	CATEGORY OF MASS MEDIA	MULTI-SECTORIAL
4.	IPDC PRIORITY AREA	HUMAN RESOURCE DEVELOPMENT
5.	SCOPE (national, regional, interregional)	REGIONAL (SOUTH ASIA)
6.	TYPE OF ASSISTANCE REQUESTED	FINANCIAL
7.	TOTAL COST OF PROJECT	US\$ 55 200
8.	AMOUNT REQUESTED FROM IPDC	US\$ 35 000
9.	BENEFICIARY BODY	AMIC-INDIA
10.	IMPLEMENTING BODY	AMIC-INDIA
11.	PROJECT LOCATION	AMIC-INDIA, NEW DELHI
12.	PROJECT PREPARED BY	COUNTRY MANAGER, AMIC-INDIA
DECISION OF THE BUREAU:		

B. PRESENTATION

1. BACKGROUND AND JUSTIFICATION

The rapid technological changes sweeping the world as a result of IT and media convergence have completely transformed the communication landscape. In South Asia, communication educators battling a multitude of constraints are barely able – or even unable – to keep up with the pace of change. Additionally, the media scene in the region has witnessed a radical transformation with the emergence of a commercially driven communication sector, often lacking proper standards and training. The consequences can be seriously detrimental in the long-term and call for urgent remedial action.

The dangers in the Indian context, which broadly reflects the regional situation, were brought out in a study conducted by AMIC-India with support from UNESCO-IPDC. Educators and industry representatives meeting on a common platform revealed the wide gulf between communication education and industry needs. They recognised that the rapidly changing media environment called for constant monitoring and also review, revision and updating of communication education.

This project focuses on this urgent and compelling need: curriculum development to update communication education in South Asia, and to enhance the knowledge and skills of communication practitioners in academia and industry.

2. DESCRIPTION OF THE TARGET GROUPS

The primary target will be communication educators and scholars, media practitioners, development communicators and educational institutions. The secondary target group will comprise policy makers and opinion leaders, persons who influence or are affected by communication policies and the media industry.

3. IMMEDIATE OBJECTIVES

- To constitute an expert group of senior communication educators, media managers and technical experts to review and redesign communication education curricula to enhance the quality of communication education and improve the levels of professional knowledge and skills imparted.
- To circulate the redesigned curriculum and prepare a final draft incorporating the feedback received, disseminate it and assist in the conduct of national familiarisation workshops to encourage the adoption of the new curricula.

4. DEVELOPMENT OBJECTIVE

- To facilitate the setting up of national centres which will help to develop and to maintain communication education standards;
- To encourage national centres to promote debate on communication issues by publishing academic papers and research findings.

5. PROJECT INPUTS

- Recommendations and suggestions made by the conference on '*Communication Education and Media Needs in India*' in November 2001 and by the conference on '*Communication in ASEAN*' held in Singapore in November 1999;
- Suggestions of mass communication educators and senior media practitioners;

- Curriculum development workshops involving stakeholders in the region;
- Advice from a reputed communication education institution in Asia or Australia.

6. PROJECT OUTPUTS

- Updated draft curricula covering principal sectors of media and communication;
- National curricula after fine-tuning of the updated draft at national workshops;
- Adoption of the new national curricula after extensive circulation;
- Improved standards of communication education and institutional cooperation;
- Establishment of an informal regional network of communication educators;
- National centres to encourage documentation, research and publications.

7. ACTIVITIES

- Selection of senior communication educators and experienced media /technology experts to participate in the curriculum development workshop;
- Two-day curriculum development workshop to review and redesign curricula;
- Circulate the updated curricula for critical review and comments;
- Incorporate relevant comments received in the final curricula;
- Widely disseminate the final curricula among appropriate institutions;
- Hold familiarisation workshops for communication educators;
- Follow-up with academic /training institutions for adoption of new curricula;
- Encourage setting up of national centres to monitor and facilitate publication, research and training for communication development.

8. WORK PLAN

- Identify communication educators and media professionals and confirm their participation in the workshops: 1 month
- Two-day workshop to develop curricula in principal fields of communication: 1 month
- Circulate updated curricula and obtain feedback: 2 months
- Modify draft curricula: 1 month
- Disseminate final draft among appropriate institutions: 1 month
- Familiarisation workshops (national): 1 month
- Follow-up to ensure adoption of new curricula: 2 months
- Setting up of national communication centres: 3 months

9. INSTITUTIONAL FRAMEWORK

The project will be implemented by the AMIC-India, a non-profit organisation established in Chennai (Madras) in 1995 under the chairmanship of the renowned scientist, Dr. M. S. Swaminathan. In 2004 the secretariat moved to New Delhi. AMIC-India is a registered charitable trust. It is dedicated to the development of all aspects of communication, including education. A project entitled Communication Education and Media Needs in India that concluded in 2001 highlighted the urgent need for updating communication education curricula.

10. SUSTAINABILITY

Institutions from the participating countries will be encouraged to source local funding to set up national centres which will periodically review curricula, hold regular dialogues between the media and educational institutions, support research, faculty exchange and training. Thus, the benefits of the project will be sustained and supplemented.

11. FRAMEWORK OF MONITORING

Independent national monitors will be appointed to track and report on progress. The support of a regional institution of repute, e.g., the Commonwealth Educational Media Centre for Asia (CEMCA), will be enlisted for an objective evaluation of the results.

12. EVALUATIONS CARRIED OUT

Besides the findings of the study on Communication Education and Media Needs in India, AMIC-India has had consultations with senior educators and media professionals. There is unanimity of views on the urgent need for this project and for setting in place a mechanism for periodic review of regional needs and suitable remedial action.

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING

Reports will be provided to IPDC as required. The final end-of-project report will be accompanied by the assessments of the independent monitors.

C. ADDITIONAL INFORMATION

Previous IPDC support received by the country

AMIC-INDIA has previously received support from UNESCO-IPDC for a project entitled *Communication Education and Media Needs in India*. This involved a research study and seminar.

Preparatory activities completed prior to submission of the project to IPDC

Preparatory activities included a review of the earlier findings, an analysis of the recommendations of other communication-related seminars on topics such as *Television Beyond 2000* and *New Information and Communication Technologies and Changing Media Values*. Efforts in S.E. Asian countries to match education to media needs, documented in publications such as *Communication Education and the Needs of the Media (Malaysia)* and *Communication Education in ASEAN* have also served as inputs. The National Advisory Committee of AMIC-India also scrutinised the draft proposal.

Contribution foreseen by the beneficiary agency during the project period

AMIC-India will make a significant contribution to the project by way of staff and supplies, supervision, documentation and equipment, identification of country coordinators, researchers, and publication and dissemination of the final curricula. It is hopeful of obtaining counterpart contributions from partner institutions in the region.

Assistance sought other than IPDC

While direct monetary support from sources other than the IPDC is not envisaged, AMIC-India is confident of enlisting support for the publication of national language versions of the curricula, the setting up of national centres and continued networking among the centres to sustain/supplement the benefits attained through this project.

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION IN US\$

Staff (project mentor honoraria – part-time):	3 000
Project assistant:	2 900
<i>Regional expert Group meeting</i>	
▪ Airfares (foreign and domestic):	5 200
▪ Accommodation and per diem:	4 800
▪ Conference package (lunch, tea):	750
Revision of draft curriculum:	2 000
Dissemination of draft curriculum:	1 500
Familiarisation workshops:	6 000
Supplies and stationery:	1 500
Local transport:	1 000
Monitors and reports (national and regional):	2 500
Administrative costs (contracts, coordination, reporting):	3 850
<u>TOTAL:</u>	35 000

BREAKDOWN OF BENEFICIARY'S CONTRIBUTION IN US\$

Staff (incl. Manager; part-time):	7 200
Office space, equipment, utilities:	12 000
Documentation:	1 000
<u>TOTAL:</u>	20 200

INDIA

A. PROJECT IDENTIFICATION		
1.	TITLE	INDIA: EMPOWERING COMMUNITIES THROUGH ICT USING COMMUNITY FM AND SATELLITE RADIO
2.	NUMBER	PDC/48 IND/02
3.	CATEGORY OF MASS MEDIA	COMMUNITY RADIO
4.	IPDC PRIORITY AREA	COMMUNITY MEDIA
5.	SCOPE (national, regional, interregional)	NATIONAL (State level)
6.	TYPE OF ASSISTANCE REQUESTED	FINANCIAL
7.	TOTAL COST OF PROJECT	US\$ 54 870
8.	AMOUNT REQUESTED FROM IPDC	US\$ 30 995
9.	BENEFICIARY BODY	COMMUNITY GROUPS IN UTTARANCHAL
10.	IMPLEMENTING BODY	EQUAL ACCESS INDIA REGIONAL COORDINATOR, VENU ARORA 177, ASHOKA ENCLAVE III SECTOR 35, FARIDABAD
11.	PROJECT LOCATION	UTTARANCHAL
12.	PROJECT PREPARED BY	EQUAL ACCESS
DECISION OF THE BUREAU:		

B. PRESENTATION

1. BACKGROUND AND JUSTIFICATION

This is a community media project preparing rural communities in Uttaranchal, India, to apply for and operate their own FM radio stations. In India, media production and dissemination remains in the hands of commercial entities or the government's *All India Radio*, but this might change in the near future. Through this project, local communities of Uttaranchal State will be trained to create audio programmes relevant to their own context and needs. *Equal Access* brings the added advantage of an already operating satellite radio channel to strengthen the new community productions by providing networking options. Initially, satellite radio will be used for broadcast, and as community groups gain access to FM licenses, the satellite radio will be available for sharing content amongst a network of community FMs. *Equal Access* has successfully used this approach in Nepal. (More information on satellite radio can be found at www.equalaccess.org/tech/index.htm).

2. DESCRIPTION OF THE TARGET GROUPS

Uttaranchal is a hilly state with frequent earthquakes and landslides. There is a high migratory population and most people are engaged in farming. Infrastructure is poor with low media awareness and communities are scattered with little access to each other or to development information. This project will specifically involve young people and women.

Young people in Uttaranchal are currently going through a crisis of opportunity. Most of them want to migrate out of the State in search of a better livelihood, and those who do end up living in slums in large cities. The project will involve young people to help them articulate the challenges they face and find solutions.

Women in Uttaranchal are the centre of the household and agricultural economy. They have a large role to play in their community's development. Women are also often the repository of traditional wisdoms, but they seldom have a voice in the community. This project will use radio to empower women and assist in creating a space in their communities for their voices to be heard.

3. IMMEDIATE OBJECTIVES

- To enhance capacity of five community groups in the hills of Uttaranchal in the use of radio, including training in research, design and content production, and the use of satellite and FM broadcast technology;
- To provide digital satellite as a broadcasting option to the communities;
- To mobilise local communities around discussion fora;
- To provide local groups exposure to successful community radio broadcasting activities in neighbouring Nepal.

4. DEVELOPMENT OBJECTIVE

By providing communities access to ICT tools that are otherwise readily accessible to other populations, and by assisting them in looking at usefulness of radio in their own context, the project contributes to creating an equitable environment and ensuring democracy. The project's participatory design ensures community empowerment. Additionally, while preserving and propagating oral traditions of the hill people, it will provide access to information relevant to their lives, e.g. information on environment protection, disaster management, maternal and child care, as well as farming techniques including success stories from other parts of the country or region.

5. PROJECT INPUTS

Training

- Five-day residential training workshops for community radio producers;
- 2 two-day workshops for discussion group facilitators to enhance facilitation skills;
- Designing and production of training materials and handouts;
- Logistics and administration backstopping for training;
- Setting up of listener groups in communities;
- Small incentives for discussion groups in the form of local competitions and quizzes.

Equipment

- Field recording equipment (2 mini-disc recorders, 2 field microphones, blank mini-discs);
- 20 digital receivers with additional recording facility for use by discussion groups;
- Local production facility (computer, mixer, mini-disc recorder, microphones, sound booth etc.).

Coordination/management

- Communications consultant to oversee and backstop activities;
- Local technical support officer and coordinator;
- Airtime/ satellite broadcast bandwidth;
- Satellite bandwidth is largely supported by *Equal Access*. Some contribution is sought from IPDC during Phase II. During Phase III, when community radio stations become functional, the bandwidth on the development channel will ensure networking and content provision on a multi-partner cost-sharing basis.

6. PROJECT OUTPUTS

- 20 trained community radio producers;
- 36 half-hour episodes of new locally relevant content broadcast on the digital satellite platform;
- A fully equipped community radio production facility for use by trained local producers;
- A community library of locally produced and relevant audio content;
- 20 digital receivers placed in remote hilly villages of Uttaranchal of difficult access, where the programmes produced by the trained local producers will be broadcast and heard in listening groups;
- A regional exposure visit by 5 trained community producers to Nepal to visit community FM stations.

7. / 8. ACTIVITIES AND WORK PLAN

- Month 1:** Hire project management staff;
- Months 2-4:** Procure equipment for field production; identify local people as community producers-trainees; design training workshop modules and prepare workshop materials; order digital receivers to enhance capacity of up-linking facility;
- Months 3-4:** Recruit workshop trainers;
- Months 4-5:** Set-up listening and discussion groups; distribute and install digital receivers in community sites; first monitoring visit;
- Month 5:** Implement first workshop; community group facilitators' training workshops; Trained local producers begin programme production (+11 months);
- Months 6-7:** Broadcasts begin on completion of the first ten episodes;
- Months 7-8:** Feedback loop established with listening groups; second round of productions (12 episodes); monitoring visit; collection of feedback and refining content (+8 m);
- Month 10:** Second workshop;

- Months 11-12:** Content production (complete 24 episodes); monitoring visit; select production team for exposure visit to Nepal;
- March 14:** Third workshop;
- Month 15:** Monitoring visit;
- Month 16:** Content production (complete 36 episodes); exposure visit to Nepal;
- Months 17-18:** Final assessment and reporting.

9. **INSTITUTIONAL FRAMEWORK**

The project will be implemented by *Equal Access India*, which is being established as an NGO under Indian law. The country office is affiliated to a San Francisco-based, not-for-profit INGO. Two other local country offices exist, in Nepal and Afghanistan. The project proposal envisages the establishment of a modest project office in Uttaranchal with two locally hired staff. This office will be part of the Indian NGO. Some local community groups are already established as a result of ongoing work and will be project partners for community activities.

A group of community media experts together with UNESCO will form a project advisory group and will guide the management team in its implementation strategies. The advisory group will meet twice every year and the outcomes of these meetings will be included in the six-monthly reporting to UNESCO.

Equal Access will have one technical support officer and coordinator, stationed in Dehradun, Uttaranchal and a communication consultant stationed in Delhi to oversee and manage the project. *Equal Access* will collaborate with other community radio initiatives in India and contract trainers.

10. **SUSTAINABILITY**

The project has a strong base in community involvement and ownership. Similar approach in Nepal has shown that community radio stations quickly reach a level of self-sustainability because of their reach and importance to communities. Once community members are trained and infrastructure built, local advertising and patronage will cover operational costs of the community radio station. Additionally the phased implementation (*see below*) will enhance long-term sustainability.

