INTERNATIONAL

PROGRAMME FOR THE

DEVELOPMENT OF

COMMUNICATION

NEW PROJECTS APPROVED
BY THE BUREAU

PART II: ASIA AND THE PACIFIC

IPDC BUREAU
Forty-ninth meeting

UNESCO HEADQUARTERS, PARIS
27 FEBRUARY- 1 MARCH 2006

TABLE OF CONTENTS

REGIONAL PROJECT

	A. PROJECT IDENTIFICATION	
1.	TITLE	ABU: TRAINING WORKSHOP FOR THE SETTING UP OF ABU RADIO NEWS EXCHANGE
2.	NUMBER	PDC/49 RAS/01
3.	CATEGORY OF MASS MEDIA	RADIO BROADCASTING
4.	IPDC PRIORITY AREA	PROMOTING PLURALISM, PROMOTING INTERN'L PARTNERSHIP, HUMAN RESOURCE DEVELOPMENT
5.	SCOPE (national, regional, interregional)	REGIONAL
6.	TYPE OF ASSISTANCE REQUESTED	FINANCIAL
7.	TOTAL COST OF PROJECT	US $ 43 900
8.	AMOUNT REQUESTED FROM IPDC	US $ 22 900
9.	BENEFICIARY BODY	RADIO BROADCASTERS IN DEVELOPING COUNTRIES OF THE ASIA-PACIFIC REGION
10.	IMPLEMENTING BODY	THE ASIA-PACIFIC BROADCASTING UNION
11.	PROJECT LOCATION	KUALA LUMPUR, MALAYSIA
12..	PROJECT PREPARED BY	MS VIJAY SADHU, SENIOR EXECUTIVE RADIO PROGRAMME DEPARTMENT, ABU

DECISION OF THE BUREAU: APPROVED
US$ 20 000

1.   BACKGROUND AND JUSTIFICATION

The ABU has put a lot of emphasis on enhancing radio broadcasting-related activities and providing increased assistance to radio broadcasters within the membership, particularly to those in the developing countries. This is in recognition of the importance of the role radio plays in the Asia-Pacific region, where the listenership is in hundreds of millions, and where many depend on it as the sole means of information. The "*2003 ABU Programme Committee*" in Istanbul recognised this. To facilitate radio development, a Radio Working Party was set up in 2004 which, together with the ABU Programme Department, deliberated on the possible activities that the ABU should consider. Among many interesting ideas, the following emerged:

Exchange of Radio News

The participating members could exchange texts of their own local, unique news stories online. These news stories would be those produced for broadcast in the makers' respective languages, together with the news script in English.

Online Programme Exchange

The *Online Programme Exchange*, that will allow radio members to exchange their radio programmes through the ABU website in the following categories: education, documentary, features and current affairs.

It was decided that initial radio activities should focus on a daily radio news exchange and a co-production of a radio series. A survey was carried out to gauge the members' level of interest in supporting this activity, on the ideal frequency, content and duration of items, and on the most suitable way of retrieving and contributing audio files. Many radio members have expressed keen interest in taking part, and have committed themselves to the exchange.

Subsequently, the objective of this proposal to IPDC aims at enabling ABU radio members to contribute radio news items to an ABU Radio News Exchange pool that would be established through a file transfer system using the Internet. The project will have two components: setting up of the Radio News Exchange and training of staff of ABU members in the Exchange. The training will expose the radio news staff to news item selection and editing for exchange purposes, exchange of news, procedures and processes, and to the use of IT facilities for news exchange. In addition, training will be imparted to IT staff of the members in setting up news editing and exchange facilities at their end.

The project involves purchase of software for ABU that will be needed to establish the platform for on-line exchange of news items. This is an essential part of the activity, as it will permit the participating radio broadcasters to make use of their own Internet connection in exchanging news items through the ABU Radio News Exchange.

The file format will have facilities to provide a sound track of the news story in local language, international sound track (ambience effects), text of news item in English, and a metadata packet describing the item. All news items will be archived and made available to members. This will enable the contributors to up- and download all news items at any time by file transfer. A file server will be located in the ABU Secretariat in Kuala Lumpur.

Radio broadcasting in the Asia-Pacific region is generally pluralistic in nature, as most countries have several radio networks providing different shades of opinion. However, only a few

broadcasters can afford purchasing international news from commercial news agencies. This leaves no option to the others but to put out radio news without major international news items when these develop and to take delayed items from newspapers. This ABU project will enhance the pluralistic nature of radio news. In our view, there is no alternative solution which can match the cost efficiency and ease of access to news resources offered by the method this project aims to implement.

2.   DESCRIPTION OF THE TARGET GROUPS

This project is particularly aimed at radio broadcasters in the developing countries who have little or no means of obtaining news from other countries. The two specific target groups of the training related to the project are:

➢ Radio news producers and editors;

➢ IT staff engaged in web-based file transfer. Fellowships to attend the workshop will be provided to the staff of radio broadcasters from Afghanistan, Bangladesh, Bhutan, Micronesia, Fiji, Kazakhstan, Kiribati, Kyrgyzstan, Laos, Maldives, Mongolia, Nepal, Pakistan, Philippines, Sri Lanka, Timor Leste, Thailand, Uzbekistan and Vietnam.

3.   IMMEDIATE OBJECTIVE

The immediate objective is to build up a vibrant news exchange to assist the broadcasters in Asia in developing their news content, with the audience's interest in mind, and to use this facility to enhance co-operation among broadcasters.

4.   DEVELOPMENT OBJECTIVE

The development objective is to increase national radio audiences' access to quality international news (in local languages), as well as to contribute to the plurality of sources in international reporting and information that is available for audiences.

5.   PROJECT INPUTS

➢ ABU server and other facilities to host the news exchange;
➢ Adequate software;
➢ ABU expertise to devise the file formats and operational procedures for the new exchange;
➢ Networking facilities for regular online communication with the stations / producers;
➢ ABU trainer to conduct workshop in Kuala Lumpur; online refresher courses for participants;
➢ ABU expertise to set up the Radio News Exchange platform;
➢ Daily news items for the exchange to be contributed by the radio members;
➢ ABU expertise to structure and maintain news archives on the ABU server for reference purposes and use by members.

6.   PROJECT OUTPUTS

➢ Network of 40 trained news producers and editors capable of operating the news exchange;
➢ An operational ABU Radio News Exchange (ARNE) based on use of Internet, which will cater to the needs of radio broadcasters;
➢ Cooperation among radio broadcasters on radio news and, at a later stage, on radio programming.

7.   ACTIVITIES AND WORK PLAN

Months 1/2:	Adjustment to IPDC funding levels (April 2006); completion of administrative work; publicity on the project among ABU members;
Months 3/4:	Completion of system set up at the ABU for an ABU Radio News Exchange (ARNE) using Internet for the exchange (uploading and downloading) of news files
Month 5:	Training workshop for 40 producers/editors in Kuala Lumpur on producing radio news for exchange in the required format;
Month 6:	Setting up and operating ABU Radio News Exchange;
Month 8:	Submission of report to UNESCO and further to IPDC.

On-going online communication, followed by refresher training / backstopping.

8. INSTITUTIONAL FRAMEWORK

ABU with its member organisations will select the participants, conduct training workshop, provide the platform for the News Exchange and supervise its functioning. Expertise will also be sought from other broadcasting Unions.

9. SUSTAINABILITY

ABU will continue to facilitate the Radio News Exchange, update it as required, encourage more radio broadcasters to participate, and enhance its value to all members.

10. FRAMEWORK OF MONITORING

The UNESCO Adviser for Communication and Information will monitor the project in close collaboration with professional broadcast organisations in the ABU region.

11. EVALUATIONS CARRIED OUT

ABU's own evaluation of the radio news situation is that while all radio broadcasters are seeking news from the region, many are unable to receive bulk of the news through the established news agencies because of high costs. The proposed Radio News Exchange will overcome this problem by providing access to radio news on a no-cost basis to the participating members.

12. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING

The ABU shall provide the implementation reports on the projects as required by IPDC. Moreover, it will provide the final report and the certified financial statement on completion of the project.

C. ADDITIONAL INFORMATION

Preparatory activities completed prior to submission of the project to IPDC

The project was mooted in 2004. Since that time, ABU radio members have indicated strong interest in the project. Appropriate one-point contacts have been identified. Operational arrangements are being planned and requisite software is being identified for this purpose.

Assistance sought other than IPDC

ABU will approach other funding agencies to facilitate the increase of the number of participants, other than those expected to be funded through IPDC assistance.

D.   BUDGET

BREAKDOWN OF IPDC CONTRIBUTION IN US$	
4-day Radio News Exchange workshop for 40 participants **(*The travel and DSA of 30 participants will be self-funded*)**	
Travel and DSA (10 participants, US$ 1 600 @):	16 000
Travel and DSA for 2 resource persons (US$ 1 500 @):	3 000
Purchase of operating software:	2 000
Hiring of IT equipment for workshop:	900
IPDC monitoring:	1 000
TOTAL:	**22 900**

BREAKDOWN OF BENEFICIARY'S CONTRIBUTION IN US$	
Server, routers and PC for control and coordination:	14 000
ABU staff assigned to set-up and coordinate the exchange project:	4 000
Communications, materials:	1 000
Other workshop expenses:	1 000
Contingencies:	1 000
TOTAL:	**21 000**

REGIONAL PROJECT

	A. PROJECT IDENTIFICATION	
1.	TITLE	**AIBD: TRAINING OF RADIO JOURNALISTS IN ETHICS, STRATEGIES AND CONCEPTS FOR PUBLIC SERVICE AND DEVELOPMENT PROGRAMMING**
2.	NUMBER	PDC/49 RAS/03
3.	CATEGORY OF MASS MEDIA	RADIO
4.	IPDC PRIORITY AREA	DEVELOPMENT OF HUMAN RESOURCES; PROMOTION OF FREEDOM OF EXPRESSION AND MEDIA PLURALISM; PROMOTION OF INTERNATIONAL PARTNERSHIP
5.	SCOPE (national, regional, interregional)	REGIONAL
6.	TYPE OF ASSISTANCE REQUESTED	FINANCIAL
7.	TOTAL COST OF PROJECT	US $ 51 900
8.	AMOUNT REQUESTED FROM IPDC	US $ 35 000
9.	BENEFICIARY BODY	RADIO BROADCASTING ORGANISATIONS IN AFGHANISTAN, BANGLADESH, CAMBODIA, INDIA, NEPAL, PAKISTAN, LAOS, THAILAND.
10.	IMPLEMENTING BODY	THE ASIA-PACIFIC INSTITUTE FOR BROADCASTING DEVELOPMENT (AIBD), KUALA LUMPUR, MALAYSIA
11.	PROJECT LOCATION	THAILAND, CAMBODIA AND PAKISTAN
12.	PROJECT PREPARED BY	THE ASIA-PACIFIC INSTITUTE FOR BROADCASTING DEVELOPMENT (AIBD).

DECISION OF THE BUREAU: APPROVED
US$ 21 000

i.   BACKGROUND AND JUSTIFICATION

Radio broadcasting, the special focus of this project still remains the only mass medium with the deepest penetration of rural communities in the region, thanks to its affordability and accessibility. Developmental problems can therefore be addressed in a far simpler manner though radio. In this context, women journalists tend to have wider awareness of issues relating to family and development, and could command greater influence on their listeners if given the opportunity through training.

Radio, like other mass media has been characterised by a lack of ethical standards and practices, and in particular the failure of journalists to be truthful and unbiased in their reporting. They have often also been accused of too much dramatisation of information and insufficient knowledge of crucial subject areas, particularly those relating to development. Therefore, while shifts in mass media development may be discernible, the need to educate journalists remains a priority.

The major issue to be addressed in this project is the training of radio journalists so that they could more adequately cope with their roles of providing information in the public interest, being a tool in the process of lifelong education of citizens, and supporting advocacy and freedom of expression in matters relating to social and economic development. The project also proposes to facilitate a mechanism for networking and programme exchanges for the trained journalists.

Regional and in-country training workshops are foreseen in journalism ethics, strategies and concepts for radio production and programming on issues relating to rights and lifelong learning, for radio journalists, those in information sectors dealing with education and development matters, and particularly women journalists from Afghanistan, Cambodia, India, Bangladesh, Pakistan, Laos, Nepal and Thailand.

This particular proposal does not envisage any purchase of equipment.

2.   DESCRIPTION OF THE TARGET GROUPS

The target groups consist of radio journalists and those in communication and information sectors dealing with education and development matters, with a particular emphasis on women journalists.

3.   IMMEDIATE OBJECTIVE

➢ To train 30 radio journalists in one regional and two in-country 5-day workshops from participating countries/institutions in journalism ethics, appropriate strategies and concepts for production and advocating in lifelong education and development;

➢ To put in place a suitable system/mechanism for networking and programme development and exchanges.

4.   DEVELOPMENT OBJECTIVE

In training radio journalists as quality information providers, they may effectively take the lead in motivating citizens to express themselves freely in advocacy situations such as those relating to the development subjects.

5. PROJECT INPUTS

- 30 trainee radio journalists;
- A trainer;
- A programme manager;
- 2 local resource persons;
- Training materials (handouts and audio clips);
- Equipment;
- Training facilities and personnel.

6. PROJECT OUTPUTS

- 30 radio journalists trained;
- Sample programmes produced;
- Programmes produced locally upon the participants' return home;
- Networking and exchange mechanism established.

7. ACTIVITIES

- Identification of trainer;
- Contact with participating countries;
- Selection of trainee journalists;
- Travel and accommodation arrangements;
- Confirmation of locations and required facilities;
- Preparation of course outline, content and identification of local resource persons;
- Conduct of training workshops, regional and in-country;
- Project review and report writing.

8. WORK PLAN

Months 1-3: Planning: preparation for workshops in Bangkok, Phnom Penh and Lahore; identification of trainers and contacting participating countries;

Months 4-5: Carry out pre-project requirements: contact with participating countries; selection of trainee journalists; travel and accommodation arrangements; confirmation of locations and required facilities;

Months 6-7: Preparation of course outline, content and identification of local resource persons;

Month 8: Conduct of regional training workshop; review evaluation and report writing;

Months 9-10: Conduct of two in-country workshops; review, evaluate and report writing;

Months 11-12: Overall review of the project and final report.

9. INSTITUTIONAL FRAMEWORK

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. The Institute currently enjoys a membership of 26 countries, 32 affiliates and 46 partners in Asia, Pacific, Europe and North America. AIBD will be responsible for all planning, coordination and implementation of the

project, given its extensive experience in organising training courses in this field. AIBD will collaborate with the respective host countries to contribute in terms of required local organisation and facilities. The Institute will designate a programme manager who will organise, document, evaluate and collaborate with participating radio broadcasting organisations in the follow-up to this activity.

10. SUSTAINABILITY

The project will be implemented within the context of AIBD's ongoing training and supervision programmes with its member states and institutions. Viable networking mechanisms put in place during the workshop by the journalists among participating countries will be closely monitored.

11. FRAMEWORK OF MONITORING

Monitoring may be performed to a certain extent by AIBD and/or by international institutions, independent consultants, in co-operation with the beneficiary organisations.

12. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING

The AIBD will evaluate and provide reports within the stipulated time frames as stated in the work plan.

C. ADDITIONAL INFORMATION

Preparatory activities completed prior to submission of the project to IPDC

The AIBD forges ahead with its new vision, mission and objectives of sensitising, mobilising and sharing information, encouraging freedom of expression and dialogue through the organisation of projects and activities similar to that of the present proposal. AIBD's partners will continue to provide all local facilities and human resources required for implementation of this project.

Contribution foreseen by the beneficiary agency during the project period

AIBD will contribute to project management, workshop materials, premises facilities and overheads in host countries.

Assistance sought other than IPDC

None.

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION IN US$	
Airfares for 7 foreign participants (regional workshop):	5 100
Accommodation and DSA (7 participants × 8 days):	4 200
Workshop materials (flipchart, markers, consumables):	1 500
Communications:	1 500
Contingencies:	450
In-country workshop in Bangkok	
Airfares (trainer and AIBD programme manager):	3 415
Per diem for 2 persons (9 days):	2 450
Honorarium (trainer):	500
2 local resource persons:	350
In-country workshop in Phnom Penh	
Airfare for 2 persons:	3 405
Per diem for 2 persons (10 days):	2 040
Honorarium (trainer):	500
2 local resource persons:	350
In-country workshop in Lahore	
Airfare for 2 persons:	4 350
Per diem for 2 persons (10 days):	3 040
Honorarium (trainer):	500
2 local resource persons:	350
IPDC monitoring:	1 000
TOTAL:	**35 000**

BREAKDOWN OF BENEFICIARY'S CONTRIBUTION IN US$	
Project management (12 months):	2 400
AIBD's Programme Manager services:	6 000
Trainer and Programme Manager local transport, visas, insurance:	1 000
Stationery etc.:	1 500
Premises and facilities (US$ 2 000 @/week × 3 venues):	6 000
TOTAL:	**16 900**

REGIONAL PROJECT

	A. PROJECT IDENTIFICATION	
1.	**TITLE**	**AMSAR: DEVELOPMENT OF MEDIA SKILLS FOR ENVIRONMENTAL NEWS AND FEATURE PRODUCTION**
2.	**NUMBER**	PDC/49 RAS/04
3.	**CATEGORY OF MASS MEDIA**	PRINT AND BROADCASTING
4.	**IPDC PRIORITY AREA**	ENHANCING PROFESSIONAL CAPACITY
5.	**SCOPE** (national, regional, interregional)	REGIONAL
6.	**TYPE OF ASSISTANCE REQUESTED**	FINANCIAL
7.	**TOTAL COST OF PROJECT**	US $ 35 700
8.	**AMOUNT REQUESTED FROM IPDC**	US $ 29 000
9.	**BENEFICIARY BODY**	ASEAN MASS COMMUNICATION STUDIES AND RESEARCH CENTER (AMSAR)
10.	**IMPLEMENTING BODY**	ALMAR – FACULTY OF COMMUNICATION ARTS
11.	**PROJECT LOCATION**	BANGKOK, THAILAND
12.	**PROJECT PREPARED BY**	AMSAR, MS. MANA KUNTARAPORN? DR. KANYIKA SHAW

DECISION OF THE BUREAU: **APPROVED**
US$ 15 000

1. BACKGROUND AND JUSTIFICATION

The mass media situation varies from country to country in the Mekong sub region. In *Cambodia,* a range of media is visible – 7 television stations, 2 cable TV stations, some 20 local radio stations, and nearly 200 registered publications. *Myanmar* boasts print and broadcast media as well as the Internet. In *Laos,* while English and local language do coexist, most important is the Laos National Radio (LNR), particularly in providing information and education to Laotians throughout The *Vietnam* press, on the other hand, records a remarkable development over the past two decades. The country now produces 156 newspapers and 353 magazines. 68 radio and TV stations, including one national radio station, one national TV station, and 4 regional TV stations, fill the electronic media landscape together with 53 online newspapers and Internet content providers. In *Thailand*, there is a variety of media ranging from print newspapers to satellite-delivered television. Thailand is also the hub for foreign media with established South East Asian bases in Bangkok. The capital is home to approximately 30 dailies, two of which are published in English and several in Chinese. Newspapers are available across the country and often online. Provincial newspapers appear every two weeks. With respect to radio, 524 local and national stations are available to the public, 21 of which transmit on AM, the rest on FM.

