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INTERNATIONAL
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**NEW PROJECTS SUBMITTED TO THE
IPDC
PART II: ASIA AND THE PACIFIC
(DRAFT)**

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Fifty-first meeting**



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TABLE OF CONTENTS

| ASIA AND THE PACIFIC | | | |
|--------------------------|---------------|--|-----|
| <i>REGIONAL PROJECTS</i> | | | |
| 1. | PDC/51 RAS/01 | AIBD:SCIENCE AWARENESS AND REPORTING FOR BROADCASTERS: A MEDIA TRAINING AND RESOURCE KIT | 5 |
| 2. | PDC/51 RAS/02 | AMIC: PARTNERING COMMUNITY AND MAINSTREAM MEDIA FOR UN MILLENNIUM DEVELOPMENT GOALS | 11 |
| 3. | PDC/51 RAS/03 | IFJ-SOUTH ASIA: CAPACITY BUILDING IN RESPONSE TO MEDIA RIGHTS VIOLATIONS AND THE SAFETY OF JOURNALISTS IN SOUTH ASIA | 16 |
| <i>NATIONAL PROJECTS</i> | | | |
| 4. | PDC/51 AFG/01 | AFGHANISTAN: STRENGTHENING CAPACITY OF KABUL WEEKLY NEWSPAPER | 21 |
| 5. | PDC/51 AFG/02 | AFGHANISTAN: “MIRROR OF WOMEN” | 26 |
| 6. | PDC/51 BGD/01 | BANGLADESH: FELLOWSHIP PROGRAM FOR CAPACITY BUILDING OF YOUNG JOURNALISTS | 31 |
| 7. | PDC/51 BGD/02 | BANGLADESH: IMPROVING MEDIA SKILLS THROUGH TRAINING | 36 |
| 8. | PDC/51 BHU/01 | BHUTAN: ESTABLISHMENT OF NEWS AND PSA PRODUCTION UNITS FOR THE FIRST INDEPENDENT RADIO IN BHUTAN | 41 |
| 9. | PDC/51 BHU/02 | BHUTAN: INTRODUCTION OF BROADCAST TRAINING AT THE BHUTAN BROADCASTING SERVICE (BBS) | 46 |
| 10. | PDC/51CPR/01 | CHINA: MULTIMEDIA PRODUCTION CENTRE FOR THE DEVELOPMENT OF WOMEN IN TIBET | 51 |
| 11. | PDC/51 FIJ/02 | FIJI ISLANDS: COMMUNITY EMPOWERMENT THROUGH THE USE OF COMMUNITY RADIO | 57 |
| 12. | PDC/51 IND/01 | INDIA: REINFORCEMENT OF CMCS IN MARGINALIZED WEAVER COMMUNITIES | 62 |
| 13. | PDC/51 IRN/01 | IRAN:TRAINING OF WOMEN JOURNALISTS | 68 |
| 14. | PDC/51 KZH/01 | KAZAKHSTAN: ICT FOR SMALL NEWSPAPER DEVELOPMENT | 71 |
| 15. | PDC/51 KYZ/01 | KYRGYZSTAN: CAPACITY BUILDING OF YOUNG JOURNALISTS FOR POLITICAL REPORTING | 76 |
| 16. | PDC/51MON/01 | MONGOLIA: TRAINING WORKSHOP FOR THE FM RADIO SERVICE PROVIDERS | 82 |
| 17. | PDC/51NEP/01 | NEPAL: CAPACITY BUILDING OF MEDIA PROFESSIONALS IN ELECTORAL COVERAGE IN POST-CONFLICT | 87 |
| 18. | PDC/51NEP/02 | NEPAL: COMMUNITY TELEVISION IN PALPA DISTRICT | 93 |
| 19. | PDC/51NIU/01 | NIUE: NIUE STAR – HUMAN RESOURCE DEVELOPMENT | 99 |
| 20. | PDC/51PNG/01 | PAPUA NEW GUINEA: <i>NEW DAWN FM</i> : THE DEVELOPMENT OF COMMUNITY RADIO IN POST-CONFLICT BOUGAINVILLE | 103 |
| 21. | PDC/51 SOI/01 | SOLOMON ISLANDS: YOUTH TRAINING FOR RADIO BOSCO | 108 |
| 22. | PDC/51 SRL/01 | SRI LANKA: CAPACITY BUILDING OF COMMUNITY REPORTERS FOR PEACECASTING AND LOCAL CONTENT BROADCASTING. | 113 |
| 23. | PDC/51 TAD/01 | TAJIKISTAN: HUMAN RIGHTS TRAINING FOR TAJIK MASS MEDIA | 119 |
| 24. | PDC/51TON/01 | TONGA: TONGAN COMMUNITY WEBSITE DEVELOPMENT | 124 |
| 25. | PDC/51UZB/01 | UZBEKISTAN: ROLE OF PLURALISTIC MASS MEDIA IN FORMATION AND DEVELOPMENT OF CIVIL SOCIETY | 129 |

REGIONAL

| A. PROJECT IDENTIFICATION | | |
|----------------------------------|--|--|
| 1. | TITLE | AIBD: SCIENCE AWARENESS AND REPORTING FOR BROADCASTERS: A MEDIA RESOURCE AND TRAINING KIT |
| 2. | NUMBER | PDC/51 RAS/01 |
| 3. | CATEGORY OF MASS MEDIA | Radio and television |
| 4. | IPDC PRIORITY AREA | Enhancing professional capacity; Promotion of freedom and media pluralism; Building partnership. |
| 5. | SCOPE (national, regional, interregional) | Regional |
| 6. | TYPE OF ASSISTANCE REQUESTED | Financial |
| 7. | TOTAL COST OF PROJECT | US \$ 93 000 |
| 8. | AMOUNT REQUESTED FROM IPDC | US \$ 39 000 |
| 9. | BENEFICIARY BODY | Asia-Pacific Institute for Broadcasting Development (AIBD) |
| 10. | IMPLEMENTING BODY | Asia-Pacific Institute for Broadcasting Development (AIBD) |
| 11. | PROJECT LOCATION | Kuala Lumpur, Malaysia |
| 12. | PROJECT PREPARED BY | Asia-Pacific Institute for Broadcasting Development (AIBD) |
| DECISION OF THE BUREAU | | |

B. PRESENTATION

1. BACKGROUND AND JUSTIFICATION

The project addresses the needs of radio and TV journalists, particularly science journalists in Asia-Pacific. Their reach and influence in the region are extensive, but they provide scant reporting on science issues and developments. Two recent events highlight the need for better communication and popularisation of science issues in the developing world. First is the spread of avian influenza or “bird flu.” While the warning spread rapidly, journalists and other science communicators needed to put the threat into an appropriate scientific perspective, and to encourage individuals, communities and governments into action without over-reacting. The second is the aftermath of the tsunami event. Better early warning systems and faster, more involved media, both of which could have sped up the communication of warnings from scientists who detected the initial earthquake, could have spared many lives.

The proposed project aims to specifically address the insufficient competence of radio and TV journalists in popularising science, contributing to a lack of public awareness on science issues. This is brought about by their limited interest for scientific questions, and also because many scientists have a tendency to communicate only to each other or through the language of peer reviews.

The solution is the development of the project “*Science Awareness and Reporting for Broadcasters: A Media Training and Resource Kit*” which will bring together, in one training package, a body of information, examples and international best practices on science reporting. This will bridge the communication gap between scientists and the public. The media kit will aim to motivate producers and broadcasters to prepare quality stories and highlight the utilitarian aspects of science.

This project will not need support for purchase of equipment: it will utilise AIBD’s equipment such as CD and video players to screen and evaluate materials for the kit.

2. DESCRIPTION OF THE TARGET GROUPS

- Journalists and radio-television producers in public and private broadcasting organisations in 26 AIBD member countries and 44 affiliates in the Asia-Pacific region;
- Heads of science organisations / science advocacy groups and managers in broadcasting agencies in the region;
- Trainers in national and regional media training institutions, and academics in tertiary education journalism studies colleges/universities;
- Opinion-shapers and national authorities such as science and technology agencies, environment and natural resources units and information and communication departments
- The public.

3. IMMEDIATE OBJECTIVE

To plan, research, write and produce a media resource kit on science broadcasting issues including a user guide, a CD-ROM as an interactive self-learning module and an Internet-based product within 12 months.

4. DEVELOPMENT OBJECTIVE

To ensure that media professionals receive skills upgrading and training to deliver compelling narrative and analysis, clear explanation and coherent organisation of news and information.

5. PROJECT INPUTS

- Team of five training specialists in course design, communication, journalism and sciences;
- Three research assistants to gather and document available knowledge and best practices;
- Identification of video, audio and image materials for inclusion in the kit;
- Consultation with broadcasting networks and media professionals through e-mail and the Internet;
- Media production agency for assistance in finalising the CD-ROM and Internet products;
- Two testing and validation workshops (for 15 persons each) in selected countries.

6. PROJECT OUTPUTS

- A completed media and resource kit (CD-ROM and Internet-based, with print user guide);
- Distribution of 300 copies of the CD-ROM kit;
- Hosting of the Internet-based product on the AIBD website (www.aibd.org.my);
- Use of the kit by 600 producers and broadcasters.

7. ACTIVITIES

- Identification of lead consultant and four members of the production team;
- Consultation with relevant science bodies and broadcast stations;
- 4-day meeting of lead consultant and production group in Kuala Lumpur;
- Gathering, assessment and consolidation of all materials;
- Writing and editing of the content;
- Identification of production company;
- Testing of 'final draft' CD-ROM in two evaluation workshops (each for 15 persons) in Thailand and the Philippines;
- Writing of progress reports for IPDC;
- Fine-tuning of 'final draft' based on feedback from evaluation workshops;
- Production of the final text-based media kit and CD-ROM for Internet housing;
- Distribution of the tool kit to key stakeholders and partners;
- Promotion of kit in AIBD website, newsletters, seminars and conferences in the region;
- Utilisation of the CD-ROM product in two 'training of trainers' courses (each for 10 persons) in Asia and the Pacific to be held in Malaysia and India.

8. WORK PLAN

Months 1-3: Contracts established with the five-man production team; consultation with broadcasting organisations and relevant agencies on science in selected countries (*Phase 1*) for one month; meeting of the five-man production team to discuss content, structure and project activities.

Months 4-12: Gathering of data, statistics, radio and TV reports and other tools for the kit; two

(Phase 2): workshops (15 people each); assessment and consolidation of all materials; writing and editing of the materials and visuals; identification of production company; progress reports to IPDC and other funding partners.

Months 12-16: Production of the text-based media kit and CD-ROM for Internet housing;
(Phase 3) distribution of the tool kit to key stakeholders and partners; two 'training of trainers' courses; promotion of kit in AIBD website, newsletters, seminars and conferences in the region.

9. INSTITUTIONAL FRAMEWORK

The Asia Pacific Institute for Broadcasting Development (AIBD) is a regional, intergovernmental organisation servicing countries of the United Nations Economic and Social Commission for Asia and the Pacific (UNESCAP) in the field of broadcast media policy and human resource development. It has a membership of 26 countries, 44 affiliates and 46 partners in Asia, Pacific, Europe, North America and Africa. AIBD will be responsible for all planning, coordination and implementation of the project, given its extensive experience in producing other tool kits such as *Education Makes News! An EFA Media Resources Training Kit* (for UNESCO) and the *News Production Tool Kit*. AIBD will collaborate with broadcasters from among its members, and key agencies involved in the field of science such as the United Nations Commission on Science and Technology for Development, UNCTAD, WHO, UNESCO, IDRC and other NGOs and academic institutions.

10. SUSTAINABILITY

The project will be implemented within the context of AIBD's ongoing training programmes with its member states and affiliate members. As such, it is ensured a production base at the Institute's Headquarters in Kuala Lumpur, ongoing management and supervisory expertise and access to administrative, logistical and funding control support.

11. FRAMEWORK OF MONITORING

Monitoring will be regularly undertaken by the AIBD as well as by its member organisations, which will stand to benefit from the tool kit. Advice will be regularly sought from the UNESCO Information and Communication Adviser in the region, while reports will be submitted on an ongoing basis to the IPDC.

12. EVALUATIONS CARRIED OUT

The project idea came about from discussions and assessment of news journalism within AIBD, where we concluded that science journalism in the region is a relatively weak discipline, but its potentiality and importance cannot be ignored.

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING

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

C. ADDITIONAL INFORMATION

Previous IPDC support received by the country

- 6 AIBD / UNESCO (IPDC) in-country workshops on Digitisation of Radio Archives, in Apia, Samoa; Vientiane, Laos; Dhaka, Bangladesh; Almaty, Kazakhstan; Tashkent, Uzbekistan and Ashgabad, Turkmenistan (*Feb. / April 2005*).
- AIBD / UNESCO (IPDC) workshop on Computer-Assisted Reporting for Women Journalists, Kuala Lumpur (*Aug. 2003*).
- AIBD / UNESCO (IPDC) in-country workshop on ICT-Enhanced Regional Radios, Vietnam (*June 2006*).

Preparatory activities completed prior to submission of the project to IPDC

- Consultation with AIBD member organisations from May to July 2007;
- Contact with academics and trainers;
- Identification of potential funding partners other than the IPDC;
- Discussions with UNESCO Office, New Delhi India;
- Advice from training, CD and design experts.

Contribution foreseen by the beneficiary agency during the project period

AIBD will provide project / financial management, undertake overall supervision and project report writing and make available its training facilities and office accommodation for production activities.

Assistance sought other than IPDC

UNDP, UNEP, WHO, UNCTAD, the Asian Development Bank, IDRC.

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)

| | |
|---|----------------------|
| Five-man production team including lead consultant (honoraria / research fees): | 7 000 |
| Planning meeting (airfares, per diem): | 13 000 |
| 2 evaluation workshops for product testing (15 persons each): | 5 000 |
| 2 training of trainers course (10 persons each): | 5 000 |
| Research staff (3 persons × 3 months): | 6 000 |
| Contingencies: | 2 000 |
| Monitoring: | 1 000 |
| <u>TOTAL :</u> | <u>39 000</u> |

| BREAKDOWN OF BENEFICIARY'S CONTRIBUTION (in US dollars) | |
|--|----------------------|
| Project manager: | 5 000 |
| Administrative expenses: | 8 000 |
| Progress reports: | 1 000 |
| <u>Training kit</u> : design and production of CD-Rom, design and production of Internet-based product, design and production of 300 copies of text-based kit: | 40 000 |
| <u>TOTAL</u> : | <u>54 000</u> |

REGIONAL

| A. PROJECT IDENTIFICATION | | |
|----------------------------------|--|--|
| 1. | TITLE | PARTNERING COMMUNITY AND MAINSTREAM MEDIA FOR UN MILLENNIUM DEVELOPMENT GOALS |
| 2. | NUMBER | PDC/51 RAS/02 |
| 3. | CATEGORY OF MASS MEDIA | Community and mainstream radio |
| 4. | IPDC PRIORITY AREA | Development of community media; Building media partnerships. |
| 5. | SCOPE (national, regional, interregional) | Regional |
| 6. | TYPE OF ASSISTANCE REQUESTED | Financial |
| 7. | TOTAL COST OF PROJECT | US \$ 34 000 |
| 8. | AMOUNT REQUESTED FROM IPDC | US \$ 29 000 |
| 9. | BENEFICIARY BODY | Asian Information and Communication Centre (AMIC) |
| 10. | IMPLEMENTING BODY | AMIC, Singapore |
| 11. | PROJECT LOCATION | South and South-East Asia |
| 12. | PROJECT PREPARED BY | Dr. Indrajit Bannerjee, AMIC Secretary-General |
| DECISION OF THE BUREAU | | |

B. PRESENTATION

1. BACKGROUND AND JUSTIFICATION

Since the beginning of the 1990s, the deregulation of the broadcast media across Asia has had a dramatic impact on the role of the media in the society. As state broadcasting services were either privatized or transformed into a corporate (commercial) entity, most broadcasters have found it difficult to maintain its public service functions. Thus, television and radio have transformed largely into an entertainment media.

In recent years, in countries like the Philippines, Thailand, Indonesia and Nepal, community radio has been able to provide the people with a voice allowing them to articulate their concerns about the inadequacies of the development model. However, many of these small community radio stations are dependent on external funding, and once that source is exhausted, their economic viability becomes a problem. To overcome this situation, some community radio stations, especially in the Philippines (under the Tambuli project), are linking up with tertiary education institutions, while in India, community radio licenses are being given – at the moment – only to tertiary institutions. Others, particularly in India and Nepal, are innovatively using a combination of radio, new ICTs and the Internet for alternative forms of broadcast such as *podcasting*, *narrowcasting* and *cablecasting*.

Another model, practiced especially in India, Bangladesh, Thailand and Pakistan, is that of radio programmes produced by community-based organisations and broadcast on public broadcasting networks, creating a ‘window’ to the mainstream media for community broadcasting.

This project aims to identify and document broadcasting models where public service and community-based broadcasting are interlinked, and then develop a community-based partnership strategy with mainstream media to effectively promote the UN Millennium Development Goals (UNMDGs) by bringing into the public agenda the peoples’ perspectives on achieving these goals.

A sourcebook for communicators will be published at the end of this research and consultation, with a view to informing Public Service Broadcasting (PSB) systems and community broadcasters of concrete and cost-effective ways to ensure achievement of the UNMDGs as well as to put in place an ongoing mechanism for networking and partnership.

The project does not involve purchase of equipment

2. DESCRIPTION OF THE TARGET GROUPS

Mainstream public service broadcasting entities and community media practitioners in 8 Asian countries.

3. IMMEDIATE OBJECTIVE

To organise a two-day regional consultation of 20 key public service broadcasting programme executives and community radio practitioners, to examine the results of the research on the nature and impact of community-based broadcasting and dissemination of local content messages by community media and local public service broadcasting entities in India, Bangladesh, Nepal, Sri Lanka, Thailand, Indonesia, Malaysia and the Philippines.

4. DEVELOPMENT OBJECTIVE

Partnering community media with the mainstream PSBs will help to deepen awareness of the real issues, and open avenues for increased public participation and free expression which may influence a new thinking among policy-makers in government, business, research institutions and development agencies.

5. PROJECT INPUTS

- Lead researcher;
- Research assistants in 8 countries;
- Research and data gathering (content surveys of community radio programmes, production structures, relationship with tertiary organisations and funding structures, PSB radio windows for community media and its structures / contents surveys);
- Database development for sourcebook;
- 2-day regional consultation;

6. PROJECT OUTPUTS

- Documented advocacy tool (sourcebook) with supporting electronic presentation materials;
- Background document for consultation;
- Database on local content messages exchanged and broadcast on mainstream PSB media;
- Model strategy for exchanging and mainstreaming local content information on the UN Millennium Development Goals;
- Confirmed commitments and partnerships.

7. ACTIVITIES

- To identify and recruit lead researcher and research assistants;
- To develop research instruments, progress indicators;
- To procure research materials;
- To produce report with supporting electronic presentation materials;
- Negotiations with mainstream PSB systems;
- Completion of a report / background paper for the regional consultation;
- Organisation and conduct of the regional consultation;
- Publication / production of materials (sourcebook) from the consultation on CD-ROM for online and offline distribution;
- Evaluation and monitoring of round table and work plan activity.

8. WORK PLAN

- Identifying and recruiting lead researcher and research assistants (*one month*);
- Field research / data gathering (*6 months*);
- Production of report with supporting electronic presentation materials (*2 months*);
- Negotiations (*6 months*);
- Background paper (*one month*);
- Organisation and conduct of the regional consultation (*3 months*);
- Publication/production of material (sourcebook) from the consultation on CD- ROM for online and offline distribution (*3 months*);

- Evaluation and monitoring of project (*12 months*).

9. INSTITUTIONAL FRAMEWORK

The Asian Media Information and Communication Centre (AMIC) is a non-profit NGO, which was launched in 1971 with the support of the government of Singapore and the Friedrich-Ebert Stiftung. AMIC works in close collaboration with the School of Communication and Information at the Nanyang Technological University in Singapore. It also works with several regional and international organisations like UNICEF, UNESCO, IDRC, CIDA, UNDP, SIDA and the Commonwealth Foundation in London.

AMIC will implement the project. It will identify the participants, coordinate the research and data collection, writing of report, organising and holding of regional consultation and the production of the sourcebook. AMIC's Asian Alternative Media portal, built with UNESCO support, will be utilised to promote the sourcebook and the plan of action.

10. SUSTAINABILITY

This project's main aim is to help establish a structure for sustainable community-based contents production – mainly on radio, which could then be broadcast on mainstream media via public service broadcasters. Thus, by bringing in community-based media contents producers, tertiary institutions and the PSBs, this project will aim to build a sustainable contents production / broadcast network to promote the MDGs. By including tertiary institutions in the production chain, it will ensure a constant supply of 'labour' at no cost to sustain a production line. The community-based media practitioners will be able to guide them in the correct path while the PSBs will provide a 'carrier' (broadcaster) that is more sustainable than a community radio station, which may not survive beyond a funding cycle.

The regional consultation (which will be in the form of a roundtable discussion) is designed to encourage PSB programme producers to look beyond their own production units (which are facing funding constraints) towards the community media sector to 'outsource' their productions, especially those promoting MDGs. The CD-ROM and seminar material will be promoted at other events relating to MDGs and the community.

11. FRAMEWORK OF MONITORING

AMIC will perform the monitoring and evaluation tasks in close collaboration with the UNESCO Adviser for Communication and Information.

12. EVALUATIONS CARRIED OUT

AMIC has conducted a number of studies in recent years, examining public service broadcasting and community media in the context of freedom of expression, cultural diversity and dissemination of information in Asia. They have informed the concept of this project. In addition, the AMIC Secretary-General was the research Coordinator for the UNDP Regional Human Development Report "*Promoting ICT for Human Development in Asia 2004*".

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING

AMIC undertakes to report as required by IPDC.

C. ADDITIONAL INFORMATION

Previous IPDC support received by the country

AMIC has received IPDC support for the following projects: Media Pluralism in Asia: The Role and Impact of Alternative Media (PDC/48 RAS/04); Promoting Editorial Independence and Media Pluralism in Asia (PDC/23 RAS/03); Newspaper Management for Women Journalists in Asia (PDC/24 RAS/04); and Training for Journalists in Management of Environmental Information Resources (352-RAS81).

Preparatory activities completed prior to submission of the project to IPDC

AMIC has well-established links with alternative media organisations in the region, and is currently setting up an Asian Alternative Media Portal with UNESCO assistance. A previous IPDC project produced a publication analysing alternative media in 8 Asian countries.

Assistance sought other than IPDC

None.

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)

| | |
|---|----------------------|
| Research Coordinator and Editor of reports: | 1 000 |
| Research and country report writers (8 × 500): | 4 000 |
| Renting of facility: | 1 000 |
| Airfares for participants (20 × 500): | 10 000 |
| Accommodation for participants (20 × 100 × 3 days): | 6 000 |
| Perdiem for participants (20 × 25 × 3 days): | 1 500 |
| Seminar Coordinator: | 500 |
| Local transport: | 500 |
| Project management: | 2 000 |
| Preparation and printing of sourcebook (1000 copies): | 1 500 |
| Monitoring: | 1 000 |
| <u>TOTAL :</u> | <u>29 000</u> |

BREAKDOWN OF BENEFICIARY'S CONTRIBUTION (in US dollars)

| | |
|--|---------------------|
| Project coordination facilities: | 3 000 |
| Administrative expenses (communications, stationery etc.): | 2 000 |
| <u>TOTAL :</u> | <u>5 000</u> |

REGIONAL

| A. PROJECT IDENTIFICATION | | |
|----------------------------------|--|---|
| 1. | TITLE | CAPACITY BUILDING IN RESPONSE TO MEDIA RIGHTS VIOLATIONS AND THE SAFETY OF JOURNALISTS IN SOUTH ASIA |
| 2. | NUMBER | PDC/51 RAS/03 |
| 3. | CATEGORY OF MASS MEDIA | All media |
| 4. | IPDC PRIORITY AREA | Freedom of expression; media pluralism, Enhancing professional capacity |
| 5. | SCOPE (national, regional, interregional) | Regional |
| 6. | TYPE OF ASSISTANCE REQUESTED | Financial |
| 7. | TOTAL COST OF PROJECT | US \$ 44 600 |
| 8. | AMOUNT REQUESTED FROM IPDC | US \$ 33 500 |
| 9. | BENEFICIARY BODY | International Federation of Journalists (IFJ) Asia-Pacific |
| 10. | IMPLEMENTING BODY | IFJ Asia-Pacific |
| 11. | PROJECT LOCATION | South Asia, with activities scheduled for India, Bangladesh, Sri Lanka and Pakistan |
| 12. | PROJECT PREPARED BY | IFJ Asia-Pacific |
| DECISION OF THE BUREAU | | |

B. PRESENTATION

1. BACKGROUND AND JUSTIFICATION

Many journalists in South Asia operate in open conflict environments such as Sri Lanka and Nepal, while others are subject to harassment, intimidation and violence by those attempting to silence them, as in Bangladesh, Afghanistan, Pakistan and parts of India.

Despite laws that protect journalists' rights in many countries of South Asia, a culture of impunity is forming for many who violate journalists' safety and rights that, if left to go unchecked, will have a devastating impact on freedom of expression and press freedom across the region.

In order to stem the culture of impunity, it is important that these violations be made public in the country where they occur, across the region and on a global scale, in order to put pressure on the local authorities to bring to justice the perpetrators and ensure that such actions are not repeated.

This project aims to provide support, training and skills to journalists and journalists' organisations in South Asia to improve their ability to respond to a violation of journalist's rights, rally support and ensure public knowledge of the incident, and set up advocacy campaigns to ensure justice for the victim.

The project intends to reach this objective by offering training to mid-career journalists in the target countries, as well as establishing an interactive database where information on the violations can be stored and used for advocacy to identify national and regional trends.

It is hoped that by providing journalists and their organisations with the skills to advocate on their own behalf, the number of violations will decrease due to public and industry pressure.

2. DESCRIPTION OF THE TARGET GROUPS

The project's target group is mid-career level journalists working in Kashmir, North East India, Andhra Pradesh, Chattisgarh, Bihar and Maharashtra in India, in the tribal areas of Pakistan and all over Bangladesh.

3. IMMEDIATE OBJECTIVE

To train a total of 139 journalists in media rights monitoring and advocacy techniques through 5 workshops, held in India, Bangladesh and Pakistan.

4. DEVELOPMENT OBJECTIVE

By providing training and support for media rights in some of the most vulnerable areas in South Asia, the project aims at ensuring the existence of a free and vibrant media, where journalists are free from fear of intimidation and violence and can report accurately, fairly and in a balanced way.

5. PROJECT INPUTS

- Selection of trainee journalists;
- Development of training module;
- IFJ expert trainer;

- Materials and equipment for workshop: overhead projector, markers, overhead transparencies, photocopies, whiteboard, flip chart;
- 4-day workshop on training of trainers for 14 journalists;
- Training of 125 journalists in five 2-day workshops by newly trained trainers;
- Update of software;
- Creation of a media rights and advocacy database;
- Coordinator’s supervision and coordination of activities.