11. **FRAMEWORK OF MONITORING**

A community initiative built on community participation and ownership needs to be monitored and evaluated using the same principals of partnership and participation:

Evaluating the workshops with the participants: Participants' feedback will be elicited using participatory focus group discussion tools and used to improve workshop content and materials.

Regular monitoring visits to the production groups and listening groups: *Equal Access* staff will undertake field visits to assist, guide and monitor community radio producers and community discussion groups.

Feedback loop from the listening audiences: Listening groups will be provided digital receivers with recording facilities and will be encouraged to record discussions and questions and send them to local production teams to be used so as to improve content and assess impact.

Evaluating the learning trip: The team of community producers that goes to Nepal will be encouraged to produce a 15-minute radio programme evaluating the visit

12. EVALUATIONS CARRIED OUT

No formal evaluation has been implemented. However, field visits and discussions with local partners have been undertaken in preparation of Phase I of the project that commences by August 2004.

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING

Equal Access undertakes to report on project progress on a six-month basis with a complete report including photographs, audio programmes and community feedback, or more often if required by IPDC. UNESCO officers will be invited for benchmark events and may at any time access the project audio server. *Equal Access* will also submit the financial report on all expenses incurred upon completion of the project.

C. ADDITIONAL INFORMATION

Preparatory activities completed prior to submission of the project to IPDC

The larger project envisages a three-phase implementation. Phase I is scheduled to begin implementation at the time of submission of the proposal.

Phase I: (*Aug. 04-Feb. 05*). A content needs assessment, a short community-training programme and support for new content are primary components. Additionally, since community groups do not have any broadcast options, *Equal Access* will support broadcast using the digital broadcast satellite technology. Some receivers will also be placed in the communities to encourage participation and generate ownership.

Phase II: (*Feb. 05-Aug. 06*). Funding requested from IPDC for activities stated in this proposal.

Phase III: (*Aug. 06-Dec. 07*). Assisting community groups to apply for community radio licenses, setting up of a network among the local groups using the digital satellite platform and establishing development channel India for content-sharing between local broadcasters. Resources to be mobilised during 2004 / 5.

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION IN US\$	
PHASE II BUDGET – 18 MONTHS	
Equipment	
2 field recorders	800
2 field microphones	235
Training and post-production equipment (computer, UPS/software etc.) × 2:	2 700
Post-production facility (sound proofing, furniture, cabling, microphones, racks etc.):	1 500
20 digital receivers with line in and line out:	1 560
Satellite broadcast time – 1 hr/wk × 18 months (cost sharing 15%):	2 000
Personnel	
Local technical support officer (Uttarranchal-based consultant):	6 000
2 trainers for content training workshops:	1 500
2 trainers for community facilitation training workshops:	1 200
Materials	
Designing and producing training materials and kits:	1 000
Content post-production and packaging:	1 000
Logistics	
2 content training workshops, 5 days × 20 participants @ (venue, meals, B/L, travel):	2 500
2 facilitator training workshop, 5 days × 35 participants (venue, meals, B/L, travel):	1 800
Communications (telephone, Internet, courier of audio CDs):	1 800
Consumables (tapes, batteries etc.):	400
Travel for staff monitoring visits:	1 500
Regional	
Regional learning visit for community producers to 2 community FM stations in Nepal western hills and Terai region (by bus):	2 500
Monitoring by IPDC:	1 000
TOTAL:	30 995

BREAKDOWN OF BENEFICIARY'S CONTRIBUTION IN US\$	
PHASE II BUDGET – 18 MONTHS	
Satellite broadcast time – 1 hr/wk × 18 months (cost sharing 15%):	14 500
Communications consultant / regional coordinator (Delhi – 30% time over 18 months):	7 875
Travel for staff monitoring visits:	1 500
TOTAL:	23 875

INDONESIA

A. PROJECT IDENTIFICATION		
1.	TITLE	INDONESIA: RESTORATION OF RADIO BROADCASTING IN BANDA ACEH
2.	NUMBER	PDC/48 INS/01
3.	CATEGORY OF MASS MEDIA	RADIO BROADCASTING
4.	IPDC PRIORITY AREA	DEVELOPMENT OF COMMUNICATION
5.	SCOPE (national, regional, interregional)	NATIONAL
6.	TYPE OF ASSISTANCE REQUESTED	FINANCIAL (EQUIPMENT)
7.	TOTAL COST OF PROJECT	US\$ 653 000
8.	AMOUNT REQUESTED FROM IPDC	US\$ 653 000
9.	BENEFICIARY BODY	THE CITY OF BANDA ACEH AND MEULABOH
10.	IMPLEMENTING BODY	IPDC, THE LOCAL RADIO NETWORK FOR DEMOCRACY (LRND) AND THE INDONESIAN ASSOCIATION OF RADIO STATIONS (PRRSNI)
11.	PROJECT LOCATION	THE BANDA ACEH PROVINCE AND JAKARTA
12.	PROJECT PREPARED BY	THE UNESCO SECTOR FOR COMMUNICATION AND INFORMATION
DECISION OF THE BUREAU:		

B. PRESENTATION

1. BACKGROUND AND JUSTIFICATION

The programmes and projects relating to emergency relief and post disaster response will have major difficulties if there are no effective communication channels available to disseminate information. The whole issue of reaching people in terms of food security, water, sanitary measures, health, nutrition, shelter, reuniting separated families, identifying missing people, counselling trauma and other related tasks is very difficult without a channel to communicate. Radio is the most affordable mass communication medium in such situations.

However, half of the radio stations that existed in the affected areas of the Aceh province in Indonesia are no longer in a position to continue their operations.

The initial assessment shows that all 11 stations that were based in the provincial capital, Banda Aceh, are either damaged or destroyed, including nine private stations (*Nikoya, Flamboyan, Suara Banda Aceh, Prima, Kontiki, Cindelas, Baiturrahman, Cakrawala, Duta Kencana Swara*) and the local station of the Indonesian national broadcaster RRI. The 11th station, *Swara Cadek Jaya Megah*, has some equipment left but no powers source. None of the 4 stations that produced news and current affairs exist any longer.

In the town of Meulaboh (capital of the Western Aceh district), all 4 radio stations (*Dalka, Gema Gerute, Niaga Budaya and Fatia Amita*) have been completely wiped out.

Therefore this initiative is proposed to help restore radio broadcasting in Banda Aceh and Meulaboh in Aceh with a view to supporting disaster communication as well as in supporting the psychological needs of displaced people by providing hope for survival and long-term resurrection.

2. DESCRIPTION OF THE TARGET GROUPS

The target group of the project are the residents in the two areas that were worst hit by the tsunami, namely the city of Banda Aceh and the town of Meulaboh.

3. IMMEDIATE OBJECTIVES

To contribute to the resumption of broadcasting in Banda Aceh and Meulaboh, in support of rehabilitation and reconstruction.

4. DEVELOPMENT OBJECTIVE

To restore sustainable and affordable communication systems for two areas that are worst affected by the tsunami, Banda Aceh and Meulaboh.

5. PROJECT INPUTS

- Free play “*Lifeline*” radio receivers (as relevant, will be coordinated by other operations);
- Restoration of radio stations in Banda Aceh and Meulaboh;
- Support for the content creation for the emergency radio station, including back-up radio reporters from member stations of PRSSNI in other provinces which are not affected by the tsunami, complemented by a crash training programme in broadcast journalism for new recruits of radio reporters in Banda Aceh and in Meulaboh.
- Operational funds for the initial 9 months

6. PROJECT OUTPUTS

- Radio broadcasting in the affected areas are restored;
- Relevant relief and rehabilitation content produced for the stations;
- Sustained broadcasting services through initial support for operations;
- Broadcasts received by a wide number of survivors.

7. ACTIVITIES

- Needs assessment;
- Specification, purchase and installation of equipment for restorable radio stations;
- Provide support to content creation for the emergency station *Suara Aceh* in Banda Aceh as well as to other radio stations in Aceh as relevant, by providing key materials and back-up reporters from Jakarta and other parts of Indonesia.

8. WORK PLAN

The preparations have already started. The activities listed in point 7 “Activities” will be implemented immediately upon receipt of the funds.

9. INSTITUTIONAL FRAMEWORK

UNESCO’s International Programme for the Development of Communication (IPDC) will implement the project, in collaboration with the Local Radio Network for Democracy (LRND, a network developed with help of UNESCO) and the Indonesia Association of Private Radio Stations (*Persatuan Radio Siaran Swasta Nasional Indonesia - PRRSNI*).

The activities will be conducted in co-ordination with the Centre for Communication and Information for Aceh (a solidarity consortium set up on January 6, 2005 among Jakarta-based media associations and agencies as well as the Faculty of Communication of the University of Indonesia, to help reconstruct the media in Aceh). The consortium will also provide human resources to run the emergency station set up by the PRRSNI on January 6, 2005 (and to be soon set up in Meulaboh), by backing up the local resources following the loss of a high number of media workers among the victims, who perished in the disaster.

10. SUSTAINABILITY

The project will enhance vital information flow to ensure effective post disaster relief work as well as help restore sustainable and affordable communication systems for those having been affected in the area.

D. BUDGET

**BREAKDOWN OF IPDC CONTRIBUTION
IN US\$**

Expertise:	45 000
Equipment, premises:	500 000
Broadcast operations:	55 000
Project support cost:	53 000
TOTAL:	653 000

LAOS

A. PROJECT IDENTIFICATION		
1.	TITLE	LAOS: ESTABLISHMENT OF A PILOT DISTRICT RADIO STATION
2.	NUMBER	PDC/48 LAO/01
3.	CATEGORY OF MASS MEDIA	RADIO
4.	IPDC PRIORITY AREA	COMMUNITY MEDIA
5.	SCOPE (national, regional, interregional)	DISTRICT
6.	TYPE OF ASSISTANCE REQUESTED	EQUIPMENT
7.	TOTAL COST OF PROJECT	US\$ 53 800
8.	AMOUNT REQUESTED FROM IPDC	US\$ 33 800
9.	BENEFICIARY BODY	LAO NATIONAL RADIO
10.	IMPLEMENTING BODY	LAO NATIONAL RADIO, VIENTIANE
11.	PROJECT LOCATION	TA-OI DISTRICT, SARAVAN PROVINCE
12.	PROJECT PREPARED BY	LAO NATIONAL RADIO AND THE MASS MEDIA DEPARTMENT OF THE MINISTRY OF INFORMATION AND CULTURE
DECISION OF THE BUREAU:		

B. PRESENTATION

1. BACKGROUND AND JUSTIFICATION

Lao People's Democratic Republic or Laos as it is commonly known, is a landlocked country in Indochina. The country's population of 5.4 million comprises 3 main majority groups and 68 ethnic minorities that are widely dispersed throughout 17 provinces and one special zone with its own city or town centre.

Laos has 31 AM/FM radio stations, 24 of which are located in the provincial areas with varied transmission power from 100W to 20 KW. Provincial radio stations relay broadcast signals from the central stations in the capital city. Nevertheless, these stations recast cannot reach all areas; there are still pockets of communities beyond the reach of the provincial terrestrial broadcasting. The only source of programme broadcast for these communities is by either satellite service or pre-recorded tapes. Most programmes are broadcast in national language while a small number of programmes are in major ethnic languages. As such, these programmes do not always respond to their real needs of rural people for information and/or entertainment.

Broadcast frequencies are under government control, making it impossible for the country to experiment with community radio that is fully operated by the community from programme planning to programme production and broadcast. However, there is expressed need for locally- produced programmes in ethnic languages providing relevant information and knowledge as well as entertainment suitable to the local culture and customs. It is expected that this will promote people's lifelong learning and participation in community development, not to mention multilingualism and cultural diversity. For communities in mountainous areas that cannot receive radio signals from provincial radio station, a district radio station is worth considering since it can serve the locality more effectively. Therefore, the ministry of Information and Culture would like to set up a pilot district radio station in Ta-oi, a mountainous district of Saravan Province in the southern part of the country.

2. DESCRIPTION OF THE TARGET GROUPS

A district of ethnic groups, Ta-oi has its unique cultures and languages. It is seriously lacking in transport, therefore the people seldom travel to the provincial city and occasionally to the surrounding communities to visit relatives and to buy good for daily needs. Owing to poor transport infrastructure, the people of Ta-oi receive little basic education as can be provided by the insufficient number of local schools. Most students attend classes only for half a day aggravating illiteracy in the district. Shortage of clean water supply and malnutrition have plagued the community that is further disadvantaged by poor public health infrastructure. Electricity has recently been introduced to the community but only a small number of households can afford it for lighting. Ta-oi is a strategic site for rural development deserving its own radio station, which will broadcast both pre-recorded programmes from the provincial and national radio as well as locally- produced programmes in common ethnic language.

Where mass media is concerned, the district is beyond the reach of newspapers and magazines. Nor can it receive radio and television signals. The nearest radio and television stations are in Saravan provincial city. The FM radio station has 300W transmission power and the television station 2 kW. Ta-oi's mountainous terrain is an obstacle to reception. The only channel of information is via short-wave radio signal from the central government station, but it is regrettably not affordable because of the high price of receivers. Library or any other form of information centre is non-existent in the district.

3. IMMEDIATE OBJECTIVES

- To establish a district radio station;
- To provide 200 radio receivers to Ta-oi residents and produce radio programmes that better correspond to the needs of the local ethnic group;
- To provide informal education and information to the people to improve their quality of life and livelihoods.

4. DEVELOPMENT OBJECTIVE

- To eliminate slash-and-burn cultivation practices and upgrade the people's knowledge on sustainable agriculture methods and practices;
- To empower the people so that they may effectively participate in community development planning, implementation, monitoring and assessment through community radio;
- To improve the communicative capacity of the people so that they will use the community radio as a tool for active communication.

5. PROJECT INPUTS

Radio studio equipment, transmission equipment, portable radio receivers, personnel and training.

6. PROJECT OUTPUTS

- A district radio station transmitting twice daily during 5-6 a.m. and 6-10 p.m.;
- Radio programmes – talks, features, quiz, drama, and music – in the ethnic language more relevant to the needs of the community.

7. ACTIVITIES AND WORK PLAN

Month 1: Establish a district radio Board of Management; renovate building;

Months 1 / 4: Prepare equipment specifications and procure equipment; establish criteria for selection of groups to receive radio sets; identify communities to receive radio sets;

Month 5: Install and test equipment;

Month 6: Distribute radio receivers to communities;

Months 6 / 12: Produce and broadcast programmes;

Month 12: Project evaluation.

8. INSTITUTIONAL FRAMEWORK

The project will be implemented by the ministry of Information and Culture as represented by the Lao National Radio, in close collaboration with the district radio Board of Management.

9. SUSTAINABILITY

This district radio station is a response to the local community's desire and needs for external information on agricultural and health practices as well as for social and cultural programmes in their ethnic language. Their active participation will be ensured from the launch of the project by means of a Board of Management to comprise representatives from the District Council, Farmer's Cooperative, local women and youth groups, local businessmen, NGOs and public information service. Community participation from the beginning should create a sense of commitment as well as ownership resulting in their even more enthusiastic participation. The ministry of Information and Culture will continue to allocate budget for equipment repair and maintenance and staff costs.