These countries collectively enjoy relative freedom of the press, with that of Thailand being one of the most open and independent in Asia. On the other end of the scale is Myanmar, where almost all of the media are owned and controlled by the government with censor departments in full operation. From time to time, however, media does intervene with indirect criticisms of the government. In Vietnam, nearly all media are government-owned though increasingly freedom is being released.

In the field of environment, which is critical to the sustainable development of all the countries of the Mekong region, crucial elements for an enlightened and informed media that can independently analyse, criticise or express an opinion, are sadly lacking. Most journalists have little basic knowledge of environment problems and, more importantly, inadequate professional skills to attempt to build audience or public trust and promote public interest and discourse. With print and television news coverage tending to focus more on economy, politics and factual events, there is a lack of news or features on environment, cultural values, and issues of concern to marginal peoples such as original tribes. The role of the media as a vital link in the information and communication chain for early warning and prevention is now fully recognisable, particularly since the December 2004 tsunami disaster.

AMSAR deems it essential to develop necessary skills such as writing and processing news and features on environment and sustainable development, particularly for print (newspapers and magazines) and television. This project therefore seeks to organise a workshop for journalists and media educators from Cambodia, the Lao Democratic Republic, Myanmar, Vietnam and Thailand '*to develop media skills for production of environment and sustainable development news and features*' and to establish a mass media network among these Mekong countries as one of the keys to the development of this region. There will be no equipment component involved.

2. DESCRIPTION OF THE TARGET GROUPS

Target groups include media educators and media practitioners with English proficiency from the countries involved and including rural and remote journalists.

3.   IMMEDIATE OBJECTIVE

➢ To increase media skills of 15 participants in environmental news and feature writing production for print media (newspaper and magazines) and television;
➢ To establish a network among communication educators and practitioners in the Mekong sub region countries, including rural and remote journalists.

4.   DEVELOPMENT OBJECTIVE

The provision by trained journalists of accurate and attractively presented information, particularly if produced in a participatory manner, would stimulate more awareness and discussion on issues of environment critical to development including one's right to a sustainable future.

5.   PROJECT INPUTS

➢ Project coordinators;
➢ Resource persons;
➢ Trainers;
➢ Participants;
➢ Workshop materials.

6.   PROJECT OUTPUTS

➢ 15 journalists and media educators trained;
➢ 15 news and feature stories produced and published in several print media;
➢ 3 short features produced for television;
➢ Workshop publication in print and electronic format;
➢ Network operational.

8.   ACTIVITIES

➢ Refinement of workshop and network concept and outline;
➢ Identification and preparation of premises;
➢ Identification of coordinators and resource persons;
➢ Recruitment of trainers;
➢ Invitations to participants;
➢ Preparation of workshop materials;
➢ Organisation and conduct of workshop;
➢ Establishment of network;
➢ Reporting and evaluation.

8   WORK PLAN

Month 1:   Refinement of workshop and network concept and outline;
                         Identification and preparation of premises;
                         Identification of coordinators and resource persons;
Months 2 / 3:   Recruitment of trainers;
                         Invitations to participants;
                         Preparation of workshop materials;
Month 4:   Organisation and conduct of workshop;

Establishment of network;
Months 5 / 6:   Reporting and publication;
Month 7:   Project evaluation.

9.   INSTITUTIONAL FRAMEWORK

The project will be implemented by the ASEAN Mass Communication Studies and Research Centre (AMSAR), an private non-profit institution established in 2000 by the Faculty of Communication Arts, University of the Thai Chamber of Commerce, with the specific mandate to educate in the knowledge of mass communication and to carry out Mass Communication research among the ASEAN countries. AMSAR, in keeping with its mission and its very nature, is striving to establish and maintain a mass media network among countries in the Mekong sub region as one of the keys to their development. AMSAR professionals are experienced in organising events such as proposed in this project. The project will be also be implemented in co-operation with a network of government and NGOs in Asia.

10.   SUSTAINABILITY

The training will enrich the capacity of journalists in this field who, through the network, will be followed up and supported by AMSAR.

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.   FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING

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

C.   ADDITIONAL INFORMATION

Preparatory activities completed prior to submission of the project to IPDC

AMSAR carried out research with the Thai Journalists Association and the Thai Society of Environmental Journalists on the needs of ASEAN journalists, especially on environmental issues, which revealed a dire lack of professional skills even as the environmental problems become more serious, on both the national and regional levels. Possibilities of cooperation of these organisations in this training activity were explored with a view to finding lecturers, trainers, and resource persons. The Thai Society of Environmental Journalists has experience in the organisation of environmental news training for university students in both Thailand and Laos.

Contribution foreseen by the beneficiary agency during the project period

AMSAR's contribution will include, logistics and administrative support, materials and supplies, local transportation, working premises and overheads.

Assistance sought other than IPDC

None.

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION IN US$	
Participant's travel and accommodation:	15 000
Resource persons' honoraria (10 × 8 days):	4 000
Training expenses (workshop facilities):	1 500
Workshop materials:	4 000
Communications:	1 000
Report publication:	2 500
Monitoring:	1 000
TOTAL:	**29 000**

BREAKDOWN OF BENEFICIARY'S CONTRIBUTION IN US$	
Logistics administrative support:	2 000
Supplies and materials:	2 000
Working premises and overheads:	1 000
Local transportation:	1 000
Project evaluations and reports (questionnaires and follow-up mails):	700
TOTAL:	**6 700**

REGIONAL PROJECT

	A. PROJECT IDENTIFICATION	
1.	TITLE	INTERNEWS: FINANCIAL INDEPENDENCE FOR MEDIA MOVEMENT IN CENTRAL ASIA
2.	NUMBER	PDC/49 RAS/05
3.	CATEGORY OF MASS MEDIA	TELEVISION
4.	IPDC PRIORITY AREA	CAPACITY BUILDING, FREEDOM OF EXPRESSION AND PLURALISM
5.	SCOPE (national, regional, interregional)	REGIONAL
6.	TYPE OF ASSISTANCE REQUESTED	FINANCIAL (FOR TRAINING)
7.	TOTAL COST OF PROJECT	US $ 24 100
8.	AMOUNT REQUESTED FROM IPDC	US $ 19 000
9.	BENEFICIARY BODY	PRIVATE TV STATIONS IN KAZAKHSTAN, KYRGYZSTAN, TAJIKISTAN AND UZBEKISTAN
10.	IMPLEMENTING BODY	INTERNEWS, NON-PROFIT NGO, KAZAKHSTAN
11.	PROJECT LOCATION	ALMATY, KAZAKHSTAN
12..	PROJECT PREPARED BY	NURZHAN MUKHAMEDZHANOVA, EXECUTIVE DIRECTOR, INTERNEWS KAZAKHSTAN

**DECISION OF THE BUREAU: APPROVED
US$ 15 000**

1.   BACKGROUND AND JUSTIFICATION

Since independence (1991), several non-governmental mass media organisations have seen daylight in Central Asia. For example in Kazakhstan, 80 % of the country's (estimated) 2 000 media outlets are non–governmental, operating on national, regional and provincial levels. However, most of them lack qualified specialists in all media fields of competence. Generally, a number of various critical public and significant themes may be dealt with by the media in Central Asia. Nevertheless, the media rarely covers such issues as – for example – matters concerning the President, higher government authorities or corruption in the power structures, for fear of subsequent legal action.

As regards the media economy, advertising should be the main source of income of media organisations in Central Asia. Yet, due to certain monopolisation trends (notably in Kazakhstan) profitable advertising agreements often fall exclusively to large media companies. Due to the lack of income, very limited resources are available for the smaller outlets, which hinder their production of locally relevant content. The lack of access to information is consequently reflected by the low or non-participation of people in public development and problem-solving processes. In the absence of local content, audiences shift to satellite and other foreign channels, which do not deal with development and social issues that are relevant for the countries concerned.

This project suggests enhancing the financial stability of private mass media outlets in Central Asia by reinforcing their skills in building up viable economic basis for their outlets, thus enabling content production. The project would provide training for the general managers and advertising directors of the local private TV stations in financial independence, including such issues as advertising and sales management. The project will conduct two workshops to develop media economic skills of media managers. It also suggests to purchase a video tape recorder to complement *Internews Kazakhstan* training equipment; among others, the sessions simulating advertising acquisition / sales will be recorded for analysis among the trainees. The tapes will also be distributed to the participants.

2.   DESCRIPTION OF THE TARGET GROUPS

The beneficiaries of this project are the general managers and directors of advertising departments of private local TV stations, mainly in Kazakhstan, but also in Kyrgyzstan, Tajikistan and Uzbekistan.

3.   IMMEDIATE OBJECTIVE

The capacity for economic viability of independent media in Kazakhstan is increased by imparting relevant management and marketing skills to media managers and advertising directors through training.

4.   DEVELOPMENT OBJECTIVE

The development objective of the project is to increase the people's involvement in public life in Central Asia, by facilitating enabling media economic conditions for relevant local TV content production on social, political and development issues.

5.   PROJECT INPUTS

➢ Two local experts specialised in sustainable media economics, sales and advertising, who have gained their experience within their own TV stations and have been trained by *Internews Kazakhstan* in 2002 / 3;
➢ Training materials and equipment;
➢ Trainees (the manager of one private TV station from Kyrgyzstan, one from Tajikistan and one from Uzbekistan; 3 TV managers from Kazakhstan; the director of the advertising department of one private TV station in Kyrgyzstan, Tajikistan and Uzbekistan; 13 directors from Kazakhstan).

6.   PROJECT OUTPUTS

➢ 15 TV managers will have been trained in sustainable media operations;
➢ 15 advertising directors will have been trained in advertising and sales;

➢ **ACTIVITIES AND WORK PLAN**

Month 1:   (*April 2006*) – Adjust work plan to IPDC funding level;
Month 2:   Engage trainers;
Month 3:   Devise training programmes 1 and 2; call for and select the participants; finalise training programmes and logistics;
Month 5:   Conduct consecutively the two training workshops; collect evaluation from the participants;
Month 6:   Finalise, reproduce and distribute the training tapes; provide final report and the certified financial statement to UNESCO / IPDC.

Interim reports will be provided to UNESCO as required by IPDC.

8.   INSTITUTIONAL FRAMEWORK

The project will be implemented by *Internews Kazakhstan*, with support from UNESCO Almaty Cluster Office. Internews Kazakhstan (registered in 1999) is a local public organisation, which has its own bank account. It is an independent member of the *Internews International*. The key domains of action of Internews Kazakhstan in the field of media are training, media legislation, technical consultations, software support, small grants for local content (radio, TV); small grants for newspapers.

Internews Kazakhstan has its office in Almaty with telephone and Internet, as well as its own professional TV equipment, including digital shooting and non-linear editing equipment. At present, it transmits 4 hours of TV programmes through its partner stations every week.

Internews Kazakhstan has successfully implemented CI development projects, that have been supported by Soros-Kazakhstan, Internews Network (GIPI, Media and Information Support),the UNESCO Cluster Office in Almaty; the French Embassy, the Swedish Institute of Journalism (altogether some US$ 900 000).

9.   SUSTAINABILITY

Internews Kazakhstan has gained a high professional reputation among the media organisations and professionals in Kazakhstan and Central Asia, and will continue seeking support for media development in the country and within the sub-region.

10. FRAMEWORK OF MONITORING

The UNESCO Almaty Cluster Office could help the designated Advisers for Communication and Information and IPDC to monitor the project for IPDC.

11. EVALUATIONS CARRIED OUT

Internews Kazakhstan is conducting ongoing assessments on the needs of the media in Kazakhstan and Central Asia.

12. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING

Internews Kazakhstan shall provide implementation reports to IPDC at request, however not less than once in four months.

C.   BUDGET

BREAKDOWN OF IPDC CONTRIBUTION IN US$	
Training 1	
Participants accommodation (11 × 6 days × US$ 40):	2 640
Consultant accommodation (6 days × US$ 53):	318
Travel expenses for consultant and participants (to and from Almaty):	1 305
Local transport:	80
Meals for the participants (14 × 4 days × US$ 12):	672
Training supplies:	150
Consultant's honorarium:	500
Computer connection:	125
Technical assistance:	250
Training coordinator:	200
Internet service:	250
Video tape recorder:	3 400
Video tapes:	350
Administrative costs:	526
Training 2	
Participants accommodation (11 × 6 days × US$ 40):	2 640
Trainer's accommodation (64 days × US$ 53):	212
Travel expenses for consultant and participants (to and from Almaty):	1 341
Local transport:	80
Meals for the participants (14 × 2 days × US$ 12):	336
Training supplies:	150
Trainer's honorarium (3 days):	600
Computer connection:	125

Technical assistance:	250
Training coordinator:	200
Internet service:	250
Video tapes:	350
Administrative costs, taxes:	700
IPDC monitoring:	1 000
TOTAL:	**19 000**

BREAKDOWN OF BENEFICIARY'S CONTRIBUTION IN US$	
Office rent:	650
Internet before and after the training:	1 320
Use of equipment:	1 000
Distribution of video tapes by mail:	130
Project management:	500
Personnel:	500
Legal assistance	200
Consultations:	200
Bank expenses:	100
Project reports:	500
TOTAL:	**5 100**

REGIONAL PROJECT

<table>
<tr><td colspan="3">A. PROJECT IDENTIFICATION</td></tr>
<tr><td>1.</td><td>TITLE</td><td>ADIL SOZ FOUNDATION: LEGAL RIGHTS OF THE MEDIA IN CENTRAL ASIA</td></tr>
<tr><td>2.</td><td>NUMBER</td><td>PDC/49 RAS/06</td></tr>
<tr><td>3.</td><td>CATEGORY OF MASS MEDIA</td><td>ELECTRONIC, PRINT</td></tr>
<tr><td>4.</td><td>IPDC PRIORITY AREA</td><td>FREEDOM AND PLURALISM OF EXPRESSION
CAPACITY BUILDING</td></tr>
<tr><td>5.</td><td>SCOPE
(national, regional, interregional)</td><td>REGIONAL (CENTRAL ASIA)</td></tr>
<tr><td>6.</td><td>TYPE OF ASSISTANCE REQUESTED</td><td>FINANCIAL</td></tr>
<tr><td>7.</td><td>TOTAL COST OF PROJECT</td><td>US $ 21 500</td></tr>
<tr><td>8.</td><td>AMOUNT REQUESTED FROM IPDC</td><td>US $ 17 500</td></tr>
<tr><td>9.</td><td>BENEFICIARY BODIES</td><td>NATIONAL ASSOCIATION OF INDEPENDENT MASS MEDIA OF TAJIKISTAN, JOURNALIST TRAINING CENTER (UZBEKISTAN), JOURNALIST'S PUBLIC ASSOCIATION (KYRGYZSTAN), MEDIA LAWYERS IN CENTRAL ASIA</td></tr>
<tr><td>10.</td><td>IMPLEMENTING BODY</td><td>INTERNATIONAL FOUNDATION FOR THE PROTECTION OF FREEDOM OF SPEECH "ADIL SOZ"</td></tr>
<tr><td>11.</td><td>PROJECT LOCATION</td><td>ALMATY, KAZAKHSTAN</td></tr>
<tr><td>12.</td><td>PROJECT PREPARED BY</td><td>TAMARA KALAYEVA, PRESIDENT, GANNA TARASILNIKOVA, PROJECT DIRECTOR "ADIL SOZ"</td></tr>
<tr><td colspan="3">DECISION OF THE BUREAU: APPROVED
US$ 15 000</td></tr>
</table>

1.   BACKGROUND AND JUSTIFICATION

The International Foundation for the Protection of Freedom of Speech "*Adil Soz*" has been monitoring media freedom and providing legal assistance to journalists and media in Kazakhstan since 1999. In 2003, *Adil Soz* started monitoring the freedom of expression in Kyrgyzstan, Tajikistan, and Uzbekistan within the framework of the project "Protection of Democratic Principles of Freedom of Speech in Central Asian Countries", financed by a grant from the USAID and the Open Society Institute. The partners of *Adil Soz* in this project are two leading media NGOs: the National Association of Independent Mass Media of Tajikistan (NANSMIT), the Journalists' Public Association in Kyrgyzstan and the International Journalists' Training Centre in Uzbekistan.

The monitoring activity has shown that there is a tendency to restrict freedom of speech in all Central Asian countries, notably through toughening legal action. In the first half of 2005, 9 newspaper issues were confiscated; 13 journalists were prosecuted under criminal law, and 60 defamation cases were registered in Kazakhstan only, with claims mounting up to tens of trillions of Tenge. The situation is similar in Tajikistan, Kyrgyzstan and Uzbekistan.

In these conditions, it is very important to increase the level of legal competence of the mass media and journalists, including development of defence concepts, preparation of procedural documents, explaining laws, and offering consulting in conflict situations. With this in mind, *Adil Soz* has conducted tens of training workshops for journalists throughout Kazakhstan in legal defence skills, and has published tree manuals called "Attain Information!", "Your labour rights", and "How to behave in Court".

This project proposal is seeking support to conduct two training workshops for the legal advisers of the partner organisations and the representatives of leading mass media of Kyrgyzstan, Tajikistan and Uzbekistan, as well as for new media NGOs of Kazakhstan.

2.   DESCRIPTION OF THE TARGET GROUPS

➢ Three Tajik lawyers from NANSMIT (Dushanbe, Khojant and Gorno-Badakhshan);
➢ Three Kyrgyz lawyers, from the Journalists Public Association and two media outlets;
➢ Three Uzbek lawyers, from the Journalists' Training Centre and two mass media outlets;
➢ Three representatives of media NGOs in Kazakhstan (Shymkent, Petropavlovsk and Kostanai).

3.   IMMEDIATE OBJECTIVE

The immediate objective of the project is to build the capacity of press freedom organisations, media NGOs and media outlets in 4 Central Asian countries, to better cope with the toughening legal action against press freedom.

4.   DEVELOPMENT OBJECTIVE

Media outlets will have more opportunities to discuss political, social and economic issues in a freer and civilised manner, in line with the constitutional principle of freedom of expression and democracy in Central Asian countries.

5.   PROJECT INPUTS

➢ Media legal expert / trainer;
➢ Training materials in international press freedom instruments, journalistic ethics and Central Asian media law.

6.   PROJECT OUTPUTS

The knowledge and skills of 12 media lawyers and NGO representatives from 4 countries will have improved in addressing legal issues faced by the media and journalists in Central Asia.