6. **PROJECT OUTPUTS**

- Centralised database on media rights violations in India;
- Interactive Internet-based web resource on media rights violations and possible advocacy and campaign strategies to respond to these violations;
- 14 trainers trained in media rights monitoring and to deliver media rights and advocacy workshops;
- 125 journalists trained in media rights and advocacy.

7. **ACTIVITIES**

- Selection of 14 participants to be trained and resource persons from Nepal and Sri Lanka;
- Production of a 2-day training module on media rights and advocacy by IFJ Asia-Pacific;
- Pre-testing of material by running a trial workshop for journalists as part of another IFJ project underway in the region;
- IFJ expert trainer to conduct a 4-day ‘train the trainer’ in media rights and advocacy;
- Selection of 125 journalists (they will be nominated by IFJ affiliate and partner organisations based on previous training experience);
- Five 2-day workshops conducted on media rights and advocacy;
- The workshops will give journalists the skills to interview victims, write effective alerts and reports on violations for a global audience, and deliver an overview of international and national laws protecting journalists’ rights and advocacy skills;
- Creation of a centralised database on media rights and safety violations;
- Web resources on media rights violations, possible advocacy and campaign strategies.

8. **WORK PLAN**

| Activities | Months 1-2 | Months 3-4 | Months 4- 5 | Months 6-7 | Months 8-9 | Months 10-11 | Month 12 |
|---|------------|------------|-------------|------------|------------|--------------|----------|
| Creation of a national database on media rights violations in India | | | | | | | |
| Creation of a web resource on media rights and advocacy in India | | | | | | | |
| Production, distribution of alerts on media rights violations | | | | | | | |
| 2- day training module on development of media rights and advocacy | | | | | | | |
| Train the trainer in media rights and advocacy | | | | | | | |
| IFJ to submit interim report to UNESCO | | | | | | | |
| Local workshops on media rights and advocacy | | | | | | | |
| IFJ to submit final financial and narrative report to UNESCO | | | | | | | |

9. INSTITUTIONAL FRAMEWORK

Members of the South Asia Media Solidarity Network (SAMSN), a coalition of journalists' unions, press freedom organisations and individual journalists committed to press freedom, will implement the project. SAMSN is co-ordinated by the International Federation of Journalists (IFJ), the world's largest journalists' organisation, which represents over 500 000 journalists in all the continents. The Federation of Nepalese Journalists (FNJ) has established a media monitoring unit, trained in media rights and advocacy by the IFJ. In Sri Lanka, the Free Media Movement (FMM) has a well-established network of journalists and trainers who are able to respond quickly to incidents concerning journalists' safety and threats to free expression.

SAMSN members in Pakistan, India, Bangladesh, Nepal and Sri Lanka will implement and benefit from the activities. The project's activities will be co-ordinated IFJ Asia-Pacific staff based in Delhi and supervised by IFJ Asia-Pacific's Director based in Sydney.

10. SUSTAINABILITY

The training of trainers will ensure that the expertise of the project will exist long after the project funding and activities have finished. The training module may be translated, adapted and updated for regular use in further training workshops. The establishment of regional networks feeding into a centralised database and system will continue operating after the project is completed.

11. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING

The IFJ will regularly report on the project's progress to UNESCO. The trainers will be responsible for providing reports to the IFJ following each of the training sessions. The Delhi Office of the IFJ will provide quarterly reports to IFJ Asia-Pacific Director, the IFJ Asia-Pacific Office will provide annual reports to IFJ's Executive Committee who meets twice a year. The Executive Committee, the IFJ's supreme body, will review the project's progress twice a year and provide feedback and advice on the project's progress. In addition, the IFJ will be required to report on the project to the SAMSN at their bi-annual meetings. SAMSN members will be required to give advice and feedback on the project's success based on their own experiences.

C. ADDITIONAL INFORMATION

Preparatory activities completed prior to submission of the project to IPDC

The IFJ has been active on media rights monitoring and campaigning in South Asia for several years. The IFJ South Asia office in New Delhi has been responsible for researching and editing the Annual IFJ South Asia Press Freedom Report and the monthly South Asia Media Solidarity Network bulletin, produced on behalf of SAMSN.

Phase I of this project was a status report on independent media in conflict areas in India, which included needs assessment / fact-finding missions to four of the identified regions in India. The results of this first phase will form the basis of the production of the training manual, in order to better respond to the needs of the target regions and in the selection of participants for the 'train the trainer' workshop.

Contribution foreseen by the beneficiary agency during the project period

The training modules will be developed from IFJ materials that have been used in Nepal, Sri Lanka and the Philippines. The project and its activities will be contributed by IFJ Asia-Pacific Director, Jacqueline Park, and the IFJ's Executive Committee. SAMSN will participate by monitoring and

evaluating the project. SAMSN members from Nepal and Sri Lanka, Bangladesh, India and Pakistan will offer their members' time to act as resource people for the 2-day workshops outside their own city, state and country.

The IFJ South Asia Office will contribute to the project's human resources and overheads.

D. BUDGET

| BREAKDOWN OF IPDC CONTRIBUTION (in US dollars) | |
|--|----------------------|
| IFJ project Coordinator (half-time): | 4 000 |
| IFJ trainers fees: | 1 500 |
| SAMSN experts to workshops and 'training of trainers' (TOT): | 3 800 |
| Five 2-day workshops on media rights (25 persons): | 6 250 |
| TOT in media rights (4 days for 22 persons): | 5 150 |
| IFJ New Delhi staff international travel: | 500 |
| IFJ New Delhi staff national travel: | 1 200 |
| Participants to TOT workshop: | 2 400 |
| IFJ expert trainer; | 1 500 |
| TOT monitoring module: | 2 500 |
| Translation: | 1 300 |
| Upgrade of website and relevant software: | 1 000 |
| Venue hire: | 1 400 |
| Monitoring: | 1 000 |
| <u>TOTAL :</u> | <u>33 500</u> |

| BREAKDOWN OF BENEFICIARY'S CONTRIBUTION (in US dollars) | |
|---|----------------------|
| IFJ project Coordinator (half-time): | 3 250 |
| IFJ trainers fees: | 1 000 |
| SAMSN experts to workshops and 'training of trainers' (TOT): | 3 800 |
| IFJ expert trainer; | 750 |
| TOT monitoring module: | 2 500 |
| Reports: | 800 |
| <u>TOTAL :</u> | <u>12 100</u> |

AFGHANISTAN

| A. PROJECT IDENTIFICATION | | |
|----------------------------------|--|---|
| 1. | TITLE | STRENGTHENING THE CAPACITY OF THE “KABUL WEEKLY” NEWSPAPER |
| 2. | NUMBER | PDC/51AFG/01 |
| 3. | CATEGORY OF MASS MEDIA | Print media |
| 4. | IPDC PRIORITY AREA | Support to independent media in post-conflict countries |
| 5. | SCOPE (national, regional, interregional) | National |
| 6. | TYPE OF ASSISTANCE REQUESTED | Financial |
| 7. | TOTAL COST OF PROJECT | US \$ 19 550 |
| 8. | AMOUNT REQUESTED FROM IPDC | US \$ 20 550 |
| 9. | BENEFICIARY BODY | The “ <i>Kabul Weekly</i> ” independent newspaper |
| 10. | IMPLEMENTING BODY | The “ <i>Kabul Weekly</i> ”, with the support of UNESCO-Kabul |
| 11. | PROJECT LOCATION | Kabul |
| 12. | PROJECT PREPARED BY | Fahim Dashti, Editor, “ <i>Kabul Weekly</i> ” |
| DECISION OF THE BUREAU | | |

B. PRESENTATION

1. BACKGROUND AND JUSTIFICATION

Afghanistan has faced decades of war and conflict, and their effects have not yet disappeared. An important deficiency in resources – especially financial – has led to superficial and underdeveloped news analysis and reporting. No paper currently exists that reaches or covers the country as a whole. *Kabul Weekly*, however, has worked hard to reach populations in the remote areas of the country.

In the post-Taliban era, *Kabul Weekly* has distinguished itself in the print media community in Afghanistan. It has put the focus on covering important social issues, including the problems faced by young people, returnees and internally displaced people, as well as security worries. Furthermore, the newspaper has extensively covered women's issues through a special women's-only page featuring three articles published every week on these issues.

Kabul Weekly strives to be a unifying force in a country marked by a deep ethnic divide, and has developed an editorial line that seeks to represent and give balanced coverage to all of Afghanistan's many opinions and ethnic groups.

Practical constraints are also development problems. *Kabul Weekly* was re-launched in 2002 with a US\$ 12 000 grant from UNESCO, and it has continued to receive small funds from various donors, including embassies and NGOs. The paper has attained financial – and therefore editorial – independence, and has a loyal and dedicated staff. However, it needs to maintain a competitive edge and attract more subscriptions.

Kabul Weekly's personnel are not only dedicated to providing news accurately and on time, but also very willing to improve the quality of their work. The senior staff has at least four years of experience in the field of print media while some have worked in other forms of media as well. The staff includes three language editors – Dari, Pashto and English – and two senior editors. However, the paper lacks copy editors and marketing personnel.

In addition, the equipment presently in operation is obsolete and worn out. Several computers and printers were donated at the start of 2002 and the newest piece of equipment – the main printer – was purchased in 2004. News, especially in a volatile post-war environment, is time-sensitive. The limited number of operating computers obliges journalists to wait in line to type their stories, wasting both time and resources. The solution would be to seek new donors. *Kabul Weekly* has successfully raised funds from embassies and international NGOs; it has also earned US\$ 160 000 in advertising revenue last year, but the market in Afghanistan cannot support advertisement-led development without the risk of compromising editorial independence.

Thanks to an initial grant from UNESCO, *Kabul Weekly* has turned into an independent, self-sufficient newspaper that, unlike many others, cannot be financially influenced. However, the publication needs assistance to modernise and meet the demands of its growing readership.

2. DESCRIPTION OF THE TARGET GROUPS

Staff and readers of *Kabul Weekly*.

3. IMMEDIATE OBJECTIVE

To facilitate vital equipment renewal and training for *Kabul Weekly* in response to the challenge it faces of delivering rapid, modern and high-quality information processing in a competitive environment.

4. DEVELOPMENT OBJECTIVES

- To help ensure the sustainability of *Kabul Weekly* and thereby strengthen the position of independent media in Afghanistan
- To contribute to furthering the ideals of democracy and peace by supporting the publication of pluralistic information that seeks to overcome ethnic and social divides;
- To safeguard the progress made in the field of freedom of information in Afghanistan.

5. PROJECT INPUTS

- Purchase of equipment: digital cameras, computers, printers and software, external memories, tape recorders, office furniture
- Funding for training.

6. PROJECT OUTPUTS

Two *Kabul Weekly* staff will be trained as copy editors and marketing managers, and the professional credibility of the paper will be improved; equipment will be modernized, enabling the paper to gain a competitive edge as well as produce news in a timely and credible way.

7. ACTIVITIES

Procurement and installation of the equipment. Training organized for two members of the *Kabul Weekly* staff.

8. WORK PLAN

Equipment will be procured as soon as funds are available, and training will be initiated within the following month.

9. INSTITUTIONAL FRAMEWORK

The project will be implemented by *Kabul Weekly*, with the support of the UNESCO Kabul Field Office. In the post-Taliban era, *Kabul Weekly* has continued to produce timely, well-written articles that have helped raise the standards of journalism in the country. The staff is fully committed; time and space will be provided to the trainees to ensure that they take the best advantage of the training provided by the project.

10. SUSTAINABILITY

Kabul Weekly is currently just breaking even, with revenue adequate to cover running costs and salaries, but it needs an additional injection of funds to enable it to effectively use new ICTs to further the cause of independent media in Afghanistan. It received US\$ 160 000 in advertising revenue last year but spent US\$ 157 000 in running costs. This does not leave enough to reinvest in equipment and training.

11. FRAMEWORK OF MONITORING

UNESCO Kabul Field Office has worked closely with *Kabul Weekly* and the paper guaranteed reporting schedules and transparency through constant communication with UNESCO CI Kabul staff.

12. EVALUATIONS CARRIED OUT

UNESCO Kabul Field Office supports this application.

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING

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

C. ADDITIONAL INFORMATION

Previous IPDC support received by the country

| | | | |
|---|--------|---|-----------|
| 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 Afghanistan | 2003-2004 |
| PDC/23 AFG/03 548AFG5000 (FIT-Luxembourg) | 67,000 | Bakhtar Information Agency Reform & Afghan Journalist Training Project Bakhtar News Agency Lux | 2003-2004 |
| PDC/24 AFG/01 354-AFG-5033 (Financed by USA) | 60,000 | Women's community television | 2004-2005 |
| PDC/49 AFG/02 Regular programme | 32,000 | SAUVEGARDE ET DE NUMERISATION DES ARCHIVES RADIOPHONIQUES ET DE FORMATION DES PERSONNELS DE LA RADIO TV AFGHANE (RTA) | 2006 |
| PDC/49 AFG/03 354-AFG-5051 (Co-financed by Andorra and France) | 48,800 | INTERNET AND WOMEN MANAGED COMMUNITY RADIO, IN MAIMANA | 2006-2007 |
| TOTAL AFGHANISTAN: | | | |
| US\$ 158,800+US\$ 67,000 (FUNDS-IN-TRUST)+ US\$ 32,000 (R.P.) | | | |

Assistance sought other than IPDC

Kabul Weekly will continue to seek funding from embassies and international agencies.

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)

| | |
|-------------------------------------|----------------------|
| Digital pro camera and accessories: | 3 650 |
| 3 digital cameras: | 1 500 |
| 4 desktop computers: | 2 400 |
| 2 laptop computers: | 2 400 |
| Publishing and antivirus software: | 500 |
| 6 external memory drives: | 600 |
| A3 laser printer: | 1 000 |
| A4 printer: | 400 |
| 10 tape recorders: | 600 |
| Office furniture: | 1 700 |
| Training: | 4 800 |
| Monitoring: | 1 000 |
| <u>TOTAL :</u> | <u>20 550</u> |

BREAKDOWN OF BENEFICIARY'S CONTRIBUTION (in US dollars)

Staff time and commitment.

AFGHANISTAN

| A. PROJECT IDENTIFICATION | | |
|----------------------------------|--|--|
| 1. | TITLE | “MIRROR OF WOMEN” |
| 2. | NUMBER | PDC/51AFG/02 |
| 3. | CATEGORY OF MASS MEDIA | Community radio |
| 4. | IPDC PRIORITY AREA | Capacity building Media pluralism in PCPD environment |
| 5. | SCOPE (national, regional, interregional) | National |
| 6. | TYPE OF ASSISTANCE REQUESTED | Financial |
| 7. | TOTAL COST OF PROJECT | US \$ 29 000 |
| 8. | AMOUNT REQUESTED FROM IPDC | US \$ 20 500 |
| 9. | BENEFICIARY BODY | Afghan community; Afghan community radio |
| 10. | IMPLEMENTING BODY | Nai Supporting Open Media |
| 11. | PROJECT LOCATIONS | Kabul, Balkh, Nangarhar, Heart and Kandahar |
| 12. | PROJECT PREPARED BY | <i>Nai Supporting Open Media</i> / Internews network |
| DECISION OF THE BUREAU | | |

B. PRESENTATION

1. BACKGROUND AND JUSTIFICATION

Over the past four years, independent media in Afghanistan has made significant developments, particularly in radio broadcasting. Research has shown that women have a high listening power when it comes to radio. However, they remain under-represented, both as target audiences and creators of radio programming. There are 4 women-run radio stations in Afghanistan which, while successful, go no way towards integrating gender relations in the broadcasting sector.

The training, design and implementation of a 'Women at Work' Radio Programme entitled "*Mirror of Women*" in 5 provinces across Afghanistan will increase exposure of working women: their experiences, challenges, and their contribution to the community. It will also provide a forum for women to share their advice and experiences with each other, and to offer radio-based learning on relevant topics, such as how to read, how to write, how / where to find a job, care for infants and children, educational opportunities for women and basic first aid. The programme can also produce informative productions on how to use the Internet / computers, basic accounting and basic financial management techniques.

The project will initially train 5 women reporters working out of provincial radio stations (Kabul, Balkh, Herat, Nangahar and Kandahar). As a result of the training, women journalists will produce a 15-minute weekly radio programme: "*Mirror of Women*", showcasing their experiences in all types of work – childcare, house cleaning, business, teaching etc. Following the initial training and introductory period, each of the reporters will train a further 10 volunteers to participate in the programme, to facilitate a smooth transition into the post-funding period. It is through this mix of local, and regional experience that the programme aims at increasing women's exposure to employment opportunities.

2. DESCRIPTION OF THE TARGET GROUPS

- 5 women journalists in five zones, (Central (Kabul), Northern, (Balkh), Eastern (Nangarhar), Western (Herat), and South west (Qandahar)) and other staff in the target radio stations;
- 50 women students / volunteers receiving subsequent business reporting training from the initial five reporters;
- Local Afghan women and girls in the target regions.

3. IMMEDIATE OBJECTIVE

To train directly 5 women journalists (trainers of trainees) in advanced reporting techniques, with a particular focus on reporting for women, women's business reporting, interviewing techniques and radio production. The women will be trained as trainers to later implement similar training in each target province

4. DEVELOPMENT OBJECTIVE

To expand women's exposure to issues of business and employment, paving the way for greater involvement in community and business development.

5. PROJECT INPUTS

- 50 volunteers;
- 4 local trainers from Nai, the local community radio sector, NGOs, the business sector;
- 5 women journalists from community radio stations;
- Mini tapes with cassettes or minidisk portable recorders and microphones;
- 5 computers;
- Hardware and some essential software like *Cool Edit*, *Windows* and *Word*, extra memories, CD writers and rewritable CDs.

6. PROJECT OUTPUTS

- 5 women (and 50 women volunteers) will be trained radio production, interviewing techniques, “translating experience into words”, basic business skills, basic labour rights;
- A new radio programme will be established in 5 radio stations throughout the country;
- Increased communication between women in the community on their experiences in the workplace;
- Enhanced community knowledge of business skills, work opportunities for women;
- Women gain confidence in speaking out through the opportunity to voice their experiences to the community.

7. ACTIVITIES

- Selection of women journalists from community radio stations or among interested candidates;
- Research phase on trends in “*Women at Work*”;
- Training design;
- One-month training, to be conducted by Nai, in radio production, interviewing techniques, basic business skills, basic labour rights, techniques for reporting on sensitive issues;
- Support of programme research and production in the 5 radio stations (4 months);
- Consultation with journalists on further training needs / experiences;
- One-month phase 2 training, including a focus on business sustainability, advertising, volunteer management and recruiting;
- Training for 60 volunteers in regional centres by the five women journalists.

8. WORK PLAN

April 2007: Selection of journalists from target areas; research phase on “Women at Work” and curriculum development;

April -May 2007: Phase 1 Training at the Nai Training centre, Kabul;

May - July 2007: Regular programme delivery;

July - Aug. 2007: Training of 60 volunteers across target areas; regular programme delivery;

Aug - Sept. 2007: 15-day practical training for volunteers with support from 6 journalists;

Sept. - Oct. 2007: Phase 2 training at the Nai Training centre, Kabul; Internal Evaluations conducted by Nai in partnership with the 6 journalists.

9. INSTITUTIONAL FRAMEWORK

A meeting will be held between all Nai trainers and representatives of the radio stations to decide on what training is most suitable, who can deliver the appropriate training and offer guidance to the journalists.

The selection process for the 6 journalists will be coordinated by a committee based out of Nai, but comprising of both Nai representatives and a Radio Network Coordination representative from Internews. The committee will ask local radio managers in the target provinces to choose three candidates; they will be submitted to the committee and the final candidate selected according to a pre-established set of criteria.

One Nai representative with the relevant skills will be selected to coordinate the programme two days per week. The coordinator will hold at least fortnightly discussions with each of the journalists and another representative from each of the radio stations in order to monitor their progress and allow for feedback to inform the phase 2 training.

10. SUSTAINABILITY

After six months of operation, enough journalists and volunteers will be trained to maintain the “*Mirror of Women*” programme. The support of women volunteers and the momentum that will be created throughout the six months will ensure that there will be enough women to continue with the programme. The journalists will also be trained in business development skills and advertising in the expectation that these activities will be able to support ongoing costs of the project.

11. FRAMEWORK OF MONITORING

The project will be monitored in two ways:

- Internal monitoring through Nai and the target journalists;
- External monitoring through Altai or a team of monitors from the Internews Network.

12. FRAMEWORK OF BENEFICIARY AGENCY’S REPORTING

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

C. ADDITIONAL INFORMATION

Previous IPDC support received by the country

| | | | |
|--|--------|---|-----------|
| 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 (FIT-Luxembourg) | 67,000 | Bakhtar Information Agency Reform & Afghan Journalist Training Project Bakhtar News Agency Lux | 2003-2004 |
| PDC/24 AFG/01 354-AFG-5033 (Financed by USA) | 60,000 | Women’s community television | 2004-2005 |
| PDC/49 AFG/02 Regular programme | 32,000 | SAUVEGARDE ET DE NUMERISATION DES ARCHIVES RADIOPHONIQUES ET DE FORMATION DES PERSONNELS DE LA RADIO TV AFGHANE (RTA) | 2006 |
| PDC/49 AFG/03 354-AFG-5051 (Co-financed by Andorra and France) | 48,800 | INTERNET AND WOMEN MANAGED COMMUNITY RADIO, IN MAIMANA | 2006-2007 |
| TOTAL AFGHANISTAN: | | | |
| US\$ 158,800+US\$ 67,000 (FUNDS-IN-TRUST)+ US\$ 32,000 (R.P.) | | | |

Contribution foreseen by the beneficiary agency during the project period

US\$ 8 500 in-kind support from Nai/Internews in the form of administrative reports, office facilities and curriculum development.

Preparatory activities completed prior to submission of the project to IPDC

Nai has met with the following stations for consultation on the project:

- Radio Watandar, Kabul
- Radio Rabia Balkhi Balkh, Balkh Province
- Sehar Radio, Herat Province
- Sharq Radio, Nangahar Province

Assistance sought other than IPDC

None.

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)

| | |
|--|----------------------|
| 6 journalists: | 7 500 |
| 6 coordinators: | 4 800 |
| Broadcasting costs: | 1 000 |
| Travel (training, reporting): | 2 450 |
| Expendables (Minidisks, cassettes, batteries): | 500 |
| Monitoring (travel, resources): | 1 500 |
| Administrative expenses: | 1 750 |
| Monitoring: | 1 000 |
| <u>TOTAL :</u> | <u>20 500</u> |

BREAKDOWN OF BENEFICIARY'S CONTRIBUTION (in US dollars)

| | |
|-------------------------|---------------------|
| Office rent: | 1 200 |
| Training materials: | 500 |
| Printing, duplication: | 500 |
| Nai Guest House rent: | 1 000 |
| Internet use: | 900 |
| Programme coordination: | 900 |
| 4 trainers: | 3 200 |
| Reports: | 300 |
| <u>TOTAL :</u> | <u>8 500</u> |

BANGLADESH

| A. PROJECT IDENTIFICATION | | |
|----------------------------------|--|--|
| 1. | TITLE | FELLOWSHIP PROGRAMME FOR CAPACITY BUILDING OF YOUNG JOURNALISTS |
| 2. | NUMBER | PDC/51 BGD/01 |
| 3. | CATEGORY OF MASS MEDIA | Print and electronic media |
| 4. | IPDC PRIORITY AREA | Enhancing professional capacity |
| 5. | SCOPE (national, regional, interregional) | National |
| 6. | TYPE OF ASSISTANCE REQUESTED | Financial |
| 7. | TOTAL COST OF PROJECT | US \$ 22 000 |
| 8. | AMOUNT REQUESTED FROM IPDC | US \$ 20 100 |
| 9. | BENEFICIARY BODY | News Network |
| 10. | IMPLEMENTING BODY | News Network |
| 11. | PROJECT LOCATION | Khulna city and Bogra city |
| 12. | PROJECT PREPARED BY | News Network |
| DECISION OF THE BUREAU | | |

B. PRESENTATION

1. BACKGROUND AND JUSTIFICATION

In Bangladesh, the vital development problems in the media sector include lack of skill, lack of professionalism and of social commitment, financial constraints of the media houses, violence against and intolerance towards journalists. The first two abovementioned will be treated under the framework of this project.

Objective and sensible journalism that the society expects from the media cannot be pursued in Bangladesh for insufficient skills, inappropriate professional approach and social commitment of the journalists. As people from various disciplines enter the profession without having any orientation, they make mistakes in information gathering and filing reports. Objective reporting and maintaining neutrality in Bangladesh journalism are still a far way off for lack of motivation of the journalists. Sometimes newspapers and other media organisations face legal challenges due to non-professional reporting of the journalists. Therefore, skills development and motivation are quite essential for the young journalists in Bangladesh.

Journalists will be provided training under a one-month fellowship programme for their skills development and motivation. It will be carried out in two district headquarters (outside the capital Dhaka), where newspaper industries have grown more than in any other places. 50 young journalists, within 30 years of age, will be awarded fellowships under this programme. Women journalists will be given preference. This skills development programme will be designed to motivate the local journalists to be more professional and sensible, and thus media houses will be benefited. A manual will be produced for these one-month modules, for future use in training. Graduates will also be assisted with job placements.

Educational institutions offering courses on journalism could come up with internship programmes for at least one year to make their students familiar with practical journalism.

No equipment inputs are required under this project.

2. DESCRIPTION OF THE TARGET GROUPS

50 young journalists are expected to benefit under this project.

3. IMMEDIATE OBJECTIVE

To undertake a one-month skills development fellowship programme in two district headquarters outside Dhaka city for 50 young journalists, including women.

4. DEVELOPMENT OBJECTIVE

The journalists will be motivated with a sense of social responsibility to pursue objective and sensible journalism through the upgrading of their communicative capacity.

5. PROJECT INPUTS

- Trainers / resource persons;
- 50 young journalist trainees;
- Training venue;
- Training materials, such as publications, booklets and related supplies;

- Overhead and multimedia projectors.

6. **PROJECT OUTPUTS**

- Young journalists trained in objective reporting;
- Design of a model programme template for the training of young journalists across Bangladesh;
- Production and dissemination of a print / multi-media manual on objective reporting, in the local context, in Bangla and English languages, for use by young journalists.

7. **ACTIVITIES**

- Selection of 50 young journalists for fellowship programme;
- Selection of trainers / resource persons;
- Creation /adaptation of training materials;
- Skills development training and field visits;
- Report writing;
- Experience sharing;
- Compilation and publication of the journalist manual on objective reporting.

8. **WORK PLAN**

Months 1-2: Selecting fellows, resource persons and training material; negotiations with media houses for placements of trainee journalists.

Months 3-5: Training programmes for 50 journalists.

Month 5: Placement of trainee journalists.

Month 6: Compilation and publication of the *Journalist Manual on Objective Reporting*.

9. **INSTITUTIONAL FRAMEWORK**

The project will be implemented in cooperation with local press clubs, media organisations and senior journalists. The participants will be drawn from local media organisations and among the journalists working for national newspapers / magazines.