10. FRAMEWORK OF MONITORING

The UNESCO Adviser in Communication and Information for Asia and the Pacific will supervise and monitor project implementation in cooperation with UNESCO Bangkok.

11. EVALUATIONS CARRIED OUT

At the end of the project, the Mass Media Department will evaluate the project against the established objectives and expected outputs. The community will take part in the radio programme evaluation, using structured questionnaire and interviews.

Project achievement will be based on the following:

- Increased audience;
- Audience participation in terms of feedback and requests;
- Positive responses from audience about the programmes;
- Increased awareness of favourable practices in health and cultivation.

12. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING

The Lao National Radio, together with the Mass Media Department, will undertake reports on progress, difficulties and challenges of project implementation. Written reports will be sent to UNESCO as required, and the final report will be submitted on completion of the project.

C. ADDITIONAL INFORMATION

Preparatory activities completed prior to submission of the project to IPDC

It has been planned that in the beginning, Saravan provincial radio staff will work with the local community in producing local language programmes. Their number will be kept at a minimum to handle programme production, equipment maintenance and operation, administration and research and evaluation. When the time is ripe, interested local people may participate in programme production. The Mass Media Department intends to negotiate an extension of its collaboration with the Swedish International Agency (SIDA) in training radio technicians and programme producers to the Ta-oi radio Board of Management.

Assistance sought other than IPDC

None.

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION IN US\$

<i>Studio equipment:</i>	
Broadcast mixing audio console, amplifier, 3 microphones with their stands and booms, 2 cassette recorder/players, CD players, headphones, audio monitors, AM/FM tuner and amplifier, cabling, connectors, racks, accessories, tools etc.:	7 100
<i>Transmission equipment:</i>	
100 W stereo transmitter, antenna with mast and aerials, 25 m. feeder cable, hardware, accessories:	6 100
200 AM/FM portable radio sets (dynamo and solar):	2 900
Freight, clearance and handling charges:	2 700
Consultants (installation, studio operation, management and other training):	14 000
Monitoring:	1 000
<u>TOTAL:</u>	33 800

BREAKDOWN OF BENEFICIARY'S CONTRIBUTION IN US\$

Renovation of premises:	3 000
Power and water supply (12 months):	2 450
Wireless speakers:	400
Satellite dish:	1 000
200 blank cassettes:	400
6 staff members (local engineers, technicians, producers – 12 months):	10 950
Administrative costs:	1 800
<u>TOTAL:</u>	20 000

MALAYSIA

A. PROJECT IDENTIFICATION		
1.	TITLE	MALAYSIA: SEXUAL ABUSE OF CHILDREN IN CYBER WORLD: A MEDIA RESPONSE
2.	NUMBER	PDC/48 MAL/01
3.	CATEGORY OF MASS MEDIA	PRINT MEDIA
4.	IPDC PRIORITY AREA	HUMAN RESOURCE DEVELOPMENT
5.	SCOPE (national, regional, interregional)	SUB-REGIONAL
6.	TYPE OF ASSISTANCE REQUESTED	FINANCIAL
7.	TOTAL COST OF PROJECT	US\$ 39 900
8.	AMOUNT REQUESTED FROM IPDC	US\$ 23 300
9.	BENEFICIARY BODY	ASIAN INSTITUTE FOR DEVELOPMENT COMMUNICATION (AIDCOM)
10.	IMPLEMENTING BODY	AIDCOM, IN COLLABORATION WITH UNESCO – KUALA LUMPUR, MALAYSIA
11.	PROJECT LOCATION	ASEAN (CAMBODIA, LAO PDR, MALAYSIA, THAILAND AND VIETNAM)
12.	PROJECT PREPARED BY	ASIAN INSTITUTE FOR DEVELOPMENT COMMUNICATION (AIDCOM)
DECISION OF THE BUREAU:		

B. PRESENTATION

1. BACKGROUND AND JUSTIFICATION

Since the dawn of humankind children, mainly girls, have suffered from physical, psychological and sexual violence. Only in the latter half of the twentieth century did the world community, through the adaptation of the Universal Declaration of Human Rights and the United Nations Convention of the Rights of the Child, formally decide on a common accord that children have rights, and that violence of any kind against them constitutes abuse and an unacceptable infringement of those rights.

While the value of the Internet as an educational tool is recognised because of the wealth of information found therein, it can also pose threats for children. The Internet has added a new variable to the problem of sexual abuse of children – pornography and paedophilia. Although child pornography is a problem worldwide, in the developing world it attracts far less attention than it should due to many interlinked factors such as national budgets being allocated to bread and butter issues. Additionally, since it takes place through the Internet, it goes unnoticed by most people.

In some countries in Asia, children form the most needy, and yet disenfranchised sector of society, having no power whatsoever to change the course of their lives. This is an area in which the media can play a positive role – to create awareness of the human rights of children, and to help to empower them. Thus far, capacity building for journalists in this area has lagged behind; instead, the media has been accused of over-sensationalising the facts, and being ill-informed, preferring to focus on other issues.

Trained journalists can contribute to a balanced presentation of information on this largely hidden scourge, thereby providing the impetus for more prevention and aid programmes for children who have been sexually exploited through the Internet. With this in view, the Asian Institute for Development Communication (AIDCOM) proposes a three-day *Regional Seminar on Sexual Abuse of Children in Cyber World: A Media Response* to convey to journalists the seriousness of this growing issue and to improve their reporting skills in this regard so that the government, media and the public will be similarly sensitised.

2. DESCRIPTION OF THE TARGET GROUPS

The project will be implemented specifically for journalists from Cambodia, Lao PDR, Malaysia, Thailand and Vietnam. Approximately 35 participants are expected to benefit from this seminar; it will aim for an equal participation of men and women.

3. IMMEDIATE OBJECTIVES

- To enhance awareness of the sexual exploitation of children as a human rights issue;
- To sensitise journalists and broadcasters to the various forms of sexual abuse of children in the Internet and to enhance their reporting skills so that the government, media and the public will be similarly sensitised;
- To provide a platform for participants to exchange ideas on common problems, and to develop a more effective media strategy to address the issues in their countries.

4. DEVELOPMENT OBJECTIVE

To enhance the communicative capacity of the media, in order that they may help to create awareness of the issue of child sexual exploitation in developing countries.

5. PROJECT INPUTS

- One project consultant;
- 3 trainers/resource persons with expertise in:
 - (a) Tackling child sexual exploitation,
 - (b) Legal issues
 - (c) Development of journalistic skills;
- A three-day seminar-workshop with the necessary facilities (35 computers with networking and Internet facilities) to train participants in accessing, evaluating and reporting of information on child sexual exploitation.

6. PROJECT OUTPUTS

- Approximately 35 journalists with enhanced knowledge and skills in reporting Internet child abuse;
- Seminar-workshop report;
- End of project report;
- An informal network among the journalists and other stakeholders.

7. ACTIVITIES AND WORK PLAN

In order to achieve the objectives of this project, the modus operandi consisting of presentations, group discussions and practical hands-on exercises will be employed in this seminar-workshop. The focus will be on knowledge expansion in the subject and the acquisition of new reporting skills necessary to improve reporting on this issue.

The project will be completed in six months:

Month 1: Preparatory activities;

Months 2 / 3: Selection of participants and resource persons;

Month 4: A seminar-workshop for three days in Phnom Penh, Cambodia;

Month 5: Analysis of questionnaires from the workshop as well as an assessment of the attainment of the project's objectives:

Month 6: Submission of End of Project report to IPDC.

8. INSTITUTIONAL FRAMEWORK

The Asian Institute for Development Communication (AIDCOM) is the implementing agency for the project. AIDCOM was established in 1986 as a non-profit organisation accredited to the United Nations Organisations such as UNFPA, UNESCO and GEF. AIDCOM is mandated to promote the role of media and communication, with a view to increasing public participation in the development process. AIDCOM carries out its activities throughout the Asia Pacific region, in response to the need to promote pertinent development issues, including children's issues, from the media's perspective. It has previously implemented projects on child abuse in the region.

9. SUSTAINABILITY

The participants will be expected to disseminate the information they have gathered in the seminar-workshop upon return to their respective countries, thereby creating more awareness on the issue.

10. FRAMEWORK OF MONITORING

The project will be monitored by the UNESCO Regional Communication Adviser for Asia, or an organisation duly identified.

11. EVALUATIONS CARRIED OUT

- Evaluation will be conducted through questionnaires to be filled up by the workshop participants after completion of the workshop. This evaluation report will be submitted together with the end of project report
- A post-project evaluation is suggested for implementation within 12 months of the completion of the project to assess its impact as well as to make recommendations where necessary to further increase media awareness of the sexual exploitation of children in cyberspace. AIDCOM could carry out this post-project evaluation, in collaboration with UNESCO, under a separate budget.

12. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING

The beneficiary agency undertakes to submit interim reports as required, and a final report at the end of the 6-month project period, or not later than six weeks after the full completion of the project, whichever comes earlier. This report will be submitted to IPDC.

C. ADDITIONAL INFORMATION

Previous IPDC support received by the country

AIDCOM has been the beneficiary of 3 IPDC projects since 1988.

Preparatory activities completed prior to submission of the project to IPDC

Assessment of the need for training of journalists in reporting on the sexual exploitation of children through the Internet was done through:

- Discussions with the editors of the major newspapers in Kuala Lumpur;
- Discussions with representatives of *Protect and Save The Children* (“PS The Children”) to ascertain the extent of the problem and to gather opinions on how the issue should be presented for maximum awareness in the participating countries, within the context of Asian culture. “PS The Children” is a Kuala Lumpur-based NGO whose focus is the sexual exploitation of children.

Contribution foreseen by the beneficiary agency during the project period

AIDCOM will provide logistic support in terms of staffing, communication and project administration.

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION IN US\$

3-day seminar-workshop in Kuala Lumpur for approximately 35 journalists from 5 ASEAN countries (accommodation, per diem, hall rental, communication materials, stationery, opening ceremony, airfares, transport, honoraria etc.):	16 000
Project consultant:	2 000
Hire of equipment:	2 000
Trainers:	2 300
Monitoring:	1 000
<u>TOTAL:</u>	23 300

BREAKDOWN OF BENEFICIARY'S CONTRIBUTION IN US\$

Logistics, administrative support, communications:	2 000
Staff salaries:	9 000
Project reporting:	600
Office space:	5 000
<u>TOTAL:</u>	16 600

MICRONESIA

A. PROJECT IDENTIFICATION		
1.	TITLE	MICRONESIA: MODERN RADIO MANAGEMENT AND BROADCASTING FOR THE FEDERATED STATES OF MICRONESIA
2.	NUMBER	PDC/48 MCR/01
3.	CATEGORY OF MASS MEDIA	RADIO
4.	IPDC PRIORITY AREA	HUMAN RESOURCES DEVELOPMENT
5.	SCOPE (NATIONAL, REGIONAL, INTERREGIONAL)	NATIONAL
6.	TYPE OF ASSISTANCE REQUESTED	TRAINING
7.	TOTAL COST OF PROJECT	US\$ 5 500
8.	AMOUNT REQUESTED FROM IPDC	US\$ 46 000
9.	BENEFICIARY BODY	FSM BROADCASTING SERVICES
10.	IMPLEMENTING BODY	FSM PUBLIC INFORMATION OFFICE (SECRETARIAT, FSM BROADCASTING SERVICES). ATTN: LYNN NARRUHN P.O. BOX PS-34, PALIKIR, POHNPEI 96941
11.	PROJECT LOCATION	POHNPEI, KOSRAE and YAP STATES OF FSM
12.	PROJECT PREPARED BY	LYNN NARRUHN, FSM PUBLIC INFORMATION OFFICER
DECISION OF THE BUREAU:		

B. PRESENTATION

1. BACKGROUND AND JUSTIFICATION

The Federated States of Micronesia (FSM) is comprised of over 600 islands in four States spread across 2 500 km. of the Western Pacific ocean, north of the Equator.

For these widely scattered islands of the FSM, radio is the most practical medium for broadcast as it reaches even the most remote islands in the Federation.

Radio was among the many developmental objectives introduced in the FSM during its transition to self-government in 1979. Like many small developing countries, numerous educational efforts and financial assistance have been extended to guarantee the development of the various socio-economic sectors of the FSM, neglecting societal progresses such as media.

As with the introduction of many modern concepts, media was adopted in the FSM without properly ensuring that requisite skills and background are accorded to those entrusted to maintain this public forum of development.

Radio being the most practical of the media, this project is designed to ensure that parallel progress is cultivated and guaranteed for both the radio stations and their management. This project is intended to ensure that the media, especially radio, become instrumental in the development of a healthy, democratic society for the FSM.

The project is suggesting a three-step approach targeting all levels of the radio stations, namely management; news directors, writers and announcers; and technicians and engineers.

Its objective is, first, to ensure that all radio station personnel are equipped with the requisites to properly maintain a broadcasting medium.

The success of the first objective will create a sense of trust in the concept of media and its potential contribution to a healthy society. This project is also intended to create a resource pool that will benefit the radio broadcasting in the FSM, given its compounded financial constraints.

2. TARGET GROUPS

Primary target group are the radio personnel. The secondary target group is the radio industry in its entity, and the final target group is the FSM citizens.

3. IMMEDIATE OBJECTIVES

- Upgrade the skills of publicly funded broadcasting stations in the FSM;
- Improve the capacity of the publicly funded radio stations to address the development issues of this small islands nation.

4. DEVELOPMENT OBJECTIVES

Instil the values and responsibilities of public service broadcasting so as to ensure a true public broadcasting; to increase the pluralism of public information; to strengthen the professional quality standards of educational and informational radio programmes; to create a resource pool that would benefit all the broadcasting institutions in the FSM.

5. **PROJECT INPUTS**

Training expertise in radio management, news and programme production and technical/ engineering skills.

6. **PROJECT OUTPUTS**

- Six radio managers will have been trained in modern media management skills;
- The craft skills of nine news and programme producers will have been upgraded;
- The technical skills of six radio technicians/ engineers will have been upgraded.

7/8. **ACTIVITIES AND WORK PLAN**

Months 1-3 : Identify a trainer for the management training. Conduct a week's workshop in modern radio management. (The management workshop shall develop the curricula for the other workshops). The training will involve the radio managers from all four states.

Months 4-6: Identify the trainer for the workshops on radio news and production skills and establish the terms of reference.

Months 7-8 : Organise and conduct a one-week training workshop on radio news and production. Identify the trainer for the one-week workshop on technical skills and establish the terms of reference.

Months 9-10 : Organise and conduct the workshop in technical skills.

Month 12 : The final report will have been submitted to UNESCO and IPDC.

9. **INSTITUTIONAL FRAMEWORK**

The project will be co-ordinated by the FSM Public Information Officer together with the public radio stations of the four states of FSM. Assistance will be sought from UNESCO, the Asia-Pacific Institute of Broadcasting Development (AIBD), and the Asia-Pacific Broadcasting Union (ABU) in identifying the trainers. (The other radio stations in the participating states will be invited to participate at their own expense.)