7.   ACTIVITIES

The training cycle will consist of two 2-day workshops. The first one will focus on key issues and skills. The second workshop will address the issues faced by the participants in the intra-workshop period, and provide more profound knowledge and practical skills in the protection of the rights of mass media and journalists.

Workshop 1:

➢ International standards in applying defamation law;
➢ Criminal and civil offence;
➢ Criminal prosecution of journalists: defamation/libel; insult; encroachment on honour and dignity of President, deputies and public officials;
➢ Civil actions: honour, dignity and business reputation;
➢ Self-regulation and methods to protect professional rights.

Workshop 2:

➢ Defence issues in defamation / libel cases;
➢ Preparation of legal arguments in civil actions / criminal cases;
➢ Specifics of mass media law;
➢ Legal rights of mass media and journalists;
➢ Specificities of legal defence;
➢ The role of lawyers in courts/with authorities of appeal.

All workshops will be conducted with interactive training methods. The project implementation will be monitored by the Russian *Glasnost Foundation* (A. Simonov). The seminar materials will be published on *Adil Soz* website www.adilsoz.kz.

8.   WORK PLAN

Action Month	1	2	3	4	5	6
Adjust work plan to IPDC funding level	X					
Develop training methods	X			X		
Engage legal expert	X					
Decide workshop topics	X			X		
Develop workshop programme	X			X		
Identify participants	X			X		
Prepare and reproduce handout materials	X			X		
Conduct workshops		X			X	
Evaluation and reports				X		X

9. INSTITUTIONAL FRAMEWORK

The workshops will be organised and carried out by the International Foundation for Protection of Freedom of Speech *Adil Soz* involving NGO partners of Kyrgyzstan, Uzbekistan, and Tajikistan.

Adil Soz is an NGO registered in Kazakstan. It has an office in Almaty with 22 staff members. The board is elected by a general meeting. The renowned press freedom defendant Alexei Simonov is one of the members. The NGOs office has a PC network, photocopier and other technical communication facilities.

At present, *Adil Soz* conducts monitoring on violations of freedom of speech in 14 regions of Kazakhstan and in Almaty. It is also operating a legal aid service and is represented in the editorial board of the "Legislation and Practice of Kazakhstan Mass Media" bulletin.

The partner in Kyrgyzstan, the Journalists' Public Association, has been operating since 1998. It has a monitoring network based in seven regional centres (the cities of Osh, Jalalabat, Batken, Naryn, Karakol, Talas and Tokmok) and in the capital Bishkek. The Tajik partner, the National Association of Independent Mass Media of Tajikistan, NANSMIT was established in 1999, and has 10 journalists working as monitors in the cities of Dushanbe, Khujand, Kurgan-Tube, Kulyab and Khorog. The Uzbek partner, the International Journalist Training Centre, has a network of 12 monitors. All partner organisations have PCs and all communication means, including the Internet.

10. SUSTAINABILITY

Upon completion of the project, *Adil Soz* will, in accordance with its Charter, continue its work to provide legal education for the media and to campaign to improve media legislation and practice in line with democratic principles, in order to protect the rights of journalists and mass media. This particular project will allow the media and journalists to cope better with the practice of repressions against mass media. Long-term project results will be reflected in the quarterly monitoring reports on the situation regarding freedom of speech in the countries concerned. The reports will contain information on the number of court actions, their results and the participation of the lawyers trained under this project in the actions.

11. FRAMEWORK OF MONITORING

Reports will be submitted every 4 months to IPDC or as required by UNESCO/IPDC. The certified financial and narrative reports will be drawn up within 30 days after the ending of the grant activity.

C.   BUDGET

BREAKDOWN OF IPDC CONTRIBUTION IN US$	
Two 2-day workshops in Almaty	
Trainers' fees (2 persons):	1 600
Air and road travel to and from Almaty for the trainers and participants:	6 655
3-day accommodation (13 persons):	3 900
Local transport:	500
Renting of venue:	2 200
Lunches and dinners (15 persons):	785
Stationery:	120
Coffee breaks:	240
Project expertise:	500
IPDC monitoring:	1 000
TOTAL:	**17 500**

BREAKDOWN OF BENEFICIARY'S CONTRIBUTION IN US$	
Expertise:	2 000
Communications and other facilities:	2 000
TOTAL:	**4 000**

AFGHANISTAN

A. IDENTIFICATION DU PROJET	
1.	**TITRE**	INA: SAUVEGARDE ET NUMÉRISATION DES ARCHIVES RADIOPHONIQUES ET FORMATION DES PERSONNELS DE LA RADIO-TÉLÉVISION AFGHANE
2.	**NUMÉRO**	PDC/49AFG/02
3.	**CATEGORIE DE MÉDIA**	RADIODIFFUSION DE SERVICE PUBLIC
4.	**DOMAINE DE PRIORITÉ DU PIDC**	LIBERTÉ D'EXPRESSION ET PLURALISME DES MÉDIAS
5.	**PORTÉE** (nationale, régionale, interrégionale)	NATIONALE
6.	**TYPE D'AIDE DEMANDÉE**	FINANCIÈRE
7.	**COÛT TOTAL DU PROJET**	US$ 176 900
8.	**MONTANT DEMANDÉ AU PIDC**	US$ 32 000
9.	**BÉNÉFICIAIRE DU PROJET**	RADIO-TÉLÉVISION D'AFGHANISTAN
10.	**MAÎTRE D'ŒUVRE**	INSTITUT NATIONAL DE L'AUDIOVISUEL (INA) FRANCE
11.	**LOCALISATION**	KABOUL
12.	**PROJET PRÉPARÉ PAR**	INSTITUT NATIONAL DE L'AUDIOVISUEL (INA) FRANCE

DÉCISION DU BUREAU: APPROVED
US$ 32 000

1. <u>HISTORIQUE ET JUSTIFICATION</u>

Première banque mondiale d'archives numérisées au monde, l'Institut national de l'audiovisuel (INA) assure la conservation des archives télévisuelles et radiophoniques des sociétés nationales de programmes. Grâce à une expérience et un savoir-faire reconnus, l'INA est en mesure d'intervenir partout dans le monde pour diagnostiquer, conseiller et accompagner d'autres organismes dans la sauvegarde de leurs archives audiovisuelles.

C'est la raison pour laquelle l'Institut a entamé en juillet 2002, avec le soutien des autorités afghanes, un vaste programme de coopération pour la sauvegarde des archives audiovisuelles afghanes. Son assistance a permis à la Radio-télévision afghane (RTA), à *Afghan Films* et à *Ariana Films* de sauver une partie de leurs fonds.

A Kaboul, 30 000 heures d'archives radiophoniques sont sous la menace d'une dégradation imminente et irréversible. C'est ainsi un pan entier de la mémoire collective afghane qui pourrait disparaître si des financements complémentaires ne sont pas engagés pour accélérer leur numérisation. Celle-ci permettra :

➢ De sauvegarder et de préserver de la destruction les documents uniques qui constituent le fondement du patrimoine audiovisuel afghan ;

➢ De contribuer à la reconstruction de l'identité nationale dans sa pluralité par le partage d'un passé radiophonique commun. Les actualités, les programmes, les archives musicales radiophoniques font partie intégrante de l'identité de la nation afghane. A l'heure où l'unité du pays constitue un enjeu problématique, ces images rappellent l'attachement des Afghans à leur intégrité nationale, politique et culturelle ;

➢ De constituer un réservoir d'éléments destinés à la diffusion, à la fois riche, pluraliste et professionnel. Dans ce contexte, l'exploitation des fonds d'archives représente une ressource précieuse;

➢ De constituer une ressource commercialisable : ces fonds audiovisuels, peuvent constituer une ressource financière non négligeable. Leur numérisation facilitera leur commercialisation.

En 2005, l'INA a installé les équipements nécessaires pour la sauvegarde et la numérisation des archives radiophoniques afghanes ainsi qu'une base de données documentaires, et engagé des activités de formation visant au bon fonctionnement du programme.

Pour l'année 2006, sont prévus :

➢ L'implantation d'une deuxième chaîne de sauvegarde ;

➢ L'intensification d'un plan de formation, en collaboration avec les partenaires, des techniciens, des opérateurs et des documentalistes ;

➢ La valorisation du patrimoine radiophonique afghan grâce à l'indexation des documents audiovisuels qui permet leur accessibilité en vue de leur diffusion et leur commercialisation.

La formation constitue un volet essentiel du programme global de l'INA en Afghanistan, en particulier pour la radio. Le transfert des compétences en direction des techniciens afghans rendra la RTA autonome dans la poursuite de ce programme.

2. DESCRIPTION DES GROUPES CIBLES

Les premiers bénéficiaires de ce projet seront la population afghane, les auditeurs de la radiodiffusion afghane de service public, les étudiants, ainsi que certaines chaînes de radio indépendants. La plupart des institutions publiques telles que les universités, les autorités culturelles afghanes et les chercheurs auront accès aux documents audiovisuels et aux archives sonores.

3. OBJECTIFS IMMÉDIATS

➢ Mise à la disposition de la radio afghane par l'INA de matériel de lecture numérique, de stocks de CD vierges ; remise en état des anciens lecteurs ;

➢ Mise en place d'une base de données ;

➢ Formation technique au transfert pour la vérification et la préparation des bandes analogiques ;

➢ Formation à la numérisation pour l'exploitation et le maintien en état de marche des chaînes de sauvegarde et de numérisation ;

➢ Formation documentaire pour l'identification des documents sonores et la gestion de la base de données

4. OBJECTIFS DE DÉVELOPPEMENT

La sauvegarde et la numérisation des documents audiovisuels de la radio publique afghane (30 000 heures) renforcera la capacité des services publics radiophoniques à proposer des programmes et des services de qualité. Ce projet améliorera la mission audiovisuelle d'intérêt général en proposant un service public performant inscrit dans le processus de démocratisation du pays.

Ce type de programme participe à la reconstruction d'une mémoire audiovisuelle commune et contribue au processus de réconciliation nationale.

5. INVESTISSEMENTS

➢ Un chef de mission pilotera la mission de sauvegarde radiophonique pendant trois ans, entre autres programmes de l'INA en Afghanistan ;

➢ Un technicien formateur spécialisé en conservation des archives radiophoniques mettra en service les chaînes de sauvegarde et initiera les archivistes et techniciens locaux aux opérations de base en la matière.

Les activités de formation seront accompagnées de l'équipement nécessaire à un efficace transfert de compétences (fournitures, manuels techniques, documents de formation à la maintenance etc.).

6. RÉSULTATS

Les objectifs sont de trois ordres pour la fin de 2006 :

➤ Mise en service d'une chaîne de sauvegarde et de transfert numérique, qui sera opérationnelle dès la première mission. Le technicien interviendra en collaboration étroite avec les opérateurs afghans afin d'évaluer les conditions matérielles optimales de son exploitation ;

➤ Autonomie du personnel afghan affecté aux activités de sauvegarde. Dans un deuxième temps, mais dès la première mission, le technicien formera les archivistes et techniciens locaux aux opérations classiques de sauvegarde :
  ➤ 2 techniciens seront formés aux méthodes de sauvegarde ;
  ➤ 2 archivistes seront formés aux techniques documentaires.

➤ Il est prévu que 1 000 heures de programmes radiophoniques seront sauvegardées d'ici à la fin 2006. Au regard du rythme professionnel de sauvegarde (3 000 heures/an), l'objectif de 1 000 heures estimé par l'INA pour la première année est ambitieux, mais raisonnable.

7. ACTIVITÉS

➤ Installation de deux chaînes de sauvegarde ;

➤ Formation des techniciens afghans de la Radio-télévision nationale ;

➤ Mise en service d'une base de données pour l'indexation des documents ;

➤ Formation des archivistes afghans aux méthodes de l'indexation documentaire ;

➤ Rédaction du rapport final INA/RTA/UNESCO.

8. PLAN DE TRAVAIL

De juillet 2005 à juin 2006 :

Mois 1-2 : Installation des chaînes de transfert ;

Mois 1-12 : Formation des techniciens ;

Mois 3-5 : Élaboration d'une base de données documentaires ;

Mois 6-12 : Formation des archivistes afghans à l'indexation ;

Mois 12 : Rédaction du rapport final.

9. CADRE INSTITUTIONNEL

Une convention de coopération a été signée entre la RTA et l'INA en octobre 2002, et renouvelée en novembre 2003 pour trois ans. Les activités de ce projet seront prises en charge par l'INA. Ses techniciens interviendront de manière régulière en Afghanistan à raison de deux missions par an. Un coordonnateur assurera sur place le suivi du programme.

Le ministère de la Culture et de l'Information a formalisé et autorisé l'intervention de l'INA comme agence de mise en œuvre auprès de la Radio-télévision afghane, qui constitue l'échelon ultime de décision dans la mise en œuvre de ce projet.

10. VIABILITÉ A LONG TERME

Le budget consacré à la sauvegarde des archives de la radio afghane représente approximativement la moitié du budget prévisionnel de ce programme pour la période 2005 / 2007 (soit près de 275 000 dollars). La RTA n'étant pas en mesure de prendre cette activité en charge, l'INA s'est engagée à en assurer le financement dans la cadre du programme.

L'INA mettra du matériel à la disposition des Afghans (ordinateurs, logiciels, bases de données) et assurera la formation nécessaire à l'identification des documents et à la gestion d'une base de données, afin de développer les possibilités d'exploitation de ces archives sur le long terme.

11. SUIVI DU PROJET

L'INA s'engage à présenter des rapports mensuels au Bureau régional de l'UNESCO en coopération avec les organismes afghans (RTA).

12. ÉVALUATIONS EFFECTUÉES

Le Bureau de l'UNESCO à Kaboul assurera la supervision et l'évaluation finale du projet.

13. RAPPORTS D'ACTIVITÉ DE L'ORGANISME BÉNÉFICIAIRE

L'organisme bénéficiaire s'engage à soumettre un rapport d'activité tous les quatre mois.

C. INFORMATIONS COMPLÉMENTAIRES

Assistance fournie par le PIDC dans le passé

Project N Budget codes	Funds (US $)	Project title	Period
PDC/23 AFG/01 354AFG 5031	20,000	Afghanistan Further development of a women in media network	*2003-2004*
PDC/23 AFG/02 354AFG 5032	30,000	Establishment of a training centre at radio-television Afganistan	*2003-2004*
PDC/23 AFG/03 548AFG5000 (Luxembourg)	67,000	Bakhtar Information Agency Reform & Afghan Journalist Training Project Bakhtar News Agency Lux	*2003-2004*
PDC/24 AFG/01 354AFG 5033 **(USA)**	60,000	Afghanistan: Women's community television USA	*2004-2005*
Total Afghanistan: US$ 50,000+US$ 127,000 (Funds-in-trust)			

Aide sollicitée auprès de sources autres que le PIDC

Dans le cadre des activités de développement de l'UNESCO en Afghanistan, l'INA a bénéficié du soutien politique et financier de l'Organisation par le biais du Programme *"Information for all"* (IFAP) pour la mise en œuvre du Programme de numérisation des archives de la Télévision afghane et d'*Afghan Films*.

D. BUDGET

BUDGET CONCERNANT LES APPORTS DU PIDC (en dollars des Etats-Unis)	
Personnel	
Chef de mission (transport et per diem, 2 missions) :	5 940
Technicien / formateur (transport et per diem, 2 missions) :	5 940
Équipement (*pour 1 chaîne de sauvegarde*)	
Lecteur professionnel de bandes magnétiques :	1 650
Ordinateur (Macintosh) :	3 300
Logiciel *Protools* :	3 300
Interface audio analogique/numérique :	2 200
Logiciel de gravure :	550
Enceintes acoustiques :	1 650
Pupitre de contrôle des signaux :	1 100
Câblage :	550
1 000 CD vierges :	1 100
Fret aérien :	3 020
Conditionnement, frais administratifs, communications :	1 700
TOTAL :	**32 000**

BUDGET CONCERNANT LES APPORTS DE L'ORGANISME BÉNÉFICIAIRE (en dollars des Etats-Unis)	
Personnel	
Chef de mission (6 missions, per diem, transport aérien) :	17 820
Technicien radio (6 missions, per diem, transport aérien) :	17 820
Formateur radio (1 mission, 2 mois) :	9 570
Technicien documentaire (4 missions, per diem, transport aérien) :	11 880
Équipement (*pour 2 chaînes de sauvegarde*)	
2 lecteurs professionnels de bandes magnétiques, ordinateur, logiciels *Protools*, interfaces audio analogiques/numériques, logiciels de gravure, pupitres de contrôle, enceintes acoustiques, câblage, 30 000 CD vierges :	61 600
Ordinateur DELL pour indexation documentaire, logiciel approprié :	7 700
Fret aérien :	6 300
Charges administratives, traductions, communications, formation (sur 3 ans) :	12 210
TOTAL :	**144 900**

AFGHANISTAN

	A.	PROJECT IDENTIFICATION
1.	TITLE	**INTERNET AND WOMEN-MANAGED COMMUNITY RADIO IN MAIMANA**
2.	NUMBER	PDC/49AFG/03
3.	CATEGORY OF MASS MEDIA	COMMUNITY RADIO
4.	IPDC PRIORITY AREA	COMMUNITY MEDIA
5.	SCOPE (national, regional, interregional)	NATIONAL
6.	TYPE OF ASSISTANCE REQUESTED	FINANCIAL, EQUIPMENT
7.	TOTAL COST OF PROJECT	US $ 95 600
8.	AMOUNT REQUESTED FROM IPDC	US $ 80 500
9.	BENEFICIARY BODY	RADIO QUYAASH
10.	IMPLEMENTING BODY	O-RETECHS, CERETECHS AND THE PARWANA MEDIA NETWORK
11.	PROJECT LOCATION	MAIMANA (FARYAB PROVINCE)
12.	PROJECT PREPARED BY	

DECISION OF THE BUREAU: APPROVED
US$ 18 000

1.   BACKGROUND AND JUSTIFICATION

Radio is the main source of news for most Afghans. And in the remote locations of the country, it is the only source of information. According to a 1999 survey carried out by the Afghan Media Resource Centre, over 85 % of Afghans have a radio set in working order. The reason for this dependence on radio is the mass destruction of printing presses by the Taliban, the low literacy rate, the economic infeasibility of television and the poor infrastructures of the country.

A Press Freedom Bill was adopted in April 2002, ending years of censorship and a total ban on free speech under the Taliban. Afghans are now embracing media and their freedom of speech wholeheartedly. In addition to the 78 independent and 23 commercial radio broadcasters, there are 5 TV stations in Afghanistan (4 private and one government-run). As well, the print press has also experienced a massive growth in the past few years. Although traditional media has grown in all regions of the country, Internet is still an untapped information resource for many Afghans, especially in the rural areas.

In Maimana, the capital of Faryab province, one of the rural areas with no public access to the Internet, there is an independent, women-managed radio station called *Radio Quyaash*. It has all the essential elements for the success of combining traditional and new media in a rural context: community awareness, skills capacity, public access and support, coupled to locally appropriate content; they are just lacking Internet access.