News Network, a national media and development organisation in existence since 1994, will be responsible for the implementation of the project. This organisation is highly experienced in implementing such activities, as it is well connected to the journalist community in every district of the country. On various occasions, it has provided skills development training to over 1 000 local journalists in several parts of the country. Besides, it has been providing training for the development of women journalists since 1999. The fellows, numbering about 110, who have already received training under the 6-month fellowship programme, are now working in various newspapers and TV channels.

The overall vision of the organisation is to promote human rights, good governance and gender equality through media campaigns and journalism. It is run by a group of qualified journalists. To date, it has received support from donor agencies such as the Ford Foundation, SDC, CIDA, NORAD, the Netherlands Embassy, DIAKONIA, DANIDA, the World Bank and the American Centre.

News Network also has an international news-feature exchange agreement with the Women Feature Service (WFS), based in New Delhi. It syndicates News Network's items to more than 90 countries. News Network also releases WFS' items to Bangladesh newspapers and magazines.

10. SUSTAINABILITY

The training to be provided to the journalists under the project will always be helpful in their career, and it will be multiplied, as they will share their experiences with their colleagues. Some of the prospective fellows may be employed as trainers in News Network's future training programmes. On completion of the fellowship programme, the experiences and training content would be published under the form of a *Manual for Young Journalists on Objective Reporting*.

12. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING

A progress report will be elaborated halfway of the project. Activity and audit reports will be sent to the IPDC/UNESCO upon completion of the project.

C. ADDITIONAL INFORMATION

Previous IPDC support received by the country

| | | | |
|--|------------------|--|------------|
| PDC/3BGD/19 350-BGD-31 | 15,000 | Bangladesh Development of communication | 1982 -1984 |
| PDC/5BGD/02 503-BGD-61 | 7,300 | Development of Press Institute | 1984 -1986 |
| PDC/5BGD/07 350-BGD-51 350-BGD-71 | 70,000 25,000 | Development of regional newspapers | 1985 -1988 |
| PDC/10BGD/01 352-BGD-01 520-BGD-61 (FIT-France) | 50,000 53,317 | Development of film training facilities in Institute of Mass Communication (NIMC) | 1990 -1992 |
| PDC/14BGD/01 352-BGD-41 352-BGD-51 | 15,000 30,000 | Establishment of a Bengali language news agency service (Mission of the Secretariat) | 1994 -1996 |
| PDC/17BGD/01 352-BGD-81 | 36,000 | Strengthening of the IUB School of Communication | 1998 -1999 |
| PDC/20BGD/01 353-BGD-01 | 25,000 | Strengthening of PIB Programme | 2000 -2003 |
| PDC/48 BGD/01 354 BGD 5041 | 22,000 | Young Power in Social Action and Bangladesh NGO network for radio and communication: youth community multimedia centre (cable radio) | 2005-2006 |
| PDC/49 BGD/01 354-BGD-5051 (Co-financed by Germany) | 31,000 | ENHANCING PRESS FREEDOM AND MEDIA CAPACITY IN RURAL BANGLADESH | 2006-2007 |
| TOTAL BANGLADESH: US\$ 319,000+US\$ 60,000 (FUNDS-IN-TRUST) | | | |

Preparatory activities completed prior to submission of the project to IPDC

News Network uses the "*Practical Guide for Journalists*" prepared by UNESCO and Reporters Sans Frontières (2001), the "*Reuters Handbook for Journalists*" compiled by IAN Macdowall (1992) and the "*Communication Manual: News Agency Journalism*", by John Cardownie. Besides, News Network's resource persons who have received training abroad have been using their own training materials prepared with regard to the local context.

Contribution foreseen by the beneficiary agency during the project period

Voluntary service of the Chief Executive, Programme Officer and Accountant, as well as office overheads.

Assistance sought other than IPDC

None.

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)

Two 1-month fellowship programmes:

| | |
|---|----------------------|
| Honoraria for fellow members: | 3 600 |
| Logistics for fellows and volunteers: | 2 000 |
| Honoraria and subsistence for two resource persons and one trainer: | 6 000 |
| Transport: | 750 |
| Training materials (70 packets): | 350 |
| Training manual: | 3 000 |
| Coordination: | 3 000 |
| Communications and miscellaneous: | 400 |
| Monitoring: | 1 000 |
| <u>TOTAL :</u> | <u>20 100</u> |

BREAKDOWN OF BENEFICIARY'S CONTRIBUTION (in US dollars)

| | |
|----------------------------------|---------------------|
| Training materials (70 packets): | 350 |
| Transport: | 150 |
| Venue: | 1 000 |
| Office supplies: | 200 |
| Audit fee: | 200 |
| <u>TOTAL :</u> | <u>1 900</u> |

BANGLADESH

| A. PROJECT IDENTIFICATION | | |
|----------------------------------|--|--|
| 1. | TITLE | IMPROVING MEDIA SKILLS THROUGH TRAINING |
| 2. | NUMBER | PDC/51 BGD/02 |
| 3. | CATEGORY OF MASS MEDIA | All media |
| 4. | IPDC PRIORITY AREA | Enhancing professional capacity; Promoting press freedom. |
| 5. | SCOPE (national, regional, interregional) | National |
| 6. | TYPE OF ASSISTANCE REQUESTED | Financial |
| 7. | TOTAL COST OF PROJECT | US \$ 24 200 |
| 8. | AMOUNT REQUESTED FROM IPDC | US \$ 21 000 |
| 9. | BENEFICIARY BODY | Centre for Media Watch and Development |
| 10. | IMPLEMENTING BODY | Centre for Media Watch and Development |
| 11. | PROJECT LOCATION | Dhaka and Khulna |
| 12. | PROJECT PREPARED BY | Shahabul Haque, Centre for Media Watch and Development |
| DECISION OF THE BUREAU | | |

B. PRESENTATION

1. BACKGROUND AND JUSTIFICATION

Very few journalists are available in Bangladesh among those who have received skills training for their profession as journalists. After independence (1971), the government owned only one TV channel: *Bangladesh Television*, but in the mid 1990s, a few private TV channels were introduced. Currently, there are some 400 daily newspapers and 12 TV channels. More than half a million people have engaged in the media profession.

The owners of newspapers are politically biased. Ownership of the newspapers by the government had ceased in 1998. Media policy is independent, but government influence remains on media, especially on TV channels.

The development problems faced by the media in Bangladesh mainly result of some professional insufficiencies among the media workers: lack of knowledge; lack of skills; lack of integrity, commitment and accountability; lack of professionalism; constraints of media authority. The first one that is to be addressed is the need for an improved expertise and an increased dedication to the work. The lack of professionalism is affecting all spheres of news reporting. If capacity building opportunities for journalists are not promptly initiated, the media in Bangladesh will fail to be the vanguard of democracy and social justice in a developing nation.

This project proposes to organise professional training workshops on TV, print and online journalism for 130 young potential journalists inclined to make media their career choice.

2. DESCRIPTION OF THE TARGET GROUPS

The target group is composed of 130 young and fresh university graduates with a strong inclination for this field. Women (22-35 years) would be especially encouraged to be beneficiaries.

3. IMMEDIATE OBJECTIVE

To enhance the professional skills of at least 130 potential journalists in Bangladesh within a period of nine months.

4. DEVELOPMENT OBJECTIVE

To develop professionalism to help young journalists in reporting, particularly on Human Rights violation situation in Bangladesh, so their reports be accurate, balanced, and have some positive impact on the society. Trained reporters would help strengthen democratic and impartial reporting of news. This in turn would enhance freedom of expression and improve communicative capacity.

5. PROJECT INPUTS

- 130 participants;
- 50 resource persons and trainers;
- Overhead multimedia projector;
- Training materials (CDs, books, publications and posters);
- Training space;
- Training workshops;

- Laptop computer.

6. PROJECT OUTPUTS

- At least 20 journalists trained in TV reporting;
- At least 25 women journalists trained in news presentation;
- At least 25 journalists trained in web journalism;
- 15 journalists trained in cultural and educational journalism;
- 20 journalists trained in local journalism;
- 25 journalists trained in print journalism;
- At least 60% placed with several media houses.

7. ACTIVITIES AND WORK PLAN

- Selection of trainee journalists (*one month*);
- Selection of trainers and resource guides (*one month*);
- Design of workshop materials (*3 months*);
- Workshops in 4 locations (2 national workshops in Dhaka and 2 local workshops in Khulna and Razshahi) (*3 months*);
- Journalists' publications, productions and support materials (*one month*);
- Monitoring and evaluation (*10 months*);
- Report writing (*one month*);
- Field visits (*5 months*);
- 7-day internship with media houses (*one month*).

8. INSTITUTIONAL FRAMEWORK

The Centre for Media-Watch and Development (CMD) has been giving importance to the capacity building of young journalists from its inception in 1997. Since then, it has trained more than 500 young journalists throughout the country. All trained journalists are engaged with different national dailies. CMD has been organising the training programme for journalists with the collaboration of NGOs, the British Council and the Press Institute of Bangladesh. Most of our graduated trainees came from grass-roots level.

The CMD organised a month-long TV reporting training course in May 2006. 10 young journalists and 20 youths (fresh graduates who aspire to be journalists) attended the programme. The CMD also arranged a 2-day workshop programme on "*How to write a column*" in July 2006. 20 young university teachers, doctors, NGO members and civil servants participated in this workshop as resource persons.

9. SUSTAINABILITY

The training to be provided to the journalists under this project will always be helpful in their professional life, and it will be multiplied, as they will share their experiences with their colleagues. They may also be used as trainers on future project. The CMD will also assist in placing them in major newspapers and television channels, and will monitor their professional achievements.

10. FRAMEWORK OF MONITORING

The project will be monitored on a quarterly basis.

11. EVALUATIONS CARRIED OUT

This proposal was based on the results of several training activities carried out by the *Centre for Media-watch and Development*.

12. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING

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

C. ADDITIONAL INFORMATION

Previous IPDC support received by the country

| | | | |
|--|------------------|--|------------|
| PDC/3BGD/19 350-BGD-31 | 15,000 | Bangladesh Development of communication | 1982 -1984 |
| PDC/5BGD/02 503-BGD-61 | 7,300 | Development of Press Institute | 1984 -1986 |
| PDC/5BGD/07 350-BGD-51 350-BGD-71 | 70,000 25,000 | Development of regional newspapers | 1985 -1988 |
| PDC/10BGD/01 352-BGD-01 520-BGD-61 (FIT-France) | 50,000 53,317 | Development of film training facilities in Institute of Mass Communication (NIMC) | 1990 -1992 |
| PDC/14BGD/01 352-BGD-41 352-BGD-51 | 15,000 30,000 | Establishment of a Bengali language news agency service (Mission of the Secretariat) | 1994 -1996 |
| PDC/17BGD/01 352-BGD-81 | 36,000 | Strengthening of the IUB School of Communication | 1998 -1999 |
| PDC/20BGD/01 353-BGD-01 | 25,000 | Strengthening of PIB Programme | 2000 -2003 |
| PDC/48 BGD/01 354 BGD 5041 | 22,000 | Young Power in Social Action and Bangladesh NGO network for radio and communication: youth community multimedia centre (cable radio) | 2005-2006 |
| PDC/49 BGD/01 354-BGD-5051 (Co-financed by Germany) | 31,000 | ENHANCING PRESS FREEDOM AND MEDIA CAPACITY IN RURAL BANGLADESH | 2006-2007 |
| TOTAL BANGLADESH: US\$ 319,000+US\$ 60,000 (FUNDS-IN-TRUST) | | | |

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)

| | |
|---|----------------------|
| Two 2-month fellowship training programmes (45 participants): | 4 500 |
| Honoraria for fellow members (4 programmes, 85 participants): | 3 820 |
| Transport: | 2 700 |
| Training materials (130 units): | 650 |
| Honoraria for resource persons: | 4 080 |
| Training coordinator: | 900 |
| Field visits: | 1 350 |
| 4 workshops: | 2 000 |
| Monitoring: | 1 000 |
| <u>TOTAL :</u> | <u>21 000</u> |

BREAKDOWN OF BENEFICIARY'S CONTRIBUTION (in US dollars)

| | |
|--|---------------------|
| Training materials for resource persons: | 900 |
| Renting of venue: | 1 200 |
| Communications: | 600 |
| Audit: | 500 |
| <u>TOTAL :</u> | <u>3 200</u> |

BHUTAN

| A. PROJECT IDENTIFICATION | | |
|----------------------------------|--|---|
| 1. | TITLE | ESTABLISHMENT OF NEWS AND PSA PRODUCTION UNITS FOR THE FIRST INDEPENDENT RADIO IN BHUTAN |
| 2. | NUMBER | PDC/51 BHU/01 |
| 3. | CATEGORY OF MASS MEDIA | Radio broadcasting |
| 4. | IPDC PRIORITY AREA | Freedom of expression and media pluralism; Enhancing professional capacity. |
| 5. | SCOPE (national, regional, interregional) | National |
| 6. | TYPE OF ASSISTANCE REQUESTED | Equipment and training |
| 7. | TOTAL COST OF PROJECT | US \$ 61 000 |
| 8. | AMOUNT REQUESTED FROM IPDC | US \$ 36 000 |
| 9. | BENEFICIARY BODY | Centennial Radio Bhutan |
| 10. | IMPLEMENTING BODY | Chenzig Communications |
| 11. | PROJECT LOCATION | Thimphu |
| 12. | PROJECT PREPARED BY | Dorji Wangchuk, Managing Partner, Chenzig Communications |
| DECISION OF THE BUREAU | | |

B. PRESENTATION

1. BACKGROUND AND JUSTIFICATION

Mass media in Bhutan are comprised of the BBS (Bhutan Broadcasting Service) Radio and TV, the *Kuensel* newspaper, which started in 1967, and two private newspapers: *Bhutan Times* and *Bhutan Observer*. BBS Radio and TV and Kuensel are state-owned. While the official policy is to respect the independence of these agencies, in actual practice this does not happen. In fact, the heads of BBS and Kuensel are civil servants. Besides, Kuensel and the two private newspapers cater to the literate section of the society, which is only 54% of the total population. Hence, radio remains as the primary source of information in the country.

The Information, Communication and Media Act passed in 2006 allows the establishment of private media such as newspapers, radio, TV and all other forms of electronic media. However, because of a limited market and lower purchasing power, investments in radio are not forthcoming, except perhaps for political or commercial ambitions. On the other hand, BBS radio does not provide any space to the youth. Not to mention the total degraded state with the advent of BBS TV, owing to the fact that all good radio producers and reporters have shifted to TV.

Centennial Radio will therefore fill these two gaps: independent news and the youth. Bhutan is going through fundamental changes, and independent news, views and information affecting the Bhutanese society are of paramount importance. Freedom of speech, press and expression are new concepts in Bhutan. Only a strong presence of independent press can reinforce these ideals enabling a free flow of information and exchange. Otherwise, the news and information will continue to be dominated by the government media.

The project envisages the establishment of a news and public service announcements (PSA) production unit, extension of the FM service to lower Wang valley (Talakha site and Paro district), and human resource development and training. A grant for the purchase of equipment is sought, firstly because there are no private investors willing to engage in news and production equipment; second, the Central Bank does not release the foreign currency required to purchase the equipment from a third country.

2. DESCRIPTION OF THE TARGET GROUPS

Reporters, managers and free-lance journalist stringers working with Centennial Radio.

3. IMMEDIATE OBJECTIVE

To train core team members (station manager, editor, reporters, producers and stringers) to establish a newsgathering, editing and broadcast studio that provides news and PSA.

4. DEVELOPMENT OBJECTIVE

To set up an independent news and information outlet, thereby strengthening the concept of press freedom and media pluralism in the country, and promoting the concept of responsible journalism.

5. PROJECT INPUTS

- Two units of newsgathering sets for reporters (digital audio recorder, computer, microphone, mini disk recorders, headphone and other accessories);
- Two units of PSA field production equipment (laptop computer, microphone, Mini discs, headphones and accessories);
- News broadcast studio and transmission equipment (mixers, microphones, monitors, headphones, telephone hybrids, UPS, 10W transmitters, antennas, solar panels and power supply system);
- Two units of desktop computers for news desk;
- Two in-country training workshops in newsgathering, editing and presentation for programmes of special appeal to the youth;
- Training resources and materials;
- Two-week attachment for 5 staff members at *Perfect Ten* Singapore;
- Two-week training in independent radio production for 2 PSA staff in the region;
- One-week attachment for station manager in a community radio station in India.

6. PROJECT OUTPUTS

- One fully operational broadcast studio transmitting news and public service announcements;
- A news gathering and production team providing daily bulletins of youth-interest news;
- A PSA production unit established;
- FM service of *Centennial Radio* operational;
- 20 stringers (youth, students and members of civil society) and 10 staff members trained in all aspects of news and PSA productions;
- Production of at least two news items and two reportages.

7. ACTIVITIES

Procurement of news reporting, editing and broadcast equipment

- Newsgathering equipment;
- PSA field production equipment (two sets);
- News broadcast studio and transmission equipment;
- Two sets of newsroom equipment.

Training

- Recruitment of trainers;
- Selection of trainees;
- Preparation of training materials;
- Organisation of training workshops;
- Production.

8. WORK PLAN

Month 1: Finalisation of the training lists;

Months 2-3: Submission of bids; recruitment of trainers and selection of trainees;

Months 4-9: Supply of equipment / training / installations;

Months 10-11: Testing and commissioning;

Months 10-12: Production;

Month 12: Project evaluation and final report writing and submission.

9. INSTITUTIONAL FRAMEWORK

The project will be implemented by *Chenzig Communications* under the supervision of the UNESCO Office in New Delhi. It will be managed by the Executive Director, who has 12 years of experience in managing small and large projects (including some UNESCO projects) while in post at the BBS between 1986 and 2005. *Chenzig Communications* is a film and documentary firm founded in 2004. It has produced more than 20 documentaries, jingles, commercials etc. for the Ministry of Health, UNFPA, WHO, “Save the Children US” and others. It employs five permanent and fifteen part-time staff. Chenzig has lobbied strongly for private media in Bhutan. With the government now granting a broadcast license, Chenzig is recruiting 8 new staff members including a station manager and an editor.

10. SUSTAINABILITY

Two sources of revenues will be tapped in: commercials, jingles and PSAs paid for by government, semi-government agencies, NGOs and international agencies. The station will not be fully commercial, but will rather allocate at least 30% of its airtime for public service functions. The station plans to meet the operating costs by the start of the second year. In the interim, Chenzig will invest in its operations by sourcing finances from its core business (films and documentaries).

11. FRAMEWORK OF MONITORING

The UNESCO Office in New Delhi will monitor the project. No professional organisation other than BBS exists in Bhutan to carry out the monitoring.

12. 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

| | | | |
|---|------------------------------|--|------------|
| PDC/7BHU/01 350-BHU-71 350-BHU-91 510-BHU-61 (FIT-Denmark) | 35,000 44,000 1267,755 | Bhutan Equipment of Radio Nyab | 1986 -1994 |
| PDC/16BHU/01 352-BHU-61 | 40,000 | Broadcasting Service technical training | 1996 -1998 |
| PDC/19BHU/01 352-BHU-91 | 34,000 | Library and information system for the Bhutan Broadcasting Svc | 1999 -2001 |
| PDC/20BHU/01 353-BHU-01 | 20,000 | Expanding public service FM radio to rural communities | 2000 -2002 |
| PDC/21 BHU/01 353BHU5011 | 20,000 | Establishment of community media production centres | 2003 -2004 |
| Total Bhutan : US\$ 193,000+US\$ 1,268,000 | | | |

Preparatory activities completed prior to submission of the project to IPDC

- The radio broadcast license has been obtained;
- *Centennial Radio* has applied for membership to ABU (Asia-Pacific Broadcasting Union);
- The office space and sites for transmitters and transponders have been selected;

- One set of basic equipment (microphones, mixer, FM transmitter and antenna) to start a music station has been procured.

Contribution foreseen by the beneficiary agency during the project period

Project management and reporting and contribution as per item D.2

Assistance sought other than IPDC

Requests for training have been forwarded to the *Deutsche Welle* Radio Training Centre and AIBD (Asia Pacific Institute for Broadcasting Development) through informal channels.

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)

| | |
|--|----------------------|
| <u>Studio equipment</u> (UNESCO / ABU design “Radio-in-a-box”): audio mixer, 2 microphones, CD / MD recorder player, audio monitors, headphones, telephone hybrid, UPS, a 10-W transmitter with antenna: | 5 500 |
| Two sets of newsgathering and editing equipment: | 4 000 |
| Two sets of field production equipment for PSA producers: | 2 400 |
| Two sets of computers, printers and accessories: | 1 700 |
| One 10-W transmitter with antenna and cables: | 2 400 |
| Solar power supply system: | 2 500 |
| Attachment training with <i>MediaCorp</i> Singapore for 3 news staff / 2 weeks: | 6 600 |
| Attachment training with <i>Perfect Ten</i> Singapore for 2 presenters / one week: | 3 000 |
| Training for 2 PSA production staff in the region (3 / 4 weeks): | 4 000 |
| Attachment with Tambuli community radio, Philippines, for the station manager: | 1 600 |
| In-country training workshop for 20 stringers and 10 staff members: | 1 300 |
| Monitoring: | 1 000 |
| <u>TOTAL :</u> | <u>36 000</u> |

BREAKDOWN OF BENEFICIARY’S CONTRIBUTION (in US dollars)

| | |
|---|----------------------|
| Office space, furniture and civil works for news studio: | 5 000 |
| Land, equipment shelter and minor civil works at two sites (Talakha site and Paro): | 10 000 |
| 2 mini vans for the newsgathering team: | 10 000 |
| <u>TOTAL :</u> | <u>25 000</u> |

BHUTAN

| A. PROJECT IDENTIFICATION | | |
|----------------------------------|--|--|
| 1. | TITLE | INTRODUCTION OF TRAINING AT THE BHUTAN BROADCASTING SERVICE |
| 2. | NUMBER | PDC/51 BHU/02 |
| 3. | CATEGORY OF MASS MEDIA | Radio and television |
| 4. | IPDC PRIORITY AREA | Enhancing professional capacity |
| 5. | SCOPE (national, regional, interregional) | National |
| 6. | TYPE OF ASSISTANCE REQUESTED | Training and equipment |
| 7. | TOTAL COST OF PROJECT | US \$ 58 700 |
| 8. | AMOUNT REQUESTED FROM IPDC | US \$ 24 200 |
| 9. | BENEFICIARY BODY | The Bhutan Broadcasting Service (BBS) |
| 10. | IMPLEMENTING BODY | The Bhutan Broadcasting Service (BBS) |
| 11. | PROJECT LOCATION | Thimphu |
| 12. | PROJECT PREPARED BY | The Bhutan Broadcasting Service (BBS) |
| DECISION OF THE BUREAU | | |

B. PRESENTATION

1. BACKGROUND AND JUSTIFICATION

The vital problems faced by the broadcast media in Bhutan include a shortage of trained staff, insufficient funding and information blocks at source. Most journalists in Bhutan lack professionalism, ethical practices and proper standards. They have been accused of not being truthful, accurate, and not having proper knowledge in areas related to development. In view of this, the need to educate, upgrade and train the journalists has become a priority. The media organisations, especially the BBS, have been dependent on external agencies for training. But sometimes it is not possible to have the relevant course, and a tailor-made courses are too expensive. Thus in this project, emphasis is on in-house in-country training which would be conducted by consultants on various aspects of broadcast, like script writing, election reporting, documentary production and technical aspects.

The team of dedicated professionals at BBS with their education and diversified background share a common set of values with a mission to educate, inform and entertain the public. With ongoing efforts to contribute to development of free media in Bhutan, this proposal aims to launch a training programme for radio and television journalists at the BBS centre in Bhutan. It will work towards producing media professionals who will in turn train other young journalists, and the cycle will go on.

Three in-country training workshops are proposed to be organised in specialised areas of broadcasting such as management, programme production, reporting, newsgathering etc. with special emphasis on election reporting. This will greatly improve their professional skills and update them with the latest skills and technology in journalism. Most importantly, they will be trained to actively take part in the electoral processes in 2008 by providing unbiased facts and information to the people, helping in bringing about a free and fair election.

In this particular project, the purchase of additional equipment is essential. Without the assistance of a funding from an international organisation, it would be impossible for the Bhutan Broadcasting Service Corporation to afford the cost of microphones, cameras, editing units etc. that are an integral part of this training programme.

2. DESCRIPTION OF THE TARGET GROUPS

- The key beneficiaries of this project are the BBS as well as private media staff;
- The end beneficiary will of course be the Bhutan population, who will be able to enjoy a better range of programmes and news information.

3. IMMEDIATE OBJECTIVE

To organise the training of at least 30 broadcasting professionals and journalists in the operation of new communication technologies in international news gathering and reporting.

4. DEVELOPMENT OBJECTIVE

To strengthen the free flow of information through developing the professionals' ability to handle and understand news processing and improve the quality and content of the news programmes.

5. PROJECT INPUTS

Technical equipment:

- Camera, audio video editing sets, LCD projectors etc.

Training requirements

- Trainers (in collaboration with AIBD);
- 20 trainees;
- Three in-country workshops;
- Practical sessions in the field;
- Funding.

6. PROJECT OUTPUTS

- Dependence on external trainings visibly reduced;
- 30 participants trained in elections reporting;
- Network of media professionals developed;
- New and improved broadcast programmes available;
- Improved journalism standards;
- Fully equipped Training Centre.

7. ACTIVITIES

- Sensitisation and coordination meeting with the broadcast media organisations;
- Identification of overseas trainers;
- Preparation of training programmes;
- Acquisition and installation of equipment;
- Selection of 30 trainees (*this project*);
- Design of course materials;
- Organisation of 3 training workshops for the journalists;
- Production of 10 programmes apart from training activities;
- Evaluation and impact assessment of training materials and outreach.

8. WORK PLAN

Month 1: Sensitisation and coordination meeting; identification of the trainers; development of training curriculum; production of training materials;

Months 2-3: Acquisition and installation of equipment;

Months 4-12: Organisation of 3 training workshops; production and dissemination of materials;

Month 12: Final report / evaluation.

9. INSTITUTIONAL FRAMEWORK

The Bhutan Broadcasting Service will be responsible for the planning, coordination and implementation of the project.

10. SUSTAINABILITY

The Bhutan Broadcasting Service, the sole broadcasting organisation in the country, will continue to assist broadcast staff in Bhutan with the necessary training through its Training Centre. Capacity

building is part of the overall activity of the Bhutan 10th National Plan. Non-BBS staff will be required to make a reasonable contribution to the training courses, in an effort to support ongoing training activities by the BBS. The establishment of a network of media professionals following training interaction would also enhance sustainability.

11. FRAMEWORK OF MONITORING

Monitoring will be performed by the Bhutan Broadcasting Service.

12. EVALUATIONS CARRIED OUT

A Training Centre is already in place at the BBS complex in Thimphu, though with minimal equipment.

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING

A report would be submitted at the end of the training.