10. **SUSTAINABILITY**

There is a dire need for training in the FSM media sector. One of the major obstacles of training throughout the years has been the cost factor. The success of the project would equip radio broadcasting management and personnel with the requisites and mandates to guarantee maintenance of this most sacred of public forums. This would in turn stimulate true public service broadcasting in the FSM by sensitizing those entrusted with the management of this public forum to the expectations of the public.

11. **FRAMEWORK OF MONITORING**

It is suggested that UNESCO should monitor the project implementation.

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

The FSM Public Information Officer will report to UNESCO and IPDC on the progress of the project as required. The final report will be prepared and submitted to UNESCO within a month from the end of the project.

C. ADDITIONAL INFORMATION

Former IPDC projects :

This is the first project ever from FSM to IPDC.

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

All member states of the FSM Broadcasting Service have been in operation since the 1970's, and so the rudiments of early broadcasting exist.

Contribution seen by the submitting agency during the project period (in terms of both financial and human resources).

Administrative support, personnel, computers, training facilities and equipment, supplies and stationeries will be provided by each broadcasting entity or host radio station with the assistance of the FSM Public Information Office – Secretariat for the FSMBS.

Assistance sought other than IPDC (source and nature of assistance).

None

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION IN US \$

Participants (travel, DSA):	
Modern broadcasting management, Kosrae State:	7 800
Radio news and production, Pohnpei State:	10 300
Technical/engineering basic maintenance, Yap:	10 900
Organisational costs and training materials:	1 000
Trainers (3 × travel, DSA and fees):	14 000
Monitoring (IPDC):	2 000
TOTAL:	46 000

BREAKDOWN OF BENEFICIARY'S CONTRIBUTION IN US \$

Staff costs (organisation):	2 000
Communications:	1 000
Other local expenses:	1 500
TOTAL:	4 500

MONGOLIA

A. PROJECT IDENTIFICATION		
1.	TITLE	MONGOLIA: COMMUNITY MEDIA FOR MULTILINGUALISM AND CULTURAL DIVERSITY
2.	NUMBER	PDC/48 MON/01
3.	CATEGORY OF MASS MEDIA	COMMUNITY MEDIA
4.	IPDC PRIORITY AREA	COMMUNITY MEDIA HUMAN RESOURCES DEVELOPMENT
5.	SCOPE (national, regional, interregional)	NATIONAL
6.	TYPE OF ASSISTANCE REQUESTED	FINANCIAL, EQUIPMENT, TRAINING
7.	TOTAL COST OF PROJECT	US\$ 53 040
8.	AMOUNT REQUESTED FROM IPDC	US\$ 49 920
9.	BENEFICIARY BODY	THE TSAATAN AND THE DARKHAD MINORITY GROUPS
10.	IMPLEMENTING BODY	MONGOLIAN NATIONAL COMMISSION FOR UNESCO, "THE SPARK OF THE SPIRIT" ("SETGELIIN OCH") FUND (NGO), "MONGOLIAN REINDEER FUND" (NGO)
11.	PROJECT LOCATION	KHÖVSGÖL AIMAG, NORTHERN MONGOLIA
12.	PROJECT PREPARED BY	MONGOLIAN NATIONAL COMMISSION FOR UNESCO – CI ADVISER UNESCO BEIJING
DECISION OF THE BUREAU:		

B. PRESENTATION

1. BACKGROUND AND JUSTIFICATION

The media development in Mongolia remains limited to the metropolitan area of Ulaanbaatar. The capacity of Mongolia ethnic minorities to produce and exchange local content is hampered by the precarious economic conditions, scarcity of the population scattered over vast territories, harsh climate as well as by the cultural and linguistic specificities of the target groups.

The project will build capacity of ethnic minorities in Northern *aimags* of Mongolia to produce and exchange information of local importance in local languages, as well as to establish a permanent communication channel between these communities and the rest of the country. It aims at enhancing the role of media in promotion of multilingualism, cultural diversity and indigenous knowledge exchange. It will focus on two ethnic minority groups who live side by side in the Khövsgöl Lake area: the Tsaatan and the Darkhad. These groups have been chosen because of their alarming demographical situation and the very real threat of cultural extinction that they are facing. Extreme poverty of the target groups resulted in a high illiteracy rate, poor health conditions and other signs of increasing backwardness. Another challenge is posed by the landscape that makes wireless communication as well as mobile communication stations the very few options to stay in touch with these populations in perpetual movement.

The overall purpose of the project is threefold:

Indigenous production and dissemination of area-specific development information;
Connecting remote communities to the rest of the country through establishment of a viable information channel and information production facilities;
Recording and preservation of Tsaatan and Darkhad unique cultural heritage through media and promotion of the diversity of languages, peoples and cultures of Mongolia.

The specific objectives are:

- Establishment of the Tsaatan-Darkhad radio station;
- Establishment of the Community Multipurpose Centre (CMC);
- Launching of the Mobile Information Centre (MIC) on a minivan.

The complementarity of the functions of these three facilities is indispensable for achieving the maximum outreach to the target groups. The CMC will ensure partial gathering and production of local content for the radio; radio would disseminate this content to the target groups moving around the *aimag*. The Mobile Information Centre will go to these areas that remain inaccessible to FM, and ensure face-to-face delivery of project information.

2. DESCRIPTION OF THE TARGET GROUPS

Nowadays, about 60 % of the total 10 000 Darkhad population, centred in Renchinlkhumbe, Ulaan-Uul, Bayanzurkh and Tsagaannuur districts of the Khövsgöl Province, still live by nomadic pastoral activities, occupying the mountainous areas in winter, and valleys next to rivers and lakes in summer.

Also presently living in the Khövsgöl province are about 300 Uriankhai-Tsaatan people (according to the data of the 2000 population census), most commonly designated as “Tsaatan”. Almost half of them live in the district centre or in the river valleys, breeding horses, cattle, sheep and goats in the same manner as the majority ethnic Mongol population. Another half – about 40 families, – lives in the forest and taiga, breeding reindeer.

3. IMMEDIATE OBJECTIVES

- 3 communication facilities (Radio station, CMC and a mobile Information Centre – MIC) will be established, and a model of intensive communication outreach to nomadic population will be tested;
- 2 journalists will be trained to produce radio programmes in the Tsaatan and Darkhad dialects;
- 1 editor and one radio technician will be trained;
- Local doctors, veterinaries and teachers will be trained on production and dissemination of development content to the target groups;
- At least 4 000 Darkhad and 300 Tsaatan people will have access to education, health and husbandry information in their native language through radio;
- A number of women and children will have access to face-to-face learning process through CMC and the MIC.

4. DEVELOPMENT OBJECTIVE

Although the ethnic groups of Darkhad and Tsaatan have managed to maintain their specific lifestyle, culture, language and dialect until today, both ethnic groups are now facing the staggering challenges to their self-preservation:

Marginalization: The abrupt transition of Mongolia to market economy has left these nomadic minorities further impoverished and cut from the rest of the country, not to mention the outside world.

Lack of access to development basics: A limited state administration presence in remote areas does not allow updated information, education and health care services to reach these populations. The animal diseases, low numbers of herds and insufficient assistance portend the death of the traditional livelihood of the Tsaatan people; research and methods to preserve the reindeer need to be urgently disseminated through media and face-to-face training.

Heritage in peril: The sense and expression of traditional tangible and intangible heritage has receded to dramatic proportions and ethnic folklore is today almost forgotten, hence threatening the very identity of the Tsaatan and the Darkhad.

The establishment of communication facilities is crucially important to overcome these difficulties.

5. PROJECT INPUTS

Equipment for the radio station, the CMC and the MIC;
Training for the radio station, CMC and MIC staff;
Methodology.

6. PROJECT OUTPUTS

The project facilities become a permanent fixture in the local life;
Information delivered through those facilities helps to improve life of target groups;
Tsaatan and Darkhad community members assume ownership of the project facilities;
Facilities become self-sustainable;
National and international media outlets draw attention of the government and donor agencies to the situation with Tsaatan and Darkhad minorities.

7. ACTIVITIES

Organisation of research on information adequacy among Darkhad and Tsaatan herders (4 researchers will work during 14 days);
Organisation of a “*Culture, Art and Information Day*” to mobilise the communities around local festivities and introduce and explain the goals of the project;

Training of project team: The Mongolia Press Institute will be involved in the identification and training of a suitable personnel for the radio station;

Creation of a mobile Information Centre with fully equipped minibus or van to serve Darkhad and Tsaatan herders who live far from other rural people. It will disperse courses, collect and supply news;

Establishment of a Community Multimedia Centre for the Darkhad and Tsaatan ethnic groups and implementation of regular activities. The CMC will be located in the cultural centre of the Renchinlkhumbe district.

Establishment of a local radio station with regular broadcasting of local news as well as cultural, educational and health information programming. The station will be located within the CMC.

The main activities of the project will evolve around three facilities: radio station, CMC and the mobile Information Centre.

The radio station will:

Produce and disseminate local news;

Broadcast life education courses from CMC;

Broadcast local cultural programmes and music;

Offer a shared platform of media resources for target communities where each and every member can participate in some form;

Re-transmit news from main national and international media outlets;

Provide news on local life to main national outlets;

Offer commercial services such as music and announcements on demand.

The CMC will:

Produce and teach education courses;

Organise and host community events such as concerts, meetings and weddings;

Provide telecommunication services (fax, telephone, computer, photocopy etc.);

Provide cultural services and resources: library, film projections and music studio with traditional instruments.

The MIC/minivan will:

Serve as a link between CMC and nomadic populations in the parts of the *aimag* that cannot be reached by FM;

Provide face-to-face tutoring and collecting feedback to distance education courses;

Provide face-to-face information services concerning health care, husbandry and education;

Provide mobile communication services (radio, computer, printer, telephone, radio);

Collect news, stories and other relevant information for radio and ethnographic research.

Staffing table:

Project: Manager, accountant;

Radio station: Journalist, editor, technician;

Community Media Centre: Manager, distance education expert, ethnographic researcher, reindeer expert, carving expert;

Mobile Information Centre: Specialists (on-demand), driver.

The following courses will be delivered through the CMC and provided through MIC:

- The best and most progressive traditions of the Darkhad and Tsaatan people (twice with a staff of 4 people);
- Hygiene courses for herdswomen (twice in each of 4 different locations; each course will have a duration of one week);
- Courses on traditional methods of reindeer breeding for children and youth (twice in each of two different locations; each course will have a duration of one week);
- Special veterinary courses for selected herders (once in each of two different locations; each course will have a duration of one week);

- Courses in reindeer horn, bone, stone and wood carving (once in each of two different places; each course will have a duration of 10 days);
- Organisation of special courses on pre-school education for parents with pre-school aged children (twice in each of 4 different locations; each course will be held for a duration of 10 days), recording and dissemination of the courses over radio;
- Recording and broadcasting of a Darkhad-Tsaatan folklore group (to be established in cooperation with Culture).

9. WORK PLAN

Month 1: Revision of the work plan. Radio Station, CMC and MIC team building. Research on information adequacy among Darkhad and Tsaatan herders. Organisation of a “*Culture, Art and Information Day*”;

Months 3-4: Establishment of the radio station, CMC and MIC. Training of journalists at the Mongolia Press Institute. Development of distance education courses;

Months 6-10: Pilot functioning of the facilities. Feedback from community, re-adjustment, first experience of community participation in the production of radio programmes. Distance education courses tutored in CMC, broadcast by radio and delivered off-line to remote communities;

Months 10-12: Self-sustainability models tested. Feedback completed. Methodology of the project developed, re-adjusted and finalised.

9. INSTITUTIONAL FRAMEWORK

➤ The “Reindeer” Fund established in 1999. Areas of activities: to support and assist the Tsaatan and Darkhad people; to breed the reindeer.

➤ The “Setgeliin och” Fund (“*The spark of the spirit*”). Established in 2003, the Fund has a mandate to assist the Mongolian government and local communities to identify, safeguard, revitalise and promote the tangible and intangible cultural heritage as well as to promote children’s art talent in Mongolia. The National Committee for World Heritage has prepared the nomination dossiers of Orkhon Valley Cultural Landscape and Khuvsgul Lake for inscription on the World Heritage List, in association with our Fund, the Mongolian National Commission for UNESCO, the Ministry of Science, Technology, Education and Culture and the Ministry of Nature and Environment.

The Fund organised a series of heritage-related workshops with strong involvement of local authorities. Publicity materials explaining the significance of the nominated sites to responsible officials and to the general public were also prepared and distributed as part of this process. Most of the work in promoting international awareness of Mongolia’s heritage is done through partnerships with foreign research teams who are in a position to publish their findings to international audience.

➤ The Mongolia Press Institute. Established with the assistance from UNESCO and other donor agencies, the Institute will be involved in the media and journalist training part of the project.

10. SUSTAINABILITY

It is expected that target communities will assume ownership of project facilities by using its services and paying for them. Music, announcements and information on demand as well as the use of telecommunication facilities are all expected to be sources of revenue that would then be channelled into covering costs of production of distance education courses. It is also expected that the government and other development agencies could use the project facilities for their communication efforts towards target groups.

11. FRAMEWORK OF MONITORING

The local district administration will collect information from organisations responsible for the implementation of the project and monitor their activities. Residents of local districts in question may participate openly in the monitoring process. The national coordinator will be responsible for the overall monitoring and control of the project. Every 4 months, a discussion on the project process and results will be held, and a copy of the monitoring report will be sent to UNESCO.

12. EVALUATIONS CARRIED OUT

A number of environmental and ethnographic researches on the Tsaatan and Darkhad people have been carried out. No research of media outreach to these groups has been conducted so far.

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING

The beneficiary agency undertakes to report on project progress on a four- month basis.

C. ADDITIONAL INFORMATION

Previous IPDC support received by the country;

A number of IPDC project focused on development media capacity at the national level, mainly focused on institutions based in the capital city.

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

Consultations with the National Commission.

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION IN US\$

Project coordinator:	2 400
Site survey on information needs:	1 000
Establishment of a Community Multimedia Centre (office equipment, TV set, tape and VCD recorders, furniture, maintenance):	9 000
Establishment of a local radio station (recording equipment, transmitter):	10 000
Establishment of the Mobile Information Centre – MIC (TV set, VCR, TV-satellite antenna):	4 400
Purchase and outfitting of the MIC:	8 500
Power generator:	1 000
Production of distance education courses on health care, husbandry and cultural heritage:	4 000
Production of radio news bulletins:	5 500
CMC management:	1 200
Driver:	1 500
Monitoring:	500
Documentation and reporting:	920
TOTAL:	49 920

BREAKDOWN OF BENEFICIARY'S CONTRIBUTION IN US\$

CMC local staff:	720
CMC running costs:	1 200
MIC running costs:	1 200
TOTAL:	3 120

NEPAL

A. PROJECT IDENTIFICATION		
1.	TITLE	NEPAL: COMMUNITY RADIO FOR EDUCATION
2.	NUMBER	PDC/48 NEP/01
3.	CATEGORY OF MASS MEDIA	COMMUNITY / CAMPUS RADIO
4.	IPDC PRIORITY AREA	COMMUNITY RADIO
5.	SCOPE (national, regional, interregional)	NATIONAL
6.	TYPE OF ASSISTANCE REQUESTED	FINANCIAL, EQUIPMENT
7.	TOTAL COST OF PROJECT	US\$ 48 985
8.	AMOUNT REQUESTED FROM IPDC	US\$ 28 135
9.	BENEFICIARY BODY	COLLEGE OF JOURNALISM AND MASS COMMUNICATION
10.	IMPLEMENTING BODY	COLLEGE OF JOURNALISM AND MASS COMMUNICATION
11.	PROJECT LOCATION	KATHMANDU / DHUMBARAHI
12.	PROJECT PREPARED BY	DR. MANJU, COLLEGE OF JOURNALISM AND MASS COMMUNICATION
DECISION OF THE BUREAU:		

B. PRESENTATION

1. BACKGROUND AND JUSTIFICATION

Recent mass media surveys have shown that there exist about 1200 newspapers, 50 radio stations and 4 television channels in Nepal. Most of the newspapers are not regular and/or their circulation is limited. In a country where 43 % of the population are literate, radio is very popular. Following the liberalisation of licensing, both the private sector and communities have launched FM stations. Now, there is a strong need of trained manpower. The College of Journalism and Mass Communication (CJMC) was established to provide journalists with media skills and knowledge.