A recent survey shows that there are over 80 000 people (the majority of women) tuning in everyday to Radio Quyaash broadcasts. They have – without the Internet – limited resources for the production of their programmes; they have a hard time keeping in touch with the other stations in their network of women-managed radio stations; they are challenged to keep up with the latest news happening in Afghanistan and in the world. Maimana has a large population of educated men and women, but because of their rural location, access to the Internet is a valuable learning resource they have yet to use.

This project aims at installing the Internet into Radio Quyaash so that the rural community of Maimana, and specifically Afghan women, can benefit from that connection through educational programming, skills training and capacity-building. Internet installed in Radio Quyaash will solve two major problems that the radio station and the community of Maimana now face. Il will provide a source of revenue and income to contribute to the station's sustainability challenge, an issue that all independent community radio stations in Afghanistan have to face.

Without the assistance of a grant from an international organisation, it would be impossible for Radio Quyaash or the community of Maimana to afford the installation of the Internet, as well as the cost of the computers and generator that are an integral part of creating this Internet resource centre.

2.   DESCRIPTION OF THE TARGET GROUPS

➢ The communities with access to Radio Quyaash who live in Maimana and the outlying villages.

Radio Quyaash is of immense importance to these communities. The Internet café connection will further strengthen the role of the radio station and ultimately provide an important means of sustainability to both in the area. It may be used as a training centre for Internet education for students, government officials, and Afghan national NGO workers who need to expand their skill set.

➢ The journalists working directly in Radio Quyaash and within the Women's Network.

Seven journalists will be trained in the installation, use and maintenance of the Internet workstations, how to use computers, Internet search engines and TOT to teach Internet operation.

➢ The volunteers who work at the station.

At present, Radio Quyaash works with community volunteers who often contribute to the station upkeep, assist journalists, and contribute to radio production. This group of volunteers will be expanded. They will work as peer trainers to the community in the use of Internet. This in itself will contribute to spreading the resort to Internet within rural areas.

➢ All journalists connected to the Parwana network.

This is a pilot project initiated with Radio Quyaash in Maimana. Journalists from each of the other three Parwana Media Network radios will be brought for internship at Radio Quyaash. The project will also include the training of these journalists in the preparation of business plans based on the Quyaash model.

3.   IMMEDIATE OBJECTIVE

➢ Installing Internet into Radio Quyaash to aid the rural community of Maimana, and specifically Afghan women, in benefiting from the link to the worldwide web through educational programming, skills training and capacity building.

➢ To increase the chance of sustainability of Radio Quyaash by installing Internet access into the station, and using the excess capacity to generate revenue for the station by operating an Internet café and training centre.

4.   DEVELOPMENT OBJECTIVE

Having Internet in the rural radio station of Radio Quyaash will provide a means of information-sharing for underprivileged and marginalized Afghan women and men.

With a newly formed government in Afghanistan, there is a new Constitution, parliamentary process and procedure that need to be conveyed to all Afghans. The Internet can be used to access the government documents, while providing a platform for public debate. As the pilot project in Sri Lanka demonstrated, not only did access to the Internet improve the capacity of the people, it also helped develop the economic sector. This would be of a great benefit for the local business development of Maimana.

5.   PROJECT INPUTS

Technical equipment requirements:
➢ Equipment for Internet access: V-Sat system with server and UPS; printer; scanner; digital camera; 5 Acer computer sets ;
➢ Large generator to fuel the Internet café;
➢ Internet connection (initial fee and monthly fees paid quarterly at the beginning of each quarter, for one year);

Training requirements:
➢ Baseline survey on listening audience in Maimana;
➢ Technical troubleshooting team to train journalists who are IT trained in basic Internet

maintenance, occasional visits for maintenance of equipment;
➢ Training of journalists in Internet use and browsing;
➢ Production of web-browsing programme and training of journalists to produce programmes;
➢ Radio Quyaash will develop a database on audience needs and interests;
➢ Training existing radio station volunteers in Internet use;
➢ Setting up a peer training programme for communities;
➢ Establishing a system for "community pay" for Internet use in the café;
➢ Introducing e-mail and Voice over as a way of communicating with families abroad and accessing market rates;
➢ Training of Parwana network journalists in market research and preparation of business plans.

6.   PROJECT OUTPUTS

➢ 80 000 community members in the Radio Quyaash listening area will be exposed to the Internet through "*Browsing the Internet on Radio*" and have the opportunity to use the Internet café at Radio Quyaash;
➢ 7 Afghan women journalists will be trained to use the Internet as a research tool for journalism;
➢ 3 Afghan women teachers will be trained to use and teach the Internet;
➢ Community members will be trained through volunteers and peer training to use the web;
➢ Lessons learned on the viability of Internet/radio synergy in the Afghan context.

9.   ACTIVITIES

➢ To organise an initial planning and project management meeting with partners: *O-Retechs*, *Parwana Network* and *CeRetechs*;
➢ To assess existing data on baseline survey carried out by Radio Quyaash;
➢ To meet with local NGO to discuss sub-contract for organising community meeting to involve communities in early stages of planning and to assist in survey work;
➢ To prepare terms of reference and provide sub-contract NGO;
➢ With NGO field staff, to assess interest from other groups in communities: marginalized, men, women, youth, different ethnic groups etc.;
➢ Radio Quyaash prepares venue for Internet café;
➢ CeReTechs installs and configures the V-Sat system, server and other computers (ensures voice over IP capability), provides training to broadcasters, trains broadcasters in Internet use, TOT programme and, with Parwana team, trains in production of Radio Browsing Programme.

10.   WORK PLAN

Jan. 2006:   Initial meeting with partners; assess existing data on baseline survey of radio Quyaash; baseline survey of audience's knowledge of Internet; organise community meeting to involve them in the planning; placing orders for equipment;
Jan./Feb.:   Preparing venue for Internet resource centre;
Feb./March: Training of a journalist to manage the Internet café; installation of equipment;
March: Training of journalist on community payment for Internet café; training on troubleshooting; proposals from consulting companies for market research;
March/April: Setting up systems for the Internet café;
March/May: Training of broadcasters on use of Internet and on radio web-browsing programme;
April: Selection of consulting firms;
April/Dec.: Training of volunteers and peer training techniques; overseeing quality and content of programmes;
May: Market research for business plan;
June/July: Preparation of database;
August: Training of database;

Aug./Sept.:   Preparing business plan for 3 radio stations.

9.   INSTITUTIONAL FRAMEWORK

The project will be implemented by three partners: O-Retechs; CeReTechs and the Parwana Media Network.

O-Retechs is a small Afghan NGO. Its vision is to harness communication technologies for development use. It is currently focusing on methodologies to widen Internet use and is in contact with the University of Washington for assistance in using Internet for e-training through its Resource Centre.

CeReTechs (private sector) started its services in Kabul in March 2002 to provide a full suite of information technology services and products, including high-speed low-cost wireless Internet, LAN and e-mail service, technical support, ICT consulting and implementation, and ICT equipment. It provides these services to international and local organisations working throughout Afghanistan, significantly reducing their overall communication costs.

The Parwana Media Network is a network of four women-managed, independent radio stations in Afghanistan. It has registered as an Afghan NGO, looking to develop into a national media organisation. Parwana currently has two international advisers working on management and capacity-building within the network.

10.   SUSTAINABILITY

There is no guarantee of sustainability. However, we are looking closely at the possibility of generating income from the Internet café – particularly after it grows in strength after the first year of operation. The government of Afghanistan is currently working with the World Bank to bring Internet to the provinces. It is working with USAID to bring Internet to the Districts. USAID will offer support to private companies willing to make the investment of bringing Internet to a District. We believe that the combination of this present funding through IPDC, the fledgling business through the Internet café and future assistance from the government of Afghanistan through USAID will support sustainability of the project.

11.   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

Project N Budget codes	Funds (US $)	Project title	Period
PDC/23 AFG/01 354AFG 5031	20,000	Afghanistan Further development of a women in media network	*2003-2004*
PDC/23 AFG/02 354AFG 5032	30,000	Establishment of a training centre at radio-television Afganistan	*2003-2004*
PDC/23 AFG/03 548AFG5000 (Luxembourg)	67,000	Bakhtar Information Agency Reform & Afghan Journalist Training Project Bakhtar News Agency Lux	*2003-2004*
PDC/24 AFG/01 354AFG 5033 **(USA)**	60,000	Afghanistan: Women's community television USA	*2004-2005*

Preparatory activities completed prior to submission of the project to IPDC

Research on the Radio Kothmale Internet radio project that UNESCO funded in 1999, coupled with preparation by Radio Quyaash to operate such a project.

Contribution foreseen by the beneficiary agency during the project period

Staff time and advisers from O-Retechs, CeReTechs and Parwana.

Assistance sought other than IPDC

CIDA and DED will be solicited if the IPDC is not interested in funding this project. O-Retechs is seeking assistance from USAID for bringing Internet access to rural communities.

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION IN US$	
Equipment	
Satellite equipment for Internet connection (VSAT):	3 000
Transportation and installation charges:	800
Internet monthly charges (24 months):	9 600
800 VA UPS:	190
Surge protectors, voltage stabilisers:	100
Official registration:	200
5 ACER computers:	2 950
Computer server:	1 100
Power generator:	6 000
Generator installation:	1 000
Generator running costs (24 months):	12 000
Printer:	300
Printer maintenance:	200
Scanner:	150
Redundancy equipment (UPS):	190
Networking and cabling:	690
Electrification:	220
Voice over equipment:	2 000
Subscription:	100
Training and maintenance	
Training on basic maintenance (2 trainees):	400
Troubleshooting (4 trainees):	2 000
Operating/administrative costs	

Project manager:	12 000
Parwana Media Network field coordinator:	6 000
Programme manager assistant:	6 000
Business plan consulting and marketing:	8 000
Accommodation for IT technician:	500
6 computer desks:	300
Database management implementation/training:	2 000
Transportation for monitoring and evaluation:	700
5 video cameras for Internet video conferencing:	250
Office supplies:	100
Miscellaneous (furniture, heating etc.):	460
IPDC monitoring:	1 000
TOTAL:	**80 500**

BREAKDOWN OF BENEFICIARY'S CONTRIBUTION IN US$	
Equipment for VSAT connection:	2 750
Installation:	600
Internet charges:	10 800
Transformers:	100
D-link router with Firewall and wireless:	250
Registration:	200
2 technicians for site installation:	400
TOTAL:	**15 100**

BANGLADESH

A. PROJECT IDENTIFICATION		
1.	TITLE	ENHANCING PRESS FREEDOM AND MEDIA CAPACITY IN THE RURAL AREAS
2.	NUMBER	PDC/49BGD/02
3.	CATEGORY OF MASS MEDIA	PRINT
4.	IPDC PRIORITY AREA	PRESS FREEDOM AND PLURALISM CAPACITY BUILDING
5.	SCOPE (national, regional, interregional)	NATIONAL
6.	TYPE OF ASSISTANCE REQUESTED	FINANCIAL
7.	TOTAL COST OF PROJECT	US$ 35 200
8.	AMOUNT REQUESTED FROM IPDC	US$ 19 000
9.	BENEFICIARY BODY	RURAL JOURNALISTS
10.	IMPLEMENTING BODY	MASS-LINE MEDIA CENTRE (MMC)
11.	PROJECT LOCATION	10 COASTAL DISTRICTS OF BANGLADESH
12.	PROJECT PREPARED BY	KAMRUL HASSAN MONJU EXECUTIVE DIRECTOR MASS-LINE MEDIA CENTRE

DECISION OF THE BUREAU: APPROVED
US$ 15 000

1. BACKGROUND AND JUSTIFICATION

Bangladesh has a rich history of journalism, and its scope has been constantly growing, involving increasing reporting in and from rural areas. At the same time, journalism in Bangladesh is facing major challenges. Crime, corruption, and lawlessness make Bangladesh one of the most violent countries for journalists. Reporters face threats, harassment, and serious physical attacks in retaliation to their reporting. Journalists working outside Dhaka are particularly vulnerable; the non-adherence to the ethical code of conduct of journalists, which is due to the lack of awareness about the codes, often triggers these attacks.

The Mass-line Media Centre (MMC), a media-focused NGO, was established in 1995 to address some key issues faced by journalism and journalists in Bangladesh. The MMC's aim is to enhance the capability of the press to perform its core tasks, as well as to promote human rights and good governance, involving the safety of journalists themselves. The latter has been promoted, among others, through networking and creating mutual understanding among journalist, local civil society, grassroots community, and local administration about the role and functions of the media in a democratic society.

This project proposal consists of five interlinked components. (i) First, the proposal seeks to increase the awareness of rural reporters about the journalistic code of ethical conduct (developed by the Bangladesh Press Council), in order to eliminate one incentive for the harassment cases. (ii) Second, it will pay particular attention to the lack of gender awareness as well as the lack of awareness about children's rights among the rural journalists, through training. (iii) Guidelines will be compiled and produced, including key materials on the ethical codes, gender-sensitive reporting, and children's rights-based reporting. (iii) Thirdly, the project suggests enhancing the impact of the training activity by simultaneously monitoring freedom of expression, and of the press in the rural areas. (iv) Lastly, legal and other counselling services for the victims of harassment will be facilitated, leaning on the expertise of such organisations as Bangladesh Legal Aid Services Trust (BLAST) and Bangladesh Rehabilitation Centre for Trauma victims (BRCT).

2. DESCRIPTION OF THE TARGET GROUPS

The immediate beneficiaries of the project will be 100 women and 100 male rural journalists in 10 coastal districts: Noakhali, Laxmipur, Feni, Barisal, Bhola, Patuakhali, Barguna, Jhalokathi, Pirojpur and Bagerhat.

3. IMMEDIATE OBJECTIVES

The immediate objective is to contribute, through capacity building and monitoring activities, to an enabling environment for accurate and balanced reporting on the concerns of rural communities, with particular attention to children's rights and gender issues.

4. DEVELOPMENT OBJECTIVE

The development objective is to promote the freedom of expression, democracy and good governance in ten coastal districts of Bangladesh.

5. PROJECT INPUTS

- A central co-ordinator (MMC centre in Dhaka);
- 2 regional co-ordinators (MMC Barisal and Noakhali centres);
- 2 regional administrators-cum-accountants;
- Study materials and meeting venues;
- Existing Code of journalistic Ethics, produced by Bangladesh Press Council;
- 2×10 experts/trainers as resource persons;
- 10 media monitors in ten districts;
- MMC communication system and equipment;
- The existing network between MMC and rural journalists of the 10 coastal districts.

6. PROJECT OUTPUTS

- 200 rural journalists will have received training in an 'Ethical Code of Conduct', 'gender sensitive reporting', and 'children's rights-based reporting'.
- Guidelines including key materials on journalistic ethics, gender-sensitive reporting, and children's rights-based reporting will have been compiled, edited, reproduced and disseminated.
- Gender awareness and awareness of children's rights will have increased in rural reporting.
- 50 issue-based reports on gender and children's rights will have been published.
- The existing network with local journalists will have contributed to the monitoring of press freedom in the ten respective districts.
- Monthly reports on press freedom and harassment of journalists will have been issued and published.
- Immediate counselling services and legal assistance for harassed journalists will have been provided, at need.

11. ACTIVITIES AND WORK PLAN (12 months from approval of the project)

Activity/Task	Months											
	1	2	3	4	5	6	7	8	9	10	11	12
Adjust work plan to IPDC funding level	X											
Select trainees	X											
Develop training curriculum; produce training materials on ethics, gender and children's rights	X	X										
Organise training for selected rural journalists Disseminate materials		X	X	X	X	X	X	X	X	X		
Trainees produce issue-based reports on gender and children's rights		X	X	X	X	X	X	X	X	X		
Select journalists to monitor press freedom issues	X											
Selected local journalists produce monitoring reports	X	X	X	X	X	X	X	X	X	X	X	X
Publish monitoring reports in newspapers	X	X	X	X	X	X	X	X	X	X	X	X
Publish yearly monitoring report												X
Mark World Press Freedom Day, 3 May												
Provide referral services to harassed journalists (as per need)	As per need											
Quarterly coordination meeting			X			X			X			X
Reporting						X			X			X
Monitoring and evaluation	X	X	X	X	X	X	X	X	X	X	X	X
Project completion Report												X

8.   INSTITUTIONAL FRAMEWORK

The MMC is the biggest media development NGO is Bangladesh. It has an office in the capital city Dhaka, two local media centres in Noakhali and Barisal and one sub-centre in Patuakhali. MMC has a General Board of 27 members from different professional and social backgrounds. The Executive Board is composed of 9 members; they are partly appointed by the General Board and partly staff representatives, involving academia, NGOs, international organisations, legal field and women's rights. MMC has a total of 36 official staffs including 10 women in both the central and local offices.

The MMC's media-related activities cover training, advocacy, two fortnightly newspapers, research, information and documentation (among others on women's and children's rights), media monitoring, as well as a News agency for children called *Shishu Prokash* (Children's Express). The latter is supported by UNICEF. MMC has also worked with UNESCO on marking WPFD in rural districts and on media education training. It has received a major grant from DANIDA among others.

Press clubs, newspaper offices, government sources and NGOs will be involved in the collection of information required to implement the defined activities. Cooperation of national and local level newspapers will be relied on to publish the monitoring reports.

9.   SUSTAINABILITY

The training will promote the Ethical code of conduct and professional identity among rural journalists, and subsequently put the quality of rural reporting on more sustainable basis. Newspaper and monitoring reports will contribute to the raising of awareness about various aspects of human rights.

10.   FRAMEWORK OF MONITORING

UNESCO Dhaka may be asked to help the Adviser for CI and IPDC to monitor the project.

11.   EVALUATIONS CARRIED OUT

MMC has conducted needs assessments on the media and information needs in the rural communities.

12.   FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING

Progress report will be prepared and submitted quarterly or as required by IPDC.

C. ADDITIONAL INFORMATION

Previous IPDC support received by the country

Project N Budget codes	Funds (US $)	Project title	Period
PDC/3BGD/19 350-BGD-31	15,000	Bangladesh Development of communication	*1982 -1984*
PDC/5BGD/02 503-BGD-61	7,300	Development of Press Institute	*1984 -1986*
PDC/5BGD/07 350-BGD-51 350-BGD-71	70,000 25,000	Development of regional newspapers	*1985 -1988*
PDC/10BGD/01 352-BGD-01 520-BGD-61 (FIT-France)	50,000 53,317	Development of film training facilities in Institute of Mass Communication (NIMC)	*1990 -1992*
PDC/14BGD/01 352-BGD-41 352-BGD-51	15,000 30,000	Establishment of a Bengali language news agency service (Mission of the Secretariat)	*1994 -1996*
PDC/17BGD/01 352-BGD-81	36,000	Strengthening of the IUB School of Communication	*1998 -1999*
PDC/20BGD/01 353-BGD-01	25,000	Strengthening of PIB Programme	*2000 -2003*
PDC/48 BGD/01 354 BGD 5041	22,000	Young Power in Social Action and Bangladesh NGO network for radio and communication: youth community multimedia centre (cable radio)	*2005-2006*
Total Bangladesh: US$ 288,000+US$ 60,000 (Funds-in-trust)			

Preparatory activities completed prior to submission of the project to IPDC

Initiatives have been taken to collect data on accommodation, human resources, training venues, communication and transport in the ten districts.