C. ADDITIONAL INFORMATION

Previous IPDC support received by the country

| | | | |
|---|------------------------------|--|------------|
| PDC/7BHU/01 350-BHU-71 350-BHU-91 510-BHU-61 (FIT-Denmark) | 35,000 44,000 1267,755 | Bhutan Equipment of Radio Nyab | 1986 -1994 |
| PDC/16BHU/01 352-BHU-61 | 40,000 | Broadcasting Service technical training | 1996 -1998 |
| PDC/19BHU/01 352-BHU-91 | 34,000 | Library and information system for the Bhutan Broadcasting Svc | 1999 -2001 |
| PDC/20BHU/01 353-BHU-01 | 20,000 | Expanding public service FM radio to rural communities | 2000 -2002 |
| PDC/21 BHU/01 353BHU5011 | 20,000 | Establishment of community media production centres | 2003 -2004 |
| Total Bhutan : US\$ 193,000+US\$ 1,268,000 | | | |

Preparatory activities completed prior to submission of the project to IPDC

Discussions with the Asian Institute for Broadcasting Development (AIBD) underway, with a view to collaboration in this field.

Assistance sought other than IPDC

The government of Bhutan.

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)

Training

| | |
|-------------------------------|--------|
| Three trainers / consultants: | 10 000 |
| Monitoring: | 1 000 |
| Miscellaneous: | 1 000 |

Equipment

| | |
|---------------------------|-------|
| Camera with tripod: | 3 000 |
| LCD projector: | 2 000 |
| Audiovisual editing unit: | 5 500 |
| Audio recorder: | 700 |
| Monitoring: | 1 000 |

TOTAL : **24 200**

BREAKDOWN OF BENEFICIARY'S CONTRIBUTION (in US dollars)

| | |
|---|--------|
| Three trainers / consultants: | 15 000 |
| Staff salaries: | 3 000 |
| Training facilities: | 3 000 |
| Logistics, transport for 30 participants: | 10 000 |
| Miscellaneous, communications, premises etc.: | 2 000 |
| Office upkeep, maintenance of equipment: | 1 000 |
| Recurring costs (electricity, water etc.): | 500 |

TOTAL : **34 500**

P. R. of CHINA (*re-submitted project*)

| A. PROJECT IDENTIFICATION | | |
|----------------------------------|--|---|
| 1. | TITLE | MULTIMEDIA PRODUCTION CENTRE FOR THE DEVELOPMENT OF WOMEN IN TIBET |
| 2. | NUMBER | PDC/51CPR/01 |
| 3. | CATEGORY OF MASS MEDIA | Print, broadcast, the Internet |
| 4. | IPDC PRIORITY AREA | Promotion of freedom of expression and media pluralism; human resource development |
| 5. | SCOPE (national, regional, interregional) | National |
| 6. | TYPE OF ASSISTANCE REQUESTED | Financial, equipment |
| 7. | TOTAL COST OF PROJECT | US \$ 60 400 |
| 8. | AMOUNT REQUESTED FROM IPDC | US \$ 30 400 |
| 9. | BENEFICIARY BODY | Women in disadvantaged areas of Tibet |
| 10. | IMPLEMENTING BODY | Bailang Radio & TV, Bailang Women's Association |
| 11. | PROJECT LOCATION | Bailang County, Tibet |
| 12. | PROJECT PREPARED BY | Seat of the UNESCO Chair in Media and Gender, Media and Gender Institute, Communication University of China (CUC) |
| DECISION OF THE BUREAU | | |

B. PRESENTATION

1. BACKGROUND AND JUSTIFICATION

Bailang county is located in the southwest of Tibet, and lies in the middle reaches of the Nianchu River, which is a branch of the famous Brahmaputra. Bailang counts 20 762 women, i.e. 49.4% of the total population.

Women of Bailang have to face the following problems:

Tibet – and particularly Bailang – is among the disadvantaged areas in the country. The enrolment ratio is about 83% for the children of school age, about 81.5% for the girls. These are relatively high rates and augur well for a strong force of literate women in the future, but the actual proportion of illiterate women in this region today is 46.5%. In addition, this in turn has led to low levels of ability to learn and to acquire skills. Women therefore find it extremely difficult to obtain employment, and most of them end up doing only housework, thereby contributing little to the work force of the economy.

Women are also unaware of good sanitation habits, personal hygiene, even and especially as for what concerns childbirth. Traditions and customs force them to turn inwards to their family and kin for questions of marriage, law or rights. There is almost no consciousness on their part of women's rights in society.

Nowadays, with the fast development of information technology in China, the mass media, including electronic and printed media, have already raised and will raise the awareness of the situation and of the rights in the family and in society. Now, in 98% areas of Bailang county, people could receive the signals of radio and TV, and have the desire to acquire knowledge through the media. After visiting and surveying several possible sites, the Media and Gender Institute of Communication University of China has selected Bailang county as the project site to carry out its project in ICT training for women in disadvantaged areas.

2. DESCRIPTION OF THE TARGET GROUPS

20 000 women and young girls of the Tibetan peoples in Bailang county. They are spreading out in scores of villages along the southern rim of Tibet, connected by streams, ox cart trails and a few very bad roads, most areas being passable only with a heavy-duty all-terrain vehicle.

3. IMMEDIATE OBJECTIVE

To build up a multimedia production centre. The centre office shall have facilities for training in radio, television production, computer science and in multimedia, including broadcast over the Internet. There shall also be a library with books on women's issues, education, law and sanitation, etc. Courses shall be organised in computer operations, multimedia design and production, in particular digital photography and video DV recording.

4. DEVELOPMENT OBJECTIVE

Through the increased information about the situation of women in Bailang county, it is expected that women will gradually become more aware of their environment and of the means they can take to change or improve it. This means that women will be learning new skills and acquire a new knowledge applicable towards a more meaningful employment. It is expected that women in this

region will gain new insights concerning their own potential role in modern society, and the ways to cope with tradition and the new roles women will seek in the future.

5. PROJECT INPUTS

- Technical equipment for the multimedia production Centre;
- Financial contribution for travel and housing of CUC trainers;
- Financial contribution to purchase books on gender issues, law, sanitation, etc.

6. PROJECT OUTPUTS

- A multimedia production centre in Bailang to train local women in gender issues and multimedia operations;
- Regular production of more significant and more relevant messages on women's issues in newspapers, radio and television;
- Increased job opportunities for women who have gained computer and multimedia skills in the media of the county and media-related enterprises;
- Complementary courses in multimedia operations at the Bailang Middle School ; application of some agricultural courses in multimedia form;
- The achievements and lessons of this project may be relevant in other parts of China. Therefore, efforts will be taken to maintain a continuous record of the work.

7. ACTIVITIES

- To establish a multimedia production centre, in which we can organise and set up training classes for local women, to teach them some basic knowledge on media;
- We will cooperate with the local women on newspaper issues. We will communicate with them, learning their interests and focus as the topics of the local newspaper; we will invite the literate women to write articles for the newspaper, which will make their ideas known by more people; we will recommend some local women as the part-time journalists and editors to the local newspaper, with a training in the basic techniques as a precondition;
- We will invite guests to deliver their speeches on various topics concerning women on the local radio such as sanitation, laws, marriage, work etc. Some local women will also be invited to express their ideas on the radio. In addition, all the local women will be encouraged to call the local radio directly to express their feelings during the broadcasting time;
- We will teach the local women how to shoot news or short documentary films, and give them opportunities to practice with cameras and DV. We shall seek to guide women to make video stories about their daily life, share experiences and give advices etc. We will work with women to create digital still images and moving images on DV camcorders. Eventually, as they grow more experienced, some of these can be edited for video clips for television broadcast;
- We will also advise women how to choose appropriate books and how to use computer and read the necessary information on the Internet, including telling them how to duplicate and save the related information by common software. Also teach them how to protect themselves from illness through the books, documentaries and the training class delivered by the media-training centre;
- We also hope to provide complementary courses in multimedia operations for the young girls in the Bailang Middle School, especially about technical agriculture, using video and still image materials that the Centre can generate. Eventually, the Centre should be able to produce training kits on agricultural production for the Middle School.

8. WORK PLAN

Organisational activities (Months 1-3)

- Management and staff recruitment organised by UNESCO;
- Identification of communities and baseline surveys;
- Identification of potential partners (governments, NGOs, etc.);
- Community management structures and support activities established;
- Selection and preparation of sites in communities for media facilities;
- Specification, purchase and delivery of equipment;
- Installation and commissioning of equipment.

Workshops (Months 4-21)

- Basic technical production for community media (including digital technologies as well as the Internet, the Web and their applications for programme production, sharing and networking);
- Basic content formats (news, features, interviews, talk format, documentaries, etc.);
- Content themes (environment, laws, sanitation, security issues, public affairs, etc.);
- Editing (including use of digital technologies);
- Programming strategies, planning and scheduling;
- Management and strategies for sustainability, networking;
- Ethics of journalism.

Community feedback and involvement activities (Months 22-24)

- Community fora to assess local impact of community media;
- Community fora to create dialogue on issues of human security and public affairs with the participation of community media;
- Development of business plans for community media centres;
- Production of training manuals, CDs, video and publications;
- Meeting to assess overall results and share experiences / best practices.

9. INSTITUTIONAL FRAMEWORK

The principal cooperating and beneficiary institution is the Women's Federation of Bailang, who shall appoint the necessary people to run the Multimedia Production Centre on a regular basis.

The Media and Gender Institute of the Communication University of China shall be the cooperating institution and provide leadership and guidance. The project is considered as the operational arm of the UNESCO Chair on Media and Gender.

Teaching Team:

| | |
|---------------------------|--|
| <u>Prof. Liu Jinan</u> | President of Communication University of China |
| <u>Prof. Liu Liquan</u> | Director of Media and Gender Institute |
| <u>Prof. Zhang Lili</u> | Vice Director of Media and Gender Institute |
| <u>Prof. Cao Lu</u> | Consultant of Media and Gender Institute |
| <u>Prof. Ke Huixin</u> | Chairwoman of Female Professor Association |
| <u>Prof. Gao Xiaohong</u> | Dean of School of Television |

10. SUSTAINABILITY

The multimedia production centre will not only be taken into the study programme of Media and Gender Institute of Communication University of China, but also contribute to enhance local women's consciousness on self-development and self-protection.

11. FRAMEWORK OF MONITORING

The Media and Gender Institute in Communication University of China is the first and only research institute on media and gender in China until now. It will take the responsibility of the monitoring work. It is also the seat of the UNESCO Chair in Media and Gender. This project is seen therefore as the operational arm of the UNESCO Chair.

12. EVALUATIONS CARRIED OUT

The Media and Gender Institute has already conducted a number of significant researches in the field of media and gender issues under the UNESCO Chair, and will continue with increased vigour. This project itself will provide a further source of information on these issues, as it is one of the most isolated and yet underdeveloped regions of the country. Furthermore, it is expected that as the Women's Multimedia Production Centre matures, its own members and participants, and the Women's Federation of Bailang will initiate their own researches on gender issues and the media, thus continuing this work.

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING

The Media and Gender Institute undertakes to monitor and report on project progress on a four-month basis, plus a formative evaluation at the end of the year. The reports will cover the achievements of the Centre, programmes broadcast on radio or television, messages disseminated in newspapers or on the Internet.

C. ADDITIONAL INFORMATION

Previous IPDC support received by the country

| | | | |
|--|-------------------|--|------------|
| PDC/9CPR/01 350-CPR-91 520-CPR-61 (FIT-France) | 32,000 106,788 | <i>China</i> China School of Journalism | 1988 -1990 |
| PDC/12CPR/01 352-CPR-21 | 79,000 | Training in book publishing | 1992 -1995 |
| PDC/13CPR/01 352-CPR-31 | 100,000 | Upgrading of the "Farmers' Daily" Newspaper | 1993 -1996 |
| PDC/14CPR/01 352-CPR-41 | 35,000 | Development of women journalists in the print and electronic media | 1993 -1996 |
| PDC/15CPR/01 352-CPR-51 | 40,000 | Retraining of Journalists | 1995 -1997 |
| PDC/17CPR/01 352-CPR-71 | 34,000 | Communication technology Courses for Local Newspapers in Remote region | 1997 -1998 |
| TOTAL CHINA: US\$ 320,000+ US\$ 107,000(FUNDS-IN-TRUST) | | | |

Preparatory activities completed prior to submission of the project to IPDC

The Media and Gender Institute of Communication University of China has the close cooperation of the local TV station and broadcast system, the community library in Bailang County, the County government and publishing enterprises. The County government has been especially keen to see the project hosted in Tibet and has greatly assisted in the preparatory work.

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)

| | |
|--|----------------------|
| Transcoder and studio players for broadcast: | 4 000 |
| Fax machine, telephone, 4 DV cameras, 8 digital still cameras, printer, photocopier: | 4 000 |
| Investigative research: | 5 000 |
| Recruitment and training: | 5 400 |
| Office: | 3 000 |
| Conference logistics, materials: | 2 000 |
| Advisory services: | 3 000 |
| Miscellaneous: | 4 000 |
| <u>TOTAL :</u> | <u>30 400</u> |

BREAKDOWN OF BENEFICIARY'S CONTRIBUTION (in US dollars)

| | |
|-------------------------------------|----------------------|
| Management: | 4 000 |
| Research staff: | 3 000 |
| Materials and documents: | 6 000 |
| Official business and consultation: | 4 000 |
| Fuel and vehicle maintenance: | 5 000 |
| Professional books: | 4 000 |
| Publications and Website: | 4 000 |
| <u>TOTAL :</u> | <u>30 000</u> |

FIJI

| A. PROJECT IDENTIFICATION | | |
|----------------------------------|--|---|
| 1. | TITLE | COMMUNITY EMPOWERMENT THROUGH COMMUNITY RADIO |
| 2. | NUMBER | PDC/51 FIJ/01 |
| 3. | CATEGORY OF MASS MEDIA | Community radio |
| 4. | IPDC PRIORITY AREA | Community media, media pluralism, freedom of expression, training |
| 5. | SCOPE (national, regional, interregional) | National |
| 6. | TYPE OF ASSISTANCE REQUESTED | Financial, training, equipment |
| 7. | TOTAL COST OF PROJECT | US \$ 72 000 |
| 8. | AMOUNT REQUESTED FROM IPDC | US \$ 21 000 |
| 9. | BENEFICIARY BODY | FemLINK PACIFIC: Media Initiatives for Women |
| 10. | IMPLEMENTING BODY | FemLINKpacific: Media Initiatives for Women |
| 11. | PROJECT LOCATION | Fiji Islands |
| 12. | PROJECT PREPARED BY | Sharon Bhagwan Rolls, Coordinator |
| DECISION OF THE BUREAU | | |

B. PRESENTATION

1. BACKGROUND AND JUSTIFICATION

In response to the growing commercialisation of broadcasting in Fiji and the broader Pacific Island region, femLINKpacific “*Media Initiatives for Women*” seeks to provide alternative and additional viewpoints to the mainstream media coverage, particularly on issues related to the culture of peace and responding to the specific concerns of Fiji women.

It has produced a range of community-based videos and radio programmes and, to intensify its work in the communities, established in Fiji the first mobile women’s community radio station in the Pacific in 2004, supported by a UNESCO (IPDC) grant.

femLINKpacific has also been one of the few women’s NGOs that have engaged at regional and international level for a more gender- and community-media responsive information society, community radio being not only a tool for community empowerment, but also a means for a greater implication of governments with communities in response to their own global commitments such as the Millennium Development Goals (MDGs).

In September 2005, femLINKpacific opened the doors of its pilot community media centre in the capital city, Suva, and this has served to be an important base for the channelling of information to and from local communities. It now plans to strengthen its community empowerment programme in two key rural communities by assisting them in establishing and managing their mobile community radio units (“*Radio in suitcase*”) housed in a community multimedia centre (CMC). Communities will be initially equipped with information-communication resources to develop their community media centre strategies and programme base.

NZAID has committed itself to assisting femLINKpacific stage a series of community radio broadcasts in Ba, Nadi, Levuka, Nausori, Suva and Labasa in 2006 and 2007, with partial funding for the appointment and remuneration of community media correspondents. This project proposal is designed to build on this programme and strengthen the capacity of the target communities, specifically in Ba and Labasa.

2. DESCRIPTION OF THE TARGET GROUPS

- The beneficiaries will be rural and semi-urban women whose stories and issues do not make the news or even NGO information networks. NGOs, government and regional partners working with grassroots women will benefit from the communities’ feedback and disseminate their development information;
- Two rural communities will be targeted to build capacity towards the establishment of their own rural community media centre, and will manage their rural community radio stations;
- A key regional partner organisation of femLINKpacific: “*Vois Blong Mere Solomons*” will also benefit from regular training attachments with femLINKpacific in Suva.

3. IMMEDIATE OBJECTIVE

Two women’s community media groups in Northern and Western Fiji are operating with sufficient capacity to manage, programme, and technically operate local media centres for their communities

4. DEVELOPMENT OBJECTIVE

Foster and enable greater participation by women and underrepresented groups, including people with disabilities, in public discussions of critical issues and more generally as part of national development programmes.

5. PROJECT INPUTS

- Community visits and documentation
- Field recording equipment for 6 target community radio communities
- Training programmes on the establishment and management of community media centres for two target communities
- Training programme, including demonstration broadcasts for the management of the suitcase radio in the two target communities
- Resources and materials for programme production and training workshops

6. PROJECT OUTPUTS

- Two community media centres with basic facilities for field recording and audio production
- A four-unit series of training and capacity building materials
- At least 12 community members skilled in basic community media operations, audio recording and editing skills
- At least four two-day or weekend community radio broadcasts by local community media groups (2 in each target community) executed
- .

7. ACTIVITIES AND WORK PLAN

Months I–III: Purchase equipment; undertake the field visits to women’s groups in Ba, Labasa and the surrounding areas; negotiations with the Fiji government to secure two FM frequencies for the expansion of the community radio; recruitment of co-trainer / co-facilitator; production of the first issue of the publication “*Community Radio Times*”;

Month III–IV: Community training of core group in target local communities: “*How to establish and manage a community media centre*”, “*Working with the local community media correspondents in the field*”; production of the 2nd issue of “*Community Radio Times*”; interim report;

Months V–VIII: Follow-up on impact of community radio training of core group in target communities, and demonstration broadcasts in Ba and Labasa; production of 3rd issue of “*Community Radio Times*”;

Months IX–XII: Upgrading of radios skills and production of programmes; mobilizing resources for the community media centre in Ba and Labasa with initial computer, the Internet and communications resources; production of the 4th issue of “*Community Radio Times*”

Month XII: Final report.

8. INSTITUTIONAL FRAMEWORK

femLINKpacific, which is a duly registered NGO, will implement the project. The femLINK finance subcommittee will monitor the project funding to ensure that all financial matters are conducted in a transparent manner. The project team, supported and advised by the management collective, will identify the priority issues to be addressed, proceed to the basic research and initiate responses to the issues. The project team, together with the volunteers, will produce and broadcast the programmes. A co-facilitator with appropriate monitoring/evaluation skills will also assist in the implementation of the project, working alongside the project coordinator.

9. SUSTAINABILITY

While femLINKpacific has introduced a new concept of media advocacy to its community partners in Fiji and the donor community, it hopes to be able to secure core funding in the course of 2007 to assist in supporting its programme and operational costs. However, the target rural communities are not in a position to sustain their own community media operations and initiatives. So, femLINKpacific will aim at creating visibility, especially among the broader donor community, to secure additional sponsorships and grants from the national and international development agencies.

10. FRAMEWORK OF MONITORING

The co-facilitator will hire an assistant to document the activities and design the monitoring and evaluation framework.

11. EVALUATIONS CARRIED OUT

An external survey with key stakeholders of femLINKpacific, undertaken by an independent consultant who conducted the strategic planning for femLINKpacific in 2005, highlighted the need for the community radio initiative to be further developed.

12. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING

femLINKpacific will report on project progress on a four- month basis, and at request.

C. ADDITIONAL INFORMATION

Previous IPDC support received by the country

| | | | |
|-----------------------------------|---------|---|------------|
| PDC/12FIJ/01 352-FIJ-21 | 100,000 | <i>Fiji</i> News computerization project | 1991 -1993 |
| PDC/14FIJ/01 352-FIJ-41 | 50,000 | Journalism training institute development project | 1994 -1997 |
| PDC/18FIJ/01 352-FIJ-81 | 57,000 | Journalism training | 1998 -2002 |
| PDC/19FIJ/01 353-FIJ-01 | 33,000 | Community television Nadi | 2000 -2002 |
| PDC/23 FIJ/01 354 FIJ 5031 | 25,000 | Community Broadcasting Development Project | 2004 -2005 |
| PDC/24 FIJ/02 354 FIJ 5032 | 15,000 | Women speaking to Women in Fiji | 2004 -2005 |
| TOTAL FIJI: US\$ 280,000 | | | |

Preparatory activities completed prior to submission of the project to IPDC

femLINKpacific has to date undertaken two community radio broadcasts with the Ba community, while three community media correspondents have been part of the volunteer pool since 2004. An initial community visit was undertaken to Labasa in 2004, but since no funding was obtained, we have not been able to implement any actual community radio broadcasts in the Northern Division.

Contribution foreseen by the beneficiary agency during the project period

Additional volunteer time from femLINKpacific Coordinator and community media correspondents will supplement the human resource funding aspect of this project.

Assistance sought other than IPDC

- The NZAID grant for 2006/7 will facilitate some of the initial ground work and training at the community level, so that the two target communities are better prepared for their roles as community media / radio “hosts”;
- Funding from International Women’s Development Agency for a one-year programme for the capital city broadcasts will complement the rural broadcasts and strengthen policy advocacy aspects of the overall community radio project.

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)

| | |
|---|----------------------|
| Community radio field recording kits: 6 units | 3 000 |
| Consultation with target women’s community groups | 1 000 |
| Training and capacity building materials | 3 000 |
| Training programmes (one in the North, one in the West) with demonstration broadcasts | 6 000 |
| Establishment costs | 3 000 |
| Technical assistance | 4 000 |
| Monitoring | 1 000 |
| <u>TOTAL :</u> | <u>21 000</u> |

BREAKDOWN OF BENEFICIARY’S CONTRIBUTION (in US dollars)

| | |
|-------------------------------------|----------------------|
| Staff: | 36 000 |
| Office, resource centre, equipment: | 10 000 |
| Volunteer contribution: | 5 000 |
| <u>TOTAL :</u> | <u>51 000</u> |

INDIA

| A. PROJECT IDENTIFICATION | | |
|----------------------------------|--|--|
| 1. | TITLE | REINFORCEMENT OF CMCs IN MARGINALISED WEAVER COMMUNITIES |
| 2. | NUMBER | PDC/51 IND/01 |
| 3. | CATEGORY OF MASS MEDIA | Community media |
| 4. | IPDC PRIORITY AREA | Development of community media centres |
| 5. | SCOPE (national, regional, interregional) | National |
| 6. | TYPE OF ASSISTANCE REQUESTED | Financial |
| 7. | TOTAL COST OF PROJECT | US \$ 22 400 |
| 8. | AMOUNT REQUESTED FROM IPDC | US \$ 20 000 |
| 9. | BENEFICIARY BODY | Communities of Chanderi and Pranpur, and participating ICT Self-Help Groups (SHG) |
| 10. | IMPLEMENTING BODY | <i>OneWorld</i> South Asia (OWSA), New Delhi, in collaboration with local partners |
| 11. | PROJECT LOCATION | Chanderi District, Madhya Pradesh |
| 12. | PROJECT PREPARED BY | <i>OneWorld</i> South Asia (OWSA) and local partners |
| DECISION OF THE BUREAU | | |

B. PRESENTATION

1. BACKGROUND AND JUSTIFICATION

There can be no doubt that the web-based or online media have made a qualitative difference to the Indian media landscape. In 2005, virtually all Indian newspapers and broadcast organisations of significance had an online presence. However, the introduction of Community Media Centres, with the involvement of communities as such, increasing the access to 'new media' in India, is becoming truly a part and parcel of the mass media, which need to be strengthened in the future.

Community Multimedia Centres, where a gamut of media tools like the Internet, radio, video and community newspapers, are being effectively used for communication of needs-based information and knowledge to the grassroots communities. Though these initiatives have started five years ago, some pilot initiatives have not only shown promising results, but also lead to national / global initiatives for replication.

Problems facing CMCs in India include: lack of awareness by marginalised community groups and decision-makers of the vital use of CMC tools in advocating for change and improving quality of life; lack of adequate capacity for the operation of CMC tools; lack of access by communities to such tools and information. This project will address more specifically the lack of awareness by two disadvantaged communities on the possible applications of CMC tools.

The target communities, Chanderi and Pranpur, are very poor weaver communities long dependent on this profession for their livelihood. Future generations are not very keen to continue this work tradition, and are anxious to try other options such as the media, in an effort to save themselves from starvation. Tremendous strides have been made through the development of local self-help groups in building self-confidence in the search for better livelihoods, and in developing a local business sense with regard to products emanating from the communities. There is however the need to document on weaving innovations, seek online and other markets for products and articulate their local concerns with a view to responding to their own problems.

The proposed solution is to enhance the existing infrastructure of the CMCs at Pranpur and Chanderi, so as to deepen their communication, awareness and advocacy activities. This project would focus on building up existing work through capacity-building workshops in enhancing life skills in such areas as CMC management, local content production, exchange and dissemination, while providing community access to information through appropriate use of media tools.

2. DESCRIPTION OF THE TARGET GROUPS

100 CMC operators, volunteers and local communities in the region.

3. IMMEDIATE OBJECTIVE

Advanced capacity building for 100 CMC operators including 20 master trainers, in management and operation of CMCs, community newspaper production, radio / multimedia content production and dissemination on relevant community issues

4. DEVELOPMENT OBJECTIVE

To build capacity and ensure access to necessary information for these communities as main methods of encouraging freedom of expression and democracy.

5. PROJECT INPUTS

- 100 community members from self-help groups (SHGs), which will also include social animators and volunteers;
- Training modules on content development and dissemination, radio programming and production, development of community newsletters, writing and scripting skills, digital photography, other e-learning modules supported by UNESCO, training on weaving designs through computers and marketing links for livelihood support. Existing modules would be adapted to local language;
- Training premises;
- Computers with Internet connectivity and editing software, radio, digital camera, audio recording tools.

6. PROJECT OUTPUTS

- 100 target community members trained;
- 20 master trainers trained;
- 32 community radio programmes (2 per centre / per month), produced and narrowcast in the communities of two centres; 16 community newsletters (one per centre / per month);
- 24 digital stories in audio/visual media produced and disseminated.

7. ACTIVITIES

- Prioritisation of key community development issues, which need to be spoken out by the community;
- Selection of master trainers from previously trained community members;
- Design of training materials for the workshops;
- Two 3-day training workshops on content creation;
- Two 4-day training workshops on dissemination of local and global content through print media;
- Two 4-day training workshops on community radio production and programming;
- Networking to develop marketing and other information linkages for the weaving community;
- Exchange of programme content within the communities;
- Monitoring and evaluation;
- CMCs would regularly publish monthly newsletters, produce and create content relevant to their day-to-day needs and issues.