Against this background, the CJMM has decided to establish a community radio to train students and serve the community with public service programmes.

In Nepal, the Tribhuvan University has trained some 1200 journalists in the past 22 years. About 50 % of them are expected working in the media sector. Later, a few private schools have provided training; some offer low level of teaching, others are very costly. Overall, the media practitioners have been “Learning by doing”. If the CJMM had a campus radio station, more journalism trainees could get practical training in radio skills, to meet the needs of trained manpower from both the government and private sector.

The Constitution of Nepal guarantees the freedom of the press and the right to information; the media have been playing a pivotal role in enhancing government transparency and creating a relatively well-informed civil society.

The College students would operate the radio station of the CJMC. A lecturer of the College would work as a Station Manager. The equipment listed in the budget will be used to train qualified and academic manpower, since the CMCJ does not have resources to acquire them.

The solution to the identified problem is important, because there is a radio development movement in Nepal at the moment. Many private radio stations are being established, but the education and training are neglected.

2. DESCRIPTION OF THE TARGET GROUPS

- Media practitioners and students as trainees and producers;
- Community around the CJMC College.

3. IMMEDIATE OBJECTIVES

- To establish a radio within the premises of the College so as to provide the students practical knowledge about radio production;
- To provide students in “Development Communication” with hands-on practice in the field.
- To produce 50 trainees in 2 years, who will be able to contribute to the CMCJ and the nation.

4. DEVELOPMENT OBJECTIVE

Nepal’s constitution guarantees freedom of expression, freedom of information and freedom of publication; but in practice, these freedoms have been difficult to achieve, even if with the

establishment of private radio and television stations, these freedoms have been enhanced. However, well-trained broadcasters who appreciate the concepts of media freedom and pluralism are still very few. There is a need to produce more journalists able to communicate to rural people all concepts related to democracy.

5. **PROJECT INPUTS**

- The tentative list of equipment is specified in the budget;
- Trainers of the CMCJ.

6. **PROJECT OUTPUTS**

- 4 daily hours of educational broadcasts by students for the community;
- About 30 students will complete their course through hands-on exercises at the station;
- 10 of the students will be women;
- 4 magazines on development to be produced and sold by the students for income generation;
- Radio infrastructure will enable the College to be transferred into the University of Mass Communication.

7. **ACTIVITIES**

- Draw a vision plan of the station and its scope; elaborate a master plan to equip the studio;
- Recruit staff;
- Importing and installation of the equipment;
- Train staff in programme production and technical management;
- Trial production of programme; programme production on air.

8. **WORK PLAN**

Months 1-4: Plan programming; order equipment; construct a small, well-equipped studio;

Months 5-8: Install and test the equipment in the new facilities; train the producers and technical staff; select students for broadcasting;

Months 9-12: Launch the radio station; monitor programmes and their impact on the audience.

9. **INSTITUTIONAL FRAMEWORK**

Management of CJMC headed by Dr. Manju Mishra and the CJMC staff will follow the routine. A Broadcasting Committee will be created, headed by a chairman who will manage both the administration and the programmes of the station.

10. **SUSTAINABILITY**

The CJMC was established 3 years ago and has achieved self-reliance. It is able to sustain itself through student fees and other assistance. The College will support the running of the station, and the Management Committee of the Station will separately charge students some fees. It will provide an income from local advertising and sponsored programmes. The College also expects to raise other funds to sustain the station. This will be the first radio run by educational institutions in Nepal. It will be operated only by CJMC students.

11. **FRAMEWORK OF MONITORING**

The College and the Broadcasting Committee will monitor its programmes within the premises. The monitoring may also be conducted by *Media Services International*, which has been undertaking such assignment on behalf of other organisations.

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING

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

C. ADDITIONAL INFORMATION

Previous IPDC support received by the country

A number of projects in the past years.

Preparatory activities completed prior to submission of the project to IPDC

Establishment of the College.

Contribution foreseen by the beneficiary agency during the project period

US\$ 20 000.

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION IN US\$

100 W FM transmitter with antenna and accessories:	9 334
Construction of the studio:	1 000
Broadcast audio mixing console:	4 000
Studio microphones with accessories:	467
CD recorders/players:	866
Audio equipment (turntables, amplifier, speakers, DAT recorder/player, digital card machine, equaliser, limiter, hybrid, headphones etc.):	2 107
Field cassette recorder:	267
Software storage editing system, Pentium multi-track editing:	2 040
Digital programmable AM/FM tuner:	1 000
Studio accessories (talk back system, cue lights etc.):	227
Supply of magnetic tapes, cartridges, cassettes:	400
Cassettes:	800
Power generator:	2 000
Batteries, UPS, power appliances and accessories:	933
Installation materials:	667
Studio furniture and tools:	693
Telephone set, fax machine:	1 334
<u>TOTAL:</u>	28 135

**BREAKDOWN OF BENEFICIARY'S CONTRIBUTION
IN US\$**

Station manager:	1 734
Engineer / technical officer (part-time):	1 214
Programme presenters (part-time):	2 600
Reporters / narrators (part-time):	1 733
Maintenance technician:	2 774
Receptionists / librarian:	1 040
Security:	867
License:	1 333
Insurance (for equipment):	831
Power:	560
Equipment maintenance (3 % of cost):	831
Installation:	2 000
Printing and stationery:	320
Transportation:	400
Fuel:	640
Communications:	640
Miscellaneous:	1 333
<u>TOTAL:</u>	20 850

PAKISTAN

A. PROJECT IDENTIFICATION		
1.	TITLE	PAKISTAN: IMPROVING ACCESS TO INDEPENDENT INFORMATION IN RURAL PAKISTAN
2.	NUMBER	PDC/48 PAK/01
3.	CATEGORY OF MASS MEDIA	PRINT MEDIA, RURAL NEWSPAPERS
4.	IPDC PRIORITY AREA	FREEDOM OF EXPRESSION AND PLURALISM HUMAN RESOURCE DEVELOPMENT
5.	SCOPE (national, regional, interregional)	NATIONAL
6.	TYPE OF ASSISTANCE REQUESTED	FINANCIAL, EQUIPMENT
7.	TOTAL COST OF PROJECT	US\$ 28 700
8.	AMOUNT REQUESTED FROM IPDC	US\$ 37 900
9.	BENEFICIARY BODY	RURAL NEWSPAPER NAWA-I-AHMEDPUR SHARQIA 475-SARWAR SHAH TREET AHMEDPUR EAST, BAHAWALPUR, PAKISTAN
10.	IMPLEMENTING BODY	NAWA-I-AHMEDPUR SHARQIA
11.	PROJECT LOCATION	AHMEDPUR EAST, PAKISTAN
12.	PROJECT PREPARED BY	MR EHSAN SEHAR, EDITOR NAWA-I-AHMEDPUR SHARQIA AND PRESIDENT OF THE NATIONAL PRESS UNION, WITH SUPPORT OF ACI ASIA.
DECISION OF THE BUREAU:		

B. PRESENTATION

1. BACKGROUND AND JUSTIFICATION

Ahmedpur East Subdivision is a mainly agricultural area in the Punjab Province of Pakistan. Not many modern fruits of development have reached this impoverished area, which remains profoundly conservative and is still defined by feudal practices and structures. Illiteracy rate is high, about 70 %. Bonded labour is common in the surrounding large estates and women, who must go covered, have few opportunities for work outside of teaching. The acid attacks to the face are still widespread in the district.

Within this context, *Nawa-I-Ahmedpur Sharqia* is a rare phenomenon. Founded in 1989, it is the only ABC-certified newspaper in the district to have been published on a regular weekly basis for 16 years. The eight-page, four-colour paper clearly plays a significant role in stimulating change, passing on information and creating local identity, but also by acting as a centre for training and advocacy for rural journalists of the area, whose status is an issue.

From the newspaper's small office, the Editor has organised four training workshops for male and female journalists in the past five years in collaboration with international journalism organisations. The *Nawa-I-Ahmedpur Sharqia* is the only newspaper in the South Punjab (of 50 million people) which observes World Press Freedom Day every year by publishing a special brochure, details of which are often republished by local, regional and national media.

While the national press predominantly focuses on politics, economy and crime, the realities of life in remote parts of the country are usually overlooked. *Nawa-I-Ahmedpur Sharqia* seeks to rectify that imbalance by encouraging readers to look at problems in their own communities. When strong enough, such stories make it to the national press, but mainly because they have been reported locally first.

The *Nawa-I-Ahmedpur Sharqia* now seeks to convert from a weekly to a daily format, both in response to local demand but also due to increased competition arising from the deregulation of radio and television. While there is a market for a daily and the paper remains in profit, the additional costs of the initial investment and the early stages of conversion entail heavy financial pressure. The loss of newspaper readership to TV and radio would have other implications for the capital town and rural population around it, including the narrowing of the window for news and the loss of a valuable literacy tool.

The *Nawa-I-Ahmedpur Sharqia* also plans to launch a monthly newsletter in Urdu on freedom of expression issues targeted to rural journalists, bearing in mind that press freedom has largely thrived in bigger cities, although these improvements have generally not filtered down to the provinces. Much due to the non-experience of working in news organisations, a majority of the rural correspondents have been victims of many forms of attacks, including violence, raids on homes, legal actions and assaults on family. Using the network of the National Press Union and correspondents of *Nawa-I-Ahmedpur Sharqia*, the information concerning violations against freedom of expression in farflung areas will be gathered and documented. It will be passed to international press freedom groups for action. The Newsletter will also inform rural journalists about their rights in a democratic society, help enhance their networking capabilities and fight back to threats against freedom of expression. It will also furnish fresh details on journalism resources throughout the globe. It will be distributed free of cost among press clubs of the rural areas, rural journalists unions and educational institutions.

2. DESCRIPTION OF THE TARGET GROUPS

Seraiki, Urdu and Punjab-speaking communities as well as policy-makers in Ahmedpur East Subdivision and its adjoining rural areas will benefit from improved access to information regarding their own communities.

Rural journalists are also the target of of this project, who face abuses by exposing cases of administrative mal practices, child labour, child trafficking, bonded labour, rape, torture and extra-judicial killings.

3. IMMEDIATE OBJECTIVES

To increase the frequency and circulation of the rural newspaper *Nawa-I-Ahmedpur Sharqia*.
To issue a monthly newsletter on FOE in Urdu language for the benefit of rural reporters.

4. DEVELOPMENT OBJECTIVE

To help establish democratic participation in the governance.
To promote transparency of development initiatives in rural areas.
To increase awareness of human rights and press freedom issues among rural reporters, who are far away from press freedom organisations.

5. PROJECT INPUTS

Training for 30 rural reporters including women contributors.
Equipment (paper cutting machine, used Rota Printer, low-cost editorial and office equipment).
Expert advice on improving newspaper distribution in rural areas.

6. PROJECT OUTPUTS

- 30 reporters will have been trained in reporting issues of relevance for people in the coverage areas of the newspaper.
- A daily newspaper is being published in Ahmedpur East Subdivision.
- A monthly newsletter on freedom of expression is being published.

7-8. WORKPLAN AND ACTIVITIES

Months 1-4: Order and install the papercutting machine, RotaPrinter and other technical equipment.

Months 5-7: Training of editorial and technical staff.

Month 8-9: Establishment of a distribution system to overcome the problems of daily distribution of the newspaper in rural areas.

Month 10: *Nawa-I-Ahmedpur Sharqia* will start publishing daily

A newsletter on freedom of expression will start publishing monthly.

Paper cutting and binding operation of the printing press on a commercial basis.

Month 13: Project evaluation

9- INSTITUTIONAL FRAMEWORK

The *Nawa-I-Ahmedpur Sharqia* will celebrate its 16th anniversary in October 2005. It has demonstrated its ability to sustain. The newspaper's editor is member of the International Press Institute, the Committee to Protect Journalists and the Commonwealth Journalists Association, and in contact with the World Association of Newspapers in France, International Freedom of Exchange (IFEX) network and with the International Centre for Journalists. He is the Chairman of the National Press Union, which will co-operate with the management of the newspaper in establishing the new

distribution system and installing the paper cutting machine and used Rota Printer. The newspaper has been working as an informal centre for the new rural journalists. The Editor is also able to mobilise the support of leading figures in the local community, be they Sunni, Shia or Christian. The *Nawa-I-Ahmedpur Sharqia* is the only newspaper being published from the Ahmedpur East Subdivision.

10. SUSTAINABILITY

After the procurement and installation of the equipment and further training of the staff, printing press income will increase from advertisements from the government, NGOs and private parties. The present number of four pages of the newspaper will be extended to six. Improved layout will attract more advertisers and help raise the number of readers.

11. FRAMEWORK OF MONITORING

The UNESCO Adviser for Communication and Information will monitor the project in collaboration with professional organizations.

12. EVALUATIONS CARRIED OUT

Visiting professionals have valued the newspaper's work in improving access to information on community level.

13. BENEFICIARY AGENCY'S REPORTING:

The management of *Nawa-I-Ahmedpur Sharqia* will provide implementation reports as required and final reports upon completion of the project.

C. ADDITIONAL INFORMATION

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

Nawa-I-Ahmedpur Sharqia has established contacts with the vendors of the above-mentioned equipment. The newspaper celebrates the World Press Freedom Day every year on May 3rd, produces its own WPFDF brochure and follows press freedom worldwide from the Web.

The newspaper has also served as an informal centre for the new rural journalists of the area.

Assistance sought other than IPDC:

None.