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION IN US$	
A total of 200 local journalists will participate in 3-day training sessions	
DSA and accommodation (20 participants):	3 238
Travel (20 participants):	925
Field reporting trips (20 participants):	925
Training venue, rent:	694
Refreshments (25 participants):	1 157
Training materials, stationery (20 participants):	1 542
Honoraria for 4 resource persons:	1 850
Programme associate:	6 94
Incidentals:	36
Monthly reporting:	1 850
Report compilation, postage and other:	463
Guide on Ethics, gender, children's rights reporting:	1 311
Celebration of World Press Freedom Day:	1 002
Documentation (clipping, reports, travel etc.):	2 313
Monitoring:	1 000
TOTAL:	**19 000**

BREAKDOWN OF BENEFICIARY'S CONTRIBUTION IN US$	
Central coordinator (20 % salary):	2 406
2 regional coordinators (20 % salary):	5 412
2 regional administrators-cum-accountants (50 % salary):	2 406
House rent of the Media Centre (30 %):	833
Recurring costs (electricity, water etc.):	333
Office upkeep, maintenance of equipment:	1 850
Travelling, conveyance:	555
Stationery:	925
Communications:	1 100
Entertainment:	125
Taxes and charges:	185
Incidentals:	70
TOTAL:	**16 200**

INDIA

	A. PROJECT IDENTIFICATION	
1.	TITLE	**COMMUNITY VIDEO FOR LOCAL CABLE NETWORK BROADCASTING**
2.	NUMBER	PDC/49 IND/01
3.	CATEGORY OF MASS MEDIA	COMMUNITY TELEVISION
4.	IPDC PRIORITY AREA	HUMAN RESOURCE DEVELOPMENT COMMUNITY MEDIA
5.	SCOPE (national, regional, interregional)	NATIONAL
6.	TYPE OF ASSISTANCE REQUESTED	FINANCIAL
7.	TOTAL COST OF PROJECT	US $ 56 000
8.	AMOUNT REQUESTED FROM IPDC	US $ 20 000
9.	BENEFICIARY BODY	LOCAL CABLE BROADCASTING NETWORKS YOUNG COMMUNITY ACTIVISTS DRISHTI MEDIA COLLECTIVE
10.	IMPLEMENTING BODY	DRISHTI MEDIA COLLECTIVE
11.	PROJECT LOCATION	HALOL (PANCHMAHAL DISTRICT) AHMEDABAD
12.	PROJECT PREPARED BY	DRISHTI MEDIA COLLECTIVE AHMEDABAD

**DECISION OF THE BUREAU: APPROVED
US$ 15 000**

B.	PRESENTATION

1.   BACKGROUND AND JUSTIFICATION

The mass media in India is largely owned and controlled by corporate giants or by the state. As most mainstream media are based in urban centres/cities, they too reflect the urban-rural divide. They rarely consider ordinary citizens newsworthy, except in times of crisis or disaster.

Existing mass media is increasingly free in India, taking into consideration attempts being made by the national authorities to deregulate in favour of community media.

Unlike mainstream media, local cable network operators, apart from offering standard pay channels, also dedicate space, on popular demand, to local films and music, live telecasts of local festivals and events. Yet, these networks are grossly overlooked as a decentralized medium for social change. They make their revenue from local businesses, so that once the local content is available, they are quite willing to make arrangements free of cost for broadcast to the entire community. Community video on local cable networks is becoming therefore, the cheapest solution for reaching vast numbers of people with social and development messages.

These cable networks, however, lack the necessary professional expertise in video production to enable propagation of more community-based programmes. Privately-owned, the danger does exist in investing this valuable know-how in these entities rather than in the community at large as an opportunity to promote increased freedom of expression.

This project intends to focus on the training of young community members in the production of community-based video programmes for broadcast over such local cable networks, in an effort to give a voice to the ordinary people of two communities in Gujarat: the slum pockets of Ahmedabad and the semi-urban town of Halol.

The project requires purchase of equipment so that newly trained community members could practice their skills. The larger portion of this undertaking will be borne by the implementing body.

2.   DESCRIPTION OF THE TARGET GROUPS

Local cable networks and young community activists (men and women) in selected urban marginalized areas in Gujarat.

3.   IMMEDIATE OBJECTIVE

➢ Undertake two 8-week video-production workshops for 10 young women and men from 4 urban slum communities to produce a fortnightly/monthly video magazine and a daily news capsule to reach out to approximately 12 000 households

➢ Replicate this model of community video production and distribution through the Drishti Video Volunteers programme, which teaches video production to local NGOs

4.   DEVELOPMENT OBJECTIVE

To build the capacity of community activists in the skills of production of participatory development video for broadcast on local cable networks and enable creation of a space for community voices in media for exposing and discussing issues affecting their lives, as a viable contribution to the democratic process.

5. PROJECT INPUTS AND OUTPUTS

Project inputs	Project outputs
Video production and editing equipment: cameras, microphones, headphones, tripods, boom pole, digital editing units, software, consumables.	Implementation of two fully equipped community video production facilities.
Trainers and resource persons, 4 trainees; training materials, two 8-week workshops.	10 young women and men from 4 urban slum communities trained.
	A monthly/fortnightly video magazine; a daily community video news bulletin produced and broadcast on local cable.
Production of manuals	Production of self-learning training guidelines/manual on CD-ROM.

6. ACTIVITIES AND WORK PLAN

Months	Activities
1-2	Negotiating broadcast arrangements with local cable networks; Identifying trainees; Identifying trainers; Identifying resource persons.
3-4	Organisation and conduct of training workshops.
8-12	Productions for participating local cable networks; Screenings and feedback mechanisms; Planning follow-up training and long-term strategies; Assessing impact and production of reports on best practices.

7. INSTITUTIONAL FRAMEWORK

The *Drishti Media Collective* will implement this project in collaboration with SAATH in Ahmedabad and Janvikas in Halol. Drishti has a vast experience in community media and has implemented many such projects in the last 14 years. The Drishti Programme Manager will be responsible for the coordination and implementation. SAATH and Janvikas are respected NGOs working with the urban poor communities in Ahmedabad and Halol, respectively for the past 15 and 20 years.

8. SUSTAINABILITY

This project will be implemented as a module within Drishti's ongoing Video Volunteers Training Programme. Drishti has a large database of NGOs waitlisted for training and volunteers willing to provide training. Some funding has been made available beyond the life of the project and effort would be made to maintain the lowest recurring costs. Local advertisement revenues are foreseen, and the possibility of the community video producers using their newly acquired skills to generate their own income will be explored.

9. FRAMEWORK OF MONITORING

The Indian Institute of Management, Ahmedabad, or the Tata Institute of Social Sciences, Mumbai could be assigned to monitor the project.

10. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING

The beneficiary agency in both the project areas will independently submit progress reports to UNESCO every three or four months, as per requirement.

C. ADDITIONAL INFORMATION

Previous IPDC support received by the country

Project N Budget codes	Funds (US $)	Project title	Period
PDC/6IND/01 350-IND-61	40,000	India The Indian Institute of Mass Communication	1985 -1989
PDC/9IND/01 350-IND-91	32,000	Press Institute of India	1988 -1992
PDC/13IND/01 352-IND-31	110,000	A training Scheme for Field Investigators at the Mass Communication Research Centre	1993 -1996
PDC/18IND/01 352-IND-81	55,000	Community Feature Network Project of the Press Institute of India	1998-1999
PDC/19IND/01 352-IND-91	30,000	Communication education and media needs	1999 - 2001
PDC/20IND/01 353-IND-01	20,000	NAMMA DHWANI Community Radio	2000 - 2002
PDC/23 IND/01 354 IND 5031	20,000	Training on Converging Media	2004 - 2005
PDC/23 IND/02 354 IND 5032	15,000	Expanding PII Community Feature Network and Grassroots publication	2004 - 2005
PDC/48 IND/02 354 IND 5041	20,000	Empowering communities through ICT using community FM and satellite radio	2005-2006
Total India: US$ 342,000			

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Preparatory activities completed prior to submission of the project to IPDC

Preliminary meetings have been engaged with project partners including a local cable network operator in Halol, and a list of technical equipment short-listed with technical specifications and costs.

Contribution foreseen by the beneficiary agency during the project period

Administrative overheads, training materials, training equipment, follow up training; project and support staff costs (partly).

Assistance sought other than IPDC

While Drishti has not sought for funding from any other agency, Janvikas and SAATH, its partners have approached the Swiss Agency for Development and Co-operation [SDC] and the America India Foundation.

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION IN US$	
Project coordination:	1 700
Background research:	580
Honoraria (trainers 2× 8-week sessions):	580
Intercity travel for trainers and coordinators:	2 300
Equipment: cameras, microphones, tripods, computers for editing, consumables:	3 000
Stipends (10 community trainees × 6 months):	2 500
Production of training manual / guidelines:	770
Sample video production magazine and news bulletin; writing and shooting; camera operator; tapes; CDs; lights; renting of editing studio; editor; subtitling:	6 400
Evaluation:	1 170
IPDC monitoring:	1 000
TOTAL:	**20 000**

BREAKDOWN OF BENEFICIARY'S CONTRIBUTION IN US$	
Project coordination:	5 000
Honoraria (trainers 2× 8-week sessions):	1 160
Equipment: cameras, microphones, tripods, computers for editing, consumables:	16 000
Follow-up training:	2 500
Stipends (10 community trainees × 6 months):	5 800
Production of training manual / guidelines:	390
Support personnel:	2 650
Miscellaneous, overheads, communications, premises:	2 500
TOTAL:	**36 000**

INDIA

<table>
<tr><td colspan="3">A.   PROJECT IDENTIFICATION</td></tr>
<tr><td>1.</td><td>TITLE</td><td>TESTING OF HANDBOOK KIT AND DEVELOPMENT OF TRAINING MODULES ON DISASTER REPORTING</td></tr>
<tr><td>2.</td><td>NUMBER</td><td>PDC/49IND/03</td></tr>
<tr><td>3.</td><td>CATEGORY OF MASS MEDIA</td><td>JOURNALISM (PRINT AND BROADCAST)</td></tr>
<tr><td>4.</td><td>IPDC PRIORITY AREA</td><td>MEDIA RESOURCE AND TRAINING</td></tr>
<tr><td>5.</td><td>SCOPE
(national, regional, interregional)</td><td>NATIONAL</td></tr>
<tr><td>6.</td><td>TYPE OF ASSISTANCE REQUESTED</td><td>FINANCIAL</td></tr>
<tr><td>7.</td><td>TOTAL COST OF PROJECT</td><td>US $ 35 200</td></tr>
<tr><td>8.</td><td>AMOUNT REQUESTED FROM IPDC</td><td>US $ 34 000</td></tr>
<tr><td>9.</td><td>BENEFICIARY BODY</td><td>WORKING JOURNALISTS, TRAINEES AND COMMUNICATION EDUCATORS</td></tr>
<tr><td>10.</td><td>IMPLEMENTING BODY</td><td>DEPARTMENT OF MASS MEDIA AND COMMUNICATION STUDIES, UNIVERSITY OF MADRAS, CHENNAI</td></tr>
<tr><td>11.</td><td>PROJECT LOCATION</td><td>INDIA</td></tr>
<tr><td>12.</td><td>PROJECT PREPARED BY</td><td>DR. T. R. GOPALAKRISHNAN, LECTURER, DEPARTMENT OF MASS MEDIA AND COMMUNICATION STUDIES, UNIVERSITY OF MADRAS, CHENNAI</td></tr>
<tr><td colspan="3">DECISION OF THE BUREAU: APPROVED
US$ 15 000</td></tr>
</table>

B.   PRESENTATION

1.   <u>**BACKGROUND AND JUSTIFICATION**</u>

This project focuses on news media organisations, within the normative framework of democratic-participatory approach. In particular, it will deal with issues pertaining to the practice of journalism – covering both print and broadcast media.

News organisations are today facing numerous challenges:

➢ Competition within and between media, leading to market-driven journalism. Challenges are also posed by the Internet;

➢ News are increasingly being seen as entertainment, with concomitant loss of credibility. News media are often accused of being inconsistent, inaccurate, biased and selective in reporting facts, sensationalising and presenting sensitive developmental issues out of their context;

➢ While the media industry has registered phenomenal growth in the last decade, lack of trained human resources poses serious challenge;

➢ Over 200 training institutes have emerged in the last five years to cater to the human resource needs of media. But there is still a clear mismatch between the products of such institutions and the needs of the media;

➢ Existing journalism programmes are broad-based and offer limited opportunities for students to specialise in sub-fields such as medical, sports, environmental, literary journalism etc.

The devastating tsunami waves that hit the shores of some coastal areas in India, Indonesia, Sri Lanka, Thailand and many other countries on December 26, 2004 brought to focus several shortcomings faced by the news media and reporters while covering the disaster event. There is very little specialisation in reporting on disaster. Despite the complexity of issues in disaster mitigation, journalists have not felt the value of special skills and the need for deepening their expertise on covering disaster (or larger environmental issues). However, the experiences from covering the tsunami have created a strongly felt need amongst journalists for specialised training in disaster reporting.

By gaining requisite knowledge, skills and expertise to interpret scientific material accurately and understandably for the public, journalists and media organisations can play a critical role in disaster preparedness and mitigation. The proposed project will be an extension of an ongoing project, supported by UNESCO, on preparing resource materials which journalists can use to better prepare them for disaster coverage. The project seeks to address felt the need for specialised training and back-up resources for journalists to improve their disaster reporting skills.

One possible alternative solution would be to let the journalists themselves learn from the experience through self-reflection. While such an approach would be realistic for some fields, disaster reporting requires special skills and knowledge due to its very complexity which involves issues of risk perception, interpretation of scientific data and skills to verify facts quickly, reliably, within short time etc. These can be gained through training.

2.   DESCRIPTION OF THE TARGET GROUPS

The target audience for the project will be journalists from print, broadcast and new media, communication/journalism educators from Tamil Nadu and other tsunami-affected areas. This would include the following:

➢ Working/practising journalists (editors, subs, senior reporters, special correspondents etc.);
➢ Trainee journalists (entry-level journalists, students of journalism, interns);
➢ Journalism/communication educators (faculty in colleges, universities and other journalism training institutes).

3.   IMMEDIATE OBJECTIVE

➢ To test and refine the Handbook on disaster reporting and the supporting CD resource;
➢ To develop and test a comprehensive training module on disaster reporting, targeting the working and trainee journalists and communication educators.

4.   DEVELOPMENT OBJECTIVE

The Handbook, resource kit and training module, in responding to the needs of English, Tamil and Hindi-speaking journalists, will improve skills and knowledge while assisting in increasing confidence and assuredness in communicating amongst themselves and with the public at large.

5.   PROJECT INPUTS

➢ 2 research assistants;
➢ 5 advisory board members;
➢ Translators in regional languages: Tamil, Hindi;
➢ Multi-media graphic and publication designers.

6.   PROJECT OUTPUTS

➢ Training modules on disaster reporting developed for working journalists, communication educators and interested journalists/news organisations/NGOs;
➢ Completion of a series of workshops and 20 / 25 trainee practitioners, 15 journalism educators and 15 / 20 entry level journalists (including outstation participants), trained in disaster reporting;
➢ Handbook on disaster reporting and the supporting CD resource tested and distributed;
➢ Completion of a publication on disaster reporting.

7.   ACTIVITIES

PHASE	ACTIVITIES
I	Consultations with journalists: presentations of research findings and draft resource kit during the consultations meeting with editors, senior reporters, special correspondents etc.
II	Identification of 5 advisory members for the core team of editors, reporters and civil society members to work with the project research team in the completion of a handbook, CD and draft version of the training modules.
III	Pilot testing of the draft resource kit and training modules in workshop setting.
IV	Translation of final versions of the resource kit and the training module into Tamil and Hindi.
V	Training of trainers workshop on use of the resource kit.

VI	2-day workshop for 20 trainee journalists, interns and journalism students on disaster reporting. (including outstation participants).
VII	Training workshop for 20 practicing journalists on disaster reporting.
VIII	Activity report and publication; completion of publication.

> **WORK PLAN**

Phase	Time-frame	Outcome
I	3 months	Report on consultation with journalists.
II	6 months	Draft version of the training module.
III	2-day pilot workshop	Pilot workshop report and final version of the training module and resource kit.
IV	3 months	Translations.
V	2 days	Training of trainers workshop report, including feedback etc.
VI	2 days	Trainee journalists' workshop report, including feedback etc.
VII	2 days	Practising journalists' workshop report, including feedback etc.
VIII	6 months	Final reports and publication of book on disaster reporting.

9. INSTITUTIONAL FRAMEWORK

The project will be implemented by the Department of Mass Media and Communication Studies, University of Madras, which has approximately 50 years' experience in training journalists through its hands-on diploma programmes, and subsequently through its Masters Degree Programme for the last 25 years.

10. SUSTAINABILITY

The institution and the operation can sustain itself through:

> In-house training programmes for news organisations on need basis;
> Publication of a book on "*Journalism, Media and Challenges of Disaster Reporting*" – the royalty of which will contribute to continuation of the project.

11. FRAMEWORK OF MONITORING

Senior working journalists (reporters, editors, professors with special interest in environmental / development journalism) may be contracted to assess the quality and effectiveness of the project.

12. EVALUATIONS CARRIED OUT

Journalists' Associations such as the Indian Federation of Working Journalists, the Madras Union of Journalist, the South Indian Federation of working Journalists can serve as potential evaluators.

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING

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

Previous IPDC support received by the country

Project N Budget codes	Funds (US $)	Project title	Period
PDC/6IND/01 350-IND-61	40,000	India The Indian Institute of Mass Communication	1985 -1989
PDC/9IND/01 350-IND-91	32,000	Press Institute of India	1988 -1992
PDC/13IND/01 352-IND-31	110,000	A training Scheme for Field Investigators at the Mass Communication Research Centre	1993 -1996
PDC/18IND/01 352-IND-81	55,000	Community Feature Network Project of the Press Institute of India	1998-1999
PDC/19IND/01 352-IND-91	30,000	Communication education and media needs	1999 - 2001
PDC/20IND/01 353-IND-01	20,000	NAMMA DHWANI Community Radio	2000 - 2002
PDC/23 IND/01 354 IND 5031	20,000	Training on Converging Media	2004 - 2005
PDC/23 IND/02 354 IND 5032	15,000	Expanding PII Community Feature Network and Grassroots publication	2004 - 2005
PDC/48 IND/02 354 IND 5041	20,000	Empowering communities through ICT using community FM and satellite radio	2005-2006
Total India: US$ 342,000			

Preparatory activities completed prior to submission of the project to IPDC

The proposed project will build on the ongoing disaster reporting initiatives by the Department of Mass Media and Communication Studies. Preparatory panel discussions were held on "Tsunami and mass media", which included participation from senior journalists, civil society representatives and organisations representing victims of the tsunami, (Feb 2005), in collaboration with an international NGO. Details of the Department's ongoing activities will be showcased at a site to be determined later.