8. WORK PLAN

| Activity | Months | | | | | | | | | | | |
|--|--------|---|---|---|---|---|---|---|---|----|----|----|
| | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 |
| Two 3-day workshops on content creation, particularly through digital storytelling | | | | | | | | | | | | |
| Two 4-day workshops on dissemination local and global content through print media | | | | | | | | | | | | |
| Two 4-day workshops on radio production and programming | | | | | | | | | | | | |
| Two 2-day workshops on developing digital stories, use of computers, Internet searching information etc. | | | | | | | | | | | | |
| Monitoring | | | | | | | | | | | | |
| Evaluation | | | | | | | | | | | | |
| CMCs would regularly publish monthly newsletters, radio programmes, digital stories, create content relevant to their needs and issues | | | | | | | | | | | | |

9. INSTITUTIONAL FRAMEWORK

This activity will be undertaken by *OneWorld* South Asia (OWSA) in collaboration with local partners such as BASIX, a new generation livelihood promotion institution established in 1996, working with over 190 000 disadvantaged households in 44 districts and 8 states. BASIX would coordinate the day-to-day operation of the activities with animators and community members. OWSA would support the overall coordination, training, and information exchange programmes. The overall management would be performed by the SHGs with support from BASIX.

OWSA is a strong network of more than 750 civil society partner organisations, working towards objectives including “*Voice the Voiceless*” through grassroots communication. It channels knowledge for development efforts, advocates for inclusive and pro-poor ICT policies and actions, and facilitates technology services to enhance the partners’ capacity to communicate. OWSA has been training various groups including children, youth and women in similar trainings.

10. SUSTAINABILITY

With the initial handholding by UNESCO, OWSA and BASIX SHGs would be trained to manage the activities of the CMCs from the beginning, and take ownership of the Centre. At a later stage, the services at the Centres would be charged at a nominal fee from the community to sustain the running costs. Above all, this year of collaboration should show success impacts for the community. The master training and community operators would take it forward.

11. FRAMEWORK OF MONITORING

Monitoring mechanism would be built in from the inception as a continued process based on the indicators set for livelihood: health, social and development perspectives, level of community participation and process change.

12. EVALUATIONS CARRIED OUT

Presently, the CMCs are helping in providing the required information and helping the communities to communicate their issues.

13. FRAMEWORK OF BENEFICIARY AGENCY’S REPORTING

Regular feedback and suggestions would be taken from the communities, and impact surveys would be conducted by OWSA and the partner organisation.

C. ADDITIONAL INFORMATION

Previous IPDC support received by the country

| | | | |
|----------------------------|---------|---|------------|
| PDC/6IND/01 350-IND-61 | 40,000 | India <i>The Indian Institute of Mass Communication</i> | 1985 -1989 |
| PDC/9IND/01 350-IND-91 | 32,000 | Press Institute of India | 1988 -1992 |
| PDC/13IND/01 352-IND-31 | 110,000 | A training Scheme for Field Investigators at the Mass Communication Research Centre | 1993 -1996 |
| PDC/18IND/01 352-IND-81 | 55,000 | Community Feature Network Project of the Press Institute of India | 1998-1999 |

| | | | |
|--|--------|---|-------------|
| PDC/19IND/01 352-IND-91 | 30,000 | Communication education and media needs | 1999 - 2001 |
| PDC/20IND/01 353-IND-01 | 20,000 | NAMMA DHWANI Community Radio | 2000 - 2002 |
| PDC/23 IND/01 354- IND- 5031 | 20,000 | Training on Converging Media | 2004 - 2005 |
| PDC/23 IND/02 354-IND-5032 | 15,000 | Expanding PII Community Feature Network and Grassroots publication | 2004 - 2005 |
| PDC/48 IND/02 354 IND 5041 | 20,000 | Empowering communities through ICT using community FM and satellite radio | 2005-2006 |
| PDC/49 IND/01 354- IND- 5051 | 15,000 | COMMUNITY VIDEO FOR LOCAL CABLE NETWORK BROADCASTING | 2006-2007 |
| PDC/49 IND/03 354- IND-5052 | 15,000 | TESTING OF HANDBOOK KIT AND DEVELOPMENT OF TRAINING MODULES ON DISASTER REPORTING | 2006-2007 |
| TOTAL INDIA: US\$ 372,000 | | | |

Preparatory activities completed prior to submission of the project to IPDC

Meetings with UNIDO, UNESCO and other partner organisations; 3 visits to Chanderi; training programme held for the women / girls in OWSA-New Delhi. Initiation of a joint UNESCO / UNIDO / OWSA/ BASIX project for the introduction of CMCs for the expansion of activities and knowledge of community self-help groups of weavers in Chanderi and Pranpur

Contribution foreseen by the beneficiary agency during the project period

The beneficiary agency would provide its professional and logistic support in implementing the project.

Assistance sought other than IPDC

None at the date of project proposal; however, seeing the impact of the implemented programme, further support from local institutions could be envisaged.

D. BUDGET

| BREAKDOWN OF IPDC CONTRIBUTION (in US dollars) | |
|--|----------------------|
| Small studio equipment (digital camera, microphones, audio mixer, editing software with accessories, speakers, CDs, cassettes, soundproof room): | 2 500 |
| 8 training workshops: | 10 000 |
| Travel expenses for OWSA trainers: | 2 000 |
| Development of community newspapers, radio programmes and digital stories: | 3 500 |
| Development / adaptation of training modules for all media: | 1 000 |
| Monitoring: | 1 000 |
| <u>TOTAL :</u> | <u>20 000</u> |

| BREAKDOWN OF BENEFICIARY'S CONTRIBUTION (in US dollars) | |
|--|---------------------|
| Premises: | 300 |
| Operation of CMCs: | 500 |
| Training programmes (refreshments, venue etc.): | 500 |
| Upkeep of the Centre: | 400 |
| Newsletters and radio programmes: | 300 |
| Management and monitoring: | 400 |
| <u>TOTAL</u> : | <u>2 400</u> |

IRAN

| A. PROJECT IDENTIFICATION | | |
|----------------------------------|--|--|
| 1. | TITLE | TRAINING OF WOMEN JOURNALISTS |
| 2. | NUMBER | PDC/51 IRN/01 |
| 3. | CATEGORY OF MASS MEDIA | News Agency |
| 4. | IPDC PRIORITY AREA | Development of human resources; Development of community media. |
| 5. | SCOPE (national, regional, interregional) | National |
| 6. | TYPE OF ASSISTANCE REQUESTED | Financial |
| 7. | TOTAL COST OF PROJECT | US \$ 34 500 |
| 8. | AMOUNT REQUESTED FROM IPDC | US \$ 31 000 |
| 9. | BENEFICIARY BODY | Iranian Women Journalists' Association (ROZA) |
| 10. | IMPLEMENTING BODY | Iranian Women Journalists' Association (ROZA) |
| 11. | PROJECT LOCATION | Five provinces of Iran |
| 12. | PROJECT PREPARED BY | Iranian Women Journalists' Association (ROZA) |
| DECISION OF THE BUREAU | | |

B. PRESENTATION

1. BACKGROUND AND JUSTIFICATION

The Association of Iranian Women Journalists has a membership of 500 women media professionals throughout Iran. One of the key factors inhibiting the development of professional media is a lack of English, which impedes access to the Internet for research. It also means that ROZA members are unable to benefit from training in non Persian-speaking countries. The project aims to hold English language training courses for ROZA members in the five most impoverished provinces in Iran: Hormozgan, Sistan-Baluchistan, Kohkiluyeh-Boyer Ahmad, Kurdistan and Ardebil.

2. DESCRIPTION OF THE TARGET GROUPS

The beneficiaries of this project are women media professionals in five provinces in Iran. Indirect beneficiaries will be the newsreaders.

3. IMMEDIATE OBJECTIVE

To train 150 women journalists in English language and the application of English to research and IT.

4. DEVELOPMENT OBJECTIVE

To increase women's involvement in the media in five impoverished provinces in Iran, both as role models and to increase their income-generating potential.

5. PROJECT INPUTS

- Coordinator;
- Trainers;
- Training materials;
- Computer equipment.

6. PROJECT OUTPUTS

- Approximately 150 women media professionals trained;
- 20 journalist trainers and local representatives trained as trainers;
- Training material developed for distribution to other media professionals and officials in Iran and in the Persian-speaking region.

7. ACTIVITIES AND WORK PLAN

Month 1: Adjust work plan to IPDC funding level;

Month 2: Engage trainers;

Month 3: Devise training programmes; call for and select participants;

Month 4: Finalise training programmes and logistics;

Month 5-6: Begin English-language training for journalists;

Month 12: Distribute the training materials; provide final report and certified financial statement to IPDC within three months of implementation of project.

8. INSTITUTIONAL FRAMEWORK

The project will be implemented by ROZA with support from the UNESCO Tehran Cluster Office.

9. SUSTAINABILITY

ROZA is a legally established and reputable journalists' association based in Tehran.

10. FRAMEWORK OF MONITORING

The UNESCO Adviser for Communication and Information based in the UNESCO Tehran Cluster Office will monitor the project.

11. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING

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

D. BUDGET

| BREAKDOWN OF IPDC CONTRIBUTION (in US dollars) | | |
|---|-------|----------------------|
| Budget for one workshop | | |
| Local transport: | 1 500 | |
| Administrative expenses: | 700 | |
| English language teacher (\$ 300 × 6 months): | 1 800 | |
| Renting of premises for the courses: | 2 000 | |
| Sub-total for one workshop: | 6 000 | |
| Total for 5 workshops (6 000 × 5): | | 30 000 |
| Monitoring | | 1 000 |
| <u>TOTAL :</u> | | <u>31 000</u> |

| BREAKDOWN OF BENEFICIARY'S CONTRIBUTION (in US dollars) | |
|--|---------------------|
| Administrative expenses: | 1 500 |
| Project management: | 1 500 |
| Reports: | 500 |
| <u>TOTAL :</u> | <u>3 500</u> |

KAZAKHSTAN

| A. PROJECT IDENTIFICATION | | |
|----------------------------------|--|---|
| 1. | TITLE | ICTs FOR SMALL NEWSPAPER DEVELOPMENT |
| 2. | NUMBER | PDC/51 KZH/01 |
| 3. | CATEGORY OF MASS MEDIA | Print media |
| 4. | IPDC PRIORITY AREA | Human resource development |
| 5. | SCOPE (national, regional, interregional) | National |
| 6. | TYPE OF ASSISTANCE REQUESTED | Financial |
| 7. | TOTAL COST OF PROJECT | US \$ 29 000 |
| 8. | AMOUNT REQUESTED FROM IPDC | US \$ 18 000 |
| 9. | BENEFICIARY BODY | Kazakhstan Newspapers Publishers Association (KNPA) |
| 10. | IMPLEMENTING BODY | Kazakhstan Newspapers Publishers Association |
| 11. | PROJECT LOCATION | Karaganda |
| 12. | PROJECT PREPARED BY | Kazakhstan Newspapers Publishers Association (<u>attn</u> : Olga Didenko) |
| DECISION OF THE BUREAU | | |

B. PRESENTATION

1. BACKGROUND AND JUSTIFICATION

Fifteen years ago all newspapers in Kazakhstan were published by the state. As from independence in 1991, it was expected that the new era would lead to a new independent and pluralist approach to social and political reporting. However today, the print media are being criticized for being too keen for crime stories and entertainment in hope of better advertising revenue and business sustainability, to the detriment of social and political reporting.

Small regional and local newspapers seek to reflect local concerns of communities. However, they face difficulties due to such reasons as: (i) the existing legislation and law enforcement practice; (ii) unfair competition due to state support to newspapers loyal to the government; (iii) the lack of transparency in the media markets; (iv) isolation from the wider and international community; (v) under-developed distribution mechanisms; and (vi) the lack of independent auditing of circulations. Moreover, editorial self-censorship is widely spread, notably as regards reporting on political leaders, due to fear of reprisals.

This project seeks to enhance the use of IC technologies by small regional and local newspapers to improve their management, advertising sales and news reporting, in support of their sustainability and better coverage of local concerns. Small vibrant media play an important role in stimulating and providing a public space for local civic voices.

The aim of the project is to conduct 11 training sessions for regional and local newspaper and news magazine staff, members of the Kazakhstan Newspapers Publishers Association (KNPA). According to the latest official statistics of 2006, 2243 regional news media outlets were registered (1593 are newspapers and 650 magazines), even if not all may be publishing.

2. DESCRIPTION OF THE TARGET GROUPS

The beneficiaries of the project are small regional and local newspapers and news magazines.

3. IMMEDIATE OBJECTIVE

To reinforce the potential for economic viability and diversified reporting of the small regional and local newspapers and news magazines, through nine workshops on “ICT for (i) Newspaper management, (ii) Advertising sales, and (iii) News reporting”.

4. DEVELOPMENT OBJECTIVE

To stimulate a wider participation of citizens in various democratic government processes by enhancing the capabilities of small regional and local newspaper and news magazine sector in Kazakhstan.

5. PROJECT INPUTS

- Trainers in ICT-assisted newspaper management, advertising sales and news reporting (1-3 in each topic);
- Access to 10 desktop computers with Internet;

- 10 software packages for management, sales and word processing;
- Training materials.

6. PROJECT OUTPUTS

90 journalists, editors and managers will have been trained in ICT for newspaper business management, advertisement and sales, and sourcing news / computer-assisted reporting.

7. ACTIVITIES AND WORK PLAN

Month 1: Adjust work plan to IPDC funding levels; detail the ICT training needs of the newspapers and magazines in management, advertising sales and news reporting; select and engage trainers; plan details of the training and of the time schedule.

Months 2-3: Select / develop / translate the training materials; select participants; develop evaluation questionnaire.

Months 4-9: Conduct 9 workshops in Karaganda; evaluate every workshop; external monitoring of the workshops.

Months 11-12: Write and submit final report to IPDC / UNESCO for approval; prepare certified financial statement for IPDC / UNESCO.

8. INSTITUTIONAL FRAMEWORK

KNPA is registered as a legal person in Karaganda Regional Department of Justice in March 2003. It is a voluntary association of legal persons. Its mission is the development of publishing branch in Kazakhstan, protection of newspaper publishers' interests and demanding favourable conditions for effective development of the publishing services market. Some of its concerns are the media, national tariffs and taxes, intellectual property legislations as well as the capacity building of its member media. It has been developing links to international professional organisations as listed below.

This project would be implemented with the assistance of such organisations as the Guild of Periodical Press Publishers, the Association of Independent Regional Publishers (Russia,), and the World Association of Newspapers.

9. SUSTAINABILITY

Small regional and local newspapers and news magazines need training. Improved management and staff skills will make a definite contribution to the sustainability of the sector as a whole. Materials to be developed during the project will later support self-learning at these media outlets.

10. FRAMEWORK OF MONITORING

It is suggested that the UNESCO Almaty cluster Office monitors the project or nominates an internationally known local professional NGO to that end.

11. EVALUATIONS CARRIED OUT

KNPA keeps in contact with the publishers of regional press, whose constant concern is the business viability and staff qualifications. A wider survey was conducted in 2005, when 98% of

560 respondents mentioned the insufficient qualification of the editorial staff as one of their problems.

12. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING

The Kazakhstan Newspaper Publishers Association undertakes to report on the project progress on a four-month basis, or as requested by IPDC/UNESCO.

C. ADDITIONAL INFORMATION

Previous IPDC support received by the country

| | | | |
|---------------------------------------|--------|--|-------------------|
| PDC/14KZH/01 352-KZH-41 | 70,000 | <i>Kazakhstan</i> | <i>1994 -1997</i> |
| | | Development of the independent radio station "Radio Maximum" | |
| PDC/15KZH/01 352-KZH-51 | 71,000 | Journalism/Media training at the Kazak State University | <i>1995 -1997</i> |
| PDC/19KZH/01 352-KZH-91 | 30,000 | Newspaper for farmers living near the Aral Sea | <i>1999 -2000</i> |
| PDC/21 KZH/01 353KZH5011 | 15,000 | Distance education training via Internet technologies | <i>2003 -2004</i> |
| TOTAL KAZAKHSTAN: US\$ 186,000 | | | |

Preparatory activities completed prior to submission of the project to IPDC

The KNPA has conducted a preliminary study on the training needs of the target group. These data will be updated and used as planning bases.

Contribution foreseen by the beneficiary agency during the project period

KNPA will make in-kind (equipment, premises for the workshops and personnel) and financial (logistic and administrative costs, communication, staff salaries and project reporting) contribution to the project implementation.

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)

| | |
|---|----------------------|
| Trainer's services / materials (9 workshops): | 3 600 |
| Travel for trainers: | 3 000 |
| Accommodation and per diem for trainers: | 2 450 |
| Train fare for 90 participants: | 1 500 |
| Accommodation and per diem for participants: | 4 950 |
| Meals / lunches (100 persons): | 500 |
| Communication and coordination: | 1 000 |
| Monitoring: | 1 000 |
| <u>TOTAL :</u> | <u>18 000</u> |

| BREAKDOWN OF BENEFICIARY'S CONTRIBUTION (in US dollars) | |
|--|----------------------|
| Logistics, administrative support, communications: | 3 000 |
| Staffing: | 7 000 |
| Project reporting: | 1 000 |
| <u>TOTAL</u> : | <u>11 000</u> |

KYRGYZSTAN

| A. PROJECT IDENTIFICATION | | |
|----------------------------------|--|---|
| 1. | TITLE | CAPACITY BUILDING OF YOUNG JOURNALISTS FOR POLITICAL REPORTING |
| 2. | NUMBER | PDC/51 KYZ/01 |
| 3. | CATEGORY OF MASS MEDIA | All medias |
| 4. | IPDC PRIORITY AREA | Press freedom and media pluralism; human resource development |
| 5. | SCOPE (national, regional, interregional) | National |
| 6. | TYPE OF ASSISTANCE REQUESTED | Financial |
| 7. | TOTAL COST OF PROJECT | US \$ 34 600 |
| 8. | AMOUNT REQUESTED FROM IPDC | US \$ 18 200 |
| 9. | BENEFICIARY BODY | Young journalists and journalism students |
| 10. | IMPLEMENTING BODY | NGO Centre Media-Ordo |
| 11. | PROJECT LOCATION | Bishkek, Baktan, Osh, Jalalabat, Naryn and Issyk-kul |
| 12. | PROJECT PREPARED BY | Cholpon Orozbekova, Director of Centre Media-Ordo |
| DECISION OF THE BUREAU | | |

B. PRESENTATION

1. BACKGROUND AND JUSTIFICATION

Kyrgyzstan's youth was actively engaged in March 2005 events, hoping to see significant changes occur in the country. Following March 24, 2005, the day that led to change of power in the country, young people of Kyrgyzstan are in a state of trauma : more than a year has passed since the "revolution", but the results for better life are disappointing.

Many political observers note that young people of Kyrgyzstan, including young journalists and media students, are easily manipulated by catchy slogans to serve the interests of political forces, due to their lack of exposure to critical political thinking. The mass media play a role in this process, by being often partisan rather than providing professional, accurate, fair and unbiased information.

This project intends to contribute to the professional development of young journalists and journalism students by enhancing their critical thinking on political issues in favour of independent and pluralist reporting, and by improving their skills for accurate and balanced reporting.

The participants in the project will be young journalists who have graduated, and senior journalism students from the 9 higher education institutes of the country that provide journalism training. As their curricula are still fairly theoretical, the young journalists are often unprepared to face the challenges of real-life political interviews, analysis and reporting.

Now, most regions of Kyrgyzstan have access to a number of newspapers, local FM radios, two TV channels: one state-owned and an independent one. In the capital Bishkek, there are about 20 newspapers, 8 radios and 7 TV channels. Altogether, 3000 newspapers are registered, but no more than 50 newspapers are being published.

2. DESCRIPTION OF THE TARGET GROUPS

Beneficiaries of this project are young journalists and senior journalism students.

3. IMMEDIATE OBJECTIVE

- To enhance the skills and knowledge of some 100 young journalists and senior journalism students in reporting political issues in a professional, accurate, fair and non-partisan manner.

4. DEVELOPMENT OBJECTIVE

- To promote the independent, pluralist media practices through accurate, and balanced reporting based on democratic dialogue between young media workers and politicians in favour of a transparent and reliable government.

5. PROJECT INPUTS

- One or two trainers/resource persons per workshop on reporting political issues;
- One or two political science lecturers / resource persons per workshop;
- Team for resource materials (3 writers/ editors, 1 designer/proof reader);
- Website administrator;
- Laptop computer, digital camera, Internet connectivity.

6. PROJECT OUTPUTS

- Skills and knowledge of some 100 young journalists / journalism students in Bishkek; three provinces will have been improved in the evaluation and reporting of political issues;
- Some 50 political interviews and reports by the participants will have been published in newspapers, and evaluated for future learning purposes;
- Resource material package on the basics of political reporting will have been compiled, developed, reproduced and distributed to the participants in the project and other media practitioners.
- An electronic web version of the resource materials will have been developed and will be accessible through a website.

7. ACTIVITIES

- Seven weekly training workshops will be conducted at Centre “*Media Ordo*” premises and three in Aryn, Issuk-Kul and Batken provinces (one per province) on basic journalism skills, including news writing, researching and verifying sources, interview techniques. Each of them will involve 10 participants. Correspondents of BBC, Azattyk Radio, the Associated Press Agency, Reuters and Interfax will be invited as trainers.
- Seven, plus three workshops will be conducted on the basics of political reporting and political literacy (including such issues as the government form and structure, existing political parties, political analysis of the Revolution of March 2005 etc.), involving ten participants each. The resource persons will be experienced political reporters and political analysts /political science experts.
- Seven, plus three seminars will involve politicians from all political parties to enable young journalists and journalism students to interface and dialogue with politicians under guidance of experienced reporters and political specialists.
- After the above-listed training sessions, independent interviews / reporting assignments will be conducted by the participants; the preparations will be guided by trainers. Best news items / reports will be published in partner newspapers.
- The best articles (to be selected by the trainers) will be awarded certificates of Media Centre Ordo.
- Resource materials will be compiled before the training and will be further developed during the sessions. They will deal with basic political reporting techniques, key principles of independent and pluralist media, media ethics and the Kyrgyz media legislation.

8. WORK PLAN

Month 1: Adjust the work plan to the IPDC funding level; purchase equipment; organise Internet connection and website administration; identify the experts and volunteers needed for the project; select the media experts to compile / develop handout materials; announce the project in colleges, universities and newspapers; recruit trainers / political specialists on a competitive basis to plan and finish details of the training programmes; brief the potential participants.

Month 2: Decide the final topics of the political science workshops and develop the content; brief the politicians who will be interacting with the participants.

- Months 3-8:** Conduct 10 training sessions; conduct political science workshops; issue-related press releases.
- Months 9-11:** Conduct 10 debates between young journalists and politicians. Conduct tutorials for the participants and publish the best articles in partner newspapers.
- Months 4-12:** Prepare reports every four months or as requested by IPDC through UNESCO-Almaty. Finalise the composition of the handout materials for peer review by senior media experts on skills, ethics and legal aspect, and distribute them; the team of trainers will select the best articles for certificates of Centre Media-Ordo. Narrative report and the certified financial statement will be sent to UNESCO/IPDC.

9. INSTITUTIONAL FRAMEWORK

Centre Media-Ordo was established in September 2000 with support from Soros Foundation. It is registered as an NGO since 2001. Its Observation Council consists of seven members: two chief-editors, one deputy-editor, a correspondent of the Kyrgyz service of RFE/RL, a member of the Kyrgyzstan Lawyers Association, the Director and Programme Coordinator of the Centre. The Council meets every three months to review programme and budget situation.

This project will be implemented in collaboration with the journalism programmes of the Kyrgyzstan universities, Agym and Alas newspapers, Azattyk Radio, and the Union of Journalists. It will be facilitated by province-based NGOs where a part of the project will take place.

10. SUSTAINABILITY

Media-Ordo Centre has implemented five projects related to mass media, and has sufficient experience to implement this one. The aim of the Centre is to promote freedom of expression, protect the rights of journalists and provide them with legal advice. In late 2006, Media Ordo was implementing two large media projects on “*Economic master-class for journalists*” (Soros) and “*Protecting the rights of independent journalists*”.

Journalists may access Internet and use phone and fax at the Centre Media Ordo premises, which is equipped with 5 computers, 2 printers, a TV set, 4 telephones, and a fax machine. The Centre has four full-time employees: project manager, secretary, accountant and legal expert and three volunteers.

11. FRAMEWORK OF MONITORING

If needed, the coalition of NGOs “*For Democracy and Civil Society*” could be assigned by UNESCO to monitor the project progress.

12. EVALUATIONS CARRIED OUT

An analysis of the level of political reporting in the media by “Centre Media Ordo” is currently under way.

13. FRAMEWORK OF BENEFICIARY AGENCY’S REPORTING

The NGO “Centre Media-Ordo” will report to UNESCO Almaty cluster office on the project progress on a four-month basis, or as requested by the IPDC.

C. ADDITIONAL INFORMATION

Previous IPDC support received by the country

| | | | |
|--------------------------------------|--------|--|------------|
| PDC/14KIZ/01 352-KIZ-41 | 84,000 | Kyrgyzstan | 1994 -1996 |
| | | Establishment of a media resource centre | |
| PDC/15KIZ/01 352-KIZ-51 | 60,000 | Development of Independent Radio Stations | 1995 -1997 |
| PDC/16KIZ/01 352-KIZ-61 | 60,000 | Media training at the Kyrgyz national University | 1996 -1998 |
| PDC/18KIZ/01 352-KIZ-81 | 35,000 | Journalism training at Media Res. Centres in Bishkek and Osh | 1998 -1999 |
| PDC/20KIZ/01 353-KIZ-01 | 20,000 | Development of an independent and pluralistic Mass Media | 2000 -2002 |
| PDC/24 KYZ/01 354 KYZ 5031 | 22 000 | Establishment of a community media centre for the Talas region | 2004 -2005 |
| | | TOTAL KYRGYZSTAN: US\$ 281,000 | |

Preparatory activities completed prior to submission of the project to IPDC

Ongoing needs assessment on media development.

Assistance sought other than IPDC

In-kind and other support from the Bishkek Office of OSCE may be sought.