D. BUDGET**BREAKDOWN OF IPDC CONTRIBUTION
IN US\$**

Paper-cutting machine, print materials (newspaper)	6 600
2 computers, 1 printers, UPS (newspaper)	2 400
Upgrading old computers (newspaper)	500
Used Rota Printer, laptop and printer (for newsletter)	6 000
Office – upgrading and equipment	3 200
Development of enhanced distribution system	1 500
Training of staff	5 000
Development of content	2 500
Project monitoring	1 000
TOTAL	28 700

**BREAKDOWN OF BENEFICIARY'S CONTRIBUTION
IN US\$**

Establishment of FOE newsletter desk	1 200
One-year project running cost of daily newspaper	8 000
TOTAL	9 200

PAKISTAN

A. PROJECT IDENTIFICATION		
1.	TITLE	PAKISTAN: TRAINING OF DISTRICT REPORTERS IN THE NORTH WEST FRONTIER PROVINCE (NWPF)
2.	NUMBER	PDC/48 PAK/02
3.	CATEGORY OF MASS MEDIA	PRINT, ELECTRONIC
4.	IPDC PRIORITY AREA	HUMAN RESOURCE DEVELOPMENT
5.	SCOPE (national, regional, interregional)	NATIONAL
6.	TYPE OF ASSISTANCE REQUESTED	FINANCIAL
7.	TOTAL COST OF PROJECT	US\$ 47 421
8.	AMOUNT REQUESTED FROM IPDC	US\$ 38 800
9.	BENEFICIARY BODY	JOURNALISTS (DISTRICT CORRESPONDENTS)
10.	IMPLEMENTING BODY	DEPT. OF JOURNALISM AND MASS COMMUNICATION, UNIVERSITY OF PESHAWAR
11.	PROJECT LOCATION	DEPT. OF JOURNALISM AND MASS COMMUNICATION UNIVERSITY OF PESHAWAR
12.	PROJECT PREPARED BY	Dr. SHAH JAHAN SAYED
DECISION OF THE BUREAU:		

B. PRESENTATION

1. BACKGROUND AND JUSTIFICATION

The Pakistani media system is going through drastic changes. The print media is developing monopolistic traits and going into greater centralisation. The electronic media environment, previously solely under governmental control, is opening up to private radio and TV channels, thus potentially broadening the horizon of expression.

The Pakistani newspaper journalists have won the title of *the most outspoken in South Asia*. This situation represents the classic case of a weak institution that is retrogressing as far as its functional social utility is concerned, while its individual actors are getting powerful due to the *manoeuvring space* they are getting through interaction within the socio-political set up. Owners, reporters, and other participants of the system of journalism in the privately owned print media are clear examples of the practice. The newly emerging privately owned electronic media is also depending upon these print journalists for its entry into the market. These developments make the print journalists the most important participants in the Pakistani media. They are also major stakeholders in the power structure of the country at different levels.

Peshawar, which is the *Centre of Pukhtoos*, one of the most important and explosive *peripheries* in the world is the provincial capital of NWFP (North-West Frontier Province). NWFP long border with Afghanistan, tribal areas and deeply traditional socio-cultural set up, poses dire practical, professional and ethical problems for the media practitioners in the province.

District reporters, also called District correspondents (DCs) in the NWFP are considered the most influential among the journalists due to their greater influence in smaller set-ups, namely, the district administrations. This small circle gives them greater power that is more often abused than used in the benefit of the community or the professional practice. On the other hand, the socio-cultural and political structures also make the practice of journalism a Herculean task. Moreover, in the tribal areas like Waziristan (violence and religious extremism) and Bajawar (poppy cultivation and militancy) there are further threats to life, and the demands of the profession increase manifold due to the present crises. The tribal belt also shares the problems of the rest of the *provincial periphery*, that is poverty and dependence among the decision-makers and some of the professionals.

2. DESCRIPTION OF THE TARGET GROUPS

The aim of this project is to train district correspondents of the NWFP and tribal areas. Their professionalism is a self-concept, and training is therefore imperative. They are entering into an age of new conformity, where there is a danger of losing the existing of freedom. The positive aspect of this situation is that it is the first step in the process of professionalisation and the need to strengthen this process is evident.

3. IMMEDIATE OBJECTIVES

To enhance professional ethics and skills.

Professional ethics includes the imparting of journalistic ethical concepts of objectivity, developmental responsibilities of the journalists and fighting corruption among the professionals as well as the larger social fabric.

Professional skills include writing skills as well as technical knowledge of managing the journalistic practice. The ambit of this activity will include the seven tribal areas of the NWFP and the press clubs

in every district of the NWFP with a total 700 District correspondents in the province. Only the Tribal Union of Journalists has more than 130 members.

4. DEVELOPMENT OBJECTIVE

The journalists in NWFP are inexperienced in data collection and story writing, and need education to enhance their professional understanding and skills. The objective of this process is to enhance the professional skills of journalists, in order to strengthen the development of a pluralistic media environment and to create a more aware and responsible democratic public.

5. PROJECT INPUTS

- Journalism trainers (The Department of Journalism and Mass Communication, University of Peshawar, is staffed with highly qualified scholars, researchers and trainers);
- Training equipments and tools.

6. PROJECT OUTPUTS

800 DCs trained in professional skills of communicative capacity and objective reporting and media ethics.

7. ACTIVITIES

The mode of training for these professionals would be orientation seminars, workshops, lectures and roundtables. The activity will be recorded and expanded through publishing brochures based upon the presentations, discussions, and evaluations of different modules and of the training process. The venue for these activities would be the University of Peshawar and the press clubs of the different regional centres. Thus, a mixed approach of centralised as well as on the doorstep process of dialogue would be adopted.

8. WORK PLAN for 2005

January / March: Networking with press clubs; establishing/refreshing contacts with DCs; finalizing training modules; finalising training programme schedule; correspondence with trainees/ resource persons; purchasing equipment.

April / September: Conducting 3-days workshops at 10 selected districts/centres; compiling profiles of DCs; compiling data on Press Clubs; selection of potential candidates for future long-term training programmes.

October / December: Workshop/Round Table for evaluation purpose; overall evaluation of the activity; report writing; planning of future strategy.

9. INSTITUTIONAL FRAMEWORK

The Department of Journalism and Mass Communication, University of Peshawar and its Media Training and Research Centre (MTRC) have been training media professionals for almost a decade. This began with the training of District Correspondents of daily newspapers in the NWFP. The ambit of training now includes technical training of radio professionals. In a short period of time, the Department has been able to establish its own community radio station, the first of its kind in Pakistan, which airs its programmes everyday. The Department has already successfully held 12 training workshops in collaboration with Friedrich Ebert Foundation, Internews International, Radio Deutsche Welle, Pakistan Broadcasting Corporation, and the International Institute of Journalism (IIJ), Berlin. The Department has a database resource centre of all Press Clubs in NWFP, networking with DCs, and

a continuous process of interaction with journalists. It is staffed with highly qualified scholars, researchers and trainers.

10. SUSTAINABILITY

Since the Department already has a database of all Press Clubs in the province and is in contact with DCs, the material and training tools developed during this project will not only further strengthen its database and training material for the future, they will also be utilised for future training purposes.

11. EVALUATIONS CARRIED OUT

As per the past practice, the Department will evaluate every individual module and activity, and seek the services of a professional evaluator/consultant as well in order to evaluate the progress of the project at the end.

12. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING

The Department will submit progress reports, based on the data, views and evaluation collected from the trainees, as required by the IPDC, as well as the final report and the certified financial statement at the completion of the project within its time schedule.

C. ADDITIONAL INFORMATION

Previous IPDC support received by the country

None.

Contribution foreseen by the beneficiary agency during the project period

The Department has the resource persons, trainers, some equipment, furniture, and place to house the trainees. It will provide security, premises, staff, and transport.

Assistance sought other than IPDC

None.

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION IN US\$

Project coordinator:	3 103
Support staff:	1 240
Office clerk:	621
Overheads (stationery, travels etc.):	4 138
Office equipment (computer, photocopier, fax etc.):	3 448
10 THREE-DAY ORIENTATION WORKSHOPS	
2 trainers:	8 267
Stationery:	345
Travel allowances (30 participants):	2 586
Travel allowances (2 trainers):	1 034
Lunch, dinner and tea (900 persons, including trainers, participants and support staff):	4 655
Accommodation (15 persons, 2 days):	7 759
FINAL EVALUATION WORKSHOP	
2 trainers / resource persons (one local, one expert):	345
Stationery:	34
Travel allowances (34 participants):	345
Lunch, dinner and tea (45 persons, including trainers, participants and support staff):	233
Accommodation (25 persons, 1 day):	647
<u>TOTAL:</u>	38 800

BREAKDOWN OF BENEFICIARY'S CONTRIBUTION IN US\$

Project management:	8 621
<u>TOTAL:</u>	8 621

PHILIPPINES

A. PROJECT IDENTIFICATION		
1.	TITLE	PHILIPPINES: EIGHT MODELS OF ASIAN COMMUNITY RADIO; BOOK AND VIDEO DOCUMENTARY
2.	NUMBER	PDC/48PHI/01
3.	CATEGORY OF MASS MEDIA	COMMUNITY MEDIA
4.	IPDC PRIORITY AREA	COMMUNITY MEDIA
5.	SCOPE (national, regional, interregional)	NATIONAL/REGIONAL
6.	TYPE OF ASSISTANCE REQUESTED	FINANCIAL
7.	TOTAL COST OF PROJECT	US\$ 22 200
8.	AMOUNT REQUESTED FROM IPDC	US\$ 18 950
9.	BENEFICIARY BODY	COMMUNITY RADIO NETWORK IN ASIA, ACADEMICS, POLICY MAKERS, DEVELOPMENT ORGANISATIONS
10.	IMPLEMENTING BODY	THE TAMBULI FOUNDATION, INC. QUEZÓN CITY, PHILIPPINES
11.	PROJECT LOCATION	MANILA, PHILIPPINES
12.	PROJECT PREPARED BY	LOUIE N. TABING EXECUTIVE DIRECTOR THE TAMBULI FOUNDATION
DECISION OF THE BUREAU:		

B. PRESENTATION

1. BACKGROUND AND JUSTIFICATION

The past several decades saw the burgeoning of community radios in Latin America, Europe, Africa, Australia and North America. Yet, the worldwide advocacy for the pluralistic and people-empowering communication system made little influence on the Asian media system. The region can count of no more than 100 genuine community radios compared to thousands or at least several hundreds in every other region of the world.

The sluggish establishment of low-power people-operated radio can be attributed to the authoritarian government systems prevailing in most Asian countries, where governments dominate the broadcasting set-up. At the other end of the spectrum, an extremely commercial mode of media ownership is not conducive to the spawning of non-profit non-government radio. Nonetheless, there have been exciting experiments in recent years in Sri Lanka, Nepal, Philippines, East Timor and Indonesia that offer some models in the region.

So far, a few books have been published on community radio, but with very little information on the Asian experience or on the variety of situations where community radio can thrive. Literatures and visual presentations on the Asian models are scarce.

There is overall timidity among social and political initiators in bringing to the fore a truly pluralistic, accessible and participatory media in Asia. This could be attributed to the general ignorance on how to initiate, set up and operate a community radio much less on how the novel facility can bring about meaningful social, cultural and political development.

The production of a book and video documentary on Asian community radio will open the eyes of readers on the feasibility of replicating the same in their respective areas: South Asia, East Asia or South-East Asia.

2. DESCRIPTION OF THE TARGET GROUPS

The target readers of the book and viewers of the video will be development workers, development advocates, academics, legislators, social workers, rural organisations, cooperatives, communication teachers and students as well as the very practitioners of media.

3. IMMEDIATE OBJECTIVES

The project aims at producing a 15-minute video documentary and a 60 / 100-page book on the experiences of eight selected community radios in Asia.

4. DEVELOPMENT OBJECTIVE

Both video presentation and book will heighten the awareness, interest and enthusiasm of readers and viewers on the practice of community radio. It will offer them a concrete reference on relatively new subject of community radio. Those who are already into community radio will acquire more insights towards improving their practice.

5. PROJECT INPUTS

- Personnel: writer, video producer, editor, layout artist, video editor;
- Equipment: video camera, still camera, computers and video production studio;
- Office supplies, CDs, films, diskettes.

6. PROJECT OUTPUTS

- 2000 copies of a 60 / 100 page illustrative book;
- 500 copies on CD of a 15-minute video documentary.

7. ACTIVITIES

- To make a plan of work, communicate with subject stations and contact persons;
- To request stations for copies of previous write-ups, video clips, photos;
- To request concerned stations to arrange the field visit, itinerary and schedule of interviews with involved people;
- To interview key personnel, volunteers, participants and special listeners, operators, policy-makers;
- To hold mini conference-workshops with local participants;
- To make video and still photo shots;
- To write up the manuscript of the book;
- To have the manuscript edited, and printed;
- To edit and assemble the video programme;
- To reproduce the documentary on CD;
- To distribute the book and video.

8. WORK PLAN

Months 1 / 2: Preparation of work plan; initiation of communications; request for write-ups; request for visits / itineraries etc.;

Months 3 / 6: Visits of the community radios; interview of key people; talks with policy-makers; mini-conference; preparation of video shots; files secured;

Month 7: Interim report:

Months 7 / 9: Writing of manuscript;

Month 9: Video editing:

Month 10: Edit, layout and printing of manuscript; duplication of video;

Months 9 / 11: List of recipients;

Months 11 / 12: Distribution;

Month 12: Final report.

9. INSTITUTIONAL FRAMEWORK

The implementing body will be *The Tambuli Foundation*, the main organisation that was responsible for the setting up and looking after the community radio in the Philippines. Tambuli will designate Louie Tabing, the former Tambuli Project Manager and now the Foundation's Executive Director as the focal person and implementer of the project.

10. SUSTAINABILITY

The video and the book will inspire the community radio operators, advocates and supporters. It will serve to further the interest of readers on community radio, and will help justify the setting up of more stations in the region.

11. FRAMEWORK OF MONITORING

The UNESCO National Commission and the University of the Philippines at *Los Banos*, College of Development Communication (UPLB-CDC), could be assigned by UNESCO to monitor the project of the progress. UPLB-CDC will oversee the design and implementation of the book and the video production project. It will also provide technical assistance to the writer with respect to the conceptual and theoretical framework of the book.

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING

The Tambuli Foundation will provide two main reports:

- A midterm report after the visits will have been made;
- A comprehensive terminal report, that will include details of the activities carried out and the financial accounting of the money received in the project.

C. ADDITIONAL INFORMATION

TAMBULI Foundation is the agency that was formed after the Tambuli Project in the Philippines 1992 / 2000. It was instrumental in setting up 24 community stations under the UNESCO-DANIDA project, and helped UNICEF set up another 12 stations. It also provided inspiration and technical assistance to the setting up of community radios in East Timor, Indonesia and Nepal. TAMBULI will use the Tambuli office, equipment, video camera, and production studio for use in this documentation project. As a matter of budget control, no pieces of equipment will be bought, nor rentals will be charged by the Foundation in the implementation of the project.