Contribution foreseen by the beneficiary agency during the project period

The Department's contribution to the project will consist of use of existing equipment and multimedia facilities, research material, working premises and overheads.

Assistance sought other than IPDC

None.

D.   BUDGET

BREAKDOWN OF IPDC CONTRIBUTION IN US$	
Research / coordinator (12 months):	1 800
2 research assistants (12 months):	4 000
Local travel research team:	1 000
5 core resource team (6 months):	3 000
Administrative support (12 months):	1 200
Interactive CD/DTP designer on contract basis:	500
Tamil translators on contract basis:	500
Hindi translators on contract basis:	500
Pilot training workshop and test runs (20 participants):	4 500
Trainers training workshop (20 participants):	5 000
Training workshop for practising journalists (20 participants):	6 500
Training materials (100 copies):	1 500
Miscellaneous (reporting, evaluation and communications):	3 000
Monitoring:	1 000
TOTAL:	**34 000**

BREAKDOWN OF BENEFICIARY'S CONTRIBUTION IN US$	
Equipment and multimedia facilities:	400
University documentation Centre and library:	200
Incorporation into existing curriculum:	100
University premises and overheads:	500
TOTAL:	**1 200**

MALDIVES

A. PROJECT IDENTIFICATION		
1.	**TITLE**	**MALDIVES: REINFORCING COMMUNITY BROADCASTING AT ATOLL MEDIA CENTERS**
2.	**NUMBER**	PDC/49MDV/01
3.	**CATEGORY OF MASS MEDIA**	RADIO BROADCASTING
4.	**IPDC PRIORITY AREA**	DEVELOPMENT OF COMMUNITY MEDIA, PROMOTION OF FREEDOM OF EXPRESSION AND MEDIA PLURALISM
5.	**SCOPE** (national, regional, interregional)	NATIONAL
6.	**TYPE OF ASSISTANCE REQUESTED**	TECHNICAL AND FINANCIAL
7.	**TOTAL COST OF PROJECT**	US $ 42 000
8.	**AMOUNT REQUESTED FROM IPDC**	US $ 26 000
9.	**BENEFICIARY BODY**	ATOLL MEDIA PRODUCTION CENTRES
10.	**IMPLEMENTING BODY**	MINISTRY OF INFORMATION AND ARTS IN COLLABORATION WITH ATOLL CENTRES AND THE ISLAND COMMUNITY GROUPS
11.	**PROJECT LOCATION**	ALIF ALIF ATOLL, MALDIVES
12..	**PROJECT PREPARED BY**	MINISTRY OF INFORMATION AND ARTS, MALDIVES
DECISION OF THE BUREAU: **APPROVED** **US$ 18 000**		

1. BACKGROUND AND JUSTIFICATION

- Most media in the Maldives operate in the capital, Male. There exists one radio and one TV station, both government-owned. With respect to print media, there are four dailies and various weekly and monthly magazines all run by the private sector. Two private cable TV companies rebroadcast channels from satellite. There are two internet service providers, one with shared government ownership and the other private. Internet, while widely used in the country especially by the young generation, is accessible in the Atoll islands on a limited basis. About half the population use mobile phones.

- The Maldives government is currently formulating policies to free all media through a gradual process. Temporary frequencies are already allowed to private radio operations.

- Radio broadcasting on AM provides a mix of news, current affairs, entertainment and education programs, sports, awareness features, dramas and so on, and reaches about 85-90% of the population. In the Atolls, there are five media production centres consisting of small studios and one or two Voice of Maldives staff who record on-air interviews and file reports by telephone to VOM for FM broadcast. At the moment, the government envisages the reinforcement of these centres to facilitate more community-based development programming. Television coverage extends to 15 km from Male through satellite rebroadcast and represents some 40% of the population.

- The vital development problems faced by radio include insufficient reach across the vast distances within this island-cluster country, and possibilities of two-way communication, lack of trained Atoll staff in community-based broadcasting, sufficient funding, availability and accessibility to internet. During the December 2004 tsunami, radio transmission was shutdown for four hours. The lack of transport and other communication facilities between Male and the remote islands was particularly felt at that time. People living in the Atoll islands had tremendous difficulty in the transfer of food, people and equipments, and most of all obtaining vital information.

- Among those mentioned above, this project is specifically to address the issues such as lack of training of Atoll media staff and two-way communication, that may particularly facilitate early warning in the prevention of disasters.

- Providing a solution to the above-mentioned problem is particularly important because it will help to train island communities to identify their own specific problems, express and share their views both communitywide and nationwide, with a view to obtaining forward looking responses. Programmes geared at deepening awareness will make communities more prepared to react promptly particularly in times of disaster.

- The solution proposed through this project is to reinforce Community Broadcasting and facilitate electronic sharing and networking for community development, through the organization of three training of trainers' workshops in specialized areas of community broadcasting using the new ICTs, such as management and operations; production and broadcast techniques, paying special attention to emergency broadcasting for disaster preparation and response. Self learning training materials are also expected to result from these workshops.

2.   DESCRIPTION OF THE TARGET GROUPS

The immediate beneficiaries are trainers from five Atoll media centres as well as Atoll community members including fishermen, farmers and their families.

3.   IMMEDIATE OBJECTIVE

The immediate objective is to train 36 atoll community trainers (12 from the South, 12 from the Centre and 12 from the North) in three individual training workshops in specialized areas of community broadcasting and to follow up monitoring and networking in community broadcasting

4.   DEVELOPMENT OBJECTIVE

The introduction of participatory community broadcasting is expected to bring new awareness to Atoll communities, allow freedom of expression on issues that may lead to improvement of living standards and contribute to economic development.

5.   PROJECT INPUTS

- ➢ 1 Coordinator / master trainer
- ➢ 2x technical facilitators
- ➢ 36 trainee trainers
- ➢ Internet connectivity
- ➢ Field Production and emergency broadcast materials

6.   PROJECT OUTPUTS

- ➢ 36 trainers trained
- ➢ Network established in-country
- ➢ Local content radio programs for exchange and sale
- ➢ Multimedia training materials

7.   ACTIVITIES AND WORK PLAN

Aug-Sep 06:   Confirm specialized areas for training;
Sep 06:   - Identify and recruit coordinator;
                         - Identify and recruit facilitators;
                         - Prepare workshop programmes;
                         - Select trainee trainers;
                         - Establish connectivity.
Oct-Dec 06:   Organize the workshops;
Dec 06:   Launch technical network, with special emphasis on disaster prevention on early warning;
Jan-Mar 07:   Program production and exchange.

8.   INSTITUTIONAL FRAMEWORK

Voice of Maldives, (Ministry of Information and Arts) will coordinate and implement the project in close collaboration with the communities of the Atoll islands concerned.

9. SUSTAINABILITY

The Government of Maldives is committed to the development of community radio in the country, set up and managed by Atoll communities, who will be taking care of the day to day running costs based on funds raised in respective communities through various community projects. Capacity building will be continuous using trainers trained under this project. Activities are based on the Alif Alif Atoll Centre with a view to developing a model of community radio broadcasting within that island community.

10. FRAMEWORK OF MONITORING

Monitoring will be done by AMARC Asia, Kathmandu, Nepal.

11. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING

The Ministry of Information and Arts undertakes to report as required by UNESCO IPDC.

C. ADDITIONAL INFORMATION

Previous IPDC support received by the country

Project N Budget codes	Funds (US $)	Project title	Period
PDC/5MDV/11 350-MDV-51	50,000	**Maldives** National Information Agency	1984 -1986
PDC/9MDV/01 350-MDV-91	36,000	Computerization of Dhivehi	1988 -1990
PDC/10MDV/01 352-MDV-01	60,000	Television programme production	1990 -1992
PDC/16MDV/01 352-MDV-61	47,000	Establishment of Atoll Media production Centres	1996 -1998
Total Maldives: US$ 193,000			

Preparatory activities completed prior to submission of the project to IPDC

A first National Orientation Workshop on Community Radio is expected to be executed by March 2006 with assistance from UNESCO; basic community production activity should also have commenced at the Atoll Centres.

In the meantime further preparatory activity is foreseen including Voice of Maldives negotiations with the mobile phone service providers to set up an alert system for mobile phones (sms); and with the National Information and Communication Technology Centre with a view to necessary internet connectivity to enable networking and linking into a national early warning system in case of disaster.

Contribution foreseen by the beneficiary agency during the project period

Equipment (computers and radio production equipment); premises; local staff and overheads; some logistics.

Assistance sought other than IPDC

Technical assistance from UNFPA to facilitate a transmission system.

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION IN US$	
Consultant / trainer (3 workshops – 2000 US$ per workshop)	6 000
3 x Facilitators	1 000
36 trainees travel, accommodation (2 week per workshop) plus workshop materials, stationery and transportation	14 000
Training material preparation : video coverage editing; stills	1 000
Field production and emergency broadcast materials and consumables	3 000
Monitoring:	1 000
TOTAL:	**26 000**

BREAKDOWN OF BENEFICIARY'S CONTRIBUTION IN US$	
Equipment: production, broadcast and networking:	5 000
Logistics support, premises, overheads, admin staff:	4 500
Communication/networks	3 000
Disaster alert software (Early warning system)	2 000
Communication, fax, telephone, etc (Most of the island have on internet)	1 500
TOTAL:	**16 000**

MONGOLIA

<table>
<tr><td colspan="3" align="center">A. PROJECT IDENTIFICATION</td></tr>
<tr><td>1.</td><td>TITLE</td><td>SUPPORTING PUBLIC BROADCASTING</td></tr>
<tr><td>2.</td><td>NUMBER</td><td>PDC/49 MON/01</td></tr>
<tr><td>3.</td><td>CATEGORY OF MASS MEDIA</td><td>PUBLIC SERVICE BROADCASTING</td></tr>
<tr><td>4.</td><td>IPDC PRIORITY AREA</td><td>FREEDOM OF EXPRESSION</td></tr>
<tr><td>5.</td><td>SCOPE
(national, regional, interregional)</td><td>NATIONAL</td></tr>
<tr><td>6.</td><td>TYPE OF ASSISTANCE REQUESTED</td><td>FINANCIAL, TRAINING, TECHNICAL ASSISTANCE</td></tr>
<tr><td>7.</td><td>TOTAL COST OF PROJECT</td><td>US $ 73 660</td></tr>
<tr><td>8.</td><td>AMOUNT REQUESTED FROM IPDC</td><td>US $ 45 660</td></tr>
<tr><td>9.</td><td>BENEFICIARY BODY</td><td>MONGOLIAN NATIONAL RADIO AND TV BAYAN-OLGII RADIO AND TV</td></tr>
<tr><td>10.</td><td>IMPLEMENTING BODIES</td><td>ABU, BBC, KAZAKH NATIONAL UNIVERSITY, GLOBE INTERNATIONAL AND PRESS INSTITUTE OF MONGOLIA, IN COORDINATION WITH THE ZORIG FOUNDATION, DEMOCRACY EDUCATION CENTER, HUMAN RIGHTS DEVELOPMENT CENTER, PUBLIC HEALTH SOCIETY, AND THE BAYAN-OLGII BRANCH OF THE CONFEDERATION OF MONGOLIAN JOURNALISTS</td></tr>
<tr><td>11.</td><td>PROJECT LOCATION</td><td>ULAANBAATAR, BAYAN-OLGII AIMAG</td></tr>
<tr><td>12.</td><td>PROJECT PREPARED BY</td><td>GLOBE INTERNATIONAL, THE PRESS INSTITUTE, THE BAYAN-OLGII BRANCH OF THE CONFEDERATION OF MONGOLIAN JOURNALISTS AND UNESCO ACI, BEIJING, WITH PARTICIPATION OF NPO CI, ALMATY</td></tr>
<tr><td colspan="3" align="center">DECISION OF THE BUREAU: APPROVED
US$ 20 000</td></tr>
</table>

1.   BACKGROUND AND JUSTIFICATION

On January 17, 2005 the State Great Hural passed the Law on Public Radio and TV, which came into force on July 1st, 2005. The law is a result of long-term advocacy and lobbying activities of Globe International, Open Society Forum and the Press Institute. It is important that the law is well understood by the Board members, leaders and staff of the Public Radio and TV. The establishment of public service broadcasting in Mongolia creates a new era in the country's broadcasting system and offers new opportunities for the Mongolian public, including those vulnerable groups of population previously left out of the development process.

A transition to a new culture of public service at the previously former state and local government-owned broadcasting requires a complex of actions such as training of journalistic staff, technical modernisation, internal re-structuring, new programming strategies, development of quality surveys among the public, a new financial orientation etc. The transformation of the National Radio and Television will, among others, inevitably raise questions about the changes occurring in local radios and televisions, the majority of which being state-owned. A special attention to this process deserves Bayan-Olgii aimag, because it is predominantly populated by the second largest minority group in Mongolia, and is the only one which has its native-language broadcasting service. A democratic Mongolian National Radio and TV (MNRTV) is unthinkable without a competitive multi-language information supply. In view of the need and importance of successful implementation of the law on Public Radio and TV, the proposed project suggests contributing efforts in 2 following areas of Public Service Broadcasting (PSB) development in Mongolia:

➢ Lack of knowledge on serving the public;
➢ The rights of national minorities to access information are limited.

2.   DESCRIPTION OF THE TARGET GROUPS

The project encourages proper development of public service broadcasting through journalism training, by sensitising the staff to better understand its duties and responsibilities, to enhance the right of national minorities to access information on their own languages and to promote future sustainability of MNRTV through building capacity on research analysis and recommendations.

3.   IMMEDIATE OBJECTIVE

The project's immediate objective is to enhance large-scale participation of media professionals, especially in minority areas, in the development of public service broadcasting in Mongolia.

4.   DEVELOPMENT OBJECTIVE

The project will contribute to building a sustainable democratic society in Mongolia. Public's access to information without abuse or bias is a serious development challenge in fostering democracy, human rights and good governance. Right to produce, receive and access quality information in the native language is another right which the project aims to realise.

5.   PROJECT INPUTS

➢ Local expertise (Globe International and the Press Institute) on research and analysis;
➢ BBC, Kazakh National University and the Press Institute training expertise on broadcast journalism and principles of public service broadcasting;

- Globe expertise on PSB legal framework and legal rights of journalists, the challenge of building responsibility and independence;
- Civil society expertise on challenges of social and human rights issues;
- Expertise on public money value and long-term commitment to continued license fee funding of the core services, especially in disadvantaged ethnic minorities;
- ABU technical planning expertise on modernisation of Bayan-Olgii public radio and TV;
- Materials and documents on access to information, protection of information sources, election coverage standards, ethical principles of journalism, media self-regulation developed by Globe International and the Press Institute.

6. PROJECT OUTPUTS

- Researchers of MNRTV trained and programme strategies available;
- 60 journalists from MNRTV trained on impartial reporting, human rights and health reporting;
- 10 producers of MNRTV trained in producing educational programmes, as well as programmes on cultural diversity, ethnic and religious tolerance, multilingualism, social and economic issues of minorities;
- Research reports, better programming policy and appropriate public funding;
- 20 journalists from Bayan-Olgii public radio and TV trained on nature of PSB and legal issues;
- 4 journalists from Bayan-Olgii trained in their native language at the Kazakh State University;
- Educational materials in Kazakh language available;
- Modernisation plan for Bayan-Olgii public radio and TV available;
- Equipment is purchased and installed, staff is trained in Bayan-Olgii TV and Radio;
- Rights of Kazakh, Tuva and Urianhai communities to access information promoted.

8. ACTIVITIES

Research surveys and building capacity of MNRTV researchers:

The Press Institute and Globe International researchers will cooperate with 2 researchers of MNRTV and conduct 2 surveys: the 1st one will be aimed at exposing the public needs and expectations related to the programming structure, type, quality, content, schedule etc.; the 2nd survey will focus on the assessment of needs and possibilities of collecting a license fee as the most appropriate way of funding of MNRTV so as to ensure independence and quality of programming. Both surveys will be conducted nation-wide, including in minority areas. As a result of these activities, research reports will be available and include clear recommendations.

Journalism workshops at Mongolian National TV:

The project will organise 4 workshops and will involve 50 journalists, editors, reporters and 10 producers to work on educational programmes. Civil society organisations will be actively engaged in the workshops, especially on their educational part.

The technical assistance and training at Bayan-Olgii public radio will be carried out in cooperation with Bayan-Olgii branch of Confederation of Mongolian Journalists:

- Technical assistance and training of technicians,
- Broadcasting in Tuva and Uriankhai languages
- Journalism training

4 workshops will be organised for 20 media practitioners on nature and principles of PSB, and understanding PRTV law as well as journalism topics. As no training is available to ethnic Kazakh journalists in their native language in Mongolia, the Kazakh State University had agreed to select and integrate them in the training programme in Almaty.

9.   WORK PLAN

Month I-III: Revision of the work plan; training of researchers and the technical surveys started and software installed; the report and proposal for the technical modernisation will be completed in about one month after the survey; technical training requirements established. ABU and the Kazakh State University experts visited Bayan-Olgii.

Months IV-VI: Journalism workshops at MNTV and Bayan-Olgii started; equipment tenders conducted; evaluation of tender bids and finalisation of the purchase of new equipment; preparation for installation of equipment; journalists from Bayan-Olgii to participate in the selected study tour in Kazakhstan and the courses at Kazakh National University started.

Months VII-IX: Installation and testing of equipment; commencement of training; reports on the surveys available; journalism workshops continued; progress report produced.

Months X-XII: Journalism workshops and the courses at Kazakh National University completed; trained human resources and new equipment are deployed at the Bayan-Olgii TV and radio stations; programmes in Tuva and Urianhai languages started; evaluations taken; preparation of final report started.

9.   INSTITUTIONAL FRAMEWORK

The Globe International is a socially oriented, non-membership, non-profit-making and tax-exempted public organisation. Its mission is to sustain the Mongolian democracy and development of civil society.

The Mongolian Press Institute is a non-governmental, non-membership organisation with the aim to support the development of free and pluralistic media in Mongolia. Its activities focus on journalism training, media research and information services for journalists and for public.

The Asia-Pacific Broadcasting Union (ABU) is a non-profit, non-government, professional association of broadcasting organisations. The ABU provides a forum for promoting the collective interests of television and radio broadcasters, and engages in activities to encourage regional and international co-operation between broadcasters.

The Kazakh National University, Faculty of Journalism is one of the biggest in the countries of the Union of Independent States. Education in Journalism is provided in six specialisations on Russian and Kazakh (print media editing, broadcast editing, history of journalism, publishing, international journalism, management and advertisement) involving more than 1 000 students.