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)

| | |
|---|---------------|
| Trainers (30 workshops): | 1 800 |
| Lecturers (one for each workshop): | 1 800 |
| Travel for trainers: | 1 400 |
| Coffee breaks (30 workshops): | 1 000 |
| 2 laptop computers for trainers and trainees: | 1 600 |
| Digital camera: | 700 |
| Training materials: | 3 000 |
| Reprography and paper: | 5 000 |
| Stationery, publicity: | 900 |
| Monitoring: | 1 000 |
| TOTAL : | 18 200 |

| BREAKDOWN OF BENEFICIARY'S CONTRIBUTION (in US dollars) | |
|--|----------------------|
| Staff salaries and allowances: | 3 500 |
| Premises: | 3 600 |
| Office equipment: | 4 500 |
| Website administration: | 2 400 |
| Communications (telephone, the Internet): | 1 200 |
| Mobile phone, fax machine: | 1 200 |
| <u>TOTAL</u> : | <u>16 400</u> |

MONGOLIA

| A. PROJECT IDENTIFICATION | | |
|----------------------------------|--|---|
| 1. | TITLE | TRAINING WORKSHOP FOR FM RADIO SERVICE PROVIDERS |
| 2. | NUMBER | PDC/51 MON/01 |
| 3. | CATEGORY OF MASS MEDIA | Radio broadcasting |
| 4. | IPDC PRIORITY AREA | Development of human resources; Media pluralism |
| 5. | SCOPE (national, regional, interregional) | National |
| 6. | TYPE OF ASSISTANCE REQUESTED | Financial (training) |
| 7. | TOTAL COST OF PROJECT | US \$ 22 600 |
| 8. | AMOUNT REQUESTED FROM IPDC | US \$ 22 600 |
| 9. | BENEFICIARY BODY | Mongolian FM Radio Service Providers |
| 10. | IMPLEMENTING BODY | Communications Regulatory Commission (CRC) of Mongolia |
| 11. | PROJECT LOCATION | Ulaanbaatar |
| 12. | PROJECT PREPARED BY | Communications Regulatory Commission (CRC) of Mongolia |
| DECISION OF THE BUREAU | | |

B. PRESENTATION

1. BACKGROUND AND JUSTIFICATION

In spite of the growing availability of media services in Mongolia (FM radio stations, TV and CATV), the know-how and experience of the personnel and the technical levels of broadcasting equipment of service providers do not meet the required technical standards. Broadcasting service providers need to train their human resources and modernise their outdated equipment to respond to today's challenges.

The quality of information is insufficient, and information itself is unacceptable by customers because of poor quality journalism. Most broadcasters have no basic knowledge of problems, and more importantly, they have inadequate professional skills to attempt at building audience or public trust and promoting public interest and discourse. Print, television and FM radio news coverage tends to focus more on economy, politics and factual events. There is lack of news or features on environment, cultural values and issues of concern to educative and cognitive knowledge.

Training workshops and seminars for the staff of FM radio station have never been held in Mongolia till today, even though the Communication Regulatory Commission in Mongolia developed Information technology, FM radio and TV procedures, guidelines and technical requirements based on international standards.

Due to lack of financial resources and equipment for comprehensive training, there has been a problem to arrange such trainings or seminars for FM radio service providers. Therefore, it is vital to address the abovementioned issues in order to meet the needs of both broadcasting service providers and listeners by the means of a training workshop for FM radio service providers.

2. DESCRIPTION OF THE TARGET GROUPS

40 workshop participants from FM radio technicians and journalists in the rural areas will be selected via nomination forms to be prepared by the CRC.

3. IMMEDIATE OBJECTIVE

To increase professional and technical skills and experience of the participants.

4. DEVELOPMENT OBJECTIVE

The development objective of this training workshop project is to enhance the capacity of the broadcasting organisations to serve their audience with quality information through skilled work of their staff and improved technical facilities.

5. PROJECT INPUTS

- Project coordination by the CRC and its team of experts;
- Technical consultants;
- Professional journalists;
- Trainees from FM radio service providers;
- Training and workshop materials;
- Equipment and facilities (e.g. computer, projector, printer).

6. PROJECT OUTPUTS

- 40 personnel from FM radio service providers trained;
- Sample programmes produced;
- Workshop publication in print and electronic format.

7. ACTIVITIES

- Identification of trainers and experts;
- Contact with participants;
- Selection of trainee journalists;
- Travel and accommodation arrangements;
- Confirmation of training locations and required facilities;
- Preparation of training workshop outline, content and identification;
- Conduct of national training workshop;
- Project review and reports.

8. WORK PLAN

- Identification of trainers and trainees (*2 weeks*);
- Contact with trainers and experts; development of the training and workshop materials and other arrangements (*2 weeks*);
- Contact with trainees and organisation of travel and accommodations (*2 weeks*);
- Conduct training workshop, including on-the-job training (*one week*);
- Finalisation of all other arrangements such as discussions with trainers and trainees about the training outcomes (*one day*);
- Preparation of outlines and contents of the handbook for further similar activities, and design of travel plans for participants and experts (*one week*);
- Submission of the final report to UNESCO / IPDC (*one week*).

9. INSTITUTIONAL FRAMEWORK

The Communication Regulatory Commission (CRC) will implement this project in cooperation with ICTA (Information Communication and Technology Agency), the University of Radio and Television of Mongolia, the University of Information and Communication, FM Radio 107.5 and FM Radio 104.5 stations. The University of Radio and Television has trained the professional journalists in Mongolia. The Information and Communication University trains professional technicians in communication technologies. The FM radio stations 107.5 and 104.5 are pioneers in provision of radio communication services with highly motivated and experienced professionals.

10. SUSTAINABILITY

Since 1992, the ICT policy of Mongolia has allowed to set up the foundation for market liberalisation and competition by introducing organisational reforms, and separating the regulatory issues of the sector from business activities. Upon completion of the project, the CRC will continue activities and trainings on sustainable basis. Furthermore, it will provide advisory service to operators and experts who have interest in establishing FM radio stations to create competitive conditions in the ICT market, and to open an access to high-quality services for the population by the use of the most advanced technologies.

11. FRAMEWORK OF MONITORING

The UNESCO Adviser for Communication and Information will monitor the project in close collaboration with broadcasting organisations and the CRC.

12. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING

The CRC will provide brief implementation reports covering the conducted activities as required, and the final report upon completion of the project.

C. ADDITIONAL INFORMATION

Previous IPDC support received by the country

| | | | |
|---|---------|---|------------|
| PDC/5MON/12 350-MON-51 | 50,000 | <i>Mongolia</i> National News Agency | 1985 -1986 |
| PDC/8MON/01 350-MON-81 | 30,000 | Training Centre of the State Printing Kombinat | 1988 -1990 |
| PDC/13MON/01 352-MON-31 | 160,000 | Renovation of the printing industry | 1995 |
| PDC/16MON/01 352-MON-71 | 24,000 | Development of Broadcasting services | 1997 -1998 |
| PDC/17MON/01 352-MON-72 | 32,000 | Radio/Television Training at the National Press Institute | 1997 -1998 |
| PDC/18MON/01 352-MON-81 | 35,000 | Establishment of community Radio in Uvurhangai province | 1997 -1999 |
| PDC/19MON/01 352-MON-91 | 65,000 | Modernization of the Montsame News Agency | 1999 -2001 |
| PDC/21 MON/01 353MON5011 | 30,000 | Improvement of National Radio and Television services | 2003 -2004 |
| PDC/24 MON/01 354MON5031 | 40 000 | Media for transparent governance | 2004 -2005 |
| PDC/24 MON/02 354MON5032 | 23 000 | Photo journalism education development project | 2004 -2005 |
| PDC/48 MON/01 354 MON 5041 | 22 000 | Community radio project | 2005-2006 |
| PDC/49 MON/01 354-MON-5051 (CO-FINANCED BY GERMANY) | 41,000 | PUBLIC BROADCASTING FOR MINORITIES IN MONGOLIA | 2006-2007 |
| TOTAL MONGOLIA: US\$ 552,000 | | | |

D. BUDGET

| BREAKDOWN OF IPDC CONTRIBUTION (in US dollars) | |
|---|----------------------|
| Project coordinator: | 400 |
| Travel expenses for 40 participants: | 12 000 |
| Accommodation and subsistence: | 1 800 |
| Trainers and expert fees: | 1 400 |
| Local transport: | 1 000 |
| Communications: | 1 100 |
| On-the-job training (trainee visits to broadcasting organisations): | 700 |
| Training location: | 1 800 |
| Design and production of training materials: | 1 400 |
| Monitoring: | 1 000 |
| <u>TOTAL :</u> | <u>22 600</u> |

NEPAL

| A. PROJECT IDENTIFICATION | | |
|----------------------------------|--|--|
| 1. | TITLE | CAPACITY BUILDING OF MEDIA PROFESSIONALS IN ELECTORAL COVERAGE IN POST-CONFLICT NEPAL |
| 2. | NUMBER | PDC/51NEP/01 |
| 3. | CATEGORY OF MASS MEDIA | Print, electronic and broadcast media |
| 4. | IPDC PRIORITY AREA | Promotion of free expression and media pluralism; human resources development |
| 5. | SCOPE (national, regional, interregional) | National |
| 6. | TYPE OF ASSISTANCE REQUESTED | Financial |
| 7. | TOTAL COST OF PROJECT | US \$ 23 250 |
| 8. | AMOUNT REQUESTED FROM IPDC | US \$ 23 250 |
| 9. | BENEFICIARY BODY | The media community in Nepal |
| 10. | IMPLEMENTING BODY | Nepal Press Institute (NPI) in liaison with the Press Council |
| 11. | PROJECT LOCATION | Nepal |
| 12. | PROJECT PREPARED BY | UNESCO office in Kathmandu in consultation with NPI |
| DECISION OF THE BUREAU | | |

B. PRESENTATION

1. BACKGROUND AND JUSTIFICATION

The mass movement of April 2006 that led King Gyanendra to give up absolute power and to reopen the Parliament, as well as the peace-agreement reached in November 2006 by the Government with the Maoists rebels to held multiparty elections, have ended a decade of civil war and paved the way towards reconciliation and democracy in Nepal. As settled by the Interim Constitution, the transition period will culminate with a Constituent assembly election, tentatively scheduled for June 2007.

While media-availability differs across this Himalayan country, considering its challenging topography, Nepal has a variegated media sector characterized by a recent but dynamic community radio movement in the provinces, while print press and television is mostly present in the Kathmandu Valley. Restrictions on press freedom introduced during King Gyanendra's direct-rule have been lifted. The state-owned broadcaster is the one with the largest coverage and it has embarked in reforms towards its transformation into a PSB.

In Nepal, like in any other transition country, independent and professional media will contribute to make the upcoming election free and fair. But most media professionals, particularly in the districts and remote and rural areas, lack understating of the electoral process, fundamental rights and duties of citizens. It is therefore a great need to urgently enhance the skills of media practitioners in Nepal in view of the upcoming elections.

This project aims to build capacity of the media practitioners in understanding and learning the techniques to cover political parties and candidates, the major issues around the election as well as the electoral process. The project activities will develop skills and enable the media practitioners and media houses to contribute to the transitional democratic process by providing fair, accurate, and balanced election coverage

2. DESCRIPTION OF THE TARGET GROUPS

The planned training sessions will gather at least 120 media professionals from at least 5 districts of Nepal. In the selection of the participants to the training sessions, particular focus will be given to practitioners from remote areas and from minority or underrepresented vulnerable groups.

3. IMMEDIATE OBJECTIVE

Upgrade professional skills of media practitioners already in the business from all Nepali media outlets including those in remote areas in view of the Parliamentary elections.

4. **DEVELOPMENT OBJECTIVE**

Raise Awareness on the role of the media in a democratic society, particularly during elections, thus facilitating the undertaking of fair elections and the successful accomplishment of transition to democracy;

5. **PROJECT INPUTS**

- International expert to coordinate project activities;
- Professionals to conduct training to develop journalistic skills to cover elections;
- Local and international journalists that can provide insight into election coverage in different regions;
- Meeting rooms in various locations depending on types of sessions;
- Computer and audiovisual equipment for presentation/discussion sessions;
- Training module in local languages;
- Training materials, like flip charts, markers etc;
- Budget for travel, accommodation, food and refreshments;

6. **PROJECT OUTPUTS**

- Increased awareness and improved professional skills of 120 media practitioners in the area of challenges and responsibilities related to the election coverage;
- Increased media coverage of the party mandates, the issues and the electoral process;
- Increased awareness on the role of media in elections;
- Increased networking among media professionals from different regions, social strata and political spectrum;

7. **ACTIVITIES**

- Identification and contracting of international expert to coordinate project activities;
- Formation of a steering committee to identify media professionals for training, areas of training, professional trainers, etc.
- Development of appropriate training module;
- Final arrangements for all logistics, securing commitment from trainers, presenters and attendees;
- Training sessions conducted;
- Publication of a final report which will capture the process, experience, observations, evaluations and lessons learned for future use.

8. **WORK PLAN**

| Activity | MAR | APR | MAY | JUNE |
|--|------------|------------|------------|-------------|
| Contracting of project coordinator | | | | |
| Identification and contracting of local implementing partner(s) | | | | |
| Consultations with Government counterparts and district partners | | | | |
| Detailed work plan with objectives and indicators | | | | |
| Formation of steering committee | | | | |
| Development/adaptation of contextualised training materials | | | | |
| Finalisation of Logistics | | | | |
| Holding training workshops | | | | |
| Draft report by project coordinator | | | | |
| Printing and dissemination of the final report | | | | |
| | | | | |

9. INSTITUTIONAL FRAMEWORK

UNESCO office in Kathmandu will implement the project in collaboration with the local implementing partner Nepal Press Institute (NPI). Activities will be undertaken in consultation and liaison with the Ministry of Communication and Information.

10. SUSTAINABILITY

The media practitioners' training on election reporting will have a multiplier effect on the professional upgrade of peers and on the enhancement of press-freedom.

The process, experiences, observations, evaluations and lessons learned will be documented in detail for future use. Implementing partner's (NPI) capacity will be enhanced through working with UNESCO and the project coordinator (international expert) and enable the organisation to later undertake and replicate similar trainings for journalists from other districts.

11. FRAMEWORK OF MONITORING

UNESCO Kathmandu and the project coordinator will monitor the project from its initial to its final stages, together with local implementing partner. The final report, to be produced by the project coordinator, will evaluate outcomes against targets set in the approved workplan.

12. EVALUATIONS CARRIED OUT

Since the first pilot Community Radio in the country, Radio Sagarmatha, was supported by an IPDC project in mid '90s, UNESCO has gained an extensive experience in working in assisting media development in Nepal.

UNESCO Kathmandu office implemented two Conflict Sensitive Journalism trainings as well as three district based trainings for media in conflict for Nepali journalists during the period of conflict. UNESCO also took an active and leadership role during all three International Media Missions in Nepal at the time of King's direct rule and after restoration of democracy. These activities provided UNESCO Kathmandu office greater understanding and insight into Nepal's media environment and its capacity development needs, as well as strengthened the relationship with the media community.

Most recently, the UNESCO office in Kathmandu and fact-finding missions from New Delhi and HQ have ascertained the need to support the media practitioners in the transitional process in Nepal. Consultations have also been undertaken with potential implementing partners, different stakeholders, Nepali media experts and the proposed project coordinator/international expert.

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING

NPI and partners/experts in the specific training sessions will be required to report on the activity undertaken. Both participants and the trainers will provide individual evaluation through a set evaluation form and peer review. Observations, lessons learned and achievements against targets will be compiled and presented in the final report together with supporting documents.

C. ADDITIONAL INFORMATION

Previous IPDC support received by the country

| | | | |
|--|--------|---|------------|
| PDC/5NEP/19 507-NEP-61 (FIT-Germany) | 15,000 | <i>Nepal</i> 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 |
| PDC/49 NEP/01 354-NEP-5051 | 18,000 | CONSOLIDATION OF COMMUNITY RADIO MOVEMENT IN NEPAL | 2006-2007 |
| Total Nepal: US\$ 429,000+ US\$ 15,000 (Funds-in-trust) | | | |

Administration, management, facilitation, technical backstopping and operational guidance provided in kind by UNESCO Kathmandu.

Additional funding to expand project activities is currently actively being sought from donors present in Kathmandu.

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)

| | |
|--|---------------|
| Project coordinator/International expert | 6,000 |
| National resource persons (Prominent media professionals, representatives from Election Commission, spokes persons of major political parties, university professors) | 5,400 |
| Training materials (adaptation and printing of materials from <i>Coaching manual for Support to media during elections</i> (UNESCO) and other resources) | 1,000 |
| Venue in Kathmandu, including lunch and refreshments, equipment rental, stationeries for 30 par. x 3 days x 3 trainings | 5,850 |
| Venue in the districts, including lunch and refreshments, equipment rental, stationeries for 30 par. x 3 days x 3 trainings | 4,500 |
| Travel and accommodation for coordinator, trainer(s) and resource person(s) | |
| Monitoring | 500 |
| <u>TOTAL :</u> | 23,250 |

BREAKDOWN OF BENEFICIARY'S CONTRIBUTION (in US dollars)

| | |
|-----------------------|--|
| To add | |
| | |
| | |
| | |
| | |
| <u>TOTAL :</u> | |

NEPAL

| A. PROJECT IDENTIFICATION | | |
|----------------------------------|--|--|
| 1. | TITLE | COMMUNITY TELEVISION IN PALPA DISTRICT |
| 2. | NUMBER | PDC/51 NEP/02 |
| 3. | CATEGORY OF MASS MEDIA | Multimedia |
| 4. | IPDC PRIORITY AREA | Community media; Human resource development. |
| 5. | SCOPE (national, regional, interregional) | National |
| 6. | TYPE OF ASSISTANCE REQUESTED | Equipment, training |
| 7. | TOTAL COST OF PROJECT | US \$ 29 500 |
| 8. | AMOUNT REQUESTED FROM IPDC | US \$ 22 100 |
| 9. | BENEFICIARY BODY | Tansen Community Multimedia Centre |
| 10. | IMPLEMENTING BODY | Communication For Development, Palpa |
| 11. | PROJECT LOCATION | Tansen, Palpa District |
| 12. | PROJECT PREPARED BY | Tansen Community Multimedia Centre, in consultation with UNESCO |
| DECISION OF THE BUREAU | | |

B. PRESENTATION

1. BACKGROUND AND JUSTIFICATION

In South Asia, Nepal was the first country to allow non-governmental groups to broadcast on the FM band when Radio Sagarmatha went on air in 1996 in Kathmandu Valley. Since then, over 58 other FM stations have gone on air, of which over 18 are community FM stations. Both commercial and community FM stations complement each other to give Nepal's pluralism and diversity a voice with listenership active participation. After restoration of democracy in 1990, the role of FM stations has been significant in reaching out to grassroots level, disseminating locally relevant information, strengthening local culture, empowering local communities and strengthening the participatory character of development.

The TV network in Nepal is not as remarkable as radio. The first state-run Nepal television was launched only in 1985, with emergence of satellite. There are currently over 6 main TV networks, and a majority of the TV programmes are broadcast in Nepalese. The locally broadcast television programmes are often not available as with the FM stations that cover extensively local issues. In Tansen, the local community TV has been broadcasting local programmes since 1990's. It is the first one in South Asia; its programmes cover local news, current events and address the cultural and education programme. It reaches a population of over 30 000 in Tansen town and the neighbouring areas of Palpa District in Western Nepal. Since 3 ½ years, this Tansen community TV has developed into community multimedia centre to carry additional services and facilities to community people, apart from imparting local knowledge and information.

With the success of CMC model in Tansen and for that matter in Nepal, the demand from the neighbouring villages has tremendously increased, not only to address the development issues and disseminate knowledge, but also to build the skills and capacity of ICTs. This model helps create media literacy with the community's participation. With many years of experience in this field and available human resources, CMC Tansen wants to replicate the same model in the entire Palpa Districts to the benefit of marginalised and disadvantaged community groups. The proposed solution is to build on existing infrastructure by adding video services and ICT training through mobile units to areas that cannot be accessed by existing cable networks, to train community workers in local content production, exchange and dissemination and provide community access to information.

2. DESCRIPTION OF THE TARGET GROUPS

Primarily the youth from marginalised households in 15 villages, who otherwise will not have access to ICTs or opportunities to voice their opinions; 80 housewives already trained in computing and video production will act like local information agents; 15 local authorities as participants in the local programming, and implementing agents regarding the issues raised in the programming.

3. IMMEDIATE OBJECTIVE

To reach remote communities in Palpa district and to increase the capacity of CMC local staff and volunteers to train in digital media tools and produce multimedia content.

4. DEVELOPMENT OBJECTIVE

To improve the communicative capacity of the local community, especially the target groups, by using the CMC and the multimedia content as a vehicle for a free and creative expression, and by building the capacity of the youth to use new digital media-related technologies, thus giving them the opportunity to create innovative local content addressing local issues.

5. PROJECT INPUTS

- Project management personnel: two full-time skilled local staffs with support from volunteers;
- Five training workshops in multimedia content creation and training skills;
- Training workshops in computer literacy throughout the year, on an ongoing basis;
- Two main trainers for video editing and ICTs;
- Training materials from UNESCO multimedia training kit (MMTK) and operation of the existing training material of CMC;
- Cameras and additional computers for the selected mobile sites;
- Research on community needs and impact analysis;
- Exchanging the contents of the various sites, and building local network for sharing of contents.

6. PROJECT OUTPUTS

- Production of at least 80 hours of programming on local issues, telecast through the local cable or shown at the public viewing centre of CMC;
- 400 young people from the proposed fourteen villages trained in basic computing and video production, 50% of whom will be women;
- Two multimedia modules on video recording, video and sound editing techniques will be produced in Nepali;
- Strengthened production facilities at the CMCs;
- Operational network with outputs exchanged with other CMCs and telecentre network throughout Nepal;
- CMC/environment-specific training materials;
- Over 6 news pieces and 3 magazine features articles from the initiative and development.

7. ACTIVITIES AND WORK PLAN

| Activity | Months 1 – 2 | Months 3 - 4 | Months 5- 6 | Months 7 - 8 | Months 9-10 | Months 11- 12 |
|---|--------------|--------------|-------------|--------------|-------------|---------------|
| Planning and workshop programme development | ■ | | | | | |
| Acquisition of equipment and materials | ■ | | | | | |
| Selection of trainees and participants | ■ | | | | | |
| Training | ■ | | | | | |
| 3 workshops | | ■ | | ■ | | |
| Production of digital multimedia content | | ■ | | | | |
| Telecast of local multimedia content in cable network | | ■ | | | | |
| Formation of viewers club | | | ■ | | | |
| Report writing | | | ■ | ■ | | |
| On-site ethnographic action research, evaluation and exchange | ■ | | | | | |
| Training module | | | | | ■ | |

8. INSTITUTIONAL FRAMEWORK

The project will be implemented by Communication for Development Palpa (CDP) with technical assistance from the Tansen CMC management team and UNESCO Kathmandu and New Delhi. Local regional sites of Tansen CMC will be also engaged as partners.

CDP, established in early 1990, is an NGO running communication development initiatives in Tansen. The organisation has over 10 skilled human resources with a minimum of three years experience in ICTs and video production. These human resources have worked under the guidance of the CMC director, who has over 20 years experience in community television and video production.

9. SUSTAINABILITY

Existing CMCs initiate the training in 14 villages covering the 14 rural villages of the same district. At least 10 viewers clubs of the local programme in the 14 proposed villages will contribute annual subscription fees and subsidised viewing fees; advertising of local entrepreneurship will be encouraged on the cable network as well as sponsorship of video content. The CMCs will earn additional revenue from the computing and video production training activities.

10. FRAMEWORK OF MONITORING

UNESCO will undertake monitoring of the project with support from Queensland University of Technology (QUT) and University of Adelaide (UA). A local researcher on site will be following the ethnographic methodologies on a day-to-day basis to provide feedback to the activities.

11. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING

The CMC will provide implementation reports covering the activities conducted as required and the final report and financial statement after the completion of the project.

C. ADDITIONAL INFORMATION

Previous IPDC support received by the country

| | | | |
|--|--------|---|------------|
| PDC/5NEP/19 507-NEP-61 (FIT-Germany) | 15,000 | <i>Nepal</i> 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 |
| PDC/49 NEP/01 354-NEP-5051 | 18,000 | CONSOLIDATION OF COMMUNITY RADIO MOVEMENT IN NEPAL | 2006-2007 |
| Total Nepal: US\$ 429,000+ US\$ 15,000 (Funds-in-trust) | | | |

Preparatory activities completed prior to submission of the project to IPDC

The CMC established in early 2003 with the additional facilities of telecentres in the existing community television space. Over 15 community-level trainings have been organised in building the skills and capacity of volunteers in video production, editing and ICTs. There are over 20 skilled volunteers for peer-to-peer training.

In 2005, CMC Tansen was recognised and awarded by Royal Nepal Academy of Science and Technology for contribution in disseminating information to society by innovatively using simple and low-cost audiovisual technology.

Contribution foreseen by the beneficiary agency during the project period

Local participation and the local cable channel space, as well as the existing infrastructure of the CMC and the skilled human resources.

Assistance sought other than IPDC

None.

D. BUDGET

| BREAKDOWN OF IPDC CONTRIBUTION (in US dollars) | |
|--|----------------------|
| Coordinator (10 months): | 1 000 |
| Production Director (10 months): | 1 000 |
| 20 programmers (10 months): | 2 000 |
| Communications and utilities: | 200 |
| Stationery and accessories: | 200 |
| Production materials: | 300 |
| 4 programme production training sessions: | 4 000 |
| Management training: | 1 000 |
| 10 technical training sessions: | 5 000 |
| Set-up: | 500 |
| Computer: | 940 |
| Video camera: | 500 |
| Microphone: | 50 |
| DVD player: | 70 |
| Audio amplifier: | 210 |
| 2 audio recorders: | 420 |
| 2 TV sets: | 710 |
| Power generator: | 500 |
| Transport (10 months): | 1 500 |
| Pre / post-production (10 months): | 1 000 |
| Monitoring: | 1 000 |
| <u>TOTAL :</u> | <u>22 100</u> |

| BREAKDOWN OF BENEFICIARY'S CONTRIBUTION (in US dollars) | |
|---|---------------------|
| 4 computers: | 3 700 |
| 4 video cameras: | 2 000 |
| Recorder: | 400 |
| 2 microphones: | 100 |
| Training logistics: | 700 |
| Overheads: | 1 000 |
| <u>TOTAL :</u> | <u>7 900</u> |

NIUE

| A. PROJECT IDENTIFICATION | | |
|----------------------------------|--|---|
| 1. | TITLE | HUMAN RESOURCE DEVELOPMENT FOR THE “NIUE STAR” NEWSPAPER |
| 2. | NUMBER | PDC/51 NIU/01 |
| 3. | CATEGORY OF MASS MEDIA | Printed press |
| 4. | IPDC PRIORITY AREA | Professional training |
| 5. | SCOPE (national, regional, interregional) | National |
| 6. | TYPE OF ASSISTANCE REQUESTED | Financial |
| 7. | TOTAL COST OF PROJECT | US \$ 8 700 |
| 8. | AMOUNT REQUESTED FROM IPDC | US \$ 8 700 |
| 9. | BENEFICIARY BODY | “Niue Star” staff |
| 10. | IMPLEMENTING BODY | “Niue Star” / Alofi UNESCO Office |
| 11. | PROJECT LOCATION | Alofi |
| 12. | PROJECT PREPARED BY | Mr. Michael Jackson, Niue Star General Manager |
| DECISION OF THE BUREAU | | |

B. PRESENTATION

1. BACKGROUND AND JUSTIFICATION

Since the early nineties, there are only two media organisations on Niue keeping the population up-to-date with news, current affairs and community developments. Whilst the government-owned Broadcasting Corporation of Niue provides TV and radio services, the “Niue Star” provides a weekly newspaper in Niuean with English translation.

During the devastating cyclone *Heta*, the Niue Star office in central Alofi suffered extensive damage resulting in loss of plant, equipment and historical records. Soon after, the production and office administration was relocated to Auckland until such time Niue office is fully functional. Subsequently, all related work with newspaper layout formatting and printing is carried out in New Zealand until suitable plant, equipment and office space is available on Niue.

