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Educational, Scientific and
Cultural Organization

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FOR THE DEVELOPMENT OF COMMUNICATION

PART III

**NEW PROJECTS SUBMITTED TO THE
IPDC**

ASIA AND THE PACIFIC
(final draft)

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REGIONAL

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	GENDER MAINSTREAMING IN BROADCASTING ORGANISATIONS IN ASIA-PACIFIC REGION
2.	NUMBER	IPDC/57 RAS/01
3.	MEDIA DEVELOPMENT INDICATORS' CATEGORY	Category 4: Professional capacity building and supporting institutions that underpin freedom of expression, pluralism and diversity
4.	IPDC PRIORITY AREA	Human resource development
5.	SCOPE	Regional
6.	TYPE OF ASSISTANCE REQUESTED	Institutional capacity building
7.	TOTAL COST OF PROJECT	US\$ 90 320
8.	AMOUNT REQUESTED FROM IPDC	US\$ 40 000
9.	BENEFICIARY BODY	ABU – Asia-Pacific Broadcasting Union
10.	IMPLEMENTING OFFICE	UNESCO Almaty office
11.	PROJECT LOCATION	Bangladesh, Bhutan, Nepal, Pakistan, Kazakhstan
12.	PROJECT PREPARED BY	Ms Natalia Ilieva – Executive Assistant to the Secretary General of ABU Mr Sergey Karpov, UNESCO Almaty s.karpov@unesco.org
DECISION OF THE BUREAU:		

B. PRESENTATION

1. **PROJECT JUSTIFICATION:**

The Asia-Pacific Region, specifically Bangladesh, Bhutan, Nepal, Pakistan and Kazakhstan are countries with serious concerns in gender imbalances and inequities in employment opportunities, female participation and the portrayal of women and girls. The Project designed is in line with The Beijing Platform for Action for Equality, Development and Peace, which places specific obligations on the media, both in the way women participate and in how they are portrayed and has Objectives that require signatory nations and their citizens to 'increase the participation and access of women to expression and decision-making in and through the media and new technologies of communication' and that demand that governments and other organisations, businesses and individuals 'promote a balanced and non-stereotyped portrayal of women in the media'.

The Project is part of a three year ABU campaign to have by 2015 12 of its members implementing gender fair policies and and their programme content. It will build upon the previous project approved by the IPDC in 2012 (Budget code: 354-RAS-5011) *Gender Mainstreaming in Broadcasting Organisations in Asia-Pacific Region* and previous work done by the ABU and the International Association of Women in Radio and Television (IAWRT). This partnership has produced a Guidelines document and some associated materials for employers, practitioners, relevant organisations and communities to use to address this problem. The Guidelines and materials including questionnaires and template action plans are currently being piloted in the six broadcasting organisations within the region, involved in the first phase of the *ABU Gender Mainstreaming In Broadcasting Organisations* project.

The current application will provide funding for the second phase of the *ABU Gender Mainstreaming in Broadcasting Organisations in Asia Pacific Region*, which will include six more ABU members, who have enrolled for the project.

The funding will assist activities to:

- Adapt and implement the Gender Guidelines *Broadcasting for All: Focus on Gender*
- Revise and complete the associated tools based on the findings of the ABU pilots.
- Organise the practical conceptualization in the targeted countries and implementation of the Guidelines, survey tools and action plans by broadcasting organisations.
- Train representatives from broadcasting organisations in the use of the Guidelines and tools.
- Support implementation and monitor success against pre-established benchmark measures.

Progress will be continuously monitored and it is hoped that measurable improvements in gender equitable employment, work practices and portrayal will be securely embedded and largely self-sustaining in most participating organisations after the roll-out.

Funding is sought from IPDC for the second of the three years of rolling out the ABU campaign *Gender Mainstreaming in Broadcasting Organisations in Asia-Pacific Region*.

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

This second phase of the campaign will target 5 ABU broadcasting members companies in Asia-Pacific region in Bangladesh, Bhutan, Nepal, Pakistan and Kazakhstan. The selection through various criteria identified a mix of public and commercial broadcasters (and within that, a mix of small, medium and large)

who have put themselves forward to take part in the second phase of the ABU Gender Mainstreaming campaign. They are: Bangladesh Betar; Bhutan Broadcasting Service; Nepal Television Corporation; HUM Network Ltd, Pakistan; Khabar Agency, Kazakhstan.

The staff targeted in each organisation are – CEO and top decision-makers to ensure ownership of the Gender project and its sustainability through mainstreaming in organisational structure and policy and on air. Relevant departments for implementing the gender mainstreaming – human resource, production – technical and programme, training. Special attention and care is taken to identify, select and coach the champions of gender/diversity policy adoption and implementation in each targeted organisation, who would act as agents of change in a long run.

3. DEVELOPMENT OBJECTIVE:

Broadcasting organisations training project: the project contributes to promoting gender-sensitive practices in good governance by building professional capacities in the field of gender equality broadcasting in Bangladesh, Bhutan, Nepal, Pakistan and Kazakhstan.

The project is in line with MDI: 4.1.14; 4.2.3; 4.3.2, and Gender Sensitive Indicators for Media (GSIM, 2012): A&B: Actions to foster gender equality and Gender portrayal in media news and advertising. The UNDP *Guide to Measuring the Impact of Right to Information Programmes*, which outlines key considerations for making right to information indicators gender-sensitive (UNDP2006:11-12). It is directly related to the Beijing Platform for Action for Equality, Development and Peace, to: increase the participation and access of women to expression and decision-making in broadcasting and promote a more balanced and non-stereotyped portrayal of women in the media through the promotion of best practice gender equity Guidelines, training in their use and the use of associated tools (such as action plans and surveys) and support for broadcasting organisations in their transition to greater gender equity in employment, participation and portrayal.

4. IMMEDIATE OBJECTIVE:

Build the capacities of 80 ABU member broadcasters from Bangladesh, Bhutan, Nepal, Pakistan and Kazakhstan by applying an ABU Gender Guideline *Broadcasting for All: Focus on Gender* and associated tools in one tree day regional and six tree day national training workshops.

5. PROJECT OUTPUTS:

- Evaluated, revised, finalised, published and distributed guidelines Broadcasting for All: Focus on Gender in the ten participating broadcasting organisations.
- Translation of the Gender Guidelines in the relevant local languages.
- Supporting resources are produced, such as publicity materials and explanatory information, survey questionnaires and analysis tools, templates for action plans and tools for monitoring and measuring success both within organisations and of the project as a whole.
- Approximately 50 gender equity champions trained to effect change in their broadcasting organisations in 2013.
- Benchmarks for organisations are agreed upon.

6. ACTIVITIES:

Contextualise the Gender Guidelines and associated tools in the targeted organisations based on the findings of the ten pilots. The experiences of the pilots will also provide material for the in-country training workshops.

Organise the training and practical implementation of the Guidelines, survey tools and action plans by the participating broadcasting organisations. Train approximately 80 representatives from the broadcasting organisations in the use of the Guidelines and tools at one regional and ten in-country workshops. These representatives will act as champions for gender equality within their organisations. Support implementation and monitor success against pre-established benchmark measures of the Guidelines in technical and programme development areas as well in management and opening of training opportunities.

7. PROJECT INPUTS:

- Consultant project coordinator, preferably professional broadcaster experienced and expert in gender issues including employment, participation, workplace practices and gender portrayal. Travel costs for consultant.
- Trainer(s) for two sub-regional training workshops in 2013, and two more in each of following three years if funded. Travel costs for trainers where appropriate.
- Publication and distribution of 400 copies of Gender Guidelines in local languages.
- Training facilities, including hire of premises, teaching equipment and audio-visual equipment.
- Travel and accommodation subsidies for workshop participants. (Note: It is anticipated that organisations apply for subsidies and an oversight group approves those for complying cases. Wealthier broadcasters will be expected to pay for their own representatives to attend.)

8. WORK PLAN:

ACTIVITIES / MONTHS	1	2	3	4	5	6	7	8	9	10	11	12
Inception of the project and	■											
Employment of consultant	■											
Conducting and evaluation of baseline studies, revision and, publication of Guidelines			■									
Pilot evaluation workshop				■								
Training Workshop 1						■						
Training Workshop 2								■				
Development of support resources, including website and network of participants		■										
Evaluation of annual progress and forward planning										■	■	■

9. INSTITUTIONAL FRAMEWORK:

The Asia-Pacific Broadcasting Union (ABU) is a non-profit, non-government, professional association of broadcasting organisations, formed in 1964 to facilitate the development of broadcasting in the Asia-Pacific region and to organise co-operative activities amongst its members. The activities of the Union are carried out by its Secretariat, based in Kuala Lumpur, Malaysia, through its four departments – ABU News, ABU Programmes, ABU Technology and ABU Sports. The Union has a long standing association with UNESCO, dating back to its establishment in 1964. Recently UNESCO upgraded the ABU to a formal consultative partner NGO.

10. SUSTAINABILITY:

Sustainability is a key element of the whole project, in making broadcasting organisations more gender aware

as best practice employers and as the producers of more balanced portrayals of women and girls in their programs.

Key factor in achieving the sustainability of the project is getting the commitment of the management team to mainstream gender equality in employment and training policies and programmes. Each workshop and the training of gender champions will make each participating organisation better equipped to sustain advances. The gender champions in turn would train key people in their organisations to achieve a critical mass of personnel committed to change.

Achievements against agreed benchmarks will be monitored each year by the Project and support provided by the consultant, trainers and other project mentors (e.g. professional women in broadcasting with expertise in gender issues such as members of IAWRT). Apart from seeking UNESCO support for the three-year rolling out of the scheme, the ABU have received the principle agreement from AIBD, FES, ITU and Commonwealth Broadcasting Association for funding additional activities to supplement and enhance this project like – translating and publishing the Guidelines in local languages; organising International Award on gender sensitive programming; developing teaching modules for India University of Mass Communications etc.

11. FRAMEWORK OF MONITORING AND COMMUNICATION STRATEGY:

The ABU would monitor the roll –out and implementation of the scheme through its members Liaison Officers and IAWRT will assist in monitoring through its international network of members and Chapters. Progress on achieving a more balanced and non-stereotyped portrayal of women in the media will be monitored in part through the Global Media Monitoring Project (GMMP at www.whomakesthenews.org/gmmp-background.html) and other international and regional surveys, including by IAWRT Chapters where appropriate. Project implementation will be monitored by the UNESCO Almaty.

12. EVALUATIONS CARRIED OUT:

The country specific Guidelines are the result of a three-year development project and are ratified by the participating members of the ABU are ratified by members of the ABU.

The preparation and conduct of survey materials and other support resources are being monitored by the ABU and IAWRT jointly with UNESCO Almaty.

13. FRAMEWORK OF BENEFICIARY AGENCY’S REPORTING:

The ABU would report to the UNESCO Almaty Cluster Office, the progress in the project’s implementation every four months and would submit a comprehensive final report at the end of the project. The ABU shall provide progress reports on the event as required by IPDC.

C. ADDITIONAL INFORMATION

The current project proposal is part of a long-term strategic campaign to be launched by the ABU in 2012 on Gender Mainstreaming in broadcasting organisations in Asia-Pacific region. It demonstrates the commitment of the Union to promote and support diversity in media in the Asia-Pacific region. Its first phase is a three year project launching the guidelines implementation in at least 15 broadcasters.

The ABU is applying for funding for starting the scheme in 2012 in eight organisations, which would become champions of change in gender and diversity in the region. This is to be followed up by application for funding for follow up projects in 2013 and 2014. These follow up projects would be needed to expand the

scheme in other organisations. The ABU has already solicited the agreement of eight organisations to participate in 2013 – Nepal TV; Radio Nepal; BBS – Bhutan; MNB – Mongolia; FBC – Fiji; PBS – Bangladesh and ASTRO – Malaysia. Additionally, the Prasar Bharati – India would need support for implementing the Gender Mainstreaming scheme beyond the first year because of its pure size.

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)	
Methodology and training tools development	
Consultant's fees for carrying baseline studies and evaluating the results in the 5 organisations x 5 days x 200	5 000
Development of methodology and programme for 3 day conceptualization regional workshop and for 3 day in-country workshop for the management team	500
Module development for training of journalists on gender sensitive production in-country workshops	1 000
Regional workshop	
Travel to KL for 6 participants (5 gender champions and 1 gender consultants) for training the local gender champions in country contextualization of the GG x 800	4 200
Accommodation for 6 participants x 4 nights x 50	1 200
Coffee and lunch packages for 6 participants x 3 days x 20	360
DSA for 6 participants for 3 days x 55	990
Fees for consultant x 4 days x 250	1 000
Five in-country workshops	
Travel for 2 international consultant to conduct 5 conceptualization and journalist training workshops	6 500
Accommodation for 2 international consultants x 4 nights x 5 courses x 100	4 000
Fee for 2 international consultants to implement the conceptualization and 5 journalists training workshops x 3 days x 250	7 500
Fee for local consultant to implement the conceptualization workshops and draft the country GG 5 days x 5 countries x 100	2 000
DSA 2 international consultants x 3 days x 5 courses x 55	1 650
Project organisation, monitoring and reporting	
Part time Project Manager 40 days x 75	3 000
Communications	800
Course materials	300
Total IPDC	US\$ 40 000

BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION (in US dollars)	
ABU & IAWART contributions	
ABU Full time Project Assistant – 12 months x 1000	12 000
ABU Financial Officer 30 days x 100	3 000
ABU Reporting Project Manager 10 days x 250	2 500
ABU Other administrative costs	2 000
Monitoring and Evaluation IAWART Gender Expert – 30 days x 250	7 500
Contributions of participating organisations	
Venue and facility for workshops – 6 x 2,500	13 000
Coffee breaks and lunch packages for 17 participants and trainers – x 3 days x 20 x 6 workshops	6 120
Local transport 6 x 500	3 000
Communications – Internet connection, phones for 6 workshops x 200	1 200
Total	50 320

VANUATU

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	BUILDING THE TECHNICAL AND INSTITUTIONAL CAPACITY OF THE COMMUNITY RADIO SOCIETY OF TAFEA (CRST FM104)
2.	NUMBER	IPDC/57 VAN/01
3.	MEDIA DEVELOPMENT INDICATORS' CATEGORY	Category 2: Plurality and diversity of media
4.	IPDC PRIORITY AREA	Community media development
5.	SCOPE	National
6.	TYPE OF ASSISTANCE REQUESTED	Institutional capacity building, training support and equipment
7.	TOTAL COST OF PROJECT	US\$ 15 420
8.	AMOUNT REQUESTED FROM IPDC	US\$ 11 170
9.	BENEFICIARY BODY	Community Radio Society of Tafea c/o Tafea Provincial Government PO Box 28, Isangel, Tanna Vanuatu Ph: +678 7774605 Email: crstfm104@gmail.com kiel david@ymail.com
10.	IMPLEMENTING OFFICE	Susan Vize UNESCO Office for Pacific States (Apia) Tel: +685 24276 Email: s.vize@unesco.org
11.	PROJECT LOCATION	Isangel, Tanna Island, Vanuatu
12.	PROJECT PREPARED BY	Catherine Graue assisted by David Kiel Jnr (CRST FM104 Station Manager) Susan Vize (UNESCO Office for Pacific States)
DECISION OF THE BUREAU:		

B. PRESENTATION

1. PROJECT JUSTIFICATION

Rationale: CRST FM104 is the only radio station licensed to broadcast *from* Tafea Province (which includes the 5 most southern islands of Vanuatu) *to* the people of Tafea Province. It is the only licensed community radio station in the country. The national broadcaster, the VBTC (Radio Vanuatu and Television Blong Vanuatu), commercial FM radio stations, other national media outlets including newspapers are generally not able to be seen or heard in Tafea Province; which results in the people of Tafea Province having no ability to receive updates on events taking place across Tafea Province, or nationally and globally. Consequently, this project proposes to solve problems currently hindering the development of community media in Tafea Province. It aims to ensure CRST FM104 is a sustainable community radio station, serving the community of Tafea Province.

This will be achieved by broadening CRST FM's coverage across Tafea Province, and thus, ensuring a maximum number of people across various communities will be able to access information that is relevant to them, such as health and education awareness. This in turn will facilitate development amongst the community, as well as reduce or mitigate communities' vulnerability in the event of such natural disasters – of which there are many (i.e. cyclones, tsunami threats and an active volcano). The project aims to achieve this by taking a two-fold approach: 1) The current radio transmitter was damaged in a cyclone 2 years ago, and consequently reduced its coverage to the western part of Tanna and the southern part of Erromango island (approximately 8,000 of the province's estimated 32,500). 2) The currently quality and quantity of locally produced information also needs to be increased, and it is intended this will be achieved by recruiting and training more local volunteers.

Nationally, the national broadcaster, the VTBC operates the Radio Vanuatu, as well as a commercial FM station and Television Blong Vanuatu – these generally are not available in Tafea Province. Other national radio stations include the Trinity Broadcasting Network, operated by the US Christian organization, TBN and Radio 90 Laef (another Christian radio station). A commercial radio station, Capitol FM107, has just begun broadcasting to Tafea Province – however it is broadcast out of the capital, Port Vila, and much of its content is commercial based with limited relevance to the population of Tafea Province. The Daily Post (English/Bislama) is a daily commercial newspaper, The Vanuatu Times (English/Bislama/French) is a commercial paper (by same company behind FM107) published weekly, while The Independent is a charity newspaper published weekly. There is training available for journalists in the capital, Port Vila, where students can undertake a one-year Certificate III in Media and a one-year diploma in Media at the Vanuatu Institute of Technology. However, those trained rarely return to Tafea Province as there are no potential employers.

2. DESCRIPTION OF THE TARGET GROUP:

Given that this project aims to expand the current reach of CRST FM104, the target group for this project is primarily the station's audience - the population of Tafea Province, which stands at around 32,500 people – of which 50 per cent (16,338) are women. As a community radio station, CRST FM104 provides the otherwise 'voiceless' in Tafea Province with a voice and allows all community members to become actively involved - whether as participants (all volunteers at the station come from the local community), or as the audience. CRST FM104 aims to produce programs covering issues such as women's rights, health (immunisation, sanitation etc) and education. As such, women and men, as well as youth and young children stand to benefit from this project.

3. **DEVELOPMENT OBJECTIVE:**

The long term goal which this project aims to contribute to involves boosting the infrastructural capacity of CRST FM104, and thus ensuring that the community of Tafea Province (Vanuatu) have the ability to gather and disseminate, and in turn, access news and information (Category 5). It also aims to provide training to radio station volunteers, and as such, build on their capacity to provide information and news that encourages a more developed, as well as open and transparent democratic society.