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION IN US\$

Honoraria for writer, researcher and video producer:	6 000
VISITS:	
▪ Per diem	3 200
▪ Local assistants (cameraman, interpreter, guide):	1 500
▪ International airfares:	2 700
▪ Local airfares:	600
PUBLICATION	
▪ Editing:	500
▪ Layout:	300
▪ Printing:	2 000
VIDEO PRODUCTION	
▪ Editing:	500
▪ Duplication (on CD) of 500 copies:	350
Supplies:	300
Monitoring:	1 000
TOTAL:	18 950

**BREAKDOWN OF BENEFICIARY'S CONTRIBUTION
IN US\$**

Administrative support:	1 000
Use of equipment:	1 200
Office facilities:	500
Reporting:	250
Communications:	300
<u>TOTAL:</u>	3 250

SRI LANKA

A. PROJECT IDENTIFICATION		
1.	TITLE	SRI LANKA: CAMPAIGN TO PROMOTE PUBLIC SERVICE MEDIA AND PUBLIC SERVICE VALUES IN JOURNALISM IN SRI LANKA
2.	NUMBER	PDC/40 SRI/01
3.	CATEGORY OF MASS MEDIA	PRINT AND ELECTRONIC MEDIA
4.	IPDC PRIORITY AREA	MEDIA PLURALISM AND FREEDOM OF EXPRESSION
5.	SCOPE (national, regional, interregional)	NATIONAL
6.	TYPE OF ASSISTANCE REQUESTED	FINANCIAL
7.	TOTAL COST OF PROJECT	US\$ 47 332
8.	AMOUNT REQUESTED FROM IPDC	US\$ 37 432
9.	BENEFICIARY BODY	THE CENTRE FOR POLICY ALTERNATIVES
10.	IMPLEMENTING BODY	THE CENTRE FOR POLICY ALTERNATIVES
11.	PROJECT LOCATION	SRI LANKA
12.	PROJECT PREPARED BY	THE CENTRE FOR POLICY ALTERNATIVES (CPA) IN CONSULTATION WITH THE FREE MEDIA MOVEMENT (FMM) AND THE INTERNATIONAL FEDERATION OF JOURNALISTS (IFJ)
DECISION OF THE BUREAU:		

B. PRESENTATION

1. BACKGROUND AND JUSTIFICATION

The media in Sri Lanka has been deeply affected by prolonged ethnic conflict resulting in entrenched stereotyping. The differences of emphasis in the Sinhala, Tamil and English media respectively, further serves to institutionalise this bias. All media fail in their task of encouraging democracy, pluralism, and tolerance. This makes media reform an urgent task through public service values, editorial independence and self-regulation, and creating a professional, independent journalistic culture.

In the private sector, independent journalism has been frustrated by the refusal of private owners to allow the development of independent trade unions, which can defend editorial independence. Successive governments have failed to create a legislative and administrative environment that has prevented the victimisation or active independent journalists and journalists' organisations.

Due to these reasons, media reform groups have been calling for an independent media commission to oversee state media outlets. Since 1997, these groups have also called for the creation of a broadcasting authority genuinely independent from any government or non-government pressure. It is understood that simply adopting laws supporting independence will not be enough. Perhaps, more importantly, we need to enhance the professional organisation of media practitioners and build understanding of their role as the safeguard of independence and pluralism and the highest professional and ethical standards.

Following the presidential takeover of three key ministries in November 2003, the president, in her proposals for shared governance with the government, proposed to transform the State media into independent (BBC model) public service media. Further, the president appointed a Presidential Task Force on Media Reform. On December 17, the Cabinet approved the draft bill of the Freedom of Information Act prepared by Editor's Guild in consultation with legal unit of the CPA.

Given the balance of forces of the present political situation, the opportunity is ripe to debate and promote the concept of Public Service Broadcasting media in Sri Lanka. Therefore, the FMM, IFJ and the Media Unit of CPA propose this campaign, aimed at promoting the transition from state controlled media to public service media by:

- (i) Building union solidarity, links with civil society and a network of organizations working together;
- (ii) Supporting a programme of practical actions,
- (iii) Co-ordinating effective interventions with national and regional political organisations

2. DESCRIPTION OF THE TARGET GROUPS

- Opinion leaders and civil society to work with the campaign;
- Media practitioners in the government media to encourage and sustain changes for PSB;
- Media practitioners in private media to encourage and sustain editorial independence;
- All media workers to encourage professional capacity for self regulation and editorial independence;
- The public to build awareness of the independent media and to encourage political and cultural change.

3. **IMMEDIATE OBJECTIVES**

- To build a coalition for advocacy for transforming State-controlled media into public services media;
- To encourage professional unity, raise awareness among media practitioners of editorial independence and build commitment to public service values in journalism;
- To create an environment for independent journalism through the encouragement of journalist unions;
- To lobby for the creation of a national media landscape, including the private sector, accountable to the community, which respects editorial independence, pluralism, and freedom of labour association;
- To draft and present to the Parliament a legislation which provides for an Independent Media Commission (IMC), an Independent Broadcasting Authority (IBA), the broad-basing of Lake House (state print media house) and an independent authority responsible for the implementation of media policy.

4. **DEVELOPMENT OBJECTIVE**

The overriding objective is to develop a strong democratic media culture that serves the community, independent of commercial or government interests and provides for a plurality of voices.

To reform the state media sector by way of:

- (i) Removing all forms of direct political control over the public service media;
- (ii) Creating a framework for the administration of public service media, in line with international standards, through ethical, accountable and financially transparent structures;
- (iii) Supporting editorial self-regulation by journalists and media professionals that will promote editorial independence and high standards of accuracy, reliability and quality in information.

To reform the private media sector through:

- (i) Encouraging recognised journalist unions that can defend editorial independence;
- (ii) Supporting editorial self-regulation by media practitioners in the private sector as well.

5. **PROJECT INPUTS**

- One full-time campaign Coordinator; 2 research / campaign assistants;
- One full-time legal researcher (for legal review and development of legislative amendments);
- Part-time staff (for media monitoring);
- 2 training modules and training expertise; expertise for campaign development;
- Equipment for media monitoring (cassettes, headphones, stop watches, radios, TVs, VCRs);
- Newspapers;
- Training for media monitoring staff.

6. **PROJECT OUTPUTS**

- Legal framework enabling the setting-up of IMC, IBA and the broad-basing of the Lake House;
- A campaign background paper;
- A report on monitoring of state media coverage, both print and electronic, over a 4 week period;
- Pamphlets / newsletters / posters in English, Sinhala and Tamil for awareness raising on public service media;
- 6 workshops with CSOs and political parties on public service media (approximately 30 participants each);

- 8 one-day training workshops with journalists and media workers (approximately 30 participants each);
- A 2-day national summit meeting of media practitioners (approximately 40 participants).
- A Campaign Declaration

7. ACTIVITIES

Drafting of the legal framework

- Expansion of the 17th Amendment to the Constitution to incorporate the IMC;
- Re-working of the IBA Bill to bring it in line with the IFJ PSB Campaign Declaration;
- Codification of Recommendations of the *Sidath Sri Nandalochana Committee* on broad-basing Lakehouse (state print media institution).

Formulating the campaign

- Consultative meeting with CSOs, media personnel, political party representatives to formulate the campaign agenda;
- Monitoring of state media coverage, over a 4-weeks and preparation of a monitoring report;
- Preparation of pamphlets/newsletters/posters in 3 languages with findings of media monitoring and explaining legal framework of PS media to CSOs, media personnel and political parties;
- Development of two one-day training modules on public service values (one for CSOs and political parties and another for training media personnel);
- Preparation of a campaign background paper including a review of the current situation, review of previous campaigns, history, legal analysis, as well as possibilities, options and draft action plan.

Drafting of the legal framework

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- Preparation of a campaign background paper including a review of the current situation, review of previous campaigns, history, legal analysis, as well as possibilities, options and draft action plan.

8. WORK PLAN

Months 1/ 4: Drafting of legal framework; formulating the campaign;

Months 5 / 12: Awareness raising and lobbying; media industry campaign.

9. INSTITUTIONAL FRAMEWORK

The Campaign will be led by FMM, IFJ and the Media Unit – CPA. A core Campaign Committee will be formed, which will include members of the previously mentioned organisations, the Federation of

Media Employees Trade Union (FMETU) and representatives from CSOs, media personnel, political parties and members of Parliament. Responsibility regarding implementation of programmatic aspects, including reporting, will lie with CPA. FMM and IFJ will be consulted in all major decision making related to the campaign.

The FMM evolved out of the Standing Committee of Journalists (1991) as a collective enterprise of media practitioners to respond to moves by the then government to introduce a Media Commission to Sri Lanka. Since then, the FMM has continued to be active in all areas relating to media freedom, defending the rights of journalists, calling for reform of repressive legislation, combating censorship and intimidation of media personnel, and standing for broad principles of democratic and human rights.

The IFJ has an active global campaign coordinated by a PSB Campaign Committee. It promotes public service values in media, editorial independence, quality production, and accountable systems of administration. In December 2003 the IFJ, with the support of the CPA, FMM, FMETU and the SLWJA, convened a meeting in Colombo that considered in detail the Sri Lankan situation and released a statement setting out the priorities for action. It also launched a campaign for public service media in Asia and called on unions and CSOs to develop country-specific strategies and action plans.

CPA is an independent, non-partisan organisation, formed in 1996 in the firm belief that the contribution of civil society to public policy debate needs strengthening. The Media Unit in CPA was constituted to further CPA's objectives of formulating policy options for the culture of governance in Sri Lanka. The Media Unit has worked with International Media Support (Denmark), IMPACS (Canada), UNICEF, PANOS-South Asia, the British Council - Sri Lanka, the PressWise Trust (UK) and a number of Sri Lankan media institutions, including the FMM, SLWJA and the Editors Guild in its interventions in Sri Lanka.

10. SUSTAINABILITY

The goal of the project is to build a new culture in the Sri Lankan media underpinned by a new legislative environment. This new culture will partly be self-sustained and partly reliant on further work by the parties involved in promoting public service values, editorial independence and self-regulation and the creation of an independent professional environment. CPA, FMM and IFJ all have previously been extensively involved in media reform activities and will continue to carry out programmes to further strengthen the culture built through this campaign.

11. FRAMEWORK OF MONITORING

It is suggested that the IFJ, through its Asia-Pacific Office, may monitor the project, and will nominate a 3-person committee of experts on PSB from the Asia-Pacific region to evaluate the programme.

12. EVALUATIONS CARRIED OUT

None.

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING

CPA is committed to report to UNESCO / IPDC as required.

C. ADDITIONAL INFORMATION

Contribution foreseen by the beneficiary agency during the project period

The beneficiary agency contribution consists staff time and media materials.

Assistance sought other than IPDC

None.

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION IN US\$

Full-time campaign Coordinator (one year):	3 000
2 researchers / assistants (one year):	2 400
Office expenses (one year):	2 400
Legal research and drafting:	1 600
Media monitoring (including equipment purchase/rental, staff):	3 300
Campaign material (posters, pamphlets, Newsletter):	3 000
2 training modules:	1 000
6 one-day workshops with CSO and political parties:	3 500
8 one-day media industry workshops:	4 500
National media workers meeting (40 participants × 2 days):	2 000
Travel:	2 000
Consultative meetings:	750
IFJ staff time:	2 000
International travel and subsistence (experts – one trip × 7 days):	3 200
Programme monitoring (IPDC):	1 000
CPA administrative costs:	1 782
<u>TOTAL:</u>	37 432

BREAKDOWN OF BENEFICIARY'S CONTRIBUTION IN US\$

CPA Executive Director:	3 500
FMM staff time (expertise):	2 500
Campaign Committee (CPA, FMM, IFJ):	2 100
Newspapers:	1 800
<u>TOTAL:</u>	9 900

TONGA

A. PROJECT IDENTIFICATION		
<u>1.</u>	TITLE	TONGA: CONTRIBUTING TO ALLEVIATION OF POVERTY THROUGH MEDIA FOR OUTLYING ISLANDS
<u>2.</u>	NUMBER	PDC/48 TON/01
<u>3.</u>	CATEGORY OF MASS MEDIA	RADIO AND TELEVISION
<u>4.</u>	IPDC PRIORITY AREA	PLURALISM; HUMAN RESOURCE DEVELOPMENT
<u>5.</u>	SCOPE (national, regional, interregional)	NATIONAL
<u>6.</u>	TYPE OF ASSISTANCE REQUESTED	TRAINING AND EQUIPMENT
<u>7.</u>	TOTAL COST OF PROJECT	US\$ 123 316
<u>8.</u>	AMOUNT REQUESTED FROM IPDC	US\$ 40 000
<u>9.</u>	BENEFICIARY BODY	TONGA BROADCASTING COMMISSION, (TBC)
<u>10.</u>	IMPLEMENTING BODY	TONGA BROADCASTING COMMISSION AND UNESCO
<u>11.</u>	PROJECT LOCATION	TONGA BROADCASTING COMMISSION
<u>12.</u>	PROJECT PREPARED BY	KATALINA UILI TOHI, CHIEF ADMINISTRATION OFFICER, TONGA BROADCASTING COMMISSION
DECISION OF THE BUREAU:		

B. PRESENTATION

1. BACKGROUND AND JUSTIFICATION

Radio and Television broadcasting is significant for a country like Tonga, where more than half of the population live in isolated islands separated by vast areas of seas. The communication value of radio and television broadcasting is essential for national integration providing education, information and entertainment, and to preserve cultural integrity for the people of Tonga.

The TBC is in charge of the national AM radio, an FM radio and TV. The AM radio is heard in all islands. The other media outlets are mainly heard in the capital island. These include: a religious foreign and two locally owned TV stations, three FM stations, one weekly government and one weekly private newspaper and two monthlies (a newsletter and a magazine).

The share of foreign content in the 3 privately-owned TV stations is about 95%. TBC's TV Tonga is seeking to produce as local content as possible. About 45% of its programmes are now local.

The mission of the TBC is to deliver to all people of Tonga quality programmes, education, news, information and entertainment. To be able to accomplish its task, TBC supports the freedom of expression and free flow of information. It seeks to develop its services to the best advantage of the Kingdom, thus serving a pivotal role in the development of the country. It fills a major need in strengthening the nation's unity and solidarity by informing the public of the government's policies and plans for improving people's lives. On the other hand, the public uses Radio and Television Tonga to communicate to government about what they think and how their policies might help or affect the people.

TBC's production unit produces programmes ranging from children's educational and women's developmental to agricultural, environmental, fishery, health and other community-based programmes. Furthermore, TBC provides programme time to many government bodies and community groups, altogether 36 hours a week, and organises panel discussions, interviews with citizens at random as well as telephone talk-back shows on current affairs issues that affect their lives. This way, TBC promotes the free flow of information, freedom of speech and expression.

To further promote this pivotal role, this project seeks support for the TBC programme unit in form of training, equipment and support to the production. The equipment is necessary to maintain the programme production levels in terms of both quality and quantity. The programmes to be produced under this project will be simultaneously broadcast on radio and television. The TBC has always wanted to carry out these productions, but related problems have made it impossible.

2. DESCRIPTION OF THE TARGET GROUPS

This programme will benefit the following target groups:

- | | |
|----------------------------------|--|
| (i) Agriculture: | Growers; |
| (ii) Water supplies, irrigation: | Growers, community at large; |
| (ii) Fisheries: | Fishermen; |
| (iii) Tourism: | Tourism operators, community-based tour operators; |
| (iv) Handicrafts: | Families, home economy; |
| (v) Nutrition, food security: | Families, home economy; |
| (vi) Drinking water: | Families, home economy; |

- (v) Health, hygiene: Families;
- (vi) Environment: Community at large;
- (vii) Drugs, alcohol: Youth, children;
- (viii) Early warning on natural disasters and other urgent government messages: Community, country at large.