This project aims at addressing the lack of formal training and development for staff involved in the overall management of the business, production of news articles, journalism and on the field reporting, layout, printing and production. Providing formal training for Niue Star staff will ensure that a quality newspaper is produced twice a week.

The Niue Star is currently making plans to change its format from an A4 colour to a tabloid format colour newspaper. This change is inevitable due to two new rival newspapers being introduced to the New Zealand market over the last 6 months.

The proposed training for the Niue Star staff is important in order to be competitive and professional in delivering an attractive and informative newspaper to Niuean communities in Niue and abroad.

2. DESCRIPTION OF THE TARGET GROUPS

The Niue Star journalists and production staff, Niuean communities, local residents and Niueans overseas.

3. IMMEDIATE OBJECTIVE

Training for three staff members (desktop publishing, newspaper layout / production, tertiary level training in journalism and training attachment with the “*Samoa Observer*” in management, production, sales and advertising skills).

4. DEVELOPMENT OBJECTIVE

Operating and managing a profitable business striving to be competitive and objective in producing interesting news articles which promote culture, friendship, democracy and freedom of expression.

5. PROJECT INPUTS

Financial assistance to meet course and related fees for the proposed training.

6. PROJECT OUTPUTS

- One male staff member to be trained in all aspects of newspaper layout, desktop publishing and production;

- One woman staff member to be trained in business management and newspaper journalism;
- One staff member to have hands-on practical experience in every aspects of newspaper management: newspaper production, day-to-day operations, advertising, personnel management, sales / marketing and human resource development.

7. ACTIVITIES

- Training to be undertaken and completed as proposed;
- Practical training attachment to be arranged and finalised with the “Samoa Observer” based in Apia, Samoa;
- Graduation of trainees (*certificate and degree level*);
- Employment at the Niue Star.

8. WORK PLAN

- Request and secure project funds for the proposed training and practical training attachment (*1-2 months: July-August 2006*);
- Trainees to submit and complete application / enrolment at respective tertiary training institutions (*2-3 months: Nov 2006-Jan 2007*);
- Practical training attachment to be arranged and finalised with the “Samoa Observer” (*2 months: Sept-Oct 2006*);
- Training to be completed as proposed (*Desktop publishing: end of 2007; Journalism management: end of Dec. 2009; Practical attachment: end of Dec. 2006*);
- Employment at the Niue Star (*as soon as training is completed*).

9. INSTITUTIONAL FRAMEWORK

The Niue Star will implement the project in cooperation / partnership with the Niue UNESCO Office. While Niue Star will be responsible for submitting and completing enrolment requirement for trainees at respective training institutions, UNESCO will meet costs of course and related training fees subject to approval of funding.

10. SUSTAINABILITY

Niue Star staff members will undertake one-to-one on the job training with current and future staff members to ensure capacity building and sustainability of the project. It is anticipated that Niue Star will generate enough business to meet costs of follow-up training and related fees.

11. FRAMEWORK OF MONITORING

The Department of External Affairs of the Niue government will carry out the monitoring of the project.

12. EVALUATIONS CARRIED OUT

The Department of External Affairs of the Niue government will carry out the evaluation of the project.

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING

The Department of External Affairs of the Niue government of undertakes to report on project progress on a four-month basis.

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)

| | |
|--|---------------------|
| Training in desktop publishing, newspaper layout and production: | 3 480 |
| Tertiary level training in journalism (degree level): | 3 480 |
| Short-term training attachment with the "Samoa Observer": | 1 740 |
| <u>TOTAL</u> : | <u>8 700</u> |

PAPUA NEW GUINEA

| A. PROJECT IDENTIFICATION | | |
|----------------------------------|--|---|
| 1. | TITLE | “NEW DAWN FM” : DEVELOPMENT OF COMMUNITY RADIO IN POST-CONFLICT BOUGAINVILLE |
| 2. | NUMBER | PDC/51PNG/01 |
| 3. | CATEGORY OF MASS MEDIA | Independent community radio |
| 4. | IPDC PRIORITY AREA | Freedom of expression; independent media; community empowerment; post-conflict democracy building |
| 5. | SCOPE (national, regional, interregional) | National |
| 6. | TYPE OF ASSISTANCE REQUESTED | Financial |
| 7. | TOTAL COST OF PROJECT | US \$ 45 000 |
| 8. | AMOUNT REQUESTED FROM IPDC | US \$ 20 000 |
| 9. | BENEFICIARY BODY | <i>“New Dawn FM”</i> Co-operative |
| 10. | IMPLEMENTING BODY | <i>“New Dawn FM”</i> Co-operative |
| 11. | PROJECT LOCATION | Buka, Bougainville province |
| 12. | PROJECT PREPARED BY | <i>“New Dawn FM”</i> Co-operative |
| DECISION OF THE BUREAU | | |

B. PRESENTATION

1. BACKGROUND AND JUSTIFICATION

The province of Bougainville in Papua New Guinea has passed through an extended period of civil insurrection that has left countless thousands of people dead, injured or internally displaced. The island's infrastructure, especially in the south of the province, has been almost totally shattered, schools and hospitals destroyed, airports closed, towns wrecked, shops looted and transportation links in disarray.

During the violence, the province's National Broadcasting Corporation (NBC) radio station (*Radio Bougainville*) left the airwaves after its studios and offices in Kieta were razed. The lives of several staff members were threatened, with many having to go 'underground' for extended periods to hide from lawless elements. Once international peacekeeping assistance reached Bougainville and the situation began to stabilise, *Radio Bougainville* re-commenced limited short wave broadcasting operations from the Buka area in the northern part of the island. However, due to variable electricity supply, the station was unable to offer an extensive on-air service. A new power generator has now been provided and *Radio Bougainville* is broadcasting from Hutjena on short wave for 10 hours a day.

As Bougainville starts to rebuild, it is vital that all citizens have access to a variety of independent media and information sources, thus enabling them to participate in the democratic re-birth of their province and to share their views and opinions in a public forum. The growth of civil society structures, institutions and freedom of expression will be essential in enabling Bougainvilleans to heal the differences of the past and plan their own peaceful future. Pluralistic and independent media can be both a sounding board and a social change mechanism in moving the agenda forward. Given Bougainville's inadequate road and air links, not to mention isolated geography and rugged topography, newspaper distribution in the province is difficult. Thus the role of the electronic media, especially radio broadcasting, takes on heightened significance.

This project proposes to establish a community FM radio station (*New Dawn FM*) to serve a number of towns and villages in the area around Tinputz and Buka Passage in the north of Bougainville. The radio station would not only provide an independent news, information, educational, 'radio browsing' and entertainment service to listeners, but would also be a model for the possible establishment of community radio stations elsewhere in the province.

2. DESCRIPTION OF THE TARGET GROUPS

- Radio listeners in Tinputz, Sohano, Buka Passage and neighbouring areas seeking an alternative media voice;
- Locally-based educational bodies, women's groups, community and peace-building organisations looking to engage with the independent media to express views and opinions, as well as presenting relevant programming and information;
- Local councils, clubs, NGOs and other related institutions promoting democracy.

3. IMMEDIATE OBJECTIVE

To establish a locally owned and managed independent radio voice for the people of Tinputz, Buka Passage and environs.

4. DEVELOPMENT OBJECTIVE

To establish a public sphere, enable discourse and give a pluralistic voice to a community dispossessed by civil insurrection and now seeking to rebuild a democratic society.

5. PROJECT INPUTS

- Ordering, delivery and installation of technical equipment;
- Identification of suitable studio and transmitter site (already achieved);
- Training of core staff (already achieved, as senior staff are experienced broadcasters);
- Capacity-building of community broadcasters (to be undertaken by the core team);
- Liaison with community groups, organisations and relevant bodies regarding programme content (already underway).

6. PROJECT OUTPUTS

- Establishment of the first community FM radio station in northern Bougainville;
- Broadcast of independent local, national and international news;
- Production and broadcast of development programmes (health, women, agriculture, education etc.) to assist in community welfare and advancement;
- A greater free flow of information and public exchange of ideas supporting reconciliation and peace-building efforts;
- Empowerment of the community through ownership of its own media voice.

7. ACTIVITIES

- To design equipment list and identify suppliers;
- To place orders for equipment;
- To carry out studio renovation / preparation work;
- To commence training of community groups in presentation, script writing and programme production techniques.

8. WORK PLAN

Months I-III:

- To establish equipment list and place order with suppliers;
- Studio renovations underway;
- Staff training in progress.

Months III-IV:

- Renovations completed;
- Furniture in place;
- Technical equipment delivered and installed.

Month V:

- Testing of equipment and test transmissions underway.

Month VI:

- *New Dawn FM* officially opened and on-air.

9. INSTITUTIONAL FRAMEWORK

The *New Dawn FM* co-operative, headed by a Board of Management, is already in place. The facilities where the station can be housed have been identified. In addition, several former NBC broadcast journalists, producers and managers have offered their services to the proposed community radio. These broadcasters live in the region to be serviced by the station, and bring with them extensive professional skills, vast expertise in public broadcasting principles and comprehensive knowledge of local cultural mores, traditions and languages. They would not only be able to initially staff the station, but would also provide training for members of the local community wishing to produce programmes and participate in broadcasts.

Technically, given the fragility of electricity supplies, *New Dawn FM* would require a small generator and solar panels to enable it to operate effectively and without interruption. In lieu of commercially available telecommunication links, efforts would be made by the managing co-operative to source Internet connectivity access from the existing satellite connections of peacekeeping forces and other international bodies (such as the UNOMB) now based in the Buka area.

10. SUSTAINABILITY

The Board of Management has developed a business plan, and this foresees financial sustainability in the medium-term. In the early phases of development, local individual funding will be utilised. However, as the radio station builds its audience, financial income will be gained from a range of sources, thus enabling the radio station to establish itself. From the outset, the station will, for a small fee, broadcast community service messages. It will also encourage commercial advertising, thereby not only helping to fund its transmissions but also assisting in the development of local commercial enterprises and ventures.

11. FRAMEWORK OF MONITORING

New Dawn FM proposes that either the Asia-Pacific Broadcasting Union (ABU) or the Asia-Pacific Institute for Broadcasting Development (AIBD) could independently monitor the progress of the project.

12. EVALUATIONS CARRIED OUT

The Board of *New Dawn FM* has fully evaluated the existing media available to the population in the area, and has found diversity and pluralism to be very limited. Already, community groups, individuals and commercial firms have signalled their support to the *New Dawn FM* Board. Enquiries have been made to the relevant authorities concerning the allocation of a broadcasting licence and potentially positive outcomes have already been identified.

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING

New Dawn FM will report quarterly to the IPDC on project progress and achievements.

C. ADDITIONAL INFORMATION

Previous IPDC support received by the country

| | | | |
|---|---------|--|-------------|
| PDC/12PNG/01 352-PNG-21 | 128,000 | Papua New Guinea | 1991–1994 |
| | | National Broadcasting Commission Training Development Project (PAPCOM) | |
| PDC/17PNG/01 352-PNG-71 | 60,000 | National News Computerization Project (PNGNEWSCOM) | 1997–1998 |
| PDC/20PNG/02 353-PNG-01 | 33,000 | Kasela Palu Community Radio Station | 2000–2003 |
| PDC/21 PNG/01 353-PNG-5011 | 12,000 | Electronic media training facility | 2003 - 2004 |
| TOTAL PAPUA NEW GUINEA: US\$ 233,000 | | | |

Preparatory activities completed prior to submission of the project to IPDC

The *New Dawn FM* Board of Management has consulted widely with the community, has identified studio facilities and has generated a long-term business plan. It has also been in contact with relevant authorities concerning the granting of an FM broadcasting licence.

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)

| | |
|--|---------------|
| 1-kW FM transmitter with antenna: | 6 000 |
| Standby 50 W transmitter: | 1 500 |
| Digital studio equipment: | 2 000 |
| ENG recording equipment: | 1 000 |
| Power generator and solar panels: | 4 000 |
| Computer equipment: | 2 500 |
| Basic furniture, supplies and consumables: | 2 000 |
| Monitoring: | 1 000 |
| TOTAL : | 20 000 |

BREAKDOWN OF BENEFICIARY'S CONTRIBUTION (in US dollars)

| | |
|----------------------------|---------------|
| Office / studio rental: | 5 000 |
| Staff salaries: | 11 000 |
| Furnishings and equipment: | 4 000 |
| Utilities: | 2 000 |
| Contingencies: | 3 000 |
| TOTAL : | 25 000 |

SOLOMON ISLANDS

| A. PROJECT IDENTIFICATION | | |
|----------------------------------|--|--|
| 1. | TITLE | YOUTH TRAINING FOR RADIO BOSCO |
| 2. | NUMBER | PDC/51 SOI/01 |
| 3. | CATEGORY OF MASS MEDIA | Community radio |
| 4. | IPDC PRIORITY AREA | Training |
| 5. | SCOPE (national, regional, interregional) | National |
| 6. | TYPE OF ASSISTANCE REQUESTED | Financial |
| 7. | TOTAL COST OF PROJECT | US \$ 26 000 |
| 8. | AMOUNT REQUESTED FROM IPDC | US \$ 21 000 |
| 9. | BENEFICIARY BODY | People of the Tetere, Tenaru and Ruavatu areas |
| 10. | IMPLEMENTING BODY | Salesians of Don Bosco |
| 11. | PROJECT LOCATION | Tetere |
| 12. | PROJECT PREPARED BY | Fr. Ambrose Pereira sdb |
| DECISION OF THE BUREAU | | |

B. PRESENTATION

1. BACKGROUND AND JUSTIFICATION

In a developing country like Solomon Islands, education and health are priorities that need to be constantly addressed. The lack of education increases the difficulties of the people. The community is under the elders – the chieftain system. The youth do what they are told. However, they need a forum to express themselves. Attracting them and keeping them involved will keep them out of trouble, thus enhancing peace and harmony in the region.

This project is specifically targeted to the youth of the area, to give them and the people something to listen to and express themselves, an opportunity to be engaged in activities and thus out of danger, and the possibility of contact with each other through service messages and community announcements.

The project is located in a mining area, where several hundred persons are being employed. With them, come along entire families, and *wontoks* as well. The presence of a large number of people, especially the youth, brings several problems: alcohol, marijuana, teenage pregnancies and HIV-AIDS, all of which induce a constant fear of violence.

With the seminars that will be organised, a large number of youth of the area will have an understanding that they can express themselves. Dealing with their issues and giving them a forum to express themselves is important. Once recognised and accepted, they will gain confidence as persons and will develop their talents.

Recording equipment (mini discs, and other accessories) will be needed to enable the youth to conduct interviews and look for programme elements in the villages of the area.

2. DESCRIPTION OF THE TARGET GROUPS

The youth are specifically involved, but the entire community will benefit from the project.

3. IMMEDIATE OBJECTIVE

Five to eight media seminars will be run for the youth of the area. Each one will cater for 20 to 25 participants and will last for three days. They will be for organised the youth leaders of the villages, who will produce programmes reflecting the situation of youth in their area. The programmes will be edited and broadcast on Radio Bosco. These seminars will be conducted in 2007.

4. DEVELOPMENT OBJECTIVE

SIBC and the other FM stations in Honiara cater to an educated population, while the youth in the Tetere area have little education. The *Guale* and the *Malaitan* people are in constant conflict. We do hope that expressing their needs and sharing their feelings will bring about reconciliation and harmony among the people.

5. PROJECT INPUTS

The required equipment is composed of mini disc recorders, recording consumables (audio tapes, CDs, DVDs, etc.), microphones and accessories, as well as computers, stationery and office equipment.

The training seminars will be conducted by Fr. Ambrose Pereira sdb, Director, Catholic Communications Solomons and a panel of qualified communications specialists and advisers.

6. PROJECT OUTPUTS

The youth will gain an understanding of the media and its influence on their lives. They will be able to script and produce programmes dealing with relevant youth issues. These will be broadcast on Radio Bosco. Critically analysing the media, they will be aware of the positive and negative influence it exerts on their lives.

7. ACTIVITIES

- Media awareness and training seminars;
- Quiz competitions to be aired on Radio Bosco;
- Sports days and youth rallies will be organised;
- A music festival is also part of the programme.

8. WORK PLAN

- Media awareness and training seminars (*every two months*);
- Quiz competitions aired on the radio (*every week during the school year*);
- Organisation of Easter Fun Run and sports days (*on Easter Monday*);
- Youth rallies will be conducted (*every six months*);
- A music festival (*once a year*).

9. INSTITUTIONAL FRAMEWORK

The project will be carried out under the direction of the Salesians of Don Bosco, who run a Rural Training Centre in which the radio station is housed. The Salesians of Don Bosco are an educational congregation in 128 countries, and cater to the young. Programmes for the youth have been implemented during the past several years. Media education seminars have also been regularly organised. These have brought about youth involvement and commitment in the radio station.

10. SUSTAINABILITY

All the presenters give their time and talent on a voluntary basis. Special programmes produced and broadcast will provide the needed resources for running the radio. The small fees charged for service messages will alleviate the running costs.

11. EVALUATIONS CARRIED OUT

Evaluations will be conducted at the end of each seminar. An article with photographs will be written and sent to the Solomon Star and the Solomon Islands Broadcasting Corporation.

12. 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

| | | | |
|--|--------|--|-------------|
| PDC/16SOI/01 352-SOI-71 | 55,000 | Solomon-Islands | 1997 - 1999 |
| | | Computerization Project (SOLCOM) | |
| PDC/19SOI/01 352-SOI-91 | 30,000 | Mini recording studio for women and communities | 1999 - 2002 |
| PDC/23 SOI/01 354-SOI-5031 | 33,000 | Digitalisation of SIBC archives | 2004-2005 |
| PDC/24 SOI/01 354-SOI-5032 (Financed by Australia) | 81,000 | Media training for peace and reconciliation | 2004-2005 |
| Total Solomon-Islands: US\$118,000 + US\$81,000 (F-I-T) | | | |

Preparatory activities completed prior to submission of the project to IPDC

Over the past years, several media educational programmes have been produced and devised for the youth. The radio station has been set up and is running with the commitment of youth volunteers.

Contribution foreseen by the beneficiary agency during the project period

The initial equipment has been acquired through the Salesians of Don Bosco. Space, electricity and water are being provided.

Assistance sought other than IPDC

Salesians of Don Bosco.

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)

Expenses for one seminar:

| | | |
|---|--------------|----------------------|
| Preparation: | 100 | |
| Accommodation and subsistence: | 400 | |
| Travel expenses: | 200 | |
| Honoraria: | 100 | |
| Resource material, equipment: | 500 | |
| Miscellaneous: | 200 | |
| Sub-total per seminar: | 1 500 | |
| Total for 8 seminars: $1\ 500 \times 8$: | | 12 000 |
| Upgrading of equipment and facilities: | | 6 000 |
| Printed matter, souvenirs etc.: | | 2 000 |
| Monitoring: | | 1 000 |
| <u>TOTAL :</u> | | <u>21 000</u> |

BREAKDOWN OF BENEFICIARY'S CONTRIBUTION (in US dollars)

| | |
|--|---------------------|
| Office space: | 1 400 |
| Running expenses (water, electricity): | 500 |
| Voluntary work: | 1 700 |
| Use of vehicles: | 1 400 |
| <u>TOTAL :</u> | <u>5 000</u> |

SRI LANKA

| A. PROJECT IDENTIFICATION | | |
|----------------------------------|--|---|
| 1. | TITLE | CAPACITY BUILDING OF COMMUNITY REPORTERS FOR “PEACECASTING” AND LOCAL CONTENT BROADCASTING |
| 2. | NUMBER | PDC/51SRL/01 |
| 3. | CATEGORY OF MASS MEDIA | Television |
| 4. | IPDC PRIORITY AREA | Enhancing professional capacity; Building partnerships for media development |
| 5. | SCOPE (national, regional, interregional) | National |
| 6. | TYPE OF ASSISTANCE REQUESTED | Financial |
| 7. | TOTAL COST OF PROJECT | US \$ 31 600 |
| 8. | AMOUNT REQUESTED FROM IPDC | US \$ 21 000 |
| 9. | BENEFICIARY BODY | The People of Sri Lanka, especially those who live in marginalised rural communities |
| 10. | IMPLEMENTING BODY | Young Asia Television |
| 11. | PROJECT LOCATION | Sri Lanka (Island-wide) |
| 12. | PROJECT PREPARED BY | Young Asia Television |
| DECISION OF THE BUREAU | | |

B. PRESENTATION

1. BACKGROUND AND JUSTIFICATION

Sri Lanka is in urgent need of media that strengthens diversity and pluralism. However, a well-known litany of issues prevents media in Sri Lanka from doing so, ranging from political interference to editorial bias.

The journalists who have been trained on impartial, accurate and responsible reporting, often find themselves alienated by a deep-rooted organisational culture that is inimical to professional standards of journalism. There are also fears of political backlash for taking on issues in the public interest. The media also has very limited engagement in young people, especially those from rural areas, who have little access to media initiatives involving their participation.

Television is the category of mass media supported by the project. While efforts are being made to produce local content through the Community Multimedia Centres (CMCs) in manageable digital formats, a committed platform for broadcasting and dissemination of such content is not available. An increased capacity is required to enable regular reporting at community levels on issues that are of importance not only to communities, but also to the peace and well-being of Sri Lanka as a whole.

Young Asia Television proposes the development of a project that will provide an opportunity for community concerns to be broadcast to a much wider audience and promote understanding of the plight at grassroots level. This will be accomplished by building the capacity of young local reporters able to work with the communities to truly reflect their own concerns.

A media project such as this one will help young people not just to be taught television and journalism skills, but enable their voices to be heard. This material will be used in Young Asia Television's current *Peacecasting* initiatives that include Vilippu in the Tamil language, Sathi in the Sinhala language and No War Zone in the English language. It will be broadcast through the terrestrial and satellite channels used by Young Asia Television's peace programmes.

The proposal does not involve purchase of equipment.

2. DESCRIPTION OF THE TARGET GROUPS

10 young people from North Central and North Eastern parts of Sri Lanka, as well as marginalised communities with thriving local content production activities at CMCs. They will document issues of concern within their communities that will be given island-wide exposure through the broadcast of the programmes on terrestrial networks in Sri Lanka. Approximately 2 / 3 million viewers are expected to view these programmes in part or whole during broadcasts and screenings.

3. IMMEDIATE OBJECTIVE

Training of 10 trainers in community-based video reporting techniques and in the principles of journalism.

4. DEVELOPMENT OBJECTIVE

The mainstreaming of grassroots programmes generated through this project will give a voice to people who seldom have an opportunity to express their concerns through the mass media, thereby making the media landscape in Sri Lanka a more representative and democratic one.

5. PROJECT INPUTS

- Trainers in multiple disciplines (technical and journalism);
- Electronic news gathering (ENG) and post-production equipment (10 units);
- Workshops: one for shortlist interns; 8 on the methods to make the best use media within the community;
- Stipend for trainees;
- TV and multi-media training course material;
- Archived grassroots digital stories for broadcast and dissemination.

6. PROJECT OUTPUTS

- 10 trained, young video journalist trainers capable of working in their community;
- A minimum of 24 video reports / digital stories, 3 / 5 minutes each, on issues concerning the local community and peace, and the well-being of Sri Lankans;
- National broadcast of at least 75% of the stories.

7. ACTIVITIES

For internships:

- Selection of participants;
- Selection of trainers/ mentors;
- Design of workshop material and course content;
- Organisation of a 7-day workshop for short listing 10 young trainee journalists;
- 8-week internship at Young Asia Television and CMCs.

For production:

- Hiring of equipment and training given to participants in regular maintenance of equipment;
- Monitoring and supervision of the trainees to help them develop their first video report on location with their local communities;
- Workshops in the 8 local communities to assess the value of media and how it can be used within the community;
- Production of video reports / digital stories (at the rate of approximately 8 month) for broadcasting in Young Asia Television peace programmes;
- Compilation of video reports into a DVD package that can be distributed by UNESCO.

8. WORK PLAN

| ACTIVITY | WEEK | | | | | | | | | | | | | | | | | | | | | | | | | |
|--|------|---|---|---|---|---|---|---|---|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 18 | 19 | 20 | 21 | 22 | 23 | 24 | 25 | 26 |
| Selection workshop | | | ■ | | | | | | | | | | | | | | | | | | | | | | | |
| Internship | | | | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | | | | | | | | | | | | | | | |
| Equipment hire and maintenance training | | | | | | | | | | ■ | ■ | | | | | | | | | | | | | | | |
| 10 × mentor /trainers | | | | | | | | | | | | ■ | ■ | ■ | ■ | | | | | | | | | | | |
| 8 community workshops | | | | | | | | | | | | | | ■ | ■ | | | | | | | | | | | |
| Video/multi-media reports | | | | | | | | | | | | | | | | ■ | | | | | ■ | | | | ■ | |
| Compilation of video reports for programme broadcast | | | | | | | | | | | | | | | | | | | | | | | | | ■ | ■ |

9. INSTITUTIONAL FRAMEWORK

Young Asia Television (YA TV) is based in Colombo, Sri Lanka. It operates with an international network of broadcast professionals from whom the organisation obtains a range of programming material. In turn, YA TV distributes and broadcasts its own programmes through an extensive regional and international network.

YA TV is dedicated to fostering peace in Sri Lanka through its television programming. It enjoys a reputation for bringing quality, values-based social communication to Sri Lankan audiences. It will strive to foster a working arrangement with certain CMCs (set up with UNESCO support) in communities such as Kothmale, Uva, Nuwaraeliya and Ratnapura. A mechanism shall be set up for continued reception and broadcast of digital programmes of local content emanating from these centres. Young Asia Television has a full-time staff of 140 media professionals involved in the production of television, radio, print material and web-based applications.

10. SUSTAINABILITY

The project will be sustained, as Young Asia Television will undertake to buy the video material submitted by the trainee journalists once they return to their communities and begin producing reports for television. YA TV shall also broadcast digital stories produced by the CMCs in the various communities.

11. FRAMEWORK OF MONITORING

The monitoring mechanism will be based on quantitative and qualitative aspects: number of focus group discussions within the communities concerned on relevance and effectiveness of the content produced, questionnaires to measure the impact of the capacity-building workshops and analysis of the reports produced.

12. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING

Young Asia Television will report on project progress on a four-month basis, and will submit a final report and evaluation upon completion of the project.

C. ADDITIONAL INFORMATION

Previous IPDC support received by the country

| | | | |
|---------------------------------------|--------|---|-------------|
| PDC/9SRL/01 350-SRL-91 | 32,000 | <i>Sri Lanka</i> Arthur Clarke Centre for Modern Technologies | 1982 -1992 |
| PDC/17SRL/01 352-SRL-71 | 55,000 | Journalism Training | 1997 -1998 |
| PDC/18SRL/01 352-SRL-91 | 35,000 | Development of participatory public service radio programmes | 1999 - 2000 |
| PDC/19SRL/01 352-SRL-92 | 57,000 | Creating avenues for minority discourse | 1999 - 2000 |
| PDC/48 SRL/01 354-SRL-5041 | 18,000 | Campaign to promote public service media and public service values in journalism in Sri Lanka | 2005-2006 |
| TOTAL SRI LANKA: US \$ 197,000 | | | |

Preparatory activities completed prior to submission of the project to IPDC

Preparatory activities include the capacity-building of trainers and the development of a training curriculum for interns at Young Asia Television, as well as the development of guidelines on conflict-sensitive reporting.