4. **IMMEDIATE OBJECTIVE:**

The immediate objective of this project is to ensure that CRST FM104 is set up sufficiently with technical equipment and trained volunteers, so that it is capable of self-sustaining itself into the future.

5. **PROJECT OUTPUTS:**

- A community radio station, equipped with transmitter and production equipment.
- Up to 20 trained local volunteers (journalists and program producers representative of all communities in Tafea Province), who are able to produce high-quality weekly programs and daily news bulletins on a range of issues relevant to the people of Tafea province – for example, women’s rights, children’s rights, education, health, and ensuring transparency in all levels of government.

6. **ACTIVITIES:**

- Purchase 6 handheld recorders and purchase and install 4 desktop computers with editing software *Adobe Audition* to build a small airconditioned editing suite at the current station at Isangel, Tanna. This is expected to take 2 months to allow for shipping time.
- Purchase, ship and install a 300-watt FM radio transmitter and antenna cables. This is expected to take 4 months.
- A one-week training course (held three times over 12 months) held at CRST FM104 under the guidance of Australian Youth Ambassador for Development volunteer (experienced journalist and secondary teacher) and professional broadcasters at Vanuatu’s public broadcaster, Radio Vanuatu. This will provide new volunteers with skills to use handheld recorders, edit with *Adobe Audition* and work in the studio. A second one-week training course (again under the guidance of AYAD volunteer and Radio Vanuatu broadcasters) will be held three times over 9 month-period to teach the same groups of volunteers about the key elements of news and program production, including research and interview skills.

7. **PROJECT INPUTS:**

Currently available:

- One trainer capable of training radio producers in digital production techniques and news/program production skills, as well as an agreement with Radio Vanuatu which provides qualified trainers free of charge.
- One desktop computer with editing software *Adobe Audition* and a 7 channel mixer.
- A functioning studio, set up with an on-air computer, announcer microphone and 3 guest microphones (with stands), a CD player, 8 channel mixing console, 2 monitor speakers, 3 headphones
- Two handheld H2 Zoom recorders (approximately 3 years old)

To be purchased:

- Four custom designed Intel Pentium desktop computers with 500GB Hard Disk. Should have Windows Media play list software capable of automating the schedule of broadcast content, as

well as *Adobe Audition* editing software. Computers will be retained by the radio station to maintain the program beyond the project period.

- Printer/Scanner – Hewlett Packard 2050 AIO. The printer will be retained by the radio station after the completion of the project in order to assist with production of programs and news beyond the project period.
- Six Tascam PR-10 handheld recorders, each with 1GB flashdrive, and 2 AAA rechargeable battery packs (Energizer CHVCWB2 Overnight NiMH charger). The equipment will be retained by the radio station after the completion of the project in order to continue the production of programs and news beyond the project period.
- One wall mounted ASTA07JEC Fujitsu airconditioner to be installed in the editing suite to ensure protection of electronic equipment in a humid, tropical location, beyond the life of the project period.
- 4 UPS (APC 650VA) – to protect computers against dirty power and ensure they can be maintained beyond the life of the project period.
- One 300-watt FM transmitter (DB Elettronica DPM-300-s) capable of increasing the radio station’s coverage to all of Tanna Island.

8. WORK PLAN:

ACTIVITIES / MONTHS	1	2	3	4	5	6	7	8	9	10	11	12
Purchase and installation of the recording/editing equipment (air-conditioned editing suite)	■	■										
Purchase and install transmitter and antenna	■		■	■								
Preparation of training materials		■										
Selection of volunteers to take part in course		■			■			■				
In-country workshop #1 – “Production basics”			■			■			■			
In-country workshop #2 – “News gathering”				■			■			■		
Production and broadcast of programs				■	■	■	■	■	■	■	■	■
Submission of implementation reports			■				■					■

9. INSTITUTIONAL FRAMEWORK:

The mission of CRST FM104 is to provide “the right information to the population of Tafea Province without prejudice, discrimination or patronage”. It is a registered not-for-profit society, and meant to be operated and elected by a board of trustees (3) from within the Tafea community, elected for a period of two years. However, the Tafea Provincial Government is currently taking responsibly for the station.

CRST FM104 has one regular staff member, the station manager, David Kiel Jnr, and all other broadcasters are volunteers. There are currently 3 volunteers producing content for broadcast; this generally includes news bulletins, a program called ‘Vois Blong Saot’ which is rebroadcast on the national broadcaster, Radio Vanuatu, and DJing. The Community Radio Society of Tafea was established in 2004, with funding provided by UNICEF. It currently receives 200,000 vatu (approximately \$US2000) a year from the Tafea Provincial Government. Other income sources are local community members paying for public messages, NGOs paying for programs and there are also two sponsorship deals. The approximate total for this in 2012 is about 500,000 vatu (\$US5000). The Community Radio Society of Tafea intends to have the board oversee the implementation of this project, assisted by the station manager and VBTC. CRST FM104’s current broadcast license permits the station to broadcast a maximum of 500watts and costs approximately \$50 a year (community radio rates).

10. SUSTAINABILITY:

This project will be made financially sustainable without further assistance by the way of improving content produced in-house, which in turn will encourage more local NGOs to pay for their own programs to be produced (or to sponsor programs with similar objectives already being produced by CRST FM104 volunteers) – and therefore increasing the revenue raised by CRST FM104. This will ensure that equipment can be maintained and updated as required, and further training for volunteers can be paid for.

11. FRAMEWORK OF MONITORING AND COMMUNICATION STRATEGY:

The station manager, David Kiel Jnr, will be responsible for communicating all stages of the project to the people of Tafea Province. This will include implementation reports after 3, 7 and 12 months. These will be made available to UNESCO, the provincial government, the Community Radio Society of Tafea Board, as well as the general population of Tafea Province (by way of copies made available at the Tafea Provincial Government Headquarters).

12. EVALUATIONS CARRIED OUT:

The National Government of Vanuatu considers the strengthening of freedom of expression through the media as well as the effective exchange of information and knowledge, to be key priorities. However, the geographical remoteness of many of Vanuatu's islands and the lack of infrastructure to support media ventures by either the Government or private businesses has restricted this. Community radio, such as CRST FM, is able to fill this void. However, after conducting a study of CRST FM104's current operations over a period of one month (August 2012), an Australian Youth Ambassador for Development volunteer, Catherine Graue, it was concluded that two key matters were hindering the potential of CRST FM:

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING:

Reporting will be carried out by CRST station manager, Mr David Kiel Jnr.

C. ADDITIONAL INFORMATION

Previous efforts and achievements of CRST FM104:

CRST FM104 (the Community Radio Society of Tafea) was first established in 2004, with the assistance of funding from UNICEF, as part of an education program and as an important means to ensuring invaluable information is disseminated across the very remote province of Tafea. Then in 2008, the Tafea Provincial Government approached and sourced funding from NZaid, in order to upgrade and improve the station's coverage. The main objective of this funding was to ensure the whole of Tafea Province could receive the signal, and as such, have access news, educational programs as well as entertainment. NZaid granted 2,781,309 vatu to undertake the upgrading of coverage.

CRST FM104 has received strong support from the Australian Youth Ambassadors for Development (AYAD) program; one volunteer, Melanie Arnost worked at the station for 9 months in 2010-2011, while Catherine Graue will remain for one year until July 2013. CRST FM is also working towards establishing a long term strategy, and part of this is an important partnership with the Vanuatu Broadcasting and Television Corporation (VBTC). The objective of this partnership is to ensure that CRST FM is strengthened and supported, with training provided, as well as technical expertise and a sharing of content.

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)			
Studio and broadcast transmitter equipment	Unit Price US\$	Qty	Total US\$
FM stereo 300-watt Transmitter (DB Elettronica DPM-300-s)	3500	1	3 500
Transmitter shipping costs	1000	1	1 000
Transmitter installation costs (including travel, accommodation and food)	600	2	1 200
Antenna feeder cable 1/4" 80 meters	400	1	400
Editing computer (custom built)	715	4	2 860
Tascam Pr-10 Handheld recorder	50	6	300
AAA battery recharge pack (Energizer CHVCWB2 Overnight NiMH charger)	15	2	30
Uninterrupted power supply (APC 650VA)	145	4	580
Air conditioner (ASTA07JEC Fujitsu)	1200	1	1 200
Printer (Hewlett Packard 2050 AIO)	100	1	100
Total IPDC			US\$ 11 170

BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION (in US dollars)	
Staff costs (9 months x 1 staff member)	3 000
Studio and station building maintenance	700
Contingencies	500
Project reporting/communication costs	50
Trainers	n/a
Total	US\$ 4 250

REGIONAL

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	STRENGTHENING PACIFIC MEDIA ASSOCIATIONS FOR FREEDOM OF EXPRESSION AND DEMOCRACY
2.	NUMBER	IPDC/57 RAS/02
3.	MEDIA DEVELOPMENT INDICATORS' CATEGORY	Categories 3 and 4
4.	IPDC PRIORITY AREA	Human resource development
5.	SCOPE	Regional
6.	TYPE OF ASSISTANCE REQUESTED	Financial
7.	TOTAL COST OF PROJECT	US\$ 69 090
8.	AMOUNT REQUESTED FROM IPDC	US\$ 39 800
9.	BENEFICIARY BODY	International Federation of Journalists (IFJ)
10.	IMPLEMENTING OFFICE	UNESCO Apia office Contact: Susan Vize E-mail: s.vize@unesco.org
11.	PROJECT LOCATION	Vanuatu, Papua New Guinea, Fiji, Samoa, Solomon Islands, Cook Islands
12.	PROJECT PREPARED BY	International Federation of Journalists (IFJ)
DECISION OF THE BUREAU:		

B. PRESENTATION

1. PROJECT JUSTIFICATION:

The proposed 12-month action will build the capacity of journalists and media association staff from six (6) targeted countries in the Pacific Islands to:

- Advocate on behalf of press freedom and freedom of expression
- Promote the role of the media in democratic engagement
- Represent the rights and interests of journalists and the media
- Build networks and coalitions of human rights and press freedom defenders; and
- Professionalise and grow their organisations.
- Direct information and priorities from local journalists/members into national and local policy initiatives and advocacy efforts.

The countries of Fiji, Vanuatu, Papua New Guinea, Solomon Islands, Cook Islands and Samoa have been chosen because of the existing or emerging institutional strength of their national media associations and/or their potential for maximum project impact.

The project will provide journalists and media workers in these six (6) targeted Pacific Island countries with advanced training in media association strengthening skills, developing a sustainable cadre of local media association members with the capacity to develop and enhance the effectiveness of their associations. A significant focus area will be to promote increased membership and participation of women in journalists' unions and associations in the Pacific. The project will also focus on researching and producing publications which can be used as advocacy tools by national (and regional) Pacific media associations.

This proposal is framed by rising repression against the media and freedom of expression in Fiji and Papua New Guinea. Fiji's suppression of alternative viewpoints, since the 2009 military coup, poses significant challenges to free expression and democratic participation. Government intimidation of media workers, and imposition of editorial censorship, appears to be worsening in the lead up to the promised general election in 2014. Political tensions in Papua New Guinea ahead of the recent national elections also saw governments, military and police more willing to intimidate, threaten and assault journalists perceived as reporting negatively on their activities. Further examples of threats to freedom of expression in the region can be found within IFJ's inaugural Press Freedom in the Pacific report (available online via the IFJ website).

In July 2010, the IFJ launched a 24-month European Union-funded regional Media for Democracy and Human Rights in the Pacific project with a range of national and regional associates. UNESCO provided support which assisted to co-fund the project to October 2011. The proposed action will build on and sustain activities conducted under the now-closed UNESCO project and the EU project, which expires in late-2012, by providing bilateral capacity building support to national media associations. Previous IFJ projects in the Pacific took a more regional approach, attempting to build consensus around key issues. This approach was successful in providing the region with a baseline understanding of key press freedom issues – e.g. codes of ethics, public service journalism, media rights monitoring and electoral reporting. The new proposal aims to identify those countries with the greatest potential for positive change on these issues and work bilaterally with them to advance reform in those areas. It is expected that by working with targeted countries, it will be possible to produce some best practice examples which will positively influence the rest of the region.

2. DESCRIPTION OF THE TARGET GROUP:

The target groups of the project are the national media associations in the target countries and their members. The project will focus on four countries - Vanuatu, Papua New Guinea, Samoa, Solomon Islands, Cook Islands and Fiji. The indirect project beneficiaries are the wider group of journalists and editors in these countries, donors and initiatives working in the media for development sector, and local communities who will benefit from improved democratic engagement and media standards.

3. DEVELOPMENT OBJECTIVE:

The project aims to contribute to achievement under Categories 3 and 4 of UNESCO's media development indicators. Its development objective is to strengthen the role of national media associations, as press freedom advocates and civil society actors, to support a strong, sustainable, vibrant, free and independent media in the targeted countries, with a focus on building national solidarity and networking to promote and defend media-related freedoms. In meeting the immediate objective, the project will support broader aims of promoting a free and diverse media that facilitates democratic discourse and participation, while building the professional capacity of individuals and organisations participating in a national network or coalition that serves the public.

4. IMMEDIATE OBJECTIVE:

The project's immediate objective is to strengthen the capacity of selected media associations in the Pacific to organise effectively and build expertise in the protection of media rights, freedom of expression and the media, and media professionalism and economic rights. This includes sharpening the focus on recruiting and training women as leaders. This objective will be achieved by training existing association leaders, particularly women, and providing them with the advocacy tools they need to undertake their campaign activities.

5. PROJECT OUTPUTS:

- 1 x Media Association Strengthening module, including gender equity materials.
- Up to 150 journalists trained in Association Strengthening and professional training over six (6) workshops.
- Strengthened network of journalists' associations in the Pacific region, with a focus on expanding networks of women journalists.
- Further implementation of membership systems and fee structures to strengthen the internal organisation and viability of journalists' associations in the region.
- Improved harmonisation between international press freedom/freedom of expression campaigns and local media associations.
- Six (6) National Press Freedom and Democracy Situation Reports covering Fiji, Vanuatu, PNG, Solomon Islands, Cook Islands and Samoa.
- Publication of a Press Freedom in the Pacific Capsule Report and Advocacy Toolkit.

2. ACTIVITIES:

The activities are designed to build on the work of activities conducted during the IFJ's current program and sustain Pacific press freedom networking longer term. The focus is on strategic planning and managerial capacity development to sustain networking on media freedoms, human rights and quality journalism. The main activities include the following:

- Design and delivery of basic training modules on association organising, recruitment and professional development will be adapted to include more activities and a sharper focus on association development

and consolidation at the branch level; and the implementation of the IFJ Asia-Pacific membership database. An additional component addressing gender equity within associations and media workplaces will be developed. The modules will be translated into local languages where appropriate. Training will be conducted with six (6) partner countries, with 15-25 participants per national training workshop.

- Research and publication of six (6) National Press Freedom and Democracy Situation Reports (Fiji, Vanuatu, PNG, Solomon Islands, Cook Islands and Samoa).
- Coordination and publication of Press Freedom in the Pacific Capsule Report & Advocacy Toolkit.
- National press freedom networks within the target countries, and across the Pacific region, will be strengthened to run more effective coordinated campaigns for press freedom, freedom of expression and gender equity in Asia-Pacific.

These activities are expected to achieve the following results:

- Targeted media associations in the Pacific have an increased capacity to network and campaign for press freedom, freedom of expression, fair working conditions and gender equity.
- Professionalism of journalists and the democratic structures of their associations will be improved and strengthened.
- Media Association membership will increase.
- Improved awareness among journalists in the Asia-Pacific region of the role and value of journalists' associations, including in regard to gender equity.
- International media development initiatives are properly targeted and efficient, because of institutional support provided by strong and sustainable journalist associations. Strengthened national and international advocacy efforts to improve the welfare of journalists as a result of information sourced from local journalist members.

7. **PROJECT INPUTS:**

- One part-time IFJ supervisor to design, coordinate and evaluate project activities, in partnership with local media associations.
- Association strengthening module & materials development.
- Gender Equity module & materials development.
- Administration and financial management.
- Advice and guidance for local media associations on all activities, including selection of local trainers, seminar participants, strategy development, etc.
- IFJ resources for content of activities.
- Communication costs during planning phase.
- Website hosting for all advocacy materials produced during the project.

8. **WORK PLAN:**

ACTIVITIES / MONTHS	1	2	3	4	5	6	7	8	9	10	11	12
IFJ supervision and financial tracking	■	■	■	■	■	■	■	■	■	■	■	■
Ongoing issue of alerts and statements	■	■	■	■	■	■	■	■	■	■	■	■
Identification of international trainers	■	■										
Determine venues, organize national workshops			■		■	■	■		■		■	
Conduct national workshops				■		■	■	■		■	■	
Evaluation of national workshops					■		■		■		■	
Identification of researchers	■	■										

interest, on the understanding that media and civil society organisations driven by public service values help to protect and entrench basic freedoms (the development objective).

11. FRAMEWORK OF MONITORING:

- Feedback from local and international trainers, participants, observers and partners.
- Volume of alerts on media rights issues received and disseminated.
- Public statements issued by local and regional organisations (and media pick-up).
- Internal evaluations conducted by project supervisor and local organisations.

12. EVALUATIONS CARRIED OUT:

The project will have several evaluation techniques. Participants in activities will be asked to provide feedback, including via written evaluations. The purpose is to evaluate the performance and attitude of participants and the quality, relevance and content of training and resource materials. Recommendations from the evaluations will be incorporated into the new training module and assist to set the agenda for the seminar and follow-up. Interim and final reports will include evaluation by the IFJ supervisor, and will incorporate feedback from participants in activities as well as organisations that engage closely in the project.

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING:

The IFJ will regularly report on the project's progress to UNESCO. Trainers and experts will also be responsible for providing reports to the IFJ following activities.

C. ADDITIONAL INFORMATION

Assistance sought from other sources:

The project will coincide with the conclusion in late-2012 of an IFJ project supported by the EU (with UNESCO support for the first 12 months to October 2011). The IFJ and partners will seek additional support from other sources to expand the activities (including number of participants, duration of the seminar and maintenance of the regional coordinator full-time). Assistance will also be sought to continue to publish a regional press freedom report after 2012.

Previous IPDC grants:

The IFJ secured a grant in 2010 to implement a media rights monitoring training package for the Pacific Islands and deliver training and resources to up to 120 media workers. The action is delivering regular reports from region-wide media monitors and statements distributed through regional networks. The final report was submitted to UNESCO in November 2011.

Previous IPDC grants to the Asia-Pacific office relate to work in South Asia, including three grants to develop the capacity of journalists' organisations in South Asia (focused on India's conflict zones, Bangladesh and Sri Lanka) to respond to violations of media rights and build a region-wide media monitoring network. The South Asia program especially focuses on assisting provincial journalists' associations (2011-2012).