The project will be run in partnership with other civil society organisations: ZORIG Foundation, Democratic Education Center, Human Rights and Development Center and the Public Health Society.

10.   SUSTAINABILITY

A sustainable response to the further development of public service is possible only if it is tackled simultaneously on as many levels of the society as possible. The Mongolian National Radio and TV and local public broadcasters as well as a number of other, civil society initiatives are steps in this direction. This project attempts to encourage the sustainable development and functioning of better public service, and incite media practitioners to produce professional and independent reports based on editorial independence and solid professional ethical values.

11. EVALUATIONS CARRIED OUT

Several actions have been carried out by Globe International and the Press Institute to establish and promote the public broadcasting service in Mongolia: meetings with present leaders of MNRTV and civil society organisations, workshops, seminars etc. to identify the main priorities in the transition from the state broadcasting into public service. Globe International and the Press Institute have also initiated the NGO Assembly on the formation of the first governing body of the Public Service Broadcasting. The objectives of the proposed project are the most important and urgent needs exposed from the above activities.

12. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING

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

C. ADDITIONAL INFORMATION

Previous IPDC support received by the country

Project N Budget codes	Funds (US $)	Project title	Period
PDC/5MON/12 350-MON-51	50,000	Mongolia National News Agency	1985 –1986
PDC/8MON/01 350-MON-81	30,000	Training Centre of the State Printing Kombinat	1988 -1990
PDC/13MON/01 352-MON-31	160,000	Renovation of the printing industry	1995
PDC/16MON/01 352-MON-71	24,000	Development of Broadcasting services	1997 -1998
PDC/17MON/01 352-MON-72	32,000	Radio/Television Training at the National Press Institute	1997 -1998
PDC/18MON/01 352-MON-81	35,000	Establishment of community Radio in Uvurhangai province	1997 -1999
PDC/19MON/01 352-MON-91	65,000	Modernization of the Montsame News Agency	1999 -2001
PDC/21 MON/01 353MON5011	30,000	Improvement of National Radio and Television services	2003 -2004
PDC/24 MON/01 354MON5031	40 000	Media for transparent governance	2004 -2005
PDC/24 MON/02 354MON5032	23 000	Photo journalism education development project	2004 -2005
PDC/48 MON/01 354 MON 5041	22 000	Community radio project	2005-2006
Total Mongolia: US$ 511,000			

Preparatory activities completed prior to submission of the project to IPDC

Globe International had meetings with Mr. Ganbold, director general of MNRTV, S. Nanddolgor, deputy director of MNR, D. Ganbaatar, director of the Marketing and Monitoring Department (MMD) and several journalists, and has obtained the request letter from MMD.

Assistance sought other than IPDC

None.

D.   BUDGET

BREAKDOWN OF IPDC CONTRIBUTION IN US$	
Journalism workshops for MNRTV (4 workshops)	
Fees and honoraria:	1 200
Lunch and refreshment for participants:	500
Training materials and miscellaneous:	300
2 research surveys	
Fees and honoraria:	1 400
Local travel, researchers:	2 000
Training at the Kazakh National University (KNU)	
Study fee (4 students × US$ 700 × 1 semester):	2 800
Accommodation (4 students × US$ 13 × 5 months):	260
Visa and travel costs (4 students × US$ 500):	2 000
Miscellaneous:	1 200
Reform of the Bayan-Olgii TV and Radio	
Equipment:	15 000
Journalism training and training materials:	3 000
International travel (foreign experts):	5 000
Local travel Ulaanbaatar-Bayan-Olgii:	2 000
Technical survey report and recommendation:	6 000
Project coordination:	2 000
Monitoring:	1 000
TOTAL:	**45 660**

BREAKDOWN OF BENEFICIARY'S CONTRIBUTION IN US$	
Contribution of Globe International and the Press Institute (office space and equipment, training materials):	20 000
MNTV contribution (researchers, training space etc.):	5 000
Bayan-Olgii contribution (training space, office rent for local coordinator):	3 000
TOTAL:	**28 000**

NEPAL

A.	PROJECT IDENTIFICATION	
1.	TITLE	**CONSOLIDATION OF THE COMMUNITY RADIO MOVEMENT**
2.	NUMBER	PDC/49 NEP/01
3.	CATEGORY OF MASS MEDIA	COMMUNITY RADIO
4.	IPDC PRIORITY AREA	FREEDOM AND PLURALISM OF EXPRESSION, DEVELOPMENT OF COMMUNITY MEDIA, DEVELOPMENT OF HUMAN RESOURCES
5.	SCOPE (national, regional, interregional)	NATIONAL
6.	TYPE OF ASSISTANCE REQUESTED	FINANCIAL
7.	TOTAL COST OF PROJECT	US $ 27 000
8.	AMOUNT REQUESTED FROM IPDC	US $ 19 000
8.	BENEFICIARY BODY	20 COMMUNITY RADIO STATIONS
9.	IMPLEMENTING BODY	ASSOCIATION OF COMMUNITY RADIO BROADCASTERS
10	PROJECT LOCATION	KATHMANDU AND THE LOCATIONS OF THE STATIONS
11.	PROJECT PREPARED BY	MOHAN BISTA, SECRETARY GENERAL, ASSOCIATION OF COMMUNITY RADIO BROADCASTERS
DECISION OF THE BUREAU: **APPROVED** **US$ 18 000**		

1.   BACKGROUND AND JUSTIFICATION

Nepal's remarkable strides in community radio have been praised the world over. Nepal was the first country in South Asia to allow non-governmental groups to broadcast on the FM band when *Radio Sagarmatha* 102.4 went on the air in 1996 in Kathmandu Valley. Since then, 45 other FM stations have gone on air. By early 2005, listenership had surpassed that of the state-owned Radio Nepal. Commercial and non-profit FM stations were equally popular and complemented each other, so as to give Nepal's pluralism and diversity a voice.

It has been widely recognized that community radios in Nepal basically offer a model as no other media does. They have revolutionised the scope of broadcasting and changed listening habits in the past seven years. After restoration of democracy in 1990, their role stations has been significant in reaching out to grassroots level, disseminating locally relevant information, strengthening local culture, empowering local communities and reinforcing the participatory character of development. Listening to FM radio has increasingly emerged as a new culture. Even remote villagers have accessed information, thanks to FM radios. They are seen to present listeners with more choice today than ever before. Not only has the choice been across stations, but there has also been choice of programmes within stations. Listeners have had influence on the kind of programmes to be aired. People's demands have been forcing even commercial stations to produce more relevant news and current affairs programmes.

The "*Post-February-1ˢᵗ*" period put the community radios in front of new challenges. Restrictions were imposed on them by the government, which risked limiting considerably the scope of their programming; the related government directive ordered them to broadcast "*pure entertainment-based programmes* (...) *not to air news, information, articles/writing, thoughts/ideas and expression*". The military and local administrations were at times heavy-handed with the stations in enforcing the directive. Nevertheless, some FM stations defied the ban, and one challenged the government directive at the Supreme Court. On August 5, 2005, the Supreme Court justified the broadcasting of news and current affairs from the stations. Since then, all the FM stations across Nepal have started to broadcast news, current affairs and social analysis again.

Against these recent challenges, this project proposal has been prepared to strengthen the capacity of the community FM stations that are members of the Community Radio Broadcasters' Association, through training and enhancing the internal ethical base of the community radio sector.

Training will be organised in content production, technical skills and management. It will also offer an opportunity for dialogue and consultation on the application of, adherence to, and challenges faced by the community radio sector's code of conduct. Presently, many stations follow their own code. The project will seek to develop consensus and ownership over the existing code of conduct (prepared in the '90s) among all community radios. It would also elaborate the code further and make it more comprehensive if so decided during the consultations. The application of a common code would help enshrine the social responsibility of the community radios, develop consistency of approach among the stations, further popularise the community radios across Nepal, as well as help them cope with any future uncertainty.

2. DESCRIPTION OF THE TARGET GROUPS

The existing FM broadcasters in Nepal are either community, co-operative or commercial stations, depending on the type of their ownership. This makes a marked difference in the broadcast content. The community radios focus on locally relevant information and discussions; co-operative stations have a good mixture of entertainment and news, while the commercial stations are almost entirely entertainment-based and cater for the younger generation of music listeners. The community radios have higher running costs and less advertisement revenue than similar commercial stations, because they cater to listeners at the village level, who are often poor, marginalised or disadvantaged and do not have the purchasing power. This particular project will benefit the 20 community radios that are members of the Association of Community Radio Broadcasters Nepal and employ a total of 500+ employees and volunteers. Ultimately, the project will benefit the listeners of the stations.
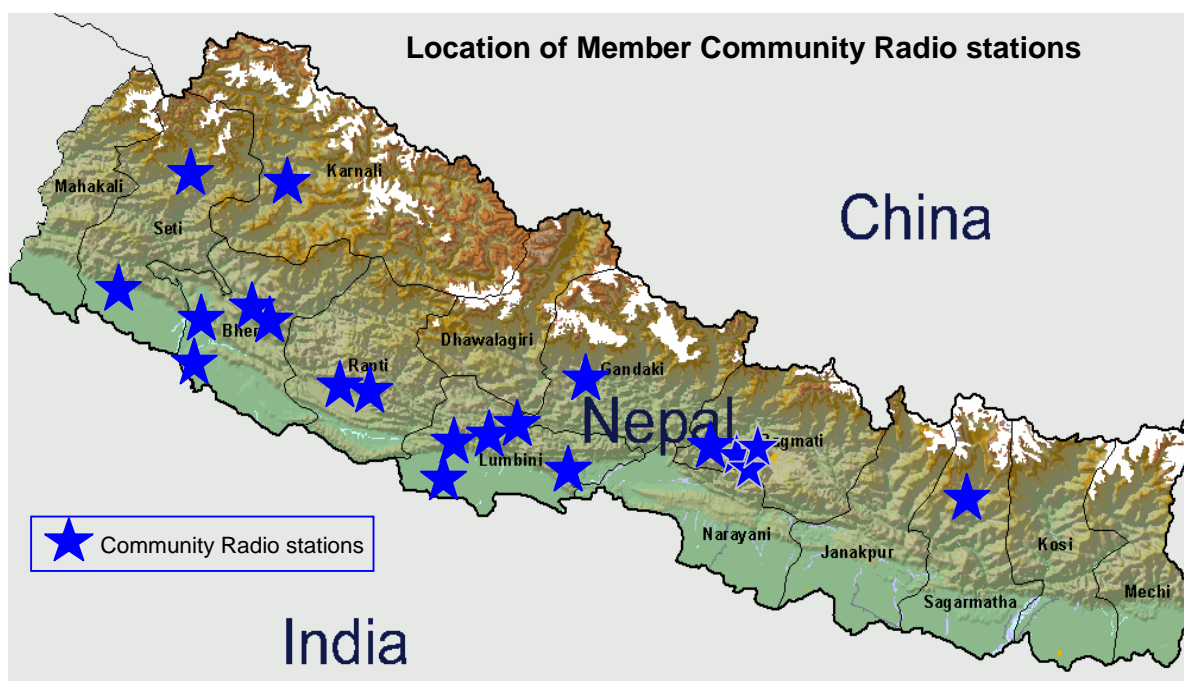
3. IMMEDIATE OBJECTIVE

To consolidate the community radio movement in Nepal through capacity building.

4. DEVELOPMENT OBJECTIVE

The development objective is to sustain the community radio sector in order to stimulate democratic participation, protect public interest, and promote good governance.

5. PROJECT INPUTS

➢ Project co-ordinator (assisted by the officials of the Association);
➢ Expert trainers in community radio journalism, management, technical work and ethics;
➢ Training materials:
➢ The existing Ethical code / Code of conduct;
➢ Inputs for upgrading the Code of conduct;
➢ Inputs to programme exchange.

6.   PROJECT OUTPUTS

All training will include information sessions and consultation on the Ethical Code of Conduct and its implications for the community radio sector in Nepal.

➢ 40 producers/volunteers of 20 stations will have been trained in community radio production and journalism, in favour of improved content, formats and quality of programmes (one week);
➢ 20 employees of 20 community radio stations will have been trained in management and sustainability (one week);
➢ 40 employees/volunteers will have been trained in new technology of radio equipments (one week);
➢ A consolidated (in terms of standard, scope and consistence) Code of Conduct for community radios of the country will have been enhanced, refined and further developed in line with the recommendations of the consultations, and based on the principles of

  o   Community radios as trustees of the public;
  o   Media independence and pluralism;
  o   Accurate, balanced, truthful and fair reporting;
  o   The accountability and transparency of the community radios. The Ethical Code of Conduct will be printed for wider dissemination, especially among community radios.

➢ Interaction among the stations will have been consolidated through programme exchanges and other forms of cooperation.

7.   ACTIVITIES AND WORK PLAN

Month 1:   Adjust work plan to IPDC funding level;
Month 2:   Identify trainers;
                 Devise training programmes 1 & 2 in community radio journalism and production
                 Compile and reproduce training materials;
                 Conduct 1st training workshop in community radio journalism and production
Month 3:   Devise training in management;
                 Compile and reproduce training materials, conduct training;
Month 4:   Devise technical training (1 & 2);
                 Compile and produce training materials, conduct first training workshop;
Month 5:   Update contents and approach for programme production 2 and technical training 2; conduct training workshops;
Months 1-8: Regular planning sessions;
Months 2-8: Popularise community radio ethics, through training and consultation;
                 Update / annotate the code of ethics as may have been recommended in the process of consultations;
Month 9-10: Publish and disseminate the updates / annotations in the Ethical Code of Conduct;
Month 11:   Submit the final reports to IPDC.

8.   INSTITUTIONAL FRAMEWORK

The Community Radio Broadcasters' Association Nepal will be the implementing agency. The Association was established in 2001. Twenty community radios of Nepal are members of the Association. Its Board includes its President, General Secretary, Secretary, Treasurer and members. The officials are elected from among the member of the community radios. Election is held every two years. The officials are volunteers.

9. SUSTAINABILITY

Through capacity building, the project will enhance the sustainability of the community radio sector as an independent, public service-oriented and accountable service for the communities.

10. FRAMEWORK OF MONITORING

Media Service International (MSI), based in Kathmandu is nominated to help UNESCO and IPDC in the monitoring of the project, if so required. The MSI has been advocating and working for community radios development in Nepal for the past 5 years.

11. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING

The beneficiary agency undertakes to report on project progress on a four-monthly basis, or as required by the IPDC.

C. ADDITIONAL INFORMATION

Previous IPDC support received by the country

Project N Budget codes	Funds (US $)	Project title	Period
PDC/5NEP/19 507-NEP-61 (FIT-Germany)	15,000	Nepal Community radio	1985 –1986
PDC/6NEP/01 350-NEP-61	42,000	Assistance to train producers and editors for TV production	1986 -1988
PDC/10NEP/01 352-NEP-01	90,000	Nepal Folk Music recording project	1990 -1994
PDC/11NEP/01 352-NEP-11	45,000	Training of technical staff for the Gorkhapatra Corporation	1991 -1994
PDC/14NEP/01 352-NEP-41	45,000	Nepal Press Institute	1994 -1997
PDC/15NEP/01 352-NEP-51	60,000	Radio Sagarmatha	1995 -1997
PDC/17NEP/01 352-NEP-81	55,000	Newsroom computerization project	1998 -1999
PDC/19NEP/01 352-NEP-91	29,000	Madan Pokhara Community Radio	1999 -2000
PDC/20NEP/01 353-NEP-01	35,000	Strengthening pluralistic and Independent Media in Nepal	2000 -2002
PDC/21 NEP/01 353NEP5011	20,000	Training activities for Nepal TV	2003 -2004
Total Nepal: US$ 411,000+ US$ 15,000 (Funds-in-trust)			

Preparatory activities completed prior to submission of the project to IPDC

Associative building ongoing.

Contribution foreseen by the beneficiary agency during the project period

Specified in budget D.2.

Assistance sought other than IPDC

None.

D.   BUDGET

BREAKDOWN OF IPDC CONTRIBUTION IN US$	
Coordinator (10 months):	3 000
Communications and utilities:	200
Stationery and accessories:	200
Training on programme production:	5 000
Management training:	2 200
Technical training:	4 400
Preparation and dissemination of materials on Ethical Code of Conduct:	3 000
Monitoring:	1 000
TOTAL:	**19 000**

BREAKDOWN OF BENEFICIARY'S CONTRIBUTION IN US$	
Logistic support for training by community radios:	1 000
Information sharing among 20 community radios:	6 000
Overheads:	1 000
TOTAL:	**8 000**

PAKISTAN

<table>
<tr><td colspan="3">A.   PROJECT IDENTIFICATION</td></tr>
<tr><td>1.</td><td>TITLE</td><td>MEDIA AND LOCAL DEMOCRATIC GOVERNANCE</td></tr>
<tr><td>2.</td><td>NUMBER</td><td>PDC/49 PAK/01</td></tr>
<tr><td>3.</td><td>CATEGORY OF MASS MEDIA</td><td>PRESS</td></tr>
<tr><td>4.</td><td>IPDC PRIORITY AREA</td><td>DEVELOPMENT OF COMMUNITY MEDIA DEVELOPMENT OF HUMAN RESOURCES</td></tr>
<tr><td>5.</td><td>SCOPE
(national, regional, interregional)</td><td>NATIONAL</td></tr>
<tr><td>6.</td><td>TYPE OF ASSISTANCE REQUESTED</td><td>FINANCIAL</td></tr>
<tr><td>7.</td><td>TOTAL COST OF PROJECT</td><td>US$ 69 250</td></tr>
<tr><td>8.</td><td>AMOUNT REQUESTED FROM IPDC</td><td>US$ 37 650</td></tr>
<tr><td>9.</td><td>BENEFICIARY BODY</td><td>RURAL AND URBAN JOURNALISTS</td></tr>
<tr><td>10.</td><td>IMPLEMENTING BODY</td><td>THE PAKISTAN PRESS FOUNDATION (PPF)</td></tr>
<tr><td>11.</td><td>PROJECT LOCATION</td><td>RURAL PROVINCES OF THE COUNTRY</td></tr>
<tr><td>12.</td><td>PROJECT PREPARED BY</td><td>THE PAKISTAN PRESS FOUNDATION PRESS CENTRE, KARACHI</td></tr>
<tr><td colspan="3">DECISION OF THE BUREAU: APPROVED
US$ 10 000</td></tr>
</table>

1.   BACKGROUND AND JUSTIFICATION

The last two decades have witnessed increased freedom for the print media and a liberalisation of the broadcasting sector in Pakistan. The transformation towards a freer political and media environment begun in 1988, and the relaxation of procedures for starting new publications has resulted in the mushrooming of a number of newspapers and magazines leading today to over 1 000 publications in the country. In major cities, dozens of newspapers compete for limited circulation and advertising revenue.