3. IMMEDIATE OBJECTIVES

- Upgrade selected pieces of equipment;
- To produce local content on development topics including:
 - The production of 24 TV and radio programmes on topics listed in point 2 above;
 - Another 24 radio and TV programmes with particular attention to the women's participation in community development and alleviating poverty;
 - 260 TV and radio programmes on the impact of poverty on young people and children.

4. DEVELOPMENT OBJECTIVE

- To improve access to information by communities;
- To create awareness on models projects seeking to raise living standards of the people;
- To contribute to poverty alleviation by advancing community capacity to wealth-sharing;
- To promote positive government participation in community development;
- To promote national integrity, solidarity and unity through community approach.

5. PROJECT INPUTS

- Equipment
- TBC trainer to train staff in the operation of the equipment;
- External trainer to train staff in production techniques;
- Staff salaries for the TBC trainer, trainees/production teams;
- Travel costs of the production teams to the outer islands;
- Production materials;
- Editing costs, transmissions of the programmes.

6. PROJECT OUTPUTS

- Six staff members will be fully trained for production;
- Production and broadcasting of 48 TV and radio programmes (30 minutes each);
- Production and broadcasting of 260 TV and radio programmes for youth and children.

All produced TV programmes will be dubbed for radio purposes. The share of local TV content will increase from 45 % to 90 %, including 20 % of news.

7. ACTIVITIES AND WORK PLAN

Month 1: The work plans will be reviewed and revised in line with IPDC funding level; approval of the equipment specification, ordering of the equipment; UNESCO, in collaboration with TBC, will identify the trainer in programme production.

Month 4: Installation of the equipment; organisation of training by TBC trainer in the operation of the equipment;

Month 5: TBC production teams (2 teams × 3 members: a producer, a cameraman, a director) will make the basic research for the programmes and prepare first outlines; organisation of the first training course in programme production for 6 staff

members of the production unit, including elaboration of the outlines for the first programmes and other pre-production activities;

Months 5 / 6: TBC teams will conduct the field research and shoot the related materials in the outer islands. TBC teams will finalise the scripts, overlay, audio etc.;

Month 6: Organisation of the second training course, including review of the manuscripts, the editing of the first programmes on DV-CAM tapes and editorial review of the programmes;

Month 7: Adjust the audio of the first radio programmes;

Months 7 / 8: Beginning of the transmission of the first programmes by TBC;

Months 8 / 18: TBC will finalise and broadcast the full series of programmes over a period of 18 months;

Month 12: Organisation of the third training workshop to evaluate the project results by then, and recommend corrective action for the remaining period.

8. INSTITUTIONAL FRAMEWORK

The TBC management will order the necessary equipment and train staff in their operation. UNESCO will identify an expert on programme production to train six staff members of the production Unit. The implementation of the project will be managed by TBC, and there will be a consultative committee composed of the representatives from the following government departments: Agriculture, Health, Environment, Women's and Youth representatives. This committee will contribute their expertise to the programmes and identify key people in the islands to be involved. The programmes will be participatory in order to ensure that the voice of the communities will be heard.

9. SUSTAINABILITY

The TBC staff will maintain and make use of both the equipment and the training programmes.

10. FRAMEWORK OF MONITORING

UNESCO will carry out the monitoring of the project.

11. EVALUATIONS CARRIED OUT

None.

12. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING

The Tonga Broadcasting Commission will submit to UNESCO a report on project progress on a four-monthly basis, after the implementation of the project, and at request.

C. ADDITIONAL INFORMATION

Previous IPDC support received by the country (in US\$)

Project code	Name	Amount
IPDC/7TON/01	Community broadcasting	122 000
IPDC/13TON/01	Video production development project (TONGAVID)	94 000
IPDC/16TON/01	News computerisation project (TONGACOM)	66 000

Preparatory activities completed prior to submission of the project to IPDC

The TBC management committee has endorsed the proposed project. A Production Unit comprising of six people has been set up. A series of meetings with key people from various government and non-government organisations have been held to seek their views on the project. Identification of low-price equipment is in process. Talks have taken place with the National Commission for UNESCO.

Contribution foreseen by the beneficiary agency during the project period

Provide location for training; pay staff salaries; help in installation of equipment; maintain equipment; coordinate the implementation of the project; report on the implementation.

Assistance sought other than IPDC

None.

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION IN US\$

EQUIPMENT	
Non-linear editing system (G-4 Apple computer with final cut "Pro-2", printer, video monitor):	10 000
Logging: DSR-30 recorder, TV monitor, computer with printer:	10 000
TRAINING	
3 return airfares for the external trainer:	4 500
Fee (6 weeks, including preparation and distance training):	7 000
Per diem (one trainer × 4 weeks):	3 500
Training and production materials:	4 000
UNESCO monitoring:	1 000
<u>TOTAL:</u>	40 000

BREAKDOWN OF BENEFICIARY'S CONTRIBUTION IN US\$

5 programmers:	30 000
Return airfares and per diem for 3 staff members (missions to 10 islands of the archipelago):	12 516
"ON AIR" costs (308 TV programmes, 308 radio programmes on development, the impact of poverty, the youth, the children and the women):	40 800
<u>TOTAL:</u>	83 316

VIETNAM

A. PROJECT IDENTIFICATION		
1.	TITLE	VIETNAM: AUDIO ARCHIVING IMPROVEMENT PROJECT AT RADIO THE VOICE OF VIETNAM
2.	NUMBER	PDC/48 VIE/01
3.	CATEGORY OF MASS MEDIA	RADIO
4.	IPDC PRIORITY AREA	DEVELOPMENT OF HUMAN RESOURCES
5.	SCOPE (national, regional, interregional)	NATIONAL
6.	TYPE OF ASSISTANCE REQUESTED	FINANCIAL
7.	TOTAL COST OF PROJECT	US\$ 54 500
8.	AMOUNT REQUESTED FROM IPDC	US\$ 37 800
9.	BENEFICIARY BODY	RADIO THE VOICE OF VIETNAM
10.	IMPLEMENTING BODY	RADIO THE VOICE OF VIETNAM, HANOI
11.	PROJECT LOCATION	HANOI
12.	PROJECT PREPARED BY	M. VU VAN HIEN, DIRECTOR-GENERAL RADIO THE VOICE OF VIETNAM
DECISION OF THE BUREAU:		

B. PRESENTATION

1. BACKGROUND AND JUSTIFICATION

Radio The Voice of Vietnam, herein after referred to as VOV, is the only government-run radio broadcasting Agency in Vietnam, whose responsibility is broadcasting nationwide and worldwide. In the current era of information, the dissemination of this source should be not only maintained but also expanded and reinforced in order that information could reach its audience in the fastest and most convenient way.

VOV Sound Archive, based at VOV Audio Centre, is an important and integrated part of VOV and significantly contributes to the content and the information of its programmes.

The VOV Sound Archive is Vietnam's national property. Established in 1945, it constitutes a precious and scarce source of sound and audio materials for VOV, and has to date maintained an important number of tape recordings of special historical value. The VOV Archiving System is responsible for:

- Supplying sound and audio materials for the production of radio programmes in VOV and the radio broadcasting service in Vietnam as a whole, at the same time providing recorded documents for other users, including television stations, film producers, historians, researchers and students.
- Archiving historical materials in the form of audio. These recordings of music and speech reflect with great accuracy the different periods of the Vietnamese history. VOV is currently housing a huge repertoire of the Vietnamese musical heritage recorded since 1945 with the fullest audio presentation of the Vietnamese arts, such as traditional dramas and folk songs, poetry and music. In particular, it has preserved works of the artistic forms that bear the values of *Oral and Intangible Heritage of Humanity* and those presented by artists and artisans considered as *Living Human Treasures* under the UNESCO criteria.
- Making best use of the archive materials and disseminating it to the all programme departments and to the regional radio stations to serve educational purposes, and also to facilitate the cultural exchanges between Vietnam and the rest of the world.

The preservation of the audio archives with its 40 000 hours of content is of great importance to Vietnam in general and to VOV in particular. However, given the country's protracted war and broadcasting time, leaving the Archiving System in poor infrastructures and backward management mechanism, plus the current economic constraints with resources being prioritised in favour of other immediate and urgent tasks, the fulfilment of our responsibilities and tasks is faced with acute challenges. The major difficulties are summarised as follows:

- The archive cataloguing system is out-of-date: the cataloguing information is written on paper cards kept in wooden drawers. Searching for archive materials has to be done manually and can only be done directly in the archive premises.
- The absence of a computerised database prevents the archive system from taking advantage of ICT in distributing its information throughout the organisation, to VOV regional stations and to external users.
- A modern and reliable catalogue database is an indispensable prerequisite to the digitisation of the archive materials. Therefore this project will be a first and important step to preserve VOV's sound archive for the future

The establishment of a database and a software system for the management and distribution of catalogue information on the archive materials is expected to raise the efficiency and effectiveness of

the archive as a whole, and at the same time facilitate the delivery of a greater number of new services to users.

2. DESCRIPTION OF THE TARGET GROUPS

The immediate beneficiaries of this project will be VOV's archivists, programme producers, editors and sound engineers, who will get fast and reliable access to archive materials. It will enable them to generate quality programmes that promote the Vietnamese history, culture and music. The project will also enable the producers in the regional stations to access the archive database directly. As a long-term perspective, also Internet users can browse VOV's archive database.

3. IMMEDIATE OBJECTIVES

- To provide a computerised catalogue data base system for VOV's sound archive. The system will hold existing paper catalogue information and will make possible its development into a modern metadata base for the digital archive in future;
- To connect this database to VOV's in-house computer network to allow producers to search the database on-line.

4. DEVELOPMENT OBJECTIVE

The conversion from the paper catalogue to a computer data base is the first and most important step in the conversion of VOV's archive to digital, and is thus part of VOV's efforts to preserve its precious audio material and as part of the national heritage.

With the help of ICT, this project will enable a much wider range of people to access VOV's archive and will allow the to make active use of VOV's archive. At later stage, external users like other media operators, researchers, historian, teachers and students will also be able to access this unique source of sound materials.

5. PROJECT INPUTS

- Planning of the catalogue data base;
- Purchase and installation of a database server;
- Purchase and installation of the database management system;
- Transferring the existing paper catalogue to the data base system;
- Integration of the metadata base system into VOV's existing IT environment;
- Training of system administrators, archivists and users.

6. PROJECT OUTPUTS

- Fast on-line and decentralised search and retrieval in the catalogue database will be possible from networked PC within VOV;
- The accessibility and the usage of archive materials will have increased;
- The first step towards a fully digitised archive system will be completed.

7. ACTIVITIES

- Development of a structure and requirements for the computerised audio database;
- Development or acquisition of suitable software;
- Acquisition of needed hardware;
- Develop and implement the interfaces with the existing IT infrastructure;
- Training of staff;

- Set-up and creation of database;
- Transferring the existing paper catalogue to the data base system.

8. WORK PLAN

First quarter:

- Surveying and building a data structure based on the current archive system;
- Formulating bidding invitation dossiers for equipment;
- Expert assessment of the best hardware and software solution.

Second quarter:

- Developing a database of metadata and a software system for management;
- Bidding and purchasing equipment.

Third quarter:

- Developing a database of metadata and a software system for management (cont'd);
- Installing and testing all equipments;
- Training applying software on site.

Fourth quarter:

- Collecting and entering metadata into the database;
- Testing the entire system;
- Evaluating, conclusion and taking over project outcomes;
- Training.

9. INSTITUTIONAL FRAMEWORK

Radio the Voice of Vietnam, in collaboration with Vietnamese informatics companies to implement the project.

10. SUSTAINABILITY

Radio the Voice of Vietnam guarantees the provision of adequate human and financial resources to operate and maintain the system in the most effective manner once it is installed.

Radio the Voice of Vietnam will sustain the upgrading and incorporation of the database into the management system and the production network of broadcasting programmes. At the same time, Radio the Voice of Vietnam will develop the database into an open system which, in a foreseeable future, will be accessible to users via the Internet.

11. FRAMEWORK OF MONITORING

UNESCO is expected to monitor and administer the whole implementation process of the project. Proposed structure for monitoring and evaluation: A project monitoring team, consisting of representatives UNESCO Office Hanoi, The Vietnam National Commission for UNESCO, Radio Voice of Vietnam. Successful bidder and supplier will meet quarterly to assess the implementation of the work plan. The Adviser for Communication for Asia-Pacific and the monitoring team would further evaluate the project at the end of the fourth quarter. All reports will be sent to UNESCO AP Regional Bureau for CI, UNESCO Office Hanoi Vietnam, the Vietnam National Commission for UNESCO and concerned bodies in Vietnam.

12. EVALUATIONS CARRIED OUT

UNESCO and VOV are expected to conduct surveys and evaluations on the effects of the project by sending questionnaires to the target group, beneficiaries and users of the database.

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING

VOV will provide information on the progress of the project implementation in the form of quarterly reports. A final report will be released upon the conclusion of the project.

C. ADDITIONAL INFORMATION

Previous IPDC support received by the country

- 352VIE91 – Ho Chi Minh Broadcasting Training College Project (US\$ 46 000).
- 353VIE5011 Vietnam News Agency: catalysing talent and application of modern technologies. (US\$ 31 000).
- Vietnam Journalists Association – Improving Youth News at VTV (US\$ 15 000).
- VOV has not been a beneficiary of IPDC projects in the recent years.

Preparatory activities completed prior to submission of the project to IPDC

- Surveying current status of audio archiving system at VOV.
- Training for technicians in the basic digital audio archiving.

Contribution foreseen by the beneficiary agency during the project period

- Supporting human resource for the project.
- Developing human resource in order to provide background knowledge for the project.
- Training for over 200 users (reporters, editors etc.).
- Creating the working environment for the project (space, furniture etc.).

Assistance sought other than IPDC

- Sponsored course in digital audio archiving by *Deutsche Welle*.
- Workshop in archiving conducted by the Asia-Pacific Institute for Broadcasting Development (AIBD) and the Asian Broadcasting Union (ABU).

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION IN US\$

HARDWARE

Server system for database management and digitised archiving (Medium-business online store server):	7 000
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2 desk computers for archiving system:	1 300
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Switch 24 port 10/100 Mbps:	600
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SOFTWARE

Creation of the audio database:	3 000
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Solution with Vietnamese language in the software:	3 000
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Programming the software:	5 000
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Supervising and evaluating the software:	500
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Testing of the software:	500
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Applying system on site:	900
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TRAINING

Training in data management for archivists:	4 000
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Training for technicians:	4 000
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Advanced training:	5 000
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Workshop in audio archiving:	1 500
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Project evaluation (IPDC):	1 500
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<u>TOTAL:</u>	37 800
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BREAKDOWN OF BENEFICIARY'S CONTRIBUTION IN US\$

Furniture	1 200
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Installation of the network (cables, connectors etc.):	800
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Training of resource persons:	1 200
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Project management:	4 500
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Collection and entering metadata	5 000
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Provision of space:	2 500
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Operational support:	1 500
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<u>TOTAL:</u>	16 700
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