Contribution foreseen by the beneficiary agency during the project period:

The IFJ will contribute a part-time Supervisor, training expertise and materials for module development, as well as office resources, communications, contacts and organisational networking in the Pacific.

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)	
International training expert fee x 3 days x 6 trips @ US250	4 500
International researcher fee x 3 days x 6 trips @ US250	4 500
International training expert per diems x 6 x 3 days @ US250/day	4 500
International research expert per diems x 6 x 3 days @ US250/day	4 500
International training expert air fares x 6 @US 800 (averaged for region)	4 800
International research expert air fares x 6 @ US 800 (averaged for region)	4 800
Venues: National seminars (6 x (2 days@US600/day);	7 200
Writing and Editing of Press Freedom in the Pacific Capsule Report and Advocacy Toolkit. (10 days x US250/day)	2 500
Design and layout of Press Freedom in the Pacific Capsule Report and Advocacy Toolkit.	2 000
Printing, stationery, office expenses.	500
Total IPDC	US\$ 39 800

BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION (in US dollars)	
IFJ Project Coordinator (average 2.5 days per month @ \$500/day)	15 000
IFJ Financial Administrator (average 1 day per month @ \$500/day)	6 000
Association Strengthening module & materials development 1 x @US2500/module	2 500
Gender Equity module & materials development 1 x @US1500/module	1 500
Communications costs	500
Website hosting for media rights alerts	500
Admin – 5% of total project cost	3 290
Total	US\$ 29 290

CAMBODIA

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	CAPACITY BUILDING FOR PROVINCIAL RADIO STAFF TO PRODUCE COMMUNITY PROGRAMS
2.	NUMBER	IPDC/57 CAM/01
3.	MEDIA DEVELOPMENT INDICATORS' CATEGORY	Category 2: Plurality and diversity of media; Category 4: Professional Capacity building
4.	IPDC PRIORITY AREA	Development of community media
5.	SCOPE	National
6.	TYPE OF ASSISTANCE REQUESTED	Equipment and Consultant
7.	TOTAL COST OF PROJECT	US\$ 30 370
8.	AMOUNT REQUESTED FROM IPDC	US\$ 18 170
9.	BENEFICIARY BODY	Department of Media & Communication (DMC)/Cambodia Communication Institute (CCI) Royal University of Phnom Penh. Russian Blvd., Toul Kork, Phnom Penh, Cambodia. Tel:(855) 23 88 44 08, Email : admin@dmc-cci.edu.kh Website : www.dmc-cci.edu.kh Contact Person: Tieng Sopheak Vichea, Director
10.	IMPLEMENTING OFFICE	UNESCO Bangkok & Phnom Penh Office
11.	PROJECT LOCATION	Banteay Meanchey, Siem Reap, Peah Vihear, Oddor Meanchey, Stoeng Treng, Koh Kong, and Mondul Kiri.
12.	PROJECT PREPARED BY	Mr Ung Bun Y, DMC/CCI Acting Director Ms Jamie Lee, UNESCO Phnom Penh Office, Communication and Information Focal Point Revised by UNESCO/Bangkok
DECISION OF THE BUREAU:		

B. PRESENTATION

1. PROJECT JUSTIFICATION:

Radio is the most popular medium of the rural people to receive information and almost every family in the provinces own a set of radio. As the illiteracy rate in the rural areas is still high, radio is best way for information sharing and dissemination.

Although provincial radio stations exist in more than ten (10) provinces in Cambodia, most of their main contents or programs are the relayed programs from the Radio Nationale Kampuchea (RNK) in Phnom Penh. Therefore, most of the programs do not serve the needs of the community people since the information needed by provincial people are different geographically. It is important that community people who are the target listeners of those provincial radios get the most from the local programs. People need to be well-informed.

We acknowledge that those provincial radio stations lack professional capacities of media workers/program producers/radio reporters and capacities of media associations to produce the effective community-based radio programs that responds to the needs of their listeners. So it is essential that those provincial radio staff to receive the training particularly on how to produce the community-based radio programs to better serve their target local listeners.

DMC/CCI is the leading academic ground for journalism education and trainings in Cambodia, and is the most suitable institution to provide training assistance. The purpose of this project is to equip and upgrade the skills of the existing provincial radio staff to be able to produce sustainable community-based radio programs serving the seven provinces(Banteay Meanchey, Siem Reap, Peah Vihear, Oddor Meanchey, Stoeng Treng, Koh Kong, and Mondul Kiri), and therefore to develop the community media.

UNESCO initiated the establishment of CCI in 1994, and as a result, CCI was established as media training institute with the support from UNESCO and other donors. Under the UNESCO support, hundreds of various courses including a one-year diploma course have been offered to working journalists. So far UNESCO has supported CCI training activity, publication, conferences and other relevant activities.

Under the IPDC project 2012, DMC has conducted community radio trainings in eight Cambodian provinces (Pursat, Takeo, Svay Rieng, Preah Sihanouk, Kampong Thom, Kratie, Pailin and Ratanakiri). Radio professionals in both commercial and government radio stations were trained by DMC experts and consultants regarding basic journalism skills, freedom of expression and press, community media and creating independent, ethical and pluralistic media in Cambodia. The first seven pilot provinces were chosen carefully taking into account the proximity, media training needs and audience distribution. The IPDC project 2013 proposes to cover seven more provinces with high concentration of marginalized and ethnic minority groups. The 2013 project is important in bridging the skills gap of radio staff and also creating a network of trained community radio journalists across the country.

2. DESCRIPTION OF THE TARGET GROUP:

The target group of this project will be the marginalized and disadvantaged people in the seven (7) selected provinces, ensuring gender balance, whose daily livelihood essentially depends on available information but are deprived of such resource. The beneficiaries will be chosen carefully in cooperation with UNESCO Phnom Penh Office, which has important projects currently being implemented in the chosen provinces, namely Siem Reap, Preah Vihear and Mondulkiri. Participants will also be selected in consultation with press

organizations. Approximately 1.4 percent of the Cambodian population of 14 million people are ethnic minorities whose mother tongue is an indigenous language.

3. DEVELOPMENT OBJECTIVE:

This project, by equipping existing provincial radio staff in Cambodia with improved skills to produce community-based programs, will make sure that local radio will be a better source of much-needed information for their community audience. The training will cover basic journalism skills, technical radio equipment operating skills, and digital radio production and editing skills. Further, concepts of community media, freedom of expression and press freedom will be integral parts of the course to produce community-based programs and ensure that local radio will be a better source of much-needed information for their community audience.

4. IMMEDIATE OBJECTIVE:

Fourteen (14) radio producers/reporters working in seven (7) selected radio stations in Cambodia will acquire skills and knowledge for reporting and producing effective community-based programs after having participated in a five-week training course.

5. PROJECT OUTPUTS:

- Technical and operational needs (i.e. situation of community media needs in selected provinces, target audience, technical and financial support needed in order to address community media needs) assessment available for sharing and dissemination
- 14 provincial radio staff are capable of producing quality community-based radio programs
- 14 resource books in local language (Khmer) on producing community radio program
- 14 start-up kits for radio producers/reporters, which include digital audio recorders, headphones, radio, 4 GB flash drives, bag, sets of notebook and pen.

6. ACTIVITIES:

- Baseline technical and operational need assessment of selected provincial radio stations Baseline in radio content (gender basic knowledge, social participation, cultural diversity)
- Lobbying for cooperation from the Ministry of Information (MoI) in cooperation with local media NGOs and journalist associations. Selection of trainers and resource persons
- Preparing materials for producing and managing aspects of the community radio programs.
- A five-week training for 14 trainees from seven selected provincial radio stations to acquire skills for producing community-based radio programs.

The format of the training is as the following:

- 1st Week: In-house training at DMC/CCI
- 2 days field trip to Battambang province where the community-based radio programs exist
- 2nd - 4th Week: Weeks: On-field training in 7 provinces
- 5th Week: In-house training at DMC/CCI
- 2 follow up activities on two-month basis
- 2 days experience sharing and exchange workshop at DMC/CCI
- Monitoring and evaluation

7. PROJECT INPUTS:

- Two trainers capable of training local radio producers/reporters in digital radio production.
- One consultant specialized in community radio programming.
- Teaching materials
- Digital audio recorders, headphones, radios, flash drives, bags, sets of notebook and pen. These equipment will be provided to the fourteen (14) participants after the training so that they have enough materials to start up their own programs
- DMC/CCI already has a training venue, a radio studio, an editing room, and a mini mixer that can be utilized to implement the proposed project.

8. WORK PLAN:

ACTIVITIES / MONTHS	1	2	3	4	5	6	7	8	9	10	11
Selection / contracting of project staff	■										
Baseline and technical studies	■	■									
Lobbying for cooperation from MoI and concerned institutions	■	■									
Purchasing the equipment		■	■								
Preparation of training materials	■	■	■	■							
Selection and notification to training participants			■	■							
The training of producing community-based radio program					■	■					
Field trip					■						
2 Follow up activities								■		■	
Experience sharing and exchange workshop											■
Submission of implementation reports					■			■			■
Monitoring and evaluation							■	■	■	■	■

9. INSTITUTIONAL FRAMEWORK:

The Department of Media and Communication (DMC) was established in 2001, under the Royal University of Phnom Penh, as the first and only academic ground for communication, journalism, and formal media education in Cambodia. The DMC offers a four-year bachelor program with major in Media Management. As a non-profit media training center, the DMC aims to prepare students to be effective and professional specialist and practitioners of mass media in order to foster free, pluralistic, and socially accountable media in Cambodia. Throughout the years, DMC has evolved from merely a school for undergraduate course in media and communication into a more dynamic institute in terms of teaching and learning, social issues, and research for working professionals.

Moreover, Cambodia Communication Institute (CCI), initiated by UNESCO in 1994, has been and is committed to training Cambodian working journalists, editors, media and communication officers who do not have a formal education in journalism. By so doing, CCI is to help working practitioners of mass media to build their professional capacity and to increase the standard of journalism/communication and to help them serve their readers/audience better. CCI has been regularly organizing various trainings and workshops for working professionals in topics of media and journalism. DMC/CCI has over 30 staff including a director, advisors, general staff, and full-time and part-time faculty members.

10. SUSTAINABILITY:

Through this proposed project, DMC/CCI will secure human resources and equipment needed to conduct the next training. The participants will be able to produce community-based radio programs broadcast at their existing provincial radio stations. Creative advertising practice will also be introduced in order that those trained producers/reporters can sustain their newly produced community radio programs. Moreover, DMC/CCI will also be a resource for them to approach when they have questions or face challenges.

11. FRAMEWORK OF MONITORING AND COMMUNICATION STRATEGY:

Regarding the framework of monitoring, DMC/CCI would like to propose the Club of Cambodian Journalists (www.ccj.com.kh) to collaboratively monitor this project with UNESCO field office.

12. EVALUATIONS CARRIED OUT:

As mentioned in the work plan, DMC/CCI will submit two four-month basis reports and one comprehensive final report. As the assessment, DMC/CCI will also assess the outcome of the assigned project, the community-based radio programs produced by participants, to see how well participants put what they learn into practice. Moreover, DMC/CCI will also do the evaluation of the whole training, as we usually do with our previous trainings, to evaluate the trainers, the course contents, the management, and what can be done better next time.

After the training ends, there will be two follow up on two-month basis to check what is going on with the newly produced community-based radio programs which will then be followed by a final workshop where participants will gather to share and exchange their experience, challenges or success. Last but not least, there will be monitoring and evaluation during the last five months of the project.

The information gathered from monitoring and evaluation will allow us to understand the needs, challenges and successes of this project which can be further utilized to improve CCI's capacity building work with journalists.

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING:

The four-month basis report on project progress and a comprehensive final report describing the extent to which the immediate objective of the project was achieved, will be prepared by Mr. Veng Rachana, Assistant Lecturer.

D. BUDGET

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

1st Week: In-House Training at DMC/CCI (Trainer: 75\$ x 5 days + Trainer Assistant 35\$ x 5 days + Consultant \$ 500 + Transportation for trainees 10\$ x 2 ways x 14 + food, accommodation and local travel for trainees 35\$ x 7 days (1 more night after the field trip) x 14)	4 760
2 Days Field Trip to Battambang (Trainer 75\$ x 2 days + Food and accommodation for trainer 40\$ x 2days + food and accommodation for trainees 30\$ x 2 days x 14 + Bus from Phnom Penh to Battambang and vice versa)	1 470
2nd – 4th Week: On-field Training in 7 Selected Province (Trainer 75\$ x 2 days x 7	2 030

provinces + food, accommodation and local travel (need more local travel) for trainer 50\$ x 2days x 7 provinces + Transport for trainer 10\$ x 2 ways x 7 provinces + Food, accommodation and local travel for trainees 10\$ x 2 days x 7 provinces)	
5th Week: Training at DMC/CCI (Trainer 75\$ x 3 days + Trainer Assistant 35\$ x 3 days + Transportation for trainees 10\$ x 2 ways x 14 + food, accommodation and local travel for trainees 35\$ x 4 days x 14)	2 570
1st Follow Up Trainer 75\$ x 2 days x 7 provinces + Transport for trainer 10\$ x 2 ways x 7 provinces + food, accommodation and local travel (need more local travel) for trainer 50\$ x 2days x 7 provinces)	1 890
2nd Follow Up (as above)	1 890
Experience Sharing and Exchange Workshop (2 days) Trainer 75\$ x 2 days + Transportation for trainees 10\$ x 2 ways x 14 + Food, accommodation and local travel from trainees 35\$ x 3 days x 14)	1 900
Teaching Recourses (Resource book 5\$ per copy x 14 + Teaching materials + Stationary 5\$ per set)	330
Equipment (14 Digital audio recorders, 4GB, Flash drive, Headphone, Bag, Radio)	1 330
Total	US\$ 18 170

BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION (in US dollars)	
Staff costs (2)	3 600
Project coordinator	2 400
Communication costs	500
Baseline study cost	1 500
Radio studio and editing room maintenance	1 000
Existing equipments maintenance	1 000
Training venue	1 000
Project reporting	500
Contingencies	700
Total	US\$ 12 200

CAMBODIA

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	JOURNALISM TRAINING FOR YOUNG JOURNALISTS OF THE KHMER COMMUNITY NEWSPAPER PROJECT
2.	NUMBER	IPDC/57 CAM/02
3.	MEDIA DEVELOPMENT INDICATORS' CATEGORY	Newspapers/Community media
4.	IPDC PRIORITY AREA	Freedom of expression
5.	SCOPE	National
6.	TYPE OF ASSISTANCE REQUESTED	Equipment and training support
7.	TOTAL COST OF PROJECT	US\$ 18 626
8.	AMOUNT REQUESTED FROM IPDC	US\$ 14 246
9.	BENEFICIARY BODY	Khmer Community Newspaper Project Mr. Meas Chandeth, Publisher House 61Eo, Street 202B, Dem Mean village, Sangkat Dem Mean, Ta Khmao town, Kandal province, Cambodia Office phone: (855-23) 425 927 H/P (855-12) 932 840. E-mail: info@kadngo.org
10.	IMPLEMENTING OFFICE	UNESCO/Bangkok in collaboration with UNESCO/Phnom Penh
11.	PROJECT LOCATION	Dem Mean village, Sangkat Dem Mean, Ta Khmao town, Kandal province, Cambodia
12.	PROJECT PREPARED BY	Mr. Meas Chandeth, publisher of the "Khmer Community Newspaper Project" Jamie Lee, UNESCO Phnom Penh Revised by UNESCO/Bangkok
DECISION OF THE BUREAU:		

B. PRESENTATION

1. PROJECT JUSTIFICATION:

Since the Paris Peace Accord in 1991, in Cambodia there has been much media development, be it in television, radio, newspaper or internet.

Currently, there are 9 television stations – most of them directly associated with the ruling party “Cambodian People Party”. There are several websites and blogs that are able to publish independent news and commentary of the political and social environment in Cambodia. Apart from that, Cambodia’s radio media comprises 23 stations. Only one radio station is public and the rest are private. However, most of the private radio stations are aligned with the ruling party or government.

As for the written press, government officials and media commentators often cite Cambodia’s “flourishing press” with its opposing political viewpoints – as evidence of a free media environment. In reality, the major Khmer-language newspapers are closely controlled by political parties or influential individuals, who use the newspapers for their own propaganda. The Ministry of Information has an official list of 303 newspapers, 32 newsletters, 98 magazines, 42 international media and 9 imported newspapers. Several publications are listed more than once and others exist only on paper, having gone bankrupt or their owner having died. In reality, there are only 15-20 newspapers which publish regularly.

The “Khmer Community Newspaper Project” was established in 2006 by the NGO, Khmer Association for Development, and funded by donor communities, among which the Open Society Institute. Khmer Association for Development first initiated its community newspaper project in early 2006 at the district level and from 2009 until now, it has been extended to national level covering the news events nationwide. The purpose of the publication is to provide unbiased information on social issues, sustainable development, human rights and democracy to people living in rural areas and, at the same time, sensitizing local leaders about community needs and problems.

The purpose of this project proposal is: To provide young journalists of “Khmer Community Newspaper Project” with professional skills and knowledge in writing, reporting, copyediting, press law and code of ethics in order to publish unbiased information and to write stories on local needs and problems; and secondly, to upgrade “Khmer Community Newspaper Project” with new equipment so that the journalists can work under better working conditions.

2. DESCRIPTION OF THE TARGET GROUP:

The project’s target group comprises at least 24 provincial young journalists (at least 50 % female) hired by “Khmer Community Newspaper Project” and selected from at least 24 different provinces and cities throughout Cambodia.

3. DEVELOPMENT OBJECTIVE:

By building professional journalism capacities and publishing unbiased stories related to community needs and problems so that the local and country leaders know and help solve them, the project contributes to promote good governance and transparency in Cambodia and, thus, will contribute to media as a platform of democratic discourse.

4. IMMEDIATE OBJECTIVE:

First, build the professional capacities of at least 24 journalists of “Khmer Community Newspaper Project” in a two-week journalism training course on writing, reporting, copyediting, press law and code of ethics. Second, upgrade professional equipment so that the journalists can work under better working conditions.

5. PROJECT OUTPUTS:

At least 24 provincial young journalists hired by “Khmer Community Newspaper Project” have acquired skills and techniques on writing, reporting, copyediting, press law and code of ethics and report on and write stories related to community needs and problems so that the country leaders know and help solve them. Adequate equipment has been installed so that the journalists can work under professional working conditions.

6. ACTIVITIES:

- Identify and recruit 1 trainer who is an expert in writing, reporting, copyediting, press law and code of ethics and who will prepare the workshop according to the trainees’ needs, working together with 1 programme manager who will organise the training;
- Identify, select and hire at least 24 provincial young journalists (at least 50 % female) from at least 24 different provinces and cities throughout Cambodia to attend the training;
- Prepare equipment specifications according to the approved project document, select equipment suppliers, purchase equipment and install equipment;
- Organise and host a two-week workshop at Khmer Association for Development’s central office in Kandal province, Cambodia, on writing, reporting, copyediting, press law and code of ethics;
- Ensure the monitoring of the project on an on-going basis;
- Submit the mid-term and final reports;

7. PROJECT INPUTS:

Human Resources:

- 1 trainer capable of training writing, reporting, copyediting, press law and code of ethics;
- 1 programme manager responsible for organising the training;

Equipment retained to ensure professional working conditions:

- 1 Pentium desktop computer with System Unit Duo Core and CPU Duo Core 2.7Gz;
- 1 All-in-one printer, copier & scanner;
- 24 SONY sound recorders, Memory 2G;

Materials:

- 24 notebooks;
- 1 white board and 10 boxes of white board markers;
- 12 tables and 1 desk used;

Service:

- 1 van rented for transporting the journalists to field practice during the training;

8. WORK PLAN:

ACTIVITIES / MONTHS	1	2	3	4	5	6	7	8	9	10	11	12
Selection of trainer, programme manager and trainees												

Prepare, select and purchase equipment, materials & service and install equipment																				
Organise and host a two-week training workshop																				
Ensure the monitoring of the project on an on-going basis as well as a communication strategy																				
Submission of reports																				

9. INSTITUTIONAL FRAMEWORK:

Khmer Association for Development aims at four missions: To provide the technical and human resource development; to implement the community-based projects; to rescue the vulnerable people and; to promote the respect for the human rights and democracy.

Khmer Association for Development is led by Board of Directors and executive committee. Currently, Khmer Association for Development has 10 regular staff including 1 executive director, 1 administrative/financial manager, 1 program manager, 1 executive assistant and 6 project managers.

Khmer Association for Development’s annual income is about USD 100, 000 from foreign donor agencies and from provision of training and tour services.

Khmer Association for Development first initiated its community newspaper project in early 2006 at the district level and from 2009 until now, it has been extended to national level covering the news events nationwide. Currently, the project has been led by 1 management director, 1 editor, 2 distributors and 10 journalists from 10 provinces and cities. These 10 journalists have been the members of provincial network who are responsible for reporting and writing stories about the rural community needs and problems. 500 copies of newspapers are printed out per week. 20 copies of newspapers are distributed to the Ministry of Information, 15 copies are distributed to national assembly, 15 copies go to senate, 25 copies go to some of foreign embassies in Cambodia, 50 copies sent to various NGOs in Cambodia, 200 copies are for sale at newsstands in Phnom Penh and 11 provinces and the rest sent to governors of 11 province. Our target groups are government officials, NGOs and local people. The newspaper is sold at \$0.13 per copy. We receive advertisement from private business people and it is charged depending on its size and color. However, each year, we get income from advertisement in the amount of about \$5,000.

10. SUSTAINABILITY:

After the training course, the journalists will have acquired skills and knowledge on training writing, reporting, copyediting, press law and code of ethics and will be employed by Khmer Community Newspaper Project which will publish the weekly newspapers. The journalists will work under professional work conditions. The newspapers will be sold at low cost (\$0,13 per copy) and find advertisement for additional income for operating the publication.

11. FRAMEWORK OF MONITORING AND COMMUNICATION STRATEGY:

The project will be monitored on a daily basis with focus on session organizing, training activities, selection, purchasing and installing equipment, the number of participants and materials used during the training by project management team including publisher of the Khmer community newspaper, its editor and executive assistant in cooperation with the relevant UNESCO field office.

There will be a communication strategy in order to raise public awareness, in particular in the target audience of “Khmer Community Newspaper Project”.

12. EVALUATIONS CARRIED OUT:

No specific evaluation for this particular project has been carried out but a wealth of data, information and documents exist showing that workshops and seminars are an effective tool to build capacities of local journalists to work in a professional manner in order to improve freedom of expression and fragile democracy.

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING:

The progress and final reports on the level of knowledge and skills acquired by journalists and their capacities in reporting and writing stories for the Khmer community newspaper will be made and submitted to UNESCO field office by the project management team.

C. ADDITIONAL INFORMATION

In 2006-2007, the project provided the 12 staff with 3-month journalism training and from 2007 up to present time, it has published weekly newspapers. The publication will continue onward for years. For journalism training, assistance will be sought just from IPDC and for publication of weekly newspapers; grants will be sought from Open Society Institute and Taiwan Foundation for Democracy. The project has never received support from IPDC.

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)

Participants' accommodation and meals (\$20 per day x 24 participants x 14 days):	6 720
1 trainer (14 days training at a rate of \$100 per day)	1 400
Training materials (notebooks, whiteboard markers, whiteboard)	100
24 sound recorders with brand SONY and Memory 2G (24 sound recorders x \$119)	2 856
Local travel (\$30 x 24 participants + \$1,400 for 14 days van rental traveling outreach)	2120
1 Pentium desktop computer with System Unit duo Core and CPU Duo Core 2.7Gz	650
1 All-in-one printer, copier & scanner	400
Total IPDC	US\$ 14 246

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

1 training classroom x \$170	170
Staff costs (volunteers preparing training class and equipment)	2 520
Local transport (using their own motor bikes + petrol)	140
Project coordinator (14 days) (could you please double-check if this wage is correct)	150
Project reporting	100
Communication costs (14 days)	200
Contingencies (closing ceremony, wooden frame for certificate etc.)	1 100
Total	US\$ 4 380

MYANMAR

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	DIPLOMA IN TV BROADCASTING
2.	NUMBER	IPDC/57 MYA/01
3.	MEDIA DEVELOPMENT INDICATORS' CATEGORY	Category 4: Professional capacity building and supporting institutions that underpin freedom of expression, pluralism and diversity
4.	IPDC PRIORITY AREA	Human resource development
5.	SCOPE	National
6.	TYPE OF ASSISTANCE REQUESTED	Training support
7.	TOTAL COST OF PROJECT	US\$ 211 860
8.	AMOUNT REQUESTED FROM IPDC	US\$ 30 360
9.	BENEFICIARY BODY	Myanmar Media Development Center (MMDC)
10.	IMPLEMENTING OFFICE	UNESCO Bangkok Office Contact: Rosa Gonzalez E-mail: r.gonzalez@unesco.org
11.	PROJECT LOCATION	MMDC, Yangon, Myanmar Pyi Road, Yangon 951/535841 Su Mon, Center Manager mmdc.fg@gmail.com
12.	PROJECT PREPARED BY	Myanmar Media Development Center (MMDC)
DECISION OF THE BUREAU:		

B. PRESENTATION

1. PROJECT JUSTIFICATION:

The Media play a crucial role in every country, and ensuring that media professionals are professionally sound is the main support to deliver the best results for the country's media industry.

Myanmar Media Development Center, founded in 2008 is a not-for-profit professional institute developing skilled media people. Myanmar Media Development Center (MMDC) was initially founded to meet the need of skilled and media educated workforce in Myanmar Radio & Television 4 (MRTV-4) in the ever expanding media industry in Myanmar. As the country opens up and the media industry grows larger, the need for people in different media fields emerges and is becoming urgent.

To fill the vacuum the MMDC has started to provide media education services to all who are interested in the media industry(the public), aiming to provide future media leaders in Myanmar. MMDC provides accredited courses, educational services and opportunities for individuals to develop professionally through academic programmes offered in collaboration with highly acclaimed international organizations such as, Asia-Pacific Institute for Broadcasting Development (AIBD) from Malaysia, Deutsche Welle Akademie (DW) from Germany and Friedrich Ebert Stiftung (FES) from Germany. MMDC aims to ensure professional success to the graduates, and is strongly committed to high quality standard of education.

Media today include not only the traditional Radio and TV but also the new channels of communications such as IP TV, mobiles and even many newspapers now have internet versions which have moving images. It is important to train the whole spectrum of electronic media on the topic so that coverage is fair and balanced.

Myanmar Media Development Center (MMDC) has conducted four foundation courses, namely (Taste of TV) beginning from January 2012 was very successful. More than 200 trainees have benefited from these foundation courses. Participants expressed their desire for advance courses to develop their skills in the media field, hence this proposal to extend the training programme and offer a 10-month Diploma in TV Broadcasting.

Myanmar Media Development Center (MMDC) is the very first media school in Myanmar to give birth to future media professionals in Myanmar. Myanmar Media Development Center (MMDC) is a vocational training center, offering hands/on experience to trainees as opposed to the Journalism Studies at the Yangon University which have traditionally focused on the theory of media. By the end of the course, the majority of MMDC students will be employable in a media field.

There is huge interest in the school and the diploma course and there is interest from many potential students who are keen and talented but cannot afford to pay for the course. The course costs are just to cover the running costs of the centre and maintenance of equipment and MMDC makes no benefit whatsoever. The main capital has been invested by Forever Group Co., Ltd and trainer support is already being provided by partners such as the AIBD, FES and DW.

This proposal is for direct support to:

- Develop and offer a Diploma in TV Broadcasting to a group of 50 students;
- Train particularly talented students who cannot afford the fees;
- Improve the practical learning experience by increasing the number of international trainers (in addition to the DW trainers) and ensure the training of local trainers;

- Improve student teacher ratio and increase media teaching capacity in Myanmar by increasing the number of local trainers for one academic year (a year that is considered a key turning point in the history of the country).

2. DESCRIPTION OF THE TARGET GROUP:

Our target group will be school leavers, undergraduates, university graduates and those who are interested in media field. There are (50) students currently attending courses and they will be well further trained through the Diploma in TV Broadcasting Course.

3. DEVELOPMENT OBJECTIVE:

The objective of the institute is to develop a vibrant and skilled media environment and community for the Myanmar's Media Industry and to be the center of excellence in all or to provide best educational services in media field.

4. IMMEDIATE OBJECTIVE:

Our immediate objective is to provide learning to young potential media professionals on television broadcasting industry insightfully and effectively to produce professionals in media field. Myanmar Media Development Center (MMDC) accepts (50) students per intake.

5. PROJECT OUTPUTS:

After the Diploma in TV Broadcasting course, skilled and qualified media persons will emerge in Myanmar's media industry that are trained in journalism, broadcasting, advanced camera handling, advanced video editing and media management skills and (50) trainees will be fully trained and benefited as media professionals by the end of the course.

6. ACTIVITIES:

- Develop a ten-month training programme for a Diploma in TV Broadcasting, using the guidelines of UNESCO's Journalism Model Curricula;
- Identify fellows and trainers for the diploma and arrange their participation in the training programme;
- Conduct the Diploma in TV Broadcasting, consisting of 6 months theoretical training with hands on practical training and projects, followed by 4 months of on the job training within our TV station with trained mentors and coaches.

7. PROJECT INPUTS:

- 1 expert in curricula development
- 5 fellows who will receive a scholarship from IPDC
- 2 international trainers for the training of local trainers responsible for teaching the diploma courses;
- 7 local trainers to improve the student teacher ratio and train students on key aspects of the diploma.

8. WORK PLAN:

ACTIVITIES / MONTHS	1	2	3	4	5	6	7	8	9	10	11	12
Basic (Theory and Practical) 6 Months				■	■	■	■	■	■			
On the Job Training 4 Months									■	■	■	■

Identification of experts, trainers and trainees		■												
Development of curricula	■	■												
Travel arrangements, organization of courses			■											

9. INSTITUTIONAL FRAMEWORK:

MMDC was formerly called the **MMTC** (Myanmar Media Training Center) when it was established in 2008. It has conducted some **50 training courses and workshops** and trained over **1000 trainees** to date. MMDC was established in its present form in January, 2012 as a nonprofit company supported by Forever Group.

10. SUSTAINABILITY:

Investment into MMDC students and the diploma course is a very sustainable investment as most of the students have very good job prospects in the media industry in Myanmar as soon as they complete the courses as the media market grows exponentially in the coming months and years. The IPDC support will only last one year but the benefits of this contribution will be long-term. Local trainers supported and trained by the project will be able to continue providing capacity-building services to the Center and students.

11. FRAMEWORK OF MONITORING AND COMMUNICATION STRATEGY:

Monitoring process will carry out through mentors and coaches. Communication process through website, facebook and email.

12. EVALUATIONS CARRIED OUT:

Evaluation will include students' evaluation, trainers' evaluation and overall evaluation in every six month.

13. FRAMEWORK OF BENEFICIARY AGENCY’S REPORTING:

Interim report at the end of theoretical and practical (6 months)
 Final report to sponsor at the end of course (10months)

C. ADDITIONAL INFORMATION

The broadcast industry faces big challenges and opportunities as Myanmar continues to open up. Public demand for more information and free flow of information has made Myanmar media more robust. One critical challenge is to improve capacity building for promising young talents. Myanmar Media Development Center also aims to provide other courses such as, Animation course, Acting course, Advanced Film Making, Journalism Foundation, Diploma in Journalism, Refresher courses for ex-students to introduce New Market Technology, Advanced Professional Courses in near future.

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)

1 expert in curricula development in line with UNESCO's Journalism Model Curricula (1 x US\$ 2000 Honorarium)	2 000
Scholarship to pay for meritorious students unable to pay the tuition fees (5 x \$ 2500)	12 500
International Trainer Fees (2 Int. Trainers each for 2 weeks)	
Honorarium 2 x \$ 2000	4 000
Air fare 2 x \$ 500	1 000
Accommodation 2 x \$980	1 960
Per diem (2 x \$ 250)	500
Local Trainer Fees (7 Local Trainers payment @ \$100 USD/week for 12 weeks)	
Honorarium (7 x \$ 1200)	8 400
Total IPDC	US\$ 30 360

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

Room Rental Charges (12 months x \$ 6650)	79 800
Purchasing of Equipment (Camera, Audio and Teaching Aid Equipments)	101 700
Total	US\$ 181 500

MYANMAR

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	BUILDING THE CAPACITY OF THE JOURNALISM DEPARTMENT AT THE UNIVERSITY OF YANGON
2.	NUMBER	IPDC/57 MYA/02
3.	MEDIA DEVELOPMENT INDICATORS' CATEGORY	Category 4: Professional capacity building and supporting institutions that underpin freedom of expression, pluralism and diversity
4.	IPDC PRIORITY AREA	Human resource development
5.	SCOPE	National
6.	TYPE OF ASSISTANCE REQUESTED	Institutional capacity building
7.	TOTAL COST OF PROJECT	US\$ 25 190
8.	AMOUNT REQUESTED FROM IPDC	US\$ 25 190
9.	BENEFICIARY BODY	Department of Journalism, National Management College University of Yangon Kamayut Township, Yangon, Myanmar
10.	IMPLEMENTING OFFICE	UNESCO/Bangkok in collaboration with UNESCO/Yangon Contact: Rosa Gonzalez E-mail: r.gonzalez@unesco.org
11.	PROJECT LOCATION	Yangon, Myanmar
12.	PROJECT PREPARED BY	Dr. Margaret Wong, Head of Department, University of Yangon mwmtyu@gmail.com in cooperation with UNESCO Yangon Revised by UNESCO/Bangkok
DECISION OF THE BUREAU:		

B. PRESENTATION

2. PROJECT JUSTIFICATION:

Myanmar, a developing and war-torn country, is currently undertaking a comprehensive democratic reform process initiated with the appointment of a civilian government in March 2011, and continued with the parliamentary election held in April 2012. The transformation towards a democratic setting is also involving the media sector, for which the Government has embarked into a substantial legal reform and announced that it will take necessary measures to enable a free, pluralist, professional and diverse media to flourish. In this context, during the International Conference on Media Development co-organized by UNESCO which was held in Yangon on March 2012, it was highlighted that capacity building of journalists is crucial, and that it is also necessary to support universities to build degrees in journalism that answer the need of the industry and that are based on democratic values in line with UNESCO's Media Development indicators.

The Department of Journalism at the National Management College (NMC) of the Yangon University was set up in 2007, offering a three-year undergraduate BA Journalism Degree Courses. It is the only formal education institution in Myanmar granting a university degree in journalism. Each year, it accepts up to 50 students selected with a competitive test among about two hundreds candidates. The Department's training human resources are composed by the Director and three full time training staff, by professors seconded from other departments of the University of Yangon, as well as media professionals and Ministry of Information's officials as visiting trainers.

The current challenges faced by the Journalism Department include a syllabus more focusing on theory than on practice, lack of expertise of trainers in fields such as the role of journalists in a democratic society, investigative reporting, multiskilled broadcast journalism, gender and media, media management and media entrepreneurship, business reporting, media professionalism and deontology. In order to fulfil the growing and qualitative higher requests from the media industry triggered by the ongoing reform process in the country, the Journalism Department is seeking resources and technical support to strengthen its training capacities in terms of teaching skills, and curriculum development, including the substantial revision of courses' offer with the inclusion of a fourth-year "bridging" to postgraduate, of a diploma and a postgraduate MA.

In particular, the project seeks resources to upgrade its curricula based on UNESCO Model curricula on Journalism Education, to train its professors and to broaden and institutionalize its cooperation with the media industry and with other universities interested in starting up journalism courses.

3. DESCRIPTION OF THE TARGET GROUP:

The project will involve 15 trainers/professors/future-trainers working at the Journalism Department of the University of Yangon.

3. DEVELOPMENT OBJECTIVE:

To support the development of an independent and professional media sector in Myanmar contributing to a democratic reform, through the capacity building of a leading journalism educational institution.

4. IMMEDIATE OBJECTIVE:

Based on UNESCO's Model Journalism Curricula and on other journalism education best-practices, to strengthen the training capacities (trainers' skills, syllabus, knowledge, training equipment) of the Journalism

Department of the University of Yangon, in order to revise and enrich the undergraduate course and to introduce an MA programme.

5. **PROJECT OUTPUTS:**

- Journalism Department improves its offer of courses including formal degrees (undergraduate, “bridging year”, and master accessible also from other BAs).
- Syllabus revised based on the UNESCO Model curricula and on journalism education best-practices.
- 15 trained journalism teachers with a high level of knowledge and relevant teaching skills needed to train other trainers and conduct courses on role of journalists in a democratic society, investigative reporting, multi-skilled broadcast journalism, gender and media, media management and media entrepreneurship, business reporting, media professionalism and deontology.
- Improved links and exchange with the media industry including the establishment of a Board with representatives from the print and broadcast outlets, from media development NGOs, as well as the establishment of an internship programme with the recognition of academic credits.
- A strengthened department of Journalism serves as a pilot and as a hub to promote journalism education in higher education institutions around the country (in at least two universities).
- And it serves as a hub to promote media freedom in the country, mapping laws affecting the media profession and advocating for reforms as per international standards.

6. **ACTIVITIES:**

- Improving the Existing Journalism Curriculum

Identification of a curricula development expert. Identification of modules suggested by the UNESCO Model Journalism Curricula to be applied in the Department and development/adaptation of modules.

Validation of new modules with various news media stakeholders and drawing up a list of desired competencies for a journalist in the emerging democratic society of Myanmar. The new curriculum needs support to succeed particularly in terms of faculty orientation and training, learning modules/materials (print and online), fellowship/scholarship for faculty members, and academe-media industry partnership including and internship programme with the possibility to get academic credit recognition.

- Training of Trainers (ToTs)

This activity will be implemented with a two-track approach. On the one hand, the priority will be given to make sure the functionality of the Department on the short term, through the presence of experienced visiting professors and resources persons, who will build the capacity of local professors to take over those courses. On the other hand, the plan will allow a system of scholarship-based professional upgrade of trainers in overseas centers of excellence, making sure to put in place incentive mechanisms for them to return as trainers at the Journalism Department.

7. **PROJECT INPUTS:**

- A Curricula development expert (3 months) (UNESCO staff)
- 6 international experts (visiting professors/resources persons) training the Journalism Department’s professors (1 intensive week per module)
- Validation of new modules with media stakeholders

8. WORK PLAN:

ACTIVITIES / MONTHS	1	2	3	4	5	6	7	8	9	10	11	12
Curricula Development	■	■	■									
Curricula Validation		■	■									
Organization of ToT				■	■							
Conducting ToT						■	■					

9. INSTITUTIONAL FRAMEWORK:

The Department of Journalism at the National Management College of the Yangon University has the mission to support the development of professional journalism. It is operating under the Minister of Education and in cooperation with the Ministry of Information. The Government has expressed the will to upgrade the Journalism Department and it has identified UNESCO as lead international agency for this process.

10. SUSTAINABILITY:

The Department of Journalism of the University of Yangon is an integral part of the publicly funded higher education system of Myanmar. This project builds on the UNESCO Model Journalism Curricula and its adaptation in Myanmar. It aims at promoting journalism education reform and capacity building in a pilot and leading journalism education institution, with a potential multiplier effect in other universities around the country that may open journalism courses. The training capacities developed through the project will be used to upgrade the capacity of media professionals thus contributing to maintain and consolidate the momentum on reform towards enabling an independent and professional media sector in the Myanmar.

11. FRAMEWORK OF MONITORING AND COMMUNICATION STRATEGY:

The Journalism Department proposes that a multi-stakeholder Board composed by representatives from the public and independent media as well from specialized media development organizations would be suitable to collaborate with the UNESCO field office in project monitoring.

12. EVALUATIONS CARRIED OUT:

This project has been developed as a follow up to the discussion at the conference on Media Development co-organized by UNESCO held in Yangon on March 2012, as well as based on consultations with media stakeholders in Myanmar. During the Conference it was highlighted that the capacity building of journalists is crucial, and that is necessary to support universities to build a degree in journalism that answer the need of the industry and are based on democratic values in line with UNESCO’s Media Development indicators.

13. FRAMEWORK OF BENEFICIARY AGENCY’S REPORTING:

The Department of Journalism will submit progress report on a quarterly basis and a comprehensive final report to the UNESCO Office in Yangon.

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)

International trainers' travel, subsistence and accommodation (6 trainers x US\$ 1000 airplane ticket = US\$6000) + (per diem \$195 x 7 days = \$1365 x 6 trainers = \$8190) + (trainers' fee \$1000 x 6 = \$6000)	20 190
Consultations for Curriculum Review and validation of new modules	5 000
Total IPDC	US\$ 25 190

BREAKDOWN OF THE CONTRIBUTION REQUESTED FROM OTHER DONORS THROUGH UNESCO (in US dollars)

Complementary international trainers' fees for ToTs (4 trainers from developed countries for 3 month each)	In-kind by media development partners
Scholarships for ToTs abroad	In-kind by Universities/ Scholarship mechanisms

THAILAND

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	COMMUNITY MEDIA TRAINING PROGRAM
2.	NUMBER	IPDC/57 THA/01
3.	MEDIA DEVELOPMENT INDICATORS' CATEGORY	Category 4: Professional Capacity Building
4.	IPDC PRIORITY AREA	Training of Community Media Practitioners and Trainers
5.	SCOPE	National
6.	TYPE OF ASSISTANCE REQUESTED	Institutional Capacity Building
7.	TOTAL COST OF PROJECT	US\$ 64 430
8.	AMOUNT REQUESTED FROM IPDC	US\$ 31 430
9.	BENEFICIARY BODY	<p>Asian Institute of Technology AIT Extension – Development Management Unit Km. 42, Paholyothin Highway, Klong Luang, Pathumthani 12120, Thailand. Dr Faiz Shah, Head of Dev. Mgt. faizshah@gmail.com, fshah@ait.ac.th Tel: + 66 –84-3321203</p>
10.	IMPLEMENTING OFFICE	<p>UNESCO (Bangkok), Ms Rosa Gonzalez E-mail: r.gonzalez@unesco.org</p>
11.	PROJECT LOCATION	<p>Asian Institute of Technology City Campus, 140 Sukhumvit Road, Bangkok 10110, Thailand</p>
12.	PROJECT PREPARED BY	<p>Dr Kalinga Seneviratne Project Advisor, AITE E-mail: sen1954@yahoo.com</p>
DECISION OF THE BUREAU:		

B. PRESENTATION

1. PROJECT JUSTIFICATION:

Community-based media continues to expand rapidly across Asia from blogs and info-news websites, community radio and video-communication projects to local-level media centres. In Thailand, spurred on by the “Peoples’ Charter” in the 1997 Constitution that declared radio and television frequencies as “national communication resources for public interest”, there has been a dramatic increase in the number of community radio stations set up in the kingdom. While many of them attracted loyal grassroots audiences, yet, many are operated basically as private commercial radio at a very local level. With over 3000 “community radio” stations operating in the country there is a need for a well-designed community media training program to increase peoples’ involvement in the media. This is so in many other Asian countries as well.

What set community media apart from the more commercial media outlets are the democratic and participatory principles that it adheres to as an organizational framework. Within this context, a quality community media training program built around a dynamic curriculum relevant to the particular communication needs of Thailand as well as Asia’s grassroots and marginalized populations appears to be a significant development need. Equally important is for such a program to have a permanent home in an institution with access to grassroots communities within the kingdom and the Asian region. AIT Extension (AITE), the professional education division of Asian Institute of Technology (AIT), Bangkok has for over 30 years successfully responded to the capacity building needs of development workers across Asia.

This proposal envisions an Asian Community-Media Training (ACT) Program situated within the Development Management unit at AITE in Bangkok, working in collaboration with community media practitioners in Thailand and in the Asian region. It will develop curriculum and implement capacity building programs within grassroots communities across Asia. The coordinating hub for the ACT program will be based in Bangkok, with most of the training programs designed as training-the-trainer workshops. Wherever needed, these training programs will be conducted on the ground in communities where the need for capacity building is most needed. Community media training to be most effective needs to be conducted on the ground in the local language. It is with this in mind that the ACT program will carefully select potential trainers from within the grassroots communities for training in Bangkok. In return they will go back to the community and use the ACT designed curriculum – translated into the local language – to train local community media and development communication practitioners.

This project will adopt in its journalism modules “UNESCO Model Journalism Curriculum” and use as resource material the Asia-specific curriculum material developed and compiled as part of an earlier IPDC funded project implemented by the Asian Media Information Centre (AMIC). The community radio module will also be based on material developed for the recently completed IPDC-funded project implemented by AMIC and Tambuli (Philippines), entitled ‘Streamlining Community Radio Training in Asia’. Feedback and material emerging from these projects will form the core of the proposed ACT programs. Dr Kalinga Seneviratne, who directed both the above mentioned projects, will spearhead this program from AIT Bangkok.

2. DESCRIPTION OF THE TARGET GROUP:

The target group for this project is a minimum of 24 rural and provincial journalists and community media practitioners. The priority countries for such training, in addition to Thailand, will be Bangladesh, Bhutan,

Cambodia, Indonesia, Laos, Myanmar, Nepal and Sri Lanka. The courses would give them a good grounding on the basics of participatory communications and principles of community media practices. It is envisaged that these courses become a benchmark for community media practitioners in Asia and the South Pacific.

3. DEVELOPMENT OBJECTIVE:

The proposed Asian Community-Media Training (ACT) project is aimed at professional capacity building among community media workers in the Asia-Pacific region, by creating a Centre of Excellence in community media training in Thailand. Wherever possible, this centre will work in close collaboration with the UNESCO Chair in Community Media in Hyderabad, India. The ACT training programs will have a greater emphasis in empowering the participants to use the media in assisting the realising of the MDGs, rather than merely using the community media as a medium of dissent. The ACT project will thus develop a core team of trainers, mainly drawn from Thailand and the Asian region, to conduct training. Such a team will be able to deliver training in languages of the countries in the region.

4. IMMEDIATE OBJECTIVE:

The immediate objective will be to finalise specific curriculum for specific needs with existing resource material developed for earlier IPDC-funded projects, and set up a series of training-the-trainer programs of 3 to 5 days duration in areas like community radio, specialised reporting and radio and print feature production covering MDGs.

5. PROJECT OUTPUTS:

- The project will develop short-term courses and curriculum, of between 2 to 5 days duration in different areas of community media practice. At least 5 such programs will be offered in the first year.
- 24 rural and provincial journalists and community media practitioners will be trained.
- In addition to 24 trainees IPDC will fund, AIT will make available at least 6 additional places for trainees who should be self-funded. At least half of the participants will be expected to become trainers in the future. They will be assisted by AIT with online support for teaching in the field.
- AIT has in-house capacity for on-line course development, an electronic platform managed by InterLab AIT's specialized e-knowledge centre. With qualified personnel, resident content knowledge and the technology platform available, as a follow up to the proposed training program, initially curriculum material developed will be made available on line for graduates of the training program to access to conduct their own training on the ground. Subsequently, AIT will develop an online training program making use of resource people in different countries to deliver the training in the local language. Countries where this training is expected to be delivered initially are Thailand, Indonesia, Laos, Bangladesh and Sri Lanka.

6. ACTIVITIES:

The ACT program will develop curriculum for 5 core modules for delivery of training on the ground. Many of these modules will be based on the “Model Curriculum for Journalism Education” with a specific emphasis on Asian resource material.

The ACT program will develop curriculum (including on-line versions) and conduct the following workshops during the first 12 months of its operations:

- Covering MDGs for Provincial/Rural Journalists –5 days: The course will introduce MDGs and explore ways to cover any attendant issues in more interesting ways. Aimed at print and web journalists, this will target the rural or provincial journalists / correspondents, public service

broadcasters and community radio in the target countries mentioned earlier – especially Northeast Thailand, Laos, Bhutan, Myanmar, Nepal, Bangladesh and Cambodia.

- Development Programming for Community Radio – 5 days: This course will explore various formats of radio programming such as talkshows, feature-documentary, magazines programs and news features in covering development, culture, economics and human interest stories through the voices of grassroots communities. It will also examine how these grassroots community voices could be brought to the attention of local and national government policy makers through interactive programming. This course will specially target Laos, Myanmar, Bangladesh, Sri Lanka and Bhutan.
- Participatory Program Production Strategies for Community Radio – 5 days: Workshop for community radio broadcasters on how to produce news and current affairs programs, with emphasis on the “voice for the voiceless” principle involving the community in its production. This workshop will use the curriculum and resource material already developed through the IPDC funded project named earlier. This course would target Thailand, Indonesia, Laos, Sri Lanka and Bangladesh
- Multi-media, Web-design and Participatory Communication Strategies for Community Media Development – 5 days: Scripting to production including web design and using software like dreamweaver[®], flash[®], photoshop[®], etc., in establishing interactive community media websites. For targeted participants from Thailand, Laos, Myanmar and Cambodia, this course may be conducted outside Bangkok, such as in Vientianne, Yangoon and Chiang Mai.

7. PROJECT INPUTS:

- Minimum of 5 short workshops will be conducted during the first twelve months of the ACT program.
- AITE resource person, in collaboration with community media experts in Thailand, India, Sri Lanka, Philippines and Nepal, will develop and design the curriculum, and assemble the resource material for teaching the short courses, initially as training-the-trainer workshops in English.
- A minimum of 3 trainers/consultants drawn from Asia will be involved in the drawing up of the curriculum and conducting training.

8. WORK PLAN:

ACTIVITIES / MONTHS	1	2	3	4	5	6	7	8	9	10	11	12
Developing Curriculum and e-learning	■	■	■									
Compiling Resource Material		■	■									
Conducting short-courses					■	■	■	■	■	■	■	
Prep & Submission of Project Report												■

9. INSTITUTIONAL FRAMEWORK:

Founded in 1959, with headquarters in Bangkok, Thailand, the Asian Institute of Technology(AIT) is a university, chartered as an inter-governmental organization, with a mandate for higher education, research and outreach that promotes technological change and sustainable development in the Asia-Pacific region. AITE is AIT’s outreach arm and works actively with public and private sector organizations, as well as development agencies in the region, building capacity and expertise in a wide range of areas. AIT’s students and faculty represent over 40 countries, and its centres in China, Vietnam and Indonesia comprise a community of learning that extends far beyond its campus to include an extensive network of outreach work and local partners. AITE’s particular strength is its ability to marshal learning resources from AIT’s various schools and program units, and an international expert pool.

10. SUSTAINABILITY:

The ACT program will offer each course on a ‘cost-per-participant’ basis, where participants could either be self-funded or sponsored. The costing is calculated on a break-even at a minimum of 15 enrolled participants. Since most of the targeted participants for ACT programs would come from rural and marginalized communities, it is envisaged that candidates will find sponsorships. ACT will make a special effort to mobilize funds from foundations and donors from within Asia.

11. FRAMEWORK OF MONITORING:

Training will be monitored at two levels, namely ‘learning-level’ and ‘immediate impact-level’. Pre- and post-assessments will be designed into the delivery mechanism to indicate change in learning as a result of the training. AIT will also follow up with partners post-training programs to gauge the use of skills learned, and the resulting immediate impact on the training of communicators at grassroots level. ACT curriculum or content will be revised as a result of the feedback from the monitoring process, to better suit participants’ needs.

12. EVALUATIONS CARRIED OUT:

At the end of each training workshop AIT will get all participants to fill up an evaluation form in regards to the training provided, including the relevance and value of the information provided to their work and environment. These individual evaluations will be balanced by evaluations by the course director and resource-persons. Third party observers would be welcomed from sponsor agencies.

13. FRAMEWORK OF BENEFICIARY AGENCY’S REPORTING:

AITE undertakes that the ACT Program Advisor will prepare report/s as required by IPDC. A final report and the certified financial statement will be submitted upon completion of the project.

C. ADDITIONAL INFORMATION

ACT program will work closely with identified counterpart organizations in Asian countries such as the UNESCO Chair in Community Media (India), Tambuli (Philippines), BNNRC (Bangladesh), Yangon Media Group and Myanmar Development Partners (Myanmar), Radio Sagarmatha and AMARC Asia-Pacific (Nepal), Thai Federation of Community Radio Broadcasters (Thailand), Gemidiriya Community Development and Livelihood Improvement Project (Sri Lanka) and Khoun Community Radio (Laos) from where resource-persons and potential trainers (for teaching specialised modules and workshops at local level) will be sourced and invited to participate in ACT workshops.

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)

Developing Curriculum	3 000
Assembling of Resource material	1 000
1. Workshop: Covering MDGs for Provincial Journalists (Bangkok) <ul style="list-style-type: none"> • Honorarium for Trainer (5 days @ 200 p.d) - \$ 1000 • Airfare for trainer - \$600 • Accommodation for trainer - \$ 300 • Airfares for Trainees (6 @ \$ 700 each) - \$ 4200 • Accommodation for trainees - (6 days @ \$ 50 p.d x 6) - \$ 1800 • Participants meals during workshop - \$ 400 • Participants visa and terminal costs - \$ 500 • Honorarium for assistant resource person - \$ 400 	9 200
2. Workshop: Development Programming for Community Radio <ul style="list-style-type: none"> • Honorarium for Trainer (5 days @ 200 p.d) - \$ 1000 • Airfare, accommodation and per diem for trainer \$600+300 + 120 • Airfares for Trainees (6 @ \$ 700 each) - \$ 4200 • Accommodation for trainees - (6 days @ \$ 50 p.d x 6) - \$ 1800 • Participants meals during workshop - \$ 40 • Participants visa and terminal costs - \$ 500 • Honorarium for assistant resource person - \$ 400 	8 960
3. Workshop: Participatory Program Strategies for Community Radio (Laos) <ul style="list-style-type: none"> • Honorarium for Trainer (5 days @ 200 p.d) - \$ 1000 • Rental of training facility - \$ 500 • Airfare for Trainer - \$ 500 • Accommodation for trainer - (6 days @ \$ 50 p.d) - \$ 300 • Participants meals during workshop - \$ 500 • Honorarium for assistant resource person - \$ 400 	3 200
4. Workshop: Multi-media, Web-design and Participatory Communication Strategies for Community Media Development (Bangkok) <ul style="list-style-type: none"> • Honorarium for Trainer (5 days @ 200 p.d) - \$ 1000 • Airfare, accommodation and per diem for trainer \$ 600 + 300 + 120 • Transport for Trainees (6 @ \$ 200 each) - \$ 1,200 • Accommodation for trainees - (6 days @ \$ 50 p.d x 6) - \$ 1800 • Participants meals during workshop - \$ 400 • Participants visa and terminal costs - \$ 250 • Honorarium for assistant resource person - \$ 400 	6 070
Total IPDC	31 430

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

Office space and communications throughout project period (\$3000)	18 000
Institutional Support, Certification and Fundraising	15 000
Total	33 000

VIETNAM

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	MEDIA PROFESSIONAL CAPACITY BUILDING FOR PROMOTING AND INCREASING ACCESS TO MULTILINGUAL DIGITAL INFORMATION AND KNOWLEDGE
2.	NUMBER	IPDC/57 VIE/01
3.	MEDIA DEVELOPMENT INDICATORS' CATEGORY	Category 4: Professional capacity building and supporting institutions that underpin freedom of expression, pluralism and diversity
4.	IPDC PRIORITY AREA	Human resource development
5.	SCOPE	National
6.	TYPE OF ASSISTANCE REQUESTED	Institutional capacity building
7.	TOTAL COST OF PROJECT	US\$ 53 675
8.	AMOUNT REQUESTED FROM IPDC	US\$ 23 675
9.	BENEFICIARY BODY	Vietnam News Agency The Ethnic Minority & Mountainous Area Magazine & VietnamPlus Mr Tran Quoc Khanh, Editor-in-Chief No 33 Lê Thánh Tông - Hà Nội Tel: 04. 04.38251280 Fax: 04. 04.38262185 Email: bdtmn@vnnet.vn
10.	IMPLEMENTING OFFICE	UNESCO Bangkok office Contact: Rosa Gonzalez r.gonzalez@unesco.org
11.	PROJECT LOCATION	Ha Noi
12.	PROJECT PREPARED BY	Mr Le Quoc Minh with the assistance of UNESCO Ha Noi Revised by UNESCO/Bangkok
DECISION OF THE BUREAU:		

B. PRESENTATION

1. PROJECT JUSTIFICATION:

Vietnam is a multi-ethnic country with 54 distinct groups recognized by the government, each with its own language, lifestyle and cultural heritage. The government and different local and international organizations have so far been implementing a number of projects to preserve and to promote ethnic minority cultures, which are standing on the edge of oblivion. Said projects have helped inventory their cultural heritage, thereby building cultural preservation and promotion capacity, eliminating unsound customs and combining economic development with cultural conservation.

Prime Minister Nguyen Tan Dung, on 6 May 2009, approved the National Cultural Development Strategy to 2020 that emphasizes the objective of ethnic minority culture preservation and promotion, with the particular focus on indigenous languages and scripts, as it is an issue of socio-economic importance in the era of globalization.

However, since Vietnam's independence 67 years ago, the media landscape for ethnic minority groups has mostly been focused on radio programs using ethnic languages with the national radio Voice of Vietnam and 39 local stations broadcasting in 26 different languages. The number of TV stations that broadcast in ethnic languages is much smaller. In terms of print media on national scale, the Vietnam News Agency (VNA) published magazine, Ethnic Minority & Mountainous Groups, is the only print media that produces publications in the languages of the Bahnar, the Cham, the Khmer, the Jarai and the Rhade ethnic groups, according to a recent survey conducted by VNA in 2011. There is just one website that offers content in ethnic languages: in Khmer and on the national radio Voice of Vietnam, yet this program is for the overseas audience.

As reported by internetworldstats.com, Vietnam had, as of 31 March 2012, 30,858,742 million Internet users, or a penetration of 34.1% – a big leap from 200,000 users in 2000. Experts claim the total number of Internet users will increase much more in the future since most people in rural and remote areas will have access, thanks to the current Vietnam's Master Plan for Information Technology Human Resource Development to 2020 that includes extending the Internet infrastructure as well as IT knowledge and skills. By 2020, 90% of the labour force in businesses and more than 70% of the population will have been able to use IT.

The results of the survey conducted in 2010-2011 in 52 mountainous and delta provinces inhabited by ethnic minority people shows evidence that 98% of the provinces request to increase the number of issue offered in the Ethnic Minority & Mountainous Magazine. The result underlines the ethnic minorities' demand on local community news in their language.

Ethnic Minority & Mountainous Groups and the VietnamPlus website, under the Vietnam News Agency (VNA), plan to offer information and knowledge to ethnic minority groups, providing digital content in Bahnar, Cham, Khmer, Jarai and Rhade on five portals to be set up on the VNA's website www.vietnamplus.vn. In doing so, the project will promote media, ethnic and linguistic diversity. For that reason, media professionals will be trained on fundamental journalism skills, basic web editing and design in order to be able to publish information in 5 newly-established micro news websites. The online portals will also participate in the VNA's national network for content exchange and contribution by representing these minorities and whose suppliers are paid for their contribution.

2. DESCRIPTION OF THE TARGET GROUP:

Immediate target beneficiaries are at least 15 ethnic language editors (at least 50% female) working at the Vietnam News Agency magazine's "Ethnic Minority and Mountainous Area" who will be equipped with fundamental journalism skills as well as basic web editing and design skills so that they can publish information in Bahnar, Cham, Khmer, Jarai and Rhade on the 5 newly-established micro news websites. The target group of the websites are people of these ethnic minorities and people who can understand the languages.

3. DEVELOPMENT OBJECTIVE:

The project will contribute to increasing dissemination and access of multilingual digital information and knowledge, while promoting media, linguistic and ethnic plurality and diversity in Vietnam.

4. IMMEDIATE OBJECTIVE:

Provide skills and knowledge to at least 15 ethnic language editors working at the Vietnam News Agency magazine's "Ethnic Minority and Mountainous Area" in a 15-days-workshop:

- First part, on fundamental online journalism skills, CMS, web editing, technical and designing, and
- Second part, on digitizing, editing and uploading of multilingual content on ethnic minority people's life in Bahnar, Cham, Khmer, Jarai and Rhade on 5 newly-established micro news websites.

5. PROJECT OUTPUTS:

- The 15 editors have acquired knowledge and skills, first, on fundamental journalism skills, CMS, web editing, technical and designing and, second, on digitizing, editing and uploading multilingual content. They have been thought basic HTML as well as simple image processing skills, while constantly technically supported by VietnamPlus.
- As a result, there are 5 newly-established ethnic minority language websites (or e-magazines) providing information in Bahnar, Cham, Khmer, Jarai and Rhade in a user-friendly interface and technology. The website's content is on the five ethnic minorities' people's life. The content is either new edited or selected from the "Ethnic Minority and Mountainous Area". The purpose of the newly-established websites is not for advertisement.
- The online portals will also participate in the VNA's national network for content exchange and contribution whose suppliers are paid for their contribution, representing these minorities and, thus, promoting media and ethnic diversity.

6. ACTIVITIES:

- Identify and recruit with the help of 1 project coordinator and 1 assistant on behalf of VNA 2 trainers capable of training web design techniques;
- Identify at least 15 ethnic language editors working at Vietnam News Agency magazine's "Ethnic Minority and Mountainous Area";
- Organize and host a 15-days-workshop for at least 15 ethnic language editors by the 2 trainers, first part, on fundamental journalism skills, CMS, web editing, technical and designing and, second part, on digitizing, editing and uploading of multilingual content websites.
- Guarantee a micro website interface design and content management system (CMS) coding in 5 languages;
- Ensure pilot digitization, editing and posting of content in five ethnic minority languages;

- Launch the newly-established micro-websites on the five ethnic minorities people’s life;
- Guarantee public communication in order to raise awareness of the newly-established websites in the target audience group;
- Ensure the monitoring of the project an on-going basis;
- Submit the mid-term and final reports;

7. PROJECT INPUTS:

- 2 trainers capable of training web design techniques;
- 1 project coordinator;
- 1 project assistant;
- 1 IT company partner that specializes in web authoring and programming;
- Hosting services;
- In-kind contribution from VNA;

8. WORK PLAN:

ACTIVITIES / MONTHS	1	2	3	4	5	6	7	8	9	10	11	12
Identify & recruit 2 trainers, select at least 15 trainees	■											
Develop a model of a micro website sitemap	■											
Design homepage & other site layers	■											
Start coding and programming		■	■									
Test and modify			■			■			■			■
Develop training module and conduct the training			■	■	■							
Pilot digitizing content in five ethnic minority languages				■	■	■	■	■	■	■	■	■
Pilot editing and uploading of content in five ethnic minority languages				■	■	■	■	■	■	■	■	■
Ensure public communication								■	■	■	■	■
Evaluate and report						■						■

9. INSTITUTIONAL FRAMEWORK:

The Vietnam News Agency is the only national news agency in Vietnam; the approximate 2000 staff and 64 domestic and nearly 30 foreign bureaus provide news to domestic and foreign users. Its magazine, “Ethnic Minority and Mountainous Area”, is the only print publication in Vietnam featuring articles in Khmer, Bahnar, Cham, and Ede. Its readers live in more than 6,000 communes and 58,703 villages in 52 provinces. Over 90% of its content concerns ethnic minorities, and more than 50% of is written by contributors who live in its readership’s provinces. The magazine is for free, on paper and on-line.

The VietnamPlus news website was launched by the Vietnam News Agency in November 2008 in five languages: Vietnamese, English, French, Spanish and Chinese. It is widely accessed by users all over the world. Therefore, it will help disseminate information in ethnic languages and increase project impact. VietnamPlus is known for applying state-of-the-art media technologies, such as its famous mobile news application featured in a book titled “Financially Viable Media in Emerging and Developing Economies” by the World Association of Newspapers and News Publishers (WAN-IFRA).

10. SUSTAINABILITY:

Once the pilot stage ends, the project will be run by Ethnic Minorities & Mountainous Area and VietnamPlus without further technical support. In addition, this pilot project will be used as a model for expanding services in other ethnic minority languages in Vietnam with contribution from VNA's network of collaborators.

11. MONITORING AND COMMUNICATION STRATEGY:

The Vietnam News Agency will assign a team to monitor this project on its technical and editorial aspects as it often does in any other news website development. The project will also be monitored by UNESCO in Vietnam.

The Vietnam News Agency will ensure public communication in order to raise awareness of the 5 newly-established websites in the target audience. The Ethnic Minority and Mountainous Area Magazines are distributed to all provinces of Vietnam wherein information on the newly-established websites will be provided.

12. EVALUATIONS CARRIED OUT:

Findings of a survey conducted by VNA in 2011 on Vietnam's online multilingual content showed that ethnic minorities are neglected on the Internet; they have no way of accessing information in their own languages. No similar project has ever been undertaken, so its launch will be an important milestone in Vietnam's media development and in cultural and linguistic diversity and identity preservation and promotion.

13. REPORTING:

Two reports will be submitted to UNESCO, the first report at the midpoint when the micro websites have been constructed and the final report at project end.

C. ADDITIONAL INFORMATION

Ethnic Minority and Mountainous Area operates under license number 1931/XBBC, is published by Ministry of Culture - News Feeds, and has been in print since 11 February 1991. VietnamPlus operates under the web license No. 1374/GP-BTTTT, issued by the Ministry of Information and Communications on 11 September 2008. Therefore, any micro website hosted on its domain www.vietnamplus.vn will not require a new license.

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)

Fees for 2 trainers to train editors on (1) CMS, web editing, technical and designing and (2) digitizing, editing and uploading of multilingual content (2 trainers x US\$ 100 x 15 days)	3 000
15 day-training workshops for 15 people (2 snacks) (15 person x US\$ 7 x 15 days)	1 575
15-day workshop material	600
Interface design for five language versions (one-time expense)	3 600

(5 languages x US\$ 80 x 2 IT experts x 4.5 days)	
Flash design for five languages (one-time expense) (5 languages x US\$ 80 x 2 IT experts x 4 days)	3 200
CMS coding for five languages (one-time expense) (5 languages x US\$ 90 x 2 IT experts x 4.5 days)	4 050
Pilot digitizing Ethnic Minority and Mountainous Area Magazine in five languages (one-time expense) (5 languages x US\$ 90 x 9 editions)	4 050
Pilot editing and uploading stories in five languages (one-time expense) (5 languages x US\$ 80 x 9 editions)	3 600
Total IPDC	US\$ 23 675

BREAKDOWN OF THE BENEFICIARY AGENCY CONTRIBUTION (in US dollars)				
	Unit	Q'ty	Unit price	Total
Hosting service	Month	10	2100	21 000
Webmaster	Month	10	350	3 000
Maintenance	Month	10	250	2 400
Project coordinator	Month	12	200	2 400
Project assistant	Month	12	100	1 200
Total				US\$ 30 000

REGIONAL

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	ENHANCING UNDERSTANDING OF TRAUMATIC EXPOSURE AS A SAFETY ISSUE FOR JOURNALISTS
2.	NUMBER	IPDC/57 RAS/02
3.	MEDIA DEVELOPMENT INDICATORS' CATEGORY	Category 4: Professional Capacity building and supporting institutions that underpins freedom of expression, pluralism and diversity
4.	IPDC PRIORITY AREA	Human Resource Development
5.	SCOPE	Regional
6.	TYPE OF ASSISTANCE REQUESTED	Training support
7.	TOTAL COST OF PROJECT	US\$ 54 952
8.	AMOUNT REQUESTED FROM IPDC	US\$ 31 060
9.	BENEFICIARY BODY	Dart Centre Asia Pacific (DCAP) PO Box 580 Elwood, Victoria 3184. Australia Ms. Cait McMahon, Managing Director, Dart Centre for Journalism and Trauma- Asia Pacific http://www.dartcentre.org/australasia Tel: +61 (0) 41913 1947
10.	IMPLEMENTING OFFICE	UNESCO Bangkok Contact: Ms Rosa Gonzalez E-mail: r.gonzalez@unesco.org
11.	PROJECT LOCATION	Chulalongkorn University 254 Phayathai Road, Pathumwan, Bangkok Thailand. 10330
12.	PROJECT PREPARED BY	Project prepared by: Ms Cait McMahon Advice provided by: Ms Rosa Gonzalez, UNESCO
DECISION OF THE BUREAU:		

B. PRESENTATION

1. PROJECT JUSTIFICATION:

The safety of journalists is not only about physical wellbeing. Safety extends to protection against impending psychological injury resulting from exposure to violence, conflict, disaster and tragedy. Both psychological safety and physical safety are inextricably linked. Research shows¹ that people who experience psychological trauma may have impaired decision making processes and take more physical risks than non trauma affected persons. Further studies show that people who are educated about ‘emotional (trauma) literacy’ are able to change their behavior and understand the emotional experience of others better². Therefore, education about trauma awareness focuses on the safety of the journalist and also contributes to media professionals understanding the experience of sources better, resulting in more accurate and ethical journalism.

The purpose of this project is to bring together senior media personnel across all mediums: print, broadcast, visual reporters and management from across the Asia Pacific to provide them with specialized training in the negative effects of psychological trauma exposure and how to deal with it. This is accompanied with training on ethical reporting in the face of traumatic events. The project will provide participants with specialist skills for reporting in situations where subjects are suffering trauma and its aftermath, whilst developing skills to also protect their emotional wellbeing.

In line with the UN Plan Action on the Safety of Journalists and the Issue of Impunity, the objective is to create a free safe environment for journalists and media workers in both conflict and non-conflict situations through prevention mechanisms and actions before and after-the-fact conflict.

Media professionals in the Asia Pacific region are exposed to high levels of disaster, conflict, violence and tragedy. As the only organisation in the region solely dedicated to assisting the media on issues around reporting trauma, Dart Centre Asia Pacific (DCAP) is uniquely placed to utilise its resources, drawing on a global, interdisciplinary network of news professionals, mental health experts, educators and researchers, to assist in raising the awareness of the relationship between trauma, psychological and physical safety and quality ethical reporting.

It is intended that the group of participants will become a network and peer support group for each other in carrying forward their newly developed skills in psychological safety and trauma reporting. It is proposed that this training will not be a ‘stand alone’ but that it will be a precursor to ongoing support for participants to educate colleagues in their home countries about the relationship between trauma exposure, its affects and the role of reporting. We therefore envisage this programme to be Stage 1 in the awareness process, and Stage 2 will further capacity build by running in-country ‘Train-the Trainer’ workshops alongside those participants who attend Stage 1 as leaders. This model is proposed because trauma awareness training is complex and is unlike technical, skills based training.

¹Strom, Leskela, James, Thras, Voller, Weigal, Yutsis, Khaylis, Lindbergand & Holz (2012). An exploratory examination of risk-taking behavior and PTSD symptom severity in a veteran sample. *Military Medicine*, 177 (4):390-6.

²Ciarrochi, Forgas, et.al. (2006). *Emotional intelligence in everyday life*. N.Y., Psychology Press.

2. DESCRIPTION OF THE TARGET GROUP:

The target group is working journalists and senior managers from representative countries across the Asian-Pacific Region to attend seven days training. Ensuring gender balanced, the participants will be selected via

an application process, which is designed by DCAP to ensure that a diverse group across the Asia Pacific is represented and those with a genuine interest in the topic are chosen.

3. DEVELOPMENT OBJECTIVE:

Aligned with Category 4 of the Media Development Indicators, the project contributes to enhancing freedom of expression of journalists in Asia Pacific by giving participants the specialist skills to have a closer approach to the civil society and change their behaviour to understand better the emotional experience of the others, reporting safely on violence and tragedy within their own societies.

4. IMMEDIATE OBJECTIVE:

A minimum of 15 and a maximum of 20 participants will be skilled in trauma awareness and psychological safety techniques that will enhance resilience, wellbeing when reporting on violence and disaster and capacity to understand better the emotional experience of the others.

5. PROJECT OUTPUTS:

The project will build a network of media professionals across the Asia Pacific region with specialist skills in reporting safely on violence and trauma in society, whilst gaining practical, psychological techniques to deal with the consequence of this work on themselves and their colleagues. A DVD of attendees stories will be created as a future training tool at the training programme and a free download version will be available in DART's website.

6. ACTIVITIES:

Seven days training course for up to 20 participants from across the region to be held on site at Chulalongkorn University in Bangkok. Participants will stay at University accommodation at Sasa International House. Attendees will be mixed medium, and a combination of staff and freelance journalists brought together, ensuring gender balance, to instil essential skills in psychological safety and ethical reporting when covering violence and disaster.

Day 1 – Arrival and introductions

Day 2 – Creating a safe trauma training environment; Introducing issues of confidentiality, self care, emotion regulation

Day 3 – The science of trauma and its relationship to journalism

Day 4 – The effects of trauma on the media professional – psychological and physical safety linked

Day 5 – The effects of trauma on the source (victims and survivors) – ethical interviewing

Day 6 – The craft of trauma reporting in society – an issue of freedom

Day 7 – Interviewing of participants about their trauma reporting experiences for DVD; Summary and close.

The training will be a combination of didactic presentations, presentations by participants of their work and interactive exercises based on actual experiences and scenarios. It will include a mini 'Train the Trainer' to teach attendees skills to take back a very basic Trauma Safety presentation to their workplace and colleagues.

7. PROJECT INPUTS:

- Two* psychological trainers capable of training media personnel in psychological safety and personal well-being techniques for seven days.

- Two* journalism trainers capable of training media personnel in development of professional ethics to be applied to interviewing and reporting on survivors of trauma and victims of violence for seven days.
- Rented AV equipment for eight days (7 days training and 1 day set up).
- One conference room for eight days (7 days training and 1 day set up). Provided by UNESCO/Bangkok
- Printing of all training material for 20 participants and trainers.
- Accommodation and transport for 20 participants
- Hiring of video camera and camera operator for recording of interviews for Asian training video – ½ day Provided by UNESCO/Bangkok
- Final production and printing of DVD

**Psychological trauma training is unlike other skill based training in that it is emotionally challenging on all involved, especially the training team. It is not conducive to e learning. The applicant is aware that IPDC only provide funding for set numbers of trainers therefore the costs for the remaining trainers will be carried by the applicant.*

8. WORK PLAN:

ACTIVITIES / MONTHS	1	2	3	4	5	6	7	8	9	10	11	12
Selection of contracting instructors and trainers	■											
Organize venue/equipment	■											
Preparation of training materials		■										
Notification to training opportunity				■								
Selection and notification to participants							■					
Running of training programme										■		
Reports				■				■				■
Production of training DVD												■

9. INSTITUTIONAL FRAMEWORK:

The submitting organization - Dart Centre Asia Pacific (DCAP) www.dartcentre.org/asia-pacific is a unique, regional project of the Dart Center for Journalism and Trauma at Columbia Graduate School of Journalism, N.Y. The Dart Centre is dedicated to informed, effective and ethical news reporting on violence, conflict and tragedy. The Dart Centre’s full mission may be accessed at www.dartcentre.org/mission

Dart Center has the equivalent of seven full time, permanent staff, with a significant network of international contract trainers. Full-time staff include - Executive Director; Associate Director; Regional Directors x 2 (Asia Pacific and Europe); Administrative Co-ordinator. Part-time staff – Director of Research; Executive Assistant; Funds Advisor; Program Leader (South America).

Dart Centre Asia Pacific (DCAP) is a registered company ‘limited by guarantee’ in the State of Victoria, Australia and a registered not-for-profit charity by the *Australian Taxation Department*. Its Board of Directors are registered company directors (by law) with the Australian Government’s *Australian Securities and Investment Commission (ASIC)*. DCAP launched in 2004, in Melbourne Australia and was registered as a company in 2006. For the financial year 2012-2013 DCAP has a guaranteed operating grant of 104,000USD from the Dart Center at Columbia University, N.Y. for the entire AsPac region. This constitutes approximately 67% of DCAP’s annual income – the remainder of which comes from bank interest, small grants and fee for service training. Its accounts are audited annually.

10. SUSTAINABILITY:

Participants will be skilled in basic trauma awareness and psychological safety techniques at the training programme. They will receive a mini ‘Train the Trainer’ skills where they will have the ability to facilitate a 2 hour ‘Trauma Awareness and Self Care’ sessions in their home newsrooms. However it is intended that this will be Stage 1 of a two stage process. It is anticipated that in the subsequent 12 months in-depth ‘Train the Trainer’ courses will be held in the participants home countries with the Bangkok trainees as lead trainers alongside one Dart Centre trainer. Following this Stage 2 process it is anticipated that enough capacity will have been built that the training will be self sustaining.

11. FRAMEWORK OF MONITORING AND COMMUNICATION STRATEGY:

The Dart Centre Asia Pacific has a close relationship with the Australian Broadcasting Corporation and is currently collaborating on an ethical reporting DVD and training programme. It has previously collaborated on a journalist and trauma peer support DVD and internal ABC trauma awareness programme. It is proposed that the Bangkok project is monitored by the ABC as they understand the psychological safety issue well and are therefore in a position to monitor it progress and outcomes. Link to the journalists peer support DVD: <http://www.youtube.com/watch?v=V3czuTfOnHY>

12. EVALUATIONS CARRIED OUT:

Training needs has been assessed by the increasing demand on DCAP from news organizations and freelancers across the region to run psychological safety programmes, as well as requests to present at conferences such as the Asian Media Summit (2011, 2021), Asian Broadcasting Union News Division (2012) and Emergency Media and Public Affairs Conference (Aust. 2009, 2010, 2012) to name a few.

The 2013 training will be the third such programme that DCAP has facilitated in Bangkok. The previous two have been self funded, however demands on resources no longer make this possible. (Link to 2011 programme: <http://dartcenter.org/content/2011-dart-asia-fellows-announced>). The previous programmes have resulted in participants returning to run newsroom Trauma Awareness in all of the represented countries. Further, the Philippines attendees now lead a Trauma Peer Support Programme in the Philippines which is fully self led; the Korean participant has received a Niemen Fellowship exploring the issue of trauma further; the two Bangladeshi participants were leaders and facilitators in a Dart Centre training for the Liberation War Museum training in ethical reporting of women raped in the 1971 War, and as a peer network the 2011 trainees have made public statements to support colleagues in regard to safety and press freedom: <http://dartcenter.org/content/open-letter-aspac-fellows-defend-threatened-colleague> & <http://dartcenter.org/blog/dart-centre-fellows-stand-behind-filipino-journalist-rowena-paraan-0>

13. FRAMEWORK OF BENEFICIARY AGENCY’S REPORTING:

The incremental reports will be written by DCAP’s Executive Assistant, Aly Walsh. The final report will be written by DCAP’s Managing Director, Cait McMahon.

C. ADDITIONAL INFORMATION

This is DCAP’s first submission to UNESCO for funding and as yet has no other pledges beyond DCAP’s commitment to support the programme. Assistance has been sought from Psychology Beyond Borders, and further donors will be approached in the coming weeks.

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)

Accommodation attached to University x 20 (86USD per day) x 8 days (training plus one arrival day)	13 760
Two international psychological trainers > 10 yrs. experience at \$250 per day (50% of daily rate to be paid)	3 500
Return airfares for 18 participants from Asia x \$600 USD (approximate based on previous training in Bangkok)	10 800
Production of 15 min. trauma awareness training DVD for Asian journalists	3 000
Total IPDC	US\$ 31 060

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

Two international journalism trainers >10 yrs. experience at \$400 x 7 days (\$200 each per day)	2 800
Remainder of payment for psychological trainers \$250 per day (50% of daily rate)	3 500
Sustenance x 20 (\$20 per day) x 7 days	2 800
Return airfares for 2 trainers from Australia x \$1,500 USD	3 000
Participants x 20 local ground transport x \$40	800
Project co-coordinator (1 staff member x 6 months)	6 136
Administration assistance	2 150
Communications – phone (6 months)	300
Project reporting	406
Contingencies	2 000
Total	US\$ 23 892

CHINA

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	IMPROVING THE MEDIA LANDSCAPE IN THE ETHNIC MINORITY AREA OF YUNNAN PROVINCE
2.	NUMBER	IPDC/57 CPR/01
3.	MEDIA DEVELOPMENT INDICATORS' CATEGORY	Category 4: Professional capacity building and supporting institutions that underpin freedom of expression, pluralism and diversity
4.	IPDC PRIORITY AREA	Human Resource Development
5.	SCOPE	National
6.	TYPE OF ASSISTANCE REQUESTED	Capacity building
7.	TOTAL COST OF PROJECT	US\$ 39 860
8.	AMOUNT REQUESTED FROM IPDC	US\$ 29 700
9.	BENEFICIARY BODY	The Chinese Society for Folk Film & TV Arts Promotion Add: 74# Dengshikou St., Dongcheng District, Beijing, China Contact: Mr. WU Haining Deputy Director & General Secretary Email: tvcejinhui@sohu.com
10.	IMPLEMENTING OFFICE	UNESCO Beijing Office
11.	PROJECT LOCATION	Eight minority autonomous prefectures of the Yunnan Province, China
12.	PROJECT PREPARED BY	Mr. WU Haining Deputy Director & General Secretary of the Chinese Society for Folk Film & TV Arts Promotion
DECISION OF THE BUREAU:		

B. PRESENTATION

1. PROJECT JUSTIFICATION:

China is a country with numerous ethnic minorities. The Chinese government has paid attention to the development of the broadcasting and television industry in the minority areas. In 2011, the coverage rate of broadcasting and TV in these areas has reached 98%.

Yunnan province has inhabitants altogether from 26 distinct minorities living in eight autonomous prefectures. Each prefecture has its own TV station. In the past, these TV stations have gradually developed from relaying the programs produced non-locally by CCTV and by the main provincial TV station of Yunnan, to producing content on their own, as well as opening up TV programs in local minority languages. They have not only improved the literacy of local people, but also advanced social and economic development and promoted the preservation of the minorities' traditions and culture.

However, due to the suboptimal economic situation of this area which is much less developed than Eastern China, these TV stations have suffered from a lack of program budget, equipment and professionals for a long time. As a result, the program production techniques are limited, the scope of programming narrow, and the reporting lacking in creativity and professionalism.

Therefore, we need a survey and assessment on the basic facts of the TV stations in the ethnic minority areas and the local audience group which can build upon the results of a relatively simple survey conducted six years ago. The outputs of this project, including the translation and first piloting of the Media Development Indicators in Mainland China, will be the fundamental reference for future policy-making on the promotion of ethnic minority areas' TV media.

2. DESCRIPTION OF THE TARGET GROUP:

The target group includes the TV professionals and audiences within the ethnic minority areas of Yunnan Province. Many of those TV practitioners are also from local ethnic groups and are enthusiastic about their career. Although they are open-hearted, they still lack latest information and training opportunities and broader horizon compared to the counterparts in big cities.

3. DEVELOPMENT OBJECTIVE:

The general goal is to build the capacity of local media professionals in minority areas.

4. IMMEDIATE OBJECTIVE:

Identify practical measures for the related governmental departments and international partners to make policies assisting the media development in ethnic minority areas.

5. PROJECT OUTPUTS:

- Translate the UNESCO “Media Development Indicators” (MDI) into Chinese and disseminate it among the targeted media outlets
- Gather trustworthy data and facts and develop an authoritative and fact-based assessment and needs report.

6. ACTIVITIES:

Translation, field survey (with an observational method), questionnaire survey, telephone interviews, in-depth interviews, focus groups, seminars, etc. for the purpose of:

- Assessing the conditions of the TV stations in all 8 autonomous prefectures of Yunnan Province, including: personnel structure, age, gender, ethnic group, education background, professional experience, title, income, professional category, etc.
- Assessing the program production and broadcasting of the stations mentioned above: language, content, duration, period of time, history of program, target audience, audience rating and production team.
- Assessing the overall production and broadcasting performance of stations mentioned above including facilities and equipment: studio, editing equipment, reporting equipment and vehicles.
- Collect the comments made by local audience (both rural and urban).
- Analyze the governmental policies on the stations mentioned above.

7. PROJECT INPUTS:

- 4 experts
- 4 coordinators
- 3 laptops
- 1 photocopier (with consumptive material)
- 2 digital recording pens
- 2 digital cameras
- Communication expenses
- Traffic and meeting expenses
- Travel costs
- 2 local staff x 8 prefectures = 16 local staff

8. WORK PLAN:

ACTIVITIES / MONTHS	1	2	3	4	5	6	7	8	9	10	11	12
Selecting experts and researchers and contracting.	■											
Translating the Media Development Indicators	■	■	■	■								
Purchasing equipment and renting office.	■	■										
Preparing survey materials	■	■										
Choosing coordinators and designing the questionnaire	■	■										
Sending questionnaires and carrying out telephone surveys.		■	■	■	■	■						
First seminar at the level of Yunnan Provincial Administration of Radio, Film and Television				■	■	■						
Second seminar(s) at the local level				■	■	■						
Gathering data and holding expert seminars							■	■	■	■		
Completion of the final report							■	■	■	■	■	
Drawing conclusions from all seminars											■	■

9. INSTITUTIONAL FRAMEWORK:

Established in 1992 and based in Beijing, the Chinese Society for Folk Film & TV Arts Promotion (short: the Society) is a professional association under the supervision of the State Authority on Film and Television (SARFT). The General Council is the governing body of the Society and the General Secretary is in charge of the Secretariat. The Society consists of: general office, finance department, department of organization and liaison, department of development, department of film and video production, department of HR and security and the editorial department.

The Society finances itself mainly on member's contributions, donations and providing paid services. Annual income varies from 600 thousand to 900 thousand RMB Yuan. Sixty percent of all TV stations located in the ethnic minority areas are the member units of the Society. The provincial TV stations of the five ethnic minorities' autonomous regions and the Yunnan TV are executive members of the Society's General Council, whose deputy directors are also the vice presidents of the Society.

For many years, the Society has maintained good cooperation with every member unit. The cooperation includes the joint reporting and production, holding workshops, seminars and awarding prizes for programs. Since all the TV stations of the 8 autonomous prefectures in Yunnan Province are our member, this project will be undertaken in these 8 stations and in association with the Yunnan Provincial Administration of Radio, Film and Television

Since 2008, the Society has co-held the annual "Presentation and Seminar on Ethnic Language and Theme TV Programs of China" with UNESCO Beijing Office five times. The Society also assisted UNESCO with its ethnic culture film on EXPO Shanghai. In 2010, the Society co-organized with UNESCO Beijing Office a Workshop on Women TV writing and directing of the Xinjiang Uygur Autonomous Region. In 2011, the Society co-organized with UN Women the "Gender Equality Workshop of Ethnic Minority Region TV Professionals and Managers" in the Guangxi Zhuang Autonomous Region and the Ningxia Hui Autonomous Region.

10. SUSTAINABILITY:

The findings of this project will be the basis for the government's policy-making and for the legislation in the field of ethnic minority TV industry. Follow-up to this project will include specially-designed training or capacity-building.

11. FRAMEWORK OF MONITORING:

UNESCO Beijing office will be invited as observer to seminars and summary meetings.

12. EVALUATIONS CARRIED OUT:

Evaluations for previous activities conducted in cooperation with UNESCO Beijing and other UN agencies.

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING:

- A mid-term report should be submitted to the UNESCO field office when the project has been running for 6 months;
- Before the implementation of the project, a survey report should be submitted;
- After the project has been completed, a final work report should be submitted.

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)

Hiring 4 experts to travel to Yunnan for the 10 seminars (11 working days x 4)	6 400
3 laptops, 1 photocopier and the expendable items	2 700
2 digital recording pens and 2 digital cameras	1 800
Travel expenses (125 x 7 persons x roundtrip to 8 prefectures in Yunnan)	7 000
Accommodations (7 persons x 11 days)	3 500
Hiring local support staff (2 persons x 8 prefectures x 3 days)	600
Venue and food for Seminars (30 attendees each x 10 seminars [↗])	3 600
Gathering data and organizing seminars	1 200
Designing questionnaires and interview outlines/writing reports	1 300
Translation, copying and printing	1 600
Total IPDC	US\$ 29 700

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

4 members of the executive workgroup for the project duration	7 600
Communications	570
Traffic expenses in Beijing	700
Designing questionnaires/meeting fees	790
Preparing survey materials	300
Miscellaneous	200
Total	US\$ 10 160

MONGOLIA

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	PILOTING GENDER-SENSITIVE INDICATORS FOR MEDIA AND MEDIA SELF-REGULATIONS IN MONGOLIA
2.	NUMBER	IPDC/57 MON/01
3.	MEDIA DEVELOPMENT INDICATORS' CATEGORY	Category 3: Media as a platform for democratic discourse: The media, within a prevailing climate of self-regulation and respect for the journalistic profession, reflects and represents the diversity of views and interests in society, including those of marginalized groups
4.	IPDC PRIORITY AREA	Freedom of Expression and media pluralism
5.	SCOPE	National
6.	TYPE OF ASSISTANCE REQUESTED	Training support
7.	TOTAL COST OF PROJECT	US\$ 43 794
8.	AMOUNT REQUESTED FROM IPDC	US\$ 27 294
9.	BENEFICIARY BODY	Globe International NGO www.globeinter.org.mn Contact person: Kh. Naranjargal, President E-mail: hnanaran@globeinter.org.mn
10.	IMPLEMENTING OFFICE	UNESCO Beijing Office Contact: Andrea Cairola a.cairola@unesco.org
11.	PROJECT LOCATION	Ulaanbaatar, Mongolia
12.	PROJECT PREPARED BY	Kh. Naranjargal, President, Globe International
DECISION OF THE BUREAU:		

B. PRESENTATION

1. PROJECT JUSTIFICATION:

In Mongolia, a long overdue Law on Gender Equality was passed in February 2011. The law is explicitly prohibiting any act of exclusion, restriction and discrimination against women in every sphere. The legislation obliges central and local governments, political parties, private employers including media organizations to install regulations and mechanisms to ensure gender equality and to fight sexual harassment, and introduce penalties to those who break them. The government has also set up a task force to draft a new Gender Equality Action Plan for the next 5 years

Despite the Government's commitments and efforts, the persistence of gender-based discriminatory practices, weak enforcement of the existing laws and regulations, and women's limited awareness and knowledge of their rights hinder the full realization of gender equality in Mongolia. Women continue to face gender-based discrimination especially in area of labour and employment with women consistently receiving less pay than men for work of equal value. Even women in high-level positions such as managers, specialists and engineers earn 19-30% less than men on the average. Formal job opportunities remain biased against women and discriminatory hiring practices based on age, sex, appearance remain prevalent. As for the media industry, according to a study by the Press Institute, 63 percent of journalists in the print media and 44 percent- in broadcast media are female, but when it rises at the decision making positions, about 60 percent of broadcast media managers are men

The Mongolian media sector is relatively mature in terms of media diversity, while specialized observers and concerned parties unanimously agree that the most urgent challenge the media sector is facing in the country is related to upholding media professional standards. Promoting media self regulations is the avenue to strengthen highest professional standards, enhance credibility of journalism and of the media sector as a whole, as well as of single media outlets While there is a debate around various versions of the draft media law: one endorsing a media self-regulation mechanism, and the other one criticized by media freedom observers and media professionals because it would prescribe a government-led media regulatory mechanism.

Working in cooperation with the Confederation of Mongolian Journalists and other media associations, this project is therefore aimed at promoting gender equality in media through the piloting of the Gender-Sensitive Indicators for Media (GSIM) in at least three media outlets, and in addressing the professional challenges faced by the sector promoting the adoption and implementation of an efficient self-regulation mechanism.

2. DESCRIPTION OF THE TARGET GROUP:

Mongolian media professionals from the targeted pilot media outlets including community media, with a multiplier effect on the media professional community at large.

3. DEVELOPMENT OBJECTIVE:

The project will increase media professionalism and gender equality in Mongolia.

4. IMMEDIATE OBJECTIVE:

Through the piloting of GSIM and of media self-regulation best-practices in Mongolia, promote professionalism and gender equality in the targeted media.

5. PROJECT OUTPUTS:

- Increased Gender equality in at least three media outlets targeted by the pilot activity
- Increased understanding on media self-regulation across the media sector
- Increased awareness on the self-regulation best practices and GSIM principles among the Mongolian media community at large

6. ACTIVITIES:

- Translate the GSIM and relevant materials on media self-regulation into Mongolian and disseminate them among the media community;
- Organize a consultative meeting on media self-regulation and a consultative meeting to develop tailored strategy to pilot the GSIM in accordance with the Mongolian media context and discuss the adaptation of these Indicators. The meeting will be organized in cooperation with the Confederation of Journalists, media associations including the community media association, as well as with other media development organizations;
- Preparing a tailored version of the GSIM in at least three media houses taking into consideration local realities including the selection of a sample of indicators to carry-out an initial assessment of gender-sensitivity in the individual media house;
- Pilot in the three media outlets the strategy to improve gender equality gaps and conduct a 6-month monitoring to assess the progress towards targets.

7. PROJECT INPUTS:

- One project coordinator;
- Translators for both the self-regulation materials and the GSIM into Mongolian;
- Trainers to pilot GSIM in targeted media outlets;
- Venue in Ulaanbaatar for the consultative meetings;
- Equipment necessary for meeting and training such as cameras, editing facility, multimedia, mikes and voice recording equipment.

8. WORK PLAN:

ACTIVITIES / MONTHS	1	2	3	4	5	6	7	8	9	10	11	12
Translate the GSIM and other materials into Mongolian and introduce them to media organizations												
Organize a consultative meeting on media self-regulation												
Disseminate media self-regulation best-practices												
Organize consultative meeting to develop a tailored GSIM												
Pilot GSIM in media organizations based a selected sample of indicators												

9. INSTITUTIONAL FRAMEWORK:

Globe International is a non-profit making, non-membership and tax exempted media-development NGO

founded in March 1999 and based in Ulaanbaatar, Mongolia, with the mission to sustain Mongolian democracy and civil society through spreading the power of information and knowledge. Globe International is a member of International Freedom of Expression Exchange (IFEX). Globe International implemented more than 100 projects within its strategic programs since its establishment, directly involved more than 10,000 individuals, the media sector and civil society groups and journalists to nearly 255 events such as workshops, seminars, round-tables, festivals, forums, competition and other public meetings.

10. SUSTAINABILITY:

This project will develop a tailored GSIM for Mongolia with the aim to encourage a wide range of Mongolian media organizations to adapt and apply GSIM through their own mechanisms and to include self-regulation best-practices. Globe International will incorporate the application of the GSIM and of the promotion of self-regulation best-practices into its regular workplan. The capacities developed through the project will be used to conduct training and capacity building for media organizations beyond the project period.

11. FRAMEWORK OF MONITORING AND COMMUNICATION STRATEGY:

Monitoring will be undertaken by the UNESCO Beijing Office, with feed-back from media associations and organizations. The beneficiary will issue press-releases and collect AV documentation and relevant media-clips on project milestones.

12. EVALUATIONS CARRIED OUT:

The need for improving media self-regulation has been debated publicly in a number of recent media-related gatherings, including the roundtable on the occasion of the celebration of the World Press Freedom Day and the open discussion around media law reform. The gender-related issues have been subject of a number of survey, research and analysis which taken into account in the development of this project.

13. FRAMEWORK OF BENEFICIARY AGENCY’S REPORTING:

The Globe International will submit progress reports on a quarterly basis and a comprehensive final report to the UNESCO Beijing Office. The report will be submitted by Kh. Naranjargal, President of Globe International.

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)	
Translation of the GSIM (\$16 x 32 pages)	512
Printing of the GSIM (\$5 x 150 copies)	750
Translation of the Self-regulation best-practices materials (\$16 x 102 pages)	1 632
Consultative meetings venue (\$500 x 2 days x 2 meetings)	2 000
Meals and refreshments for consultative meetings (30 people x \$20 x 2 day x 2 meetings)	2 400
Domestic travel cost for the participants (\$130 x 50)	6 500
Assessment of gender-sensitivity (\$1500 x 3 media organizations)	4 500

Pilot GSIM in media organizations based on a selected samples of indicators (\$3000 x 3 media organizations)	9 000
Total IPDC	US\$ 27 294

BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION (in US dollars)	
Project coordinator (12 months)	13 200
Communication costs (12 months)	600
Vehicle maintenance and local transport costs	1 000
Contingencies	1 200
Project reporting	500
Total	US\$ 16 500

MALAYSIA

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	BUILDING A NETWORK OF JOURNALISTS AS ADVOCATES OF MEDIA SELF-REGULATION
2.	NUMBER	IPDC/57 MAL/01
3.	MEDIA DEVELOPMENT INDICATORS' CATEGORY	Category 1: A system of regulation conducive to freedom of expression, pluralism and diversity of the media
4.	IPDC PRIORITY AREA	Promotion of freedom of expression and media pluralism
5.	SCOPE	National
6.	TYPE OF ASSISTANCE REQUESTED	Institutional capacity building
7.	TOTAL COST OF PROJECT	US\$ 44 272
8.	AMOUNT REQUESTED FROM IPDC	US\$ 29 540
9.	BENEFICIARY BODY	CIJ Communications Sdn Bhd (Centre for Independent Journalism Malaysia) 27-C Jalan Sarikei, (off Jalan Pahang) Kuala Lumpur, Wilayah Persekutuan, Malaysia Tel: +60-3- 4023.0772 Fax:+60-3- 4023.0769
10.	IMPLEMENTING OFFICE	
11.	PROJECT LOCATION	Klang Valley, Ipoh, Georgetown, Johor Baru, Kuching & Kota Kinabalu (Malaysia)
12.	PROJECT PREPARED BY	Masjaliza Hamzah, Executive Officer, Centre for Independent Journalism (CIJ)
DECISION OF THE BUREAU:		

B. PRESENTATION

1. PROJECT JUSTIFICATION:

The Malaysian Constitution guarantees Malaysians the right to freedom of speech through Article 10, but also restricts them by allowing the Executive the power to legislate laws that can even contravene the Constitution. However, since the spark of Reformation in 1998, and thanks in large part to the emergence of the new media, Malaysians have become increasingly emboldened to speak out regardless of the continued repressive climate of ownership and control of the mainstream media by the Executive as well as a host of restrictive laws dominated by the Sedition Act 1948.

Yet mainstream journalists – following decades of media subservience to the Executive because of these laws, most pressing of which is the Printing Presses and Publications Act 1984 – have not similarly risen to actively speak up on their own issues – especially ethics and media freedom. The control has led to a decline in journalism and media ethics, which in turn affected public confidence in the media’s ability to play its role as an independent watchdog of the government. A 2008 survey on media independence by Merdeka Center and the Centre for Independent Journalism (CIJ) found that most respondents rate mainstream media news unfavourably in terms of truthfulness, fairness, objectivity and ethics. Additionally, there have been flagrant declarations by a few mainstream editors of their allegiance to their political owners from the ruling parties and of their freedom to propagate their owners’ views. In a rare show of independence, journalist union president Mohamed Ha’ta Wahari openly criticised such unquestioning subservience, especially by senior editors of the Malay daily *Utusan Malaysia* where he worked; he was dismissed after a 2011 domestic inquiry found him guilty of tarnishing the company name. Further, CIJ’s previous workshops with journalists on media law and ethics revealed a disturbing lack of awareness of ethical standards, which journalists often attributed to lack of guidance from seniors/editors or lack of a culture of ethics in the newsrooms. If journalists do discuss ethical dilemmas, it is with their peers from the same language.

Thus, there is a pressing need for some sort of regulatory process for the Malaysia media, especially the mainstream ones, before public confidence erodes further and punitive measures such as defamation suits are increasingly favoured instead as a method to seek redress. However, the current government attempt to establish a statutory media council (in the wake of Prime Minister Najib Razak’s 2011 promise for democratic reforms) is opaque and exclusive, with the Attorney-General’s Office engaging only editors and select individuals in closed-door, top-down meetings, and is being seen as a net to cast on the relatively free electronic media.

There is thus an urgent need to engage journalists as one of the primary stakeholders in the process so that they have a sense of ownership of the issue and are encouraged to reclaim their right to speak up on this as well as other issues that underlie their *raison d’etre*.

The purpose of the project is to organise and conduct a series of one-day seminars for journalists in six major cities in Malaysia to raise the issue of journalism and media ethics as well as impress on the need for media self-regulation and build a network of journalists as advocates on this issue. It will culminate in a regional forum that will present best practices already in place elsewhere.

2. DESCRIPTION OF THE TARGET GROUP:

Journalists from all medium and languages, in major cities of Malaysia.

3. DEVELOPMENT OBJECTIVE:

The project contributes to promoting support for a system of regulation conducive to freedom of expression, pluralism and diversity of the media, by empowering a network of journalists through knowledge of ethical standards and media self-regulation.

4. IMMEDIATE OBJECTIVE:

A network of 60 journalists from all media types, from broadcast to print and electronic, and in all main local languages, Malay, Mandarin, Tamil and English, are knowledgeable about ethical challenges in journalism and media self-regulation.

5. PROJECT OUTPUT:

Sixty journalists capable of addressing ethical issues related to their profession and arguing, in their work or in their professional and personal capacities, for media self-regulation as best means to ensure media freedom and responsibility, citing international best practices and models.

6. ACTIVITIES:

- A one-day consultation at CIJ’s office or over Skype with an academic, a journalist and a regional NGO on the programmes for the local seminars and regional conference.
- Six one-day seminars in the Klang Valley, Ipoh, Johor Baru, Georgetown, Kuching and Kota Kinabalu for a total of 60 journalists from both mainstream and new media, in all languages, on ethical challenges and media self-regulation.
- A one-day public regional forum, on journalism and media ethics, and media self-regulation models, held at a hotel in the Klang Valley to commemorate World Press Freedom Day, with local and regional panelists from academia, civil society and the media, including experts from the National Union of the Philippines, Indonesia’s Alliance of Independent Journalists and Philippines’ Center for Media Freedom and Responsibility.

7. PROJECT INPUTS:

- For each seminar, one moderator who has journalistic experience of 10 years in Malaysia and knowledge of international ethical standards and best practices.
- For each seminar, one facilitator from CIJ to present the various models of media self-regulation.
- For the regional forum, five regional experts – from academia, NGO and media – on journalism ethics and media self-regulation, and seven local experts in the same fields.
- For each seminar and the regional forum, a documenter who is able to synthesise the proceedings into a report that will be used as input to subsequent sessions and feedback for evaluation.
- An experienced local evaluator of civil society projects.

8. WORK PLAN:

ACTIVITIES / MONTHS	1	2	3	4	5	6	7	8	9	10	11	12
Consultation on seminar & WPFDR regional conference	■											
Seminars for journalists around Malaysia		■			■			■				
WPFDR regional forum												■
Evaluation												■

9. INSTITUTIONAL FRAMEWORK:

CIJ is a not-for-profit Malaysian civil society group established in 2001, with the mission to: Promote and defend the exercise of freedom of expression; Advocate legislative and policy improvement on free expression; and Raise public awareness on freedom of expression/information to mobilise support.

It is run by a board of directors with the assistance of an advisory committee. CIJ has four employees – the executive officer, the finance manager, a documentation and response officer, and a project coordinator. This project will be undertaken by a project coordinator. CIJ operates on an annual budget of about US\$150,000. Past donors include the European Union, Asia Foundation, National Endowment for Democracy, Open Society Institute, Freedom House, Free Voice, Southeast Asian Press Alliance (SEAPA), Global Fund for Women, UNESCO and the Foreign Commonwealth Office (UK). CIJ's activities include monitoring and documenting the freedom of expression landscape; training for journalists on ethical reporting on ethnicity, and ethics and protection for journalists; public education on media freedom; and law reform advocacy. Its projects have included lobbying for a Freedom of Information Bill and monitoring media coverage of elections. Its current project is the monitoring of media coverage of the upcoming general election. CIJ is a member of the Bangkok-based SEAPA and the Toronto-based International Freedom of Expression Exchange (IFEX).

10. SUSTAINABILITY:

The journalists will be connected through a Facebook group where the discussions will continue, led by CIJ staff, who will source for news and updates of interest that can be used to spark further conversations. The most active 10 of them will be invited to attend the regional forum in the Klang Valley that will be timed with the World Press Freedom Day celebration, and will be suggested as resources for news stories about the government-proposed media council. With these journalists as advocates from the field, CIJ will be seeking a higher-level engagement with the relevant authorities through the Human Rights Commission, which has conducted a similar seminar on 20 January 2004.

11. FRAMEWORK OF MONITORING AND COMMUNICATION STRATEGY:

Monitoring will be carried out internally by the staff, with oversight provided by the CIJ Advisory Committee which will be provided a quarterly report of the project.

12. EVALUATIONS CARRIED OUT:

CIJ's previous workshops with journalists on media law and ethics in 2010, and ethical reporting on ethnicity in 2011, revealed a disturbing lack of awareness among the trainees, of ethical standards, pointing to the need to reconnect with journalists on these issues.

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING:

CIJ undertakes to report on the project progress on a four-month basis to the relevant UNESCO field office and submit a comprehensive final report describing the extent to which the immediate objective of the project was achieved.

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)	
A) Travel	
i) Airfare (return tickets to Kuching and Kota Kinabalu – 3 pax x \$150 x 2)	900
ii) Local transport, incl. toll (to Georgetown, Ipoh & Johor Baru)	330
iii) Lodging (in Georgetown, Ipoh, Johor Baru, Kuching & Kota Kinabalu – 3 pax x \$40 x 3N x 5)	1 800
iv) Per diem (in Georgetown, Ipoh, Johor Baru, Kuching & Kota Kinabalu – 3 pax x \$16 x 3D x 5)	720
B) Project activities	
i) Seminars	
Venue (78 pax x \$40)	3 120
Honorarium for facilitator/moderator (2 pax x \$150 x 3D x 6)	5 400
Honorarium for documenter (1 pax x \$100 x 6 x 2D)	1 200
Airfare & local transport for outstation participants (5 pax x \$266)	1 330
Per diem for outstation participants (5 pax x \$16 x 3D)	240
Accommodation for outstation participants (5 pax x \$40 x 2N)	400
Transport allowance for participants (60 pax x \$10)	600
Materials (65 pax x \$5)	390
ii) Regional forum	
Venue (70 pax x \$50)	3 500
Honorarium for facilitator/moderator (4 pax x \$150)	600
Honorarium for local panelists (7 pax x \$150)	1 050
Honorarium for regional panelists (5 pax x \$200)	1 000
Honorarium for documenter (1 pax x \$100 x 2D)	200
Airfare & local transport allowance for regional panelists (5 pax x \$466)	2 330
Per diem for regional panelists (5 pax x \$40 x 3D)	600
Accommodation for regional panelists (5 pax x \$80 x 2N)	800
Airfare & local transport allowance for outstation participants (10 pax x \$60)	600
Per diem for outstation participants (10 pax x \$16 x 3D)	480
Accommodation for outstation participants (10 pax x \$50 x 2N)	1 000
Materials (70 pax x \$5)	350
C) Consultation fees (3 pax x \$100)	300
D) Evaluation fee (1 pax x \$100 x 3D)	300
Total IPDC	US\$ 29 540

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

Office facilities:	
Rent (15% x \$6000)	900
Electricity (15% x \$1800)	270
Water (15% x \$144)	22
Phone/Fax (15% x \$936)	140
Internet/ADSL (15% x \$336)	50
Secretarial services (15% x \$1000)	150
Coordinator's fees (50% x \$13560)	6 780
Oversight by Executive Officer (15% x \$27120)	4 068
Accounts & financial management by Finance Manager (15% x 15680)	2 352
Total	US\$ 14 732

NEPAL

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	CAPACITY BUILDING AND SAFETY TRAINING OF WOMEN JOURNALISTS
2.	NUMBER	IPDC/57 NEP/01
3.	MEDIA DEVELOPMENT INDICATORS' CATEGORY	Category 4: Professional capacity building and supporting institutions that underpins freedom of expression, pluralism and diversity
4.	IPDC PRIORITY AREA	Human resource development
5.	SCOPE	National
6.	TYPE OF ASSISTANCE REQUESTED	Training support
7.	TOTAL COST OF PROJECT	US\$ 45 820
8.	AMOUNT REQUESTED FROM IPDC	US\$ 39 780
9.	BENEFICIARY BODY	<p>Sancharika Samuha Nepal (SAS) P.O.Box.1329Kupondole Lalitpur, Nepal Phone : +977-1-5551182/5530192 Fax : +977-1-5551182 Email : sancharika@wlink.com.np URL:www.sancharika.org Contact: Ms Nirmala Sharma, President</p>
10.	IMPLEMENTING OFFICE	<p>UNESCO Office in Kathmandu Contact: Mr Sameer Lepcha E-mail: s.lepcha@unesco.org</p>
11.	PROJECT LOCATION	Sunsari, Bardiya, Baglung, Parsa and Dhangadhi districts in Nepal
12.	PROJECT PREPARED BY	<p>Ms Dayanzi Tamang, SAS, Nepal Ms Terhi Ylikoski, UNESCO Office in Kathmandu</p>
DECISION OF THE BUREAU:		

B. PRESENTATION

1. PROJECT JUSTIFICATION:

Nepal has a vibrant and rapidly growing media sector. According to the Press Council Nepal there are 89 daily newspaper and more than 381 weekly newspapers. In addition, according to the Ministry of Information and Communication, there are more than 326 FM stations and 38 Television channels in operation.

Although the number of media houses and the number of people interested in making career in journalism have gone up in recent years, there are still very few women journalists. According to the statistics of Federation of Nepali Journalists (FNJ), out of the total 9000 journalists, only 800 are women, with very few of them in decision-making positions. The main reason behind this is the lack of their professional capacity and personal security as well as the attitudes of media owners and managers.

In the present transition phase of Nepal, journalists have become increasingly victims of physical attacks and harassment. Women in media are at a greater risk of such attacks in comparison to their male colleagues. The male dominated society of Nepal often views women to be more easily intimidated and therefore some people see threatening or attacking women as an easy way to manipulate and suppress the media. Women journalists outside Kathmandu Valley are especially prone to such attacks. The cases have ranged from intimidation to physical violence and murder. For instance Deepa Ale, a woman journalist was attacked in Nepalgunj (Western Region of Nepal) during a general strike on 21 May 2012. The attack resulted into a deep injury in her eye. Similarly, many other women journalists have been attacked and many have quit their jobs out of fear (local sources claim that between January and March 2009, about 70% of female journalists in the Terai have quit their profession) and many more say there is growing pressure from their families to get out of the profession because of the danger.

Women journalists are also professionally insecure within their organizations. Men journalists often get better positions and promotions and they earn more money. They also get to cover the most important news and get more training opportunities. This contributes to the small number of women journalists as well as to the number of women who quit their jobs as journalists after a few years.

Sancharika Samuha (SAS), through this proposal seeks support to upgrade the skills and security level of women journalists through 5-day residential training programme in five Development Regions of Nepal together with interaction programmes on developing strategies to improve women's position and representation in Nepal's media.

2. DESCRIPTION OF THE TARGET GROUP:

The primary target group of this project is women journalists who have been working in the media houses outside the Kathmandu valley for 3 to 7 years. They are found to be in need of such training as many of them are not being able to continue their profession due to increasing professional and personal insecurities caused by the lack of knowledge on basic principles of journalism and skills. Therefore, the training aims at enhancing the knowledge and skills of the women journalists. This is expected to significantly improve the quality of their output and raise their prospects of being duly recognized for their credentials and opportunities for promotion and better pay. The overall