YA TV has successfully negotiated a satellite transponder and shall soon have the capacity to beam its programmes not only in Sri Lanka but in adjoining regions as well.

Contribution foreseen by the beneficiary agency during the project period

Young Asia Television will meet the overhead costs for rent of office space and amenities during the course internships, together with other administrative costs.

Assistance sought other than IPDC

None.

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)

| | |
|--|----------------------|
| Hiring ENG equipment for training: | 3 000 |
| 8 one-week workshops: | 5 000 |
| Production of video reports / digital stories: | 6 000 |
| Stipend for 10 video journalist trainees: | 4 000 |
| Monitoring and evaluation: | 1 000 |
| Consumables (DVDs, DV tapes etc.): | 200 |
| Communications: | 800 |
| Monitoring: | 1 000 |
| <u>TOTAL :</u> | <u>21 000</u> |

BREAKDOWN OF BENEFICIARY'S CONTRIBUTION (in US dollars)

| | |
|---|----------------------|
| Trainers (TV production): | 4 000 |
| Design of workshop materials for TV and CMCs: | 800 |
| Honoraria for 10 mentors: | 5 000 |
| Premises and administrative expenses: | 800 |
| <u>TOTAL :</u> | <u>10 600</u> |

TAJIKISTAN

| A. PROJECT IDENTIFICATION | | |
|----------------------------------|--|--|
| 1. | TITLE | TRAINING ON HUMAN RIGHTS FOR TAJIK MASS MEDIA |
| 2. | NUMBER | PDC/51 TAD/01 |
| 3. | CATEGORY OF MASS MEDIA | Radio and television |
| 4. | IPDC PRIORITY AREA | Human resource development; Freedom of expression and pluralism |
| 5. | SCOPE (national, regional, interregional) | National |
| 6. | TYPE OF ASSISTANCE REQUESTED | Financial |
| 7. | TOTAL COST OF PROJECT | US \$ 24 200 |
| 8. | AMOUNT REQUESTED FROM IPDC | US \$ 19 300 |
| 9. | BENEFICIARY BODY | Tajik Association of Independent Electronic Mass Media (TAIEMM) |
| 10. | IMPLEMENTING BODY | Tajik Association of Independent Electronic Mass Media |
| 11. | PROJECT LOCATION | Republic of Tajikistan |
| 12. | PROJECT PREPARED BY | Tajik Association of Independent Electronic Mass Media |
| DECISION OF THE BUREAU | | |

B. PRESENTATION

1. BACKGROUND AND JUSTIFICATION

The overwhelming majority of population in the Republic of Tajikistan is not aware of the basic human rights and could not assert them if necessary. The human rights (HR) issues are not well covered in the mass media, much due to ignorance about the existing instruments, law and rights.

According to an assessment carried out by Tajik Association of Independent Electronic Mass Media (TAIEMM) in 2005, only a limited number (less than 10%) of all editorial staff and journalists in local, regional and national media knows the basic principles of human rights. The other 90% are unaware of HR basic documents such as the Universal Declaration of Human Rights or other treaties, conventions, or Declarations. Some 95% of the consulted media workers said that they did not know of any HR document being ratified or signed by the Republic of Tajikistan. Only 5% of them said that they had received training on basic HR principles. The liberalisation and democratisation of society cannot be carried out without an active participation of well-informed, independent and pluralistic mass media.

The importance of training for radio and TV professionals in HR issues can hardly be overemphasised, notably since, as of 1991, much has been happening in this field and a number of initiatives have been taken by the government of Tajikistan. Therefore, this project proposes to conduct human rights training sessions for Tajik journalists.

As regards independent and pluralist mass media in Tajikistan, a limited number of outlets have reached a relatively independent and pluralist stage, despite the fact that various control mechanisms are still limiting their free development. In the long run, human resource development is a key to expanding the scope and practice of pluralist, accurate, fair and non-partisan reporting.

2. DESCRIPTION OF THE TARGET GROUPS

- The members of the TAIEMM and Media Alliance, as well as specialised NGOs involved in media assistance activities. The second level beneficiary will be the public at large, enjoying improved media pluralism.

3. IMMEDIATE OBJECTIVE

- To enhance the skills and knowledge of 45 journalists in reporting basic human rights issues as well as related good governance practices.

4. DEVELOPMENT OBJECTIVE

- To improve the implementation of the human rights in Tajikistan through effective awareness created by accurate, balanced and pluralist reporting on these issues, and expected subsequent action.

5. PROJECT INPUTS

- A project manager;
- Trainers;
- Access to the Internet;

- Materials on existing human rights training modules, international HR concepts and instruments, human rights instruments signed / ratified / integrated into the national law / monitoring and reporting mechanisms;
- An expert on HR instruments, law and practice;
- Travel to three provinces;
- Accountant services.

6. PROJECT OUTPUTS

- A human rights reporting skills / knowledge training programme will have been developed;
- 45 journalists in the Sogd region, Khatlon and Dushanbe will have been trained in basic human rights issues, concepts and instruments;
- Individual plans to report on human rights will have been devised and discussed by the participants and resource persons;
- A foundation for a network to exchange professional experiences on the issue will have been laid.

7. ACTIVITIES AND WORK PLAN

Months 1-3: Contact participating media; identify and select participants; set up the team to identify and compile the resource materials; beginning of activities.

Months 4-5: Select trainers; design training programme; finalise the research on training materials and handouts.

Months 6-7: Develop an evaluation questionnaire for the trainings and materials; conduct three 5-day skills/knowledge workshops in three regions.

Month 8: Evaluate the training workshops.

Months 9-10: Improve the curriculum for further planning.

Months 11-12: Submit the final report and certified financial statement to UNESCO/IPDC.

Month 12: Improve the resource materials and ensure their wide distribution.

8. INSTITUTIONAL FRAMEWORK

TAIEMM is a non-governmental public organisation uniting 16 independent broad-and telecasting enterprises and the Internet news agency “*Avesta*”. Its aims to provide legal advice to independent electronic mass media, improve the professional level of media workers, and assist independent media in providing citizens with pluralistic information. TAIEMM has been registered at the ministry of Justice in May 1997. Since then, it has been a member of the Central Asian Association of Electronic Mass Media (*located in Almaty*). Since April 7, 2006, it has become a member of the Public Council of the Republic of Tajikistan (a forum between NGOs and the government); and on June 16, 2006, a member of the Coalition of media associations of Tajikistan called “*Partnership in the name of democracy*”. TAIEMM represents independent electronic media in various policy forums, issues policy statements on behalf of its members, and conducts training for its members.

9. SUSTAINABILITY

This project will be implemented within the context of TAIEMM’s ongoing training and monitoring programmes. A networking mechanism will be put in place by the participants during the project in order to monitor long-term results and prepare for further and advanced training programmes. It is hoped that the project will be the first step towards continuous training in this field.

10. FRAMEWORK OF MONITORING

UNESCO could assign the NGO Centre “*Tarakkiet*” to monitor the project progress.

11. EVALUATIONS CARRIED OUT

Media monitoring and analysis by TAIEMM is ongoing.

12. FRAMEWORK OF BENEFICIARY AGENCY’S REPORTING

The TAIEMM will report on project progress on a four-month basis, or as requested by IPDC (via the UNESCO Almaty Office).

C. ADDITIONAL INFORMATION

Previous IPDC support received by the country

| | | | |
|--|--------|---|-----------|
| PDC/14TAD/01 352-TAD-41 | 75,000 | Tajikistan | 1994–1995 |
| | | Journalism training and development | |
| PDC/15TAD/01 352-TAD-51 | 73,700 | Information Programmes for Independent Television | 1995–1997 |
| PDC/18TAD/01 352-TAD-81 | 60,000 | Establishment of independent radio station | 1998–1999 |
| PDC/20TAD/01 353-TAD-01 | 33,000 | Women’s Voice | 2000–2003 |
| PDC/23TAD/01 507-TAG-5000 (FIT-Germany) | 39 678 | Resource Centre for Journalists | 2004-2007 |
| TOTAL TAJIKISTAN: US\$ 241,000+ US\$39 678 | | | |

Preparatory activities completed prior to submission of the project to IPDC

The TAIEMM implements its objectives of encouraging freedom of expression, social dialogue and media development through activities similar to that of the present proposal. TAIEMM’s partners will continue to provide local facilities and the appropriate human resources.

Contribution foreseen by the beneficiary agency during the project period

TAIEMM will contribute to project as specified in the budget of the beneficiary’s contribution.

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)

| | |
|--|----------------------|
| Training fees (3 workshops, 2 trainers): | 2 400 |
| Accommodation and subsistence for the trainers (6 days): | 1 800 |
| Travel of trainers: | 2 400 |
| Travel of 15 participants: | 900 |
| Accommodation and subsistence for the participants: | 5 400 |
| Elaboration of training materials, including the Internet: | 1 100 |
| Legal consultant fees: | 1 000 |
| Finalisation and duplication of the training materials: | 1 500 |
| Selection and briefing of participants: | 1 000 |
| Announcement of training in local media: | 300 |
| Reporting and accounting: | 500 |
| Monitoring: | 1 000 |
| <u>TOTAL :</u> | <u>19 300</u> |

BREAKDOWN OF BENEFICIARY'S CONTRIBUTION (in US dollars)

| | |
|-----------------------|---------------------|
| Office rent: | 1 500 |
| Computers: | 1 900 |
| Projector: | 1 500 |
| <u>TOTAL :</u> | <u>4 900</u> |

TONGA

| A. PROJECT IDENTIFICATION | | |
|----------------------------------|---|--|
| 1. | TITLE | COMMUNITY WEBSITE DEVELOPMENT |
| 2. | NUMBER | PDC/51TON/01 |
| 3. | CATEGORY OF MASS MEDIA | Online news service |
| 4. | IPDC PRIORITY AREA | Community media; Human resource development |
| 5. | SCOPE (national, regional, interregional) | National |
| 6. | TYPE OF ASSISTANCE REQUESTED | Financial |
| 7. | TOTAL COST OF PROJECT | US \$ 76 000 |
| 8. | AMOUNT REQUESTED FROM IPDC | US \$ 40 000 |
| 9. | BENEFICIARY BODY | Matangi Tonga On-line |
| 10. | IMPLEMENTING BODY | Vava'u Press Publishers |
| 11. | PROJECT LOCATION | Nuku-alofa |
| 12. | PROJECT PREPARED BY | Pesi Fonua |
| DECISION OF THE BUREAU | | |

B. PRESENTATION

1. BACKGROUND AND JUSTIFICATION

Matangi Tonga Online (www.matangitonga.to) is an independent web-based news service offering daily news updates in English, with both English and Tongan vernacular forums for readers to comment on the news. Since its launch in 2003, Matangi Tonga Online has become the most visited news window into Tonga and the main source of reliable news for Tongans at home and abroad. An estimated 100 000+ Tongans have migrated abroad; many still take an active interest in Tongan affairs and rely on the site for news and information from home.

Today, the media in Tonga is relatively free, with a constitutional guarantee of freedom of speech. However, the overall standard of journalism is poor, and a culture of fair, impartial reporting that pays attention to detail and accuracy needs to be developed. Matangi Tonga Online is recognised as setting the highest standard of professional journalism in Tonga.

Remarkably, this new service has increased Matangi readership from a magazine circulation of around 2 000 copies a quarter, to a monthly online readership of 47 000 visitors, logging over 4.5 million hits a month.

Because of the sudden change from print to web under constrained and difficult circumstances, the Matangi Tonga Online site was built in a fragmented way, and this now entails several technical difficulties in the daily operation. This project aims at developing a new and reliable content management system (CMS).

The CMS needs to be redesigned to manage the rapidly increasing reader demands, in the prospect of its future expansion and improvement. A new CMS is also required so as to integrate a central news archive and to migrate the last three years' material to a central database. The current system does not allow effective management of the revenue-generating capacity of the site; this depends on advertising and archival subscription fees, sale of books and publications.

The new CMS development will address priority areas of:

- Implementation of a stronger, more flexible CMS, enabling full-content management;
- Integration of a customised subscriber management system.

The solution is to hire an IT team experienced in all facets of news and information delivery, to properly plan the new CMS, install, test and launch it. It requires professional expertise in a number of IT areas, including secure server applications.

2. DESCRIPTION OF THE TARGET GROUPS

The beneficiaries are the people of Tonga, including the government, the business circles and the diaspora. It also benefits anyone who is interested in Tonga, including universities, foreign news media and others.

3. IMMEDIATE OBJECTIVE

This project aims at the development of a new and reliable content management system (CMS) for the Matangi Tonga Online.

4. DEVELOPMENT OBJECTIVE

The web delivery speed and its inter-active nature have allowed Tongans at home and abroad to freely contribute to open the ongoing debate about political reform.

5. PROJECT INPUTS

- To prepare a final development Brief with Terms of Reference, and confirm quotations /estimates for the installation activities;
- To seek a final Statement of Work from chosen IT developer with confirmed time-frame commitment;
- To revamp the premises and install the new CMS.

6. PROJECT OUTPUTS

Building the capacity of the Matangi Tonga Online will enable it to take advantage of Internet technology. It will ensure the continuation of the site in 2007 and allow an expansion of content as well as incorporation of associated services.

It will allow employment of more Tongan journalists, facilitate media training for selected school leavers in the latest web-based media technologies and lead the way with its high standard of reporting.

7. ACTIVITIES

Due to the complexity of the IT input for the project, the selected developer will prepare the detailed statement of activities. The preliminary estimates have set the level of the budget required and identified suitable developers.

Three independent estimates for the work confirm the budget level. However, to proceed further to negotiate a final detailed statement of activity requires the commitment by Matangi Tonga to the budget level and a detailed refining of the technical brief in consultation with professional IT consultants.

8. WORK PLAN

One week: To prepare a final development brief with terms of reference, and confirm quotations/estimates for the activities;

Three weeks: To seek a final statement of work from the selected developer, with a confirmed time-frame commitment;

Three months: To revamp the premises and install, test and launch the new CMS.

9. INSTITUTIONAL FRAMEWORK

Vava'u Press Ltd. is a Tongan-owned and registered publishing company with 27 years experience in news services and publishing in the South Pacific. It has established a small studio for web production that is currently producing the Matangi Tonga Online with a team of only five people.

Vava'u Press will provide the offices and the co-ordinating management for the project, as well as the equipment and the web connections required. Its staff will be trained in the use of the new equipment.

10. SUSTAINABILITY

The new CMS will allow Matangi Tonga Online to effectively manage the revenue-generating capacity of the site through enhanced advertising capacity, archival subscription fees and the sale of news-photos, books and publications. Since the site offers a *Free-for-Readers* news services, the fees earned from these other areas are vitally important in order to maintain this free service.

11. FRAMEWORK OF MONITORING

UNESCO Office, Apia, Samoa.

12. EVALUATIONS CARRIED OUT

The three years trial of a web-based news service has convinced Vava'u Press that the web is an unmatched solution for distribution of news and information to small communities whose members are scattered worldwide. It also links Tonga with other island communities, both nationally and regionally.

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING

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

C. ADDITIONAL INFORMATION

Previous IPDC support received by the country

| | | | |
|--|----------------------------|--|------------|
| PDC/7TON/01 350-TON-71 350-TON-81 350-TON-91 | 35,000 40,000 47,000 | <i>Tonga</i> Community Broadcasting | 1986 -1991 |
| PDC/13TON/01 352-TON-31 | 94,000 | Video Production Development Project (TONGAVID) | 1993 -1994 |
| PDC/16TON/01 352-TON-61 | 66,000 | News computerization project (TONGACOM) | 1996 -1998 |
| PDC/48 TON/01 354-TON-5041 | 18,000 | TBC: Contributing to alleviation of poverty through media for outlying islands | 2005-2006 |
| TOTAL TONGA: US\$ 300,000 | | | |

Preparatory activities completed prior to submission of the project to IPDC

- The development and a 3-year trial of the Matangi Tonga Online website;
- Discussions with developers;
- Analysis of current technical problems;
- Preparation of a preliminary development brief;
- Estimates for professional development of a new CMS.

Contribution foreseen by the beneficiary agency during the project period

US\$ 37 000 (*see budget*).

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)

Site revamping and launching (3 months)

| | |
|---|----------------------|
| IT consultant/development team contracted for website application design and development, including Content Management System (CMS) implementation, subscriber management system, user interface design, planning content publishing workflow and search functionality: | 35 900 |
| Software, License: | 3 100 |
| Monitoring: | 1 000 |
| <u>TOTAL :</u> | <u>40 000</u> |

BREAKDOWN OF BENEFICIARY'S CONTRIBUTION (in US dollars)

Set-up of secure data processing

| | |
|---|--------|
| IT development: | 10 500 |
| Set-up of secure data processing service: | 140 |
| Quarterly secure data processing fee: | 500 |
| Secure certificate for web-server | 800 |
| 2 iMac G5 Internet workstations: | 5 100 |
| Router, local Ethernet network, firewall and wireless Internet Service Provider (ISP) receiver: | 1 400 |

Site revamping and launching (3 months)

| | |
|---|----------------------|
| Quarterly dedicated server host fee: | 630 |
| Quarterly ISP connection: | 330 |
| Planning, management, co-ordination: | 4 000 |
| Support personnel: | 4 600 |
| Staff training: | 2 000 |
| Training manual for migration of data and site maintenance: | 500 |
| Overheads, communications, premises: | 6 000 |
| Evaluation: | 500 |
| <u>TOTAL :</u> | <u>37 000</u> |

UZBEKISTAN

| A. PROJECT IDENTIFICATION | | |
|----------------------------------|---|---|
| 1. | TITLE | ROLE OF PLURALISTIC MASS MEDIA IN THE DEVELOPMENT OF CIVIL SOCIETY |
| 2. | NUMBER | PDC/51UZB/01 |
| 3. | CATEGORY OF MASS MEDIA | Printed press, radio, television, the Internet |
| 4. | IPDC PRIORITY AREA | Free flow of information; capacity building |
| 5. | SCOPE (national, regional, interregional) | National |
| 6. | TYPE OF ASSISTANCE REQUESTED | Financial |
| 7. | TOTAL COST OF PROJECT | US \$ 23 300 |
| 8. | AMOUNT REQUESTED FROM IPDC | US \$ 24 300 |
| 9. | BENEFICIARY BODIES | The Faculty of Journalism of the National University; the Institute for Studies of Civil Society; the International Centre on Training/Retraining of Journalists; The National Commission for UNESCO |
| 10. | IMPLEMENTING BODY | The Faculty of Journalism of the Uzbekistan National University |
| 11. | PROJECT LOCATION | Tashkent |
| 12. | PROJECT PREPARED BY | Dr. Qudrat Irnazarov, Dean of the Faculty of Journalism; Dr. Maruf Usmanov, Director of the Institute for Studies of Civil Society; Mr. Alisher Ikramov, Secretary General of the National Commission for UNESCO; Dr. (Ms.) Gulnara Babajanova, Director of the International Centre on Training/Retraining of Journalists |
| DECISION OF THE BUREAU | | |

B. PRESENTATION

1. BACKGROUND AND JUSTIFICATION

Currently, the governmental and non-governmental information channels, the press of political parties and the religious publications have sprouted in the Republic of Uzbekistan. The number of newspapers and magazines exceeds 900 titles. The existing mass media channels of national, provincial and municipal level run up to 50. Nation-wide debates on the new legislative framework of the mass media started in 2005 and are still going on.

Qualitative changes in the mass media are gradually taking place. Democratic norms and traditions are strengthening step by step in the life of society. A free and democratic press progressively develops, and the understanding of the press as the “fourth power” increases. But in the meantime, the publications are still single-typed, stereotyped and look alike in many respects. As a result, their circulation is low, despite the increasing number of titles.

This project aims at studying the democratisation process of the mass media in Uzbekistan. It also proposes the analysis of new tendencies and approaches in their operation, taking into account the experience of the democratic states. This project will focus on the information needs and expectations of the public.

The globalisation presently under way promotes the development of democratic norms and traditions, and actively enters into practice in international relations. This is of a particular significance for the young independent states. The rejection of ideas of totalitarianism, the proclamation of pre-eminence of human rights over the rights of the states lead to qualitative changes in both state and public institutions, as well as in the media. In democratic societies, where the principle of law supremacy prevails, the mass media not only participate in the democratic process, but also become its component part.

2. DESCRIPTION OF THE TARGET GROUPS

This project plans to conduct a number of scientific theoretical and practical activities to raise the level of professional expertise and skills of a democratic, free and independent press produced by journalist/practitioners and the students of Journalism Faculties and Departments of the Universities of Uzbekistan.

In order that this activity complies with modern requirements, it is planned to conduct a complex research on the state of mass media in the country on the base of various social and psychological parameters. This research work will include the monitoring of several newspapers and magazines, TV and radio channels and the Internet sites of the Republic of Uzbekistan in both Uzbek and Russian, the most spread communication languages. The condition, role and significance of various state and other social institutions in the life of the society will also be studied.

3. IMMEDIATE OBJECTIVES

- Inventory of the mass media institutions of Uzbekistan;
- Raising public awareness on the role of pluralistic and independent media in the progress of civil society;
- Marketing studies on the impact of mass media on public opinion for the democratisation of the society.

4. DEVELOPMENT OBJECTIVES

- Development of legal framework on pluralistic media in Uzbekistan;
- Establishment of new qualification standards for mass media institutions;
- Introduction a new discipline: “*Contemporary Mass Communication*” into the formal educational programmes;
- Networking and social partnership among mass media institutions and the civil society.

5. PROJECT INPUTS

Project implementation will consist of research studies (desk and field studies in both urban and rural areas), two training seminars and two scientific and practical lectures with the participation of professors, students, researchers on mass media, and journalists. The number of participants for each of the events will be about 30.

6. PROJECT OUTPUTS

- Publication of the proceedings of the lectures;
- Increased qualification of the journalists;
- Publication of 5000 copies of the manual “*Contemporary Mass Communication*” in Uzbek and Russian;
- Introduction of the educational modules “*Contemporary Mass Communication*” and “*Independent Mass Media*” into the teaching curriculum;
- New scientific researches carried out for their insertion into the study process.

7. ACTIVITIES

- Selection of specialists, creation of the working group for the implementation of the project;
- Organisation of training seminars and scientific lectures;
- Scientific research on the assessment and monitoring of mass media;
- Publication of the textbook “*Contemporary Mass Communication*”;
- Pilot national training courses for journalists with follow-up training at the grass-roots level.

8. WORK PLAN

Months 1 – 3: Selection of specialists for the working group; planning of activities; assignment of duties to the participants; purchase of technical equipment, stationery and other materials; collection of theoretical and practical materials for the textbook.

Months 4 –6: Activity report (first stage); preparation of parts I – II of the textbook “*Contemporary Mass Communication*”; organisation of the scientific and practical lecture “*Role of Mass Media Processes in Information Society*”; training session on “*Creativity in the Mass Media*”.

Months 6 – 9: Activity report (second stage); preparation of parts III– IV of the textbook “*Contemporary Mass Communication*”; organisation of the scientific and practical lecture “*Mass Media of Uzbekistan in the System of Communication*”; training session on “*New Technologies and Mass Communication*”.

Months 9 – 12: Activity report (third stage); preparation of part V of the textbook “*Contemporary Mass Communication*”; preparation and translation of the manual into Uzbek for publication; publication of the manual; summing up overall implementation of the project and preparation of the final report.

9. INSTITUTIONAL FRAMEWORK

The Faculty of Journalism of the Uzbekistan National University will implement the project with the institutional support of the National Commission of the Republic of Uzbekistan for UNESCO, in collaboration with the Institute for Studies of Civil Society of Uzbekistan and the International Centre on Training and Re-training of Journalist Personnel of the Republic of Uzbekistan.

10. SUSTAINABILITY

- Sustainability will be provided by network and cooperation commitment among partner institutions, which are representing both governmental (Uzbekistan National University, National Commission of Uzbekistan for UNESCO) and non-governmental (Institute for Studies of Civil Society in Uzbekistan, International Centre on Training and Re-training of Journalists) organisations;
- The outcomes of the project will be presented to the *Oliy Majlis* (the National Parliament of Uzbekistan);
- The textbook will be submitted to the Ministry of Higher and Secondary Specialised Education of Uzbekistan, in order to introduce the new discipline into the formal education system;
- Results of the research will be presented to the State Committee for Press and Information and to the State Committee for Communication and Informatics.

11. FRAMEWORK OF MONITORING

Monitoring of the project implementation will be carried out by the National Commission of the Republic of Uzbekistan for UNESCO.

12. EVALUATIONS CARRIED OUT

The evaluation of the project implementation will be assessed by independent experts from both mass media institutions and civil society representatives.

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING

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

C. ADDITIONAL INFORMATION

Previous IPDC support received by the country

| | | | |
|--------------------------------------|--------|---|------------|
| PDC/17UZB/01 352-UZB-71 | 55,000 | Uzbekistan | 1997-1999 |
| | | Establishment of a Media Resource Centre | |
| PDC/21 UZB/01 353-UZB-5011 | 25,000 | Innovative training and learning programme for journalists | 2003 -2004 |
| | | TOTAL UZBEKISTAN: US\$ 80,000 | |

D. BUDGET

| BREAKDOWN OF IPDC CONTRIBUTION (in US dollars) | |
|---|----------------------|
| Equipment (fax, modem, printer) and stationery: | 760 |
| Preparation of texts for the manual (10 experts): | 2 150 |
| Travel in urban and rural areas (14 sites): | 550 |
| Printing of the textbook “ <i>Contemporary Mass Communication</i> ” (300 pages, 2000 copies in Russian, 3000 copies in Uzbek): | 12 800 |
| Translation from Russian into Uzbek, 300 pages: | 1 800 |
| Training on “ <i>Creativity in Mass Media</i> ” (travel for 30 participants, accommodation for two days, stationery, photocopies): | 1 000 |
| Training on “ <i>New technologies and Mass Communication</i> ” (travel for 30 participants, accommodation for two days, stationery, photocopies): | 1 000 |
| Lecture on “ <i>Role of Mass Media processes in Information Society</i> ” (travel for 30 participants, accommodation for two days, stationery, photocopies): | 1 350 |
| Lecture on “ <i>Role of Mass Media of Uzbekistan in the System Communication</i> ” (travel for 30 participants, accommodation for two days, stationery, photocopies): | 1 350 |
| Communications (telephone, fax, e-mail, the Internet): | 540 |
| Monitoring: | 1 000 |
| <u>TOTAL :</u> | <u>24 300</u> |

| BREAKDOWN OF IPDC CONTRIBUTION IN US\$ | |
|---|--|
| In-kind contributions of partner institutions (premises for lectures and training sessions, electricity, local transportation etc.): Faculty of Journalism of the Uzbekistan National University, Institute for Study of Civil Society in Uzbekistan, International Centre for Training and Re-training of Journalists, National Commission of Uzbekistan for UNESCO. | |