Media, particularly print and independent television, are to some extent free and pluralistic. Numerous newspapers, magazines, and television channels provide Pakistanis with a wide range of political, economic and social news and views and criticise government and political leaders – even though some do pay the price for exercise of this freedom with disturbing regularity in the form of threats, violence and economic pressure. An important constraint to freedom of expression is the culture of secrecy in government and bureaucracy, which control much of the information in the country. Freedom of expression in Pakistan, still very fragile, needs to be protected, promoted and nurtured.

Daily newspaper circulation over the last two decades remains at two or so copies per 100 people. Low literacy rates, urban orientation of the press and cost are factors influencing the low circulation. The potential readership outside the cities is largely untapped because of shortage of regional publications highlighting the concerns of rural areas. The dramatic increase in the number of publications in recent years, however, is not concomitant with trained personnel and many journalists, especially the rural journalists, who lack the basic technical and professional skills to cover the diverse range of complex issues affecting their communities such as health, security, education, sanitation, transportation, the decisions for which were formerly taken from provincial or national capital cities.

In the emerging democracy of Pakistan, electoral politics has increased the importance of rural centres, following the creation of local governments in 2000 with provisions relating to transparency and access to information. To date, the media has not managed to perform its role of keeping the public informed of local government performance, and requires assistance in promoting regular harmonious, professional interchanges with local governments and parliamentarians in light of statutory local body elections.

The main needs for attention therefore remain professional upgrading of rural journalists; knowledge and awareness of laws relating to freedom of expression and access to this information, and development of a more harmonious working relationship between local government institutions and the media.

The intention of this project is to train rural journalists in effective coverage of local issues, and to build the capacity of local government representatives to work with the media. The project will be implemented in the rural zones of the Sindh, Punjab, NWFP and Balochistan provinces.

In view of the introduction of local bodies elections, this appears to be the most appropriate solution at the right time. No equipment purchase is involved.

2.   DESCRIPTION OF THE TARGET GROUPS

The immediate beneficiaries of this project are rural journalists, as well as mayors, councillors and local officials. Readers, viewers and listeners will also benefit from improved coverage of local issues.

3.   IMMEDIATE OBJECTIVES

➢ To train 120/150 rural journalists with a view to more accurate, readable coverage of local issues, and an improved understanding of local body institutions and operations;
➢ To train 120/150 local government representatives to improve media skills for better understanding and awareness of the role of the media.

4.   DEVELOPMENT OBJECTIVES

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

5.   PROJECT INPUTS

➢ Coordinator;
➢ Trainers;
➢ Trainees;
➢ Training workshop modules;
➢ Training materials;
➢ Support staff.

6.   PROJECT OUTPUTS

➢ 120/150 rural journalists trained;
➢ 120/150 local elected representatives and government institutions trained;
➢ 20 / 25 journalists trainers and local elected representatives trained for continued training in their local communities;
➢ Packaged training materials for distribution to target groups.

7.   ACTIVITIES

➢ Six 3-day regional workshops for 20-25 rural journalists;
➢ Six 3-day regional training workshops for 29-25 local representatives;
➢ One 4-day training of trainers workshop for 20-25 journalists and local representatives.

8.   WORK PLAN

Activity	Time frame
Six 3-day regional workshops for 120/150 rural journalists	Within 12 months of receipt of first instalment of funds
Six 3-day regional training workshops for 120/150 local representatives	Within 12 months of receipt of first instalment of funds
One 4-day interactive training of trainers workshop for 20/25 journalists and local representatives	Within three months of receipt of funds

9. INSTITUTIONAL FRAMEWORK

The project will be implemented by the Pakistan Press Foundation (PPF), which has experience, contacts and credibility among journalists throughout the country, and has been imparting professional skills to rural journalists since 1992. The PPF will be responsible for developing modules and providing resource persons, training materials and other assistance to effectively implement the project.

10. SUSTAINABILITY

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

11. FRAMEWORK OF MONITORING

The UNESCO Adviser for Communication and Information could monitor the project.

12. EVALUATIONS CARRIED OUT

PPF has an institutionalised mechanism for evaluating the effectiveness of its activities, which includes training materials, seminars, workshops and lobbying activities, and will continue to evaluate the effectiveness of training sessions such as these.

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING

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

C. ADDITIONAL INFORMATION

Previous IPDC support received by the country

Project N Budget codes	Funds (US $)	Project title	Period
PDC/5PAK/19 350-PAK-51	40,000	Pakistan Establishment of computerized printing press	1985 –1986
PDC/6PAK/01 350-PAK-61 350-PAK-91	40,000 32,000	Press Institute of Pakistan	1985 -1987
PDC/11PAK/01 352-PAK-11	66,000	Associated Press of Pakistan	1990 -1992
PDC/19PAK/01 352-PAK-91	15,000	Upgrading of the weekly "Nawa-I-Ahmedpur Sharqia"	1999 -2000
PDC/20PAK/01 353-PAK-01	30,000	PPF Women in Journalism project	2000 -2002
PDC/24 PAK/01 354 PAK 5031	25,000	Freedom of expression monitoring project	2004 -2005
PDC/48 PAK/01 354 PAK 5041	20,000	Improving access to independent information in rural Pakistan	2005-2006
Total Pakistan: US$ 268,000			

Previous IPDC/UNESCO support has been instrumental in launching two trend-setting PPF projects. In 1999, PPF received support from IPDC to train rural women as journalists. Although the project was concluded within one year, PPF has continued the training of about 500 rural women per year and has developed a daily feature service based on the features written by participants of this training programme. In 2003, IPDC approved the project to train rural journalists to monitor and lobby against violations of freedom of expression. In view of the success of this project, PPF has decided to continue the freedom of expression and access to information training as a regular part of PPF activities, and has organised over 15 workshops after the successful completion of the project.

Preparatory activities completed prior to submission of the project to IPDC

For the past two years, PPF has made an important contribution to improving the capability of Civil Society Organisations (CSOs) and NGOs, to work effectively with the media so as to highlight social, economic and political issues. The purpose of PPF efforts is to help civil society organisations understand the media and to deal with them professionally. This experience will be invaluable in implementing this project for which support is requested from IPDC.

Contribution foreseen by the beneficiary agency during the project period

PFF will contribute to this project in terms of overheads, institutional support and some production and workshop expenses such as production and printing of workshop materials.

Assistance sought other than IPDC
None.

D.   BUDGET

BREAKDOWN OF BENEFICIARY'S CONTRIBUTION IN US$		
A – One 3-day workshop:		
Accommodation for 2 instructors (5 days):	*500*	
DSA (25 participants × 4 days):	*1000*	
Travel for 2 instructors:	*200*	
Honorarium for one resource person (3 days):	*300*	
Workshop facilities (3 days):	*150*	
Training materials and stationery:	*50*	
Sub-total for one workshop:	*2 200*	
Cost of twelve 3-day workshops (2 200 × 12):		**26 400**
B – National training of trainers workshop (5 days):		
Accommodation (25 participants × 5 days):	*6 250*	
Travel (25 participants):	*2 500*	
DSA (30 persons × 5 days):	*1 500*	
Sub-total for the training of trainers workshop:	*10 250*	**10 250**
Monitoring:		**1 000**
GRAND TOTAL:		**37 650**

BREAKDOWN OF BENEFICIARY'S CONTRIBUTION IN US$	
Institutional support (includes project coordinator and instructor):	18 000
Administrative expenses:	3 000
Telephone, communications:	3 600
Electricity:	3 000
Miscellaneous (including production and printing of workshop materials):	4 000
TOTAL:	**31 600**

VIETNAM

<table>
<tr><td colspan="3" align="center">A.   PROJECT IDENTIFICATION</td></tr>
<tr><td>1.</td><td>TITLE</td><td>LOCAL DEVELOPMENT RADIO STATION TO ENHANCE ACCESS TO INFORMATION IN RURAL VIETNAM</td></tr>
<tr><td>2.</td><td>NUMBER</td><td>PDC/49 VIE/01</td></tr>
<tr><td>3.</td><td>CATEGORY OF MASS MEDIA</td><td>RADIO BROADCASTING</td></tr>
<tr><td>4.</td><td>IPDC PRIORITY AREA</td><td>HUMAN RESOURCE DEVELOPMENT</td></tr>
<tr><td>5.</td><td>SCOPE
(national, regional, interregional)</td><td>NATIONAL</td></tr>
<tr><td>6.</td><td>TYPE OF ASSISTANCE REQUESTED</td><td>FINANCIAL (for training)</td></tr>
<tr><td>7.</td><td>TOTAL COST OF PROJECT</td><td>US $ 35 700</td></tr>
<tr><td>8.</td><td>AMOUNT REQUESTED FROM IPDC</td><td>US $ 20 000</td></tr>
<tr><td>9.</td><td>BENEFICIARY BODY</td><td>RADIO THE VOICE OF VIETNAM</td></tr>
<tr><td>10.</td><td>IMPLEMENTING BODY</td><td>RADIO THE VOICE OF VIETNAM, assisted by the UNESCO HANOI OFFICE</td></tr>
<tr><td>11.</td><td>PROJECT LOCATION</td><td>LE HONG COMMUNITY, THANH MIEN DISTRICT, HAI DUONG PROVINCE</td></tr>
<tr><td>12..</td><td>PROJECT PREPARED BY</td><td>RADIO THE VOICE OF VIETNAM UNESCO HANOI AND NDL OFFICES</td></tr>
<tr><td colspan="3" align="center">DECISION OF THE BUREAU: APPROVED
US$ 15 000</td></tr>
</table>

B. PRESENTATION

1. BACKGROUND AND JUSTIFICATION

Rural communities of Vietnam often undergo a shortage of crucial development information that would help them improve their living standards and reduce poverty. For example HIV/AIDS – to mention one issue – is becoming a serious problem in rural Vietnam: 95 100 HIV/AIDS infections were identified by the end of May 2005, and it is estimated that the country's total number of people living with HIV/AIDS may rise to 350 970 by 2010.

Radio The Voice of Vietnam (VoV) has an extensive network of stations for local broadcasting, with over 500 district stations and 5 000 *Communal Public Address Systems* (CPAS) at village level. Some communal public address systems have an (often outdated) FM transmission system and part-time staff responsible for the site. Presently, the CPASs air mostly messages from authorities, relayed national and provincial programmes, or simply news extracted from newspapers. The programme time is one to four hours a day.

In the framework of this project VoV, supported by the UNESCO Hanoi Office, proposes to develop one communal public address system, the CPAS of the Le Hong community in the Thanh Mien district of the Hai Duong province (Northern Vietnam) into a local development radio (LDR), on a pilot basis.

Like most communal public address systems, the one in Le Hong is housed in the Communal Cultural House, where villagers gather. The site will therefore not only have the staff to manage the radio but also the advantage of being already accessible to the local people. This would ensure community participation in the identification of the community's information needs, in the respective content production processes, and in the active feedback on the programmes. The local development radio station (LDR) would also improve the local communicative capacity and expression.

Within the framework of this project, the VoV will upgrade the equipment base of the pilot CPAS to allow a more diversified programme production, whilst funding support is requested from IPDC for training in radio programme production and in a more efficient technical operation of the FM station. The lessons learnt from the project will be recorded into a handbook to be shared with other CPASs throughout the country, with a view to mainstreaming the successful experiences.

2. DESCRIPTION OF THE TARGET GROUPS

The CPAS-FM that will serve as the pilot LDR is operated by the local people's committee and has three staff members, who have no former training in radio production or running an FM station. Alongside the staff, selected members of various village groups, such as women's groups and youth clubs, will be trained to produce their own radio programmes on topics that are vital for the well-being of the community. These groups will also be asked to become members of the Board of the radio. Ultimately, the project will benefit the community members by offering a chance to access information that serves their needs and interests, avail themselves of more diverse and inclusive radio content, and provide feedback to the LDR on the radio programmes. Le Hong, Thanh Mien was selected as pilot site because it is a densely populated rural village, its Cultural House is in active use, and it also has electricity, an existing small FM transmitter, microphone and cassette player.

3. IMMEDIATE OBJECTIVE

The immediate objective of the project is to facilitate the identification, production and dissemination of development information that is locally relevant, by imparting training in inclusive radio production skills and content competence for the CPAS / LDR staff and to a number of members of village groups.

4. DEVELOPMENT OBJECTIVE

The development objective of the project is to sensitise local authorities and community members to local development issues and their solutions, by enabling access to a diverse range of information on these issues.

5. PROJECT INPUTS

➢ A project manager will organise, lead and to keep the project visibly on track. The project manager should have experience in implementing community initiatives in rural areas/Vietnam.

➢ Trainers and a training programme will concentrate on two main types of training:

  o the operation of the equipment,
  o radio programme production.

➢ Technical support will be provided by VoV for both the production and broadcasting purposes.

➢ Equipment will be acquired to upgrade the local development radio unit with

  o a PC and essential software for the production team (one PC exists already but used for administration);
  o a FM transmission system;

➢ On site staff (3 persons) at the pilot site will run the day-to-day activities, produce / facilitate the production of content and participate in the necessary reporting for the monitoring and evaluation processes.

6. PROJECT OUTPUTS

➢ A local development radio unit will have been equipped with a FM transmission system and computer;
➢ Two members of staff will have received equipment training;
➢ Twelve villagers and 3 members of staff will have received training in the production of inclusive radio programmes and content;
➢ Increased involvement, participation and ultimately interest in local development radio will have been achieved in the local community in a broader sense

  o by involving key members from local village groups in the board of the radio;
  o through the organisation of open/information days;

➢ An increased audience rate will have been achieved via the involvement and interest of the local community;
➢ Radio programmes will have been produced, dealing with HIV/AIDS and other Health and development issues, which may be shared with other communities;
➢ A handbook will have been drafted on setting up a local development radio in Viet Nam, which will be shared with other communities.

ACTIVITIES AND WORK PLAN

Month 1:   Adjust work plan to IPDC funding level; verify time schedule;

Month 2 :   Select project manager; agree work plan with the project manager;

Months 3-4:   Update data on the infrastructure of the site; conduct detailed needs assessment on what content the local community wants and needs from the local development radio;

Month 5:   Organize a preparatory workshop involving community development specialists, radio producers and representatives of the local community and of the local government, in order to:
- o involve local people in the project from the first instance;
- o generate support among local authorities;
- o tap on the experience and expertise of already implemented community information projects.

Month 6:   Order equipment;

Month 7:   Install and test equipment; involve key members from local subgroups in the advisory board of the radio; organize training sessions on the two main areas:
- o equipment use;
- o radio content production;

Organize open days for the community; mid-term evaluation;

Months 7-12:   Produce and distribute radio programmes on development aspects; produce and distribute a handbook for other communities;

Months 3, 6, 9: Quarterly reports;

Month 12:   Final report and the certified financial statement will be prepared;

Month 13:   Final evaluation.

8. INSTITUTIONAL FRAMEWORK

Radio Voice of Vietnam will provide access to the pilot site, encourage staff learning and promote the involvement of local villagers in the development of radio programmes, as well as their access to it. The provincial Health and other development authorities will provide materials and facilitate other access to relevant information on village level. UNESCO will facilitate the implementation of the project for the Radio Voice of Vietnam and the Health and other development authorities at provincial level in the selected province.

9. SUSTAINABILITY

The pilot site selected by this project will be made sustainable first and foremost by the provision of training, which extends not only to the CPAS / LDR staff, but also to local villagers. Second, the new equipment will remain on-site, and its maintenance will be ensured by the VoV. The social sustainability should be ensured by generating sufficient involvement and interest in the LDR during the project period. Furthermore the handbook, with its practical measures, suggestions and advice, should help to document and sustain the lessons learned from the project, with a specific focus on the challenges faced by a local development initiative in Vietnam. Radio VoV will play a crucial role in promoting a wider use of the developed model.

10. FRAMEWORK OF MONITORING

The UNESCO Office in Hanoi will assist the Regional Communication Adviser in monitoring the project. If required, IPDC may also wish to seek further assistance from the Adviser of the Lille (France) School of Journalism, based in Hanoi, for monitoring purposes.

11. EVALUATIONS CARRIED OUT

A preliminary assessment on the information needs of the project community has been carried out, notably as regards health information. During the project, monitoring and evaluation activities will be continuous. Moreover, two in-depth evaluations are planned: a mid-term evaluation in month 7 and a final evaluation in months 12-13. The mid-term evaluation should help to feed the process of producing the handbook.

12. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING

VoV, assisted by UNESCO Hanoi will provide brief quarterly reports (or as required) to ACI / UNESCO/IPDC covering the activities conducted in each period. It will also provide an analytical final report upon completion of the project.

C. ADDITIONAL INFORMATION

Previous IPDC support received by the country

Project N Budget codes	Funds (US $)	Project title	Period
PDC/6VIE/01 350-VIE-61	70,000	Viet Nam Viet Nam Press Centre	1985 -1987
PDC/7VIE/01 351-VIE-71* Non-convertible Rbl.	138,600	Viet Nam National Training Centre for Broadcasting Development	1987 -1989
PDC/11VIE/01 352-VIE-11 520-VIE-61 (FIT-France)	70,000 47,498	Building of a school for the further training of radio reporters	1990 -1994
PDC/14VIE/01 352-VIE-41 520-VIE-62 (FIT-France)	55,000 91,017	Non-formal education by radio and television	1994 -1998
PDC/17VIE/01 350-VIE-71	90,000	Broadcasting Training Development Project	1997 -1998
PDC/18VIE/01 350-VIE-81	40,000	Training of communication professionals	1998 -1999
PDC/19VIE/01 350-VIE-91	46,000	Ho Chi Minh City Broadcasting Training College Project	1999 -2000
PDC/21 VIE/01 353VIE5011	31,000	Catalyzing talent and application of modern technologies for a free flow of information	2003 -2004
PDC/24 VIE/01 354 VIE 5031	15 000	Improving Youth News at VTV	2004 -2005
		Total Viet Nam: US$ 417,000+US$ 138,000 (Funds-in-trust)	

Assistance sought other than IPDC

Financial assistance other than IPDC has not been sought for this project. After a successful pilot, assistance will be sought locally for expanding the model to other communities.

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION IN US$	
Detailed needs assessment on the infrastructure on-site and content needs:	500
Preparatory workshop:	2 000
Training courses and materials (2 × one week on technical operations / 2 participants; 2 × one week on programme/content production / 12 participants :	6 000
Open days:	500
Production and distribution of handbook (300 copies):	2 000
Project management (14 months):	3 500
Equipment (i.e. PC with essential software for public / CMC use, basic field-recording equipment, and cassette/CD player):	4 500
Monitoring:	1 000
TOTAL:	**20 000**

BREAKDOWN OF BENEFICIARY'S CONTRIBUTION IN US$	
Computer and software for sound editing:	2 600
Upgrade / replacement of existing equipment based on the up-to-date needs assessment (such as FM transmission system and accessories, UPS, studio equipment, freight and installation):	8 000
Staff salaries (2 persons):	1 500
Maintenance (per year):	1 000
Reports and monitoring (including travel on the project site:	1 600
Premises and facilities:	1 000
TOTAL:	**15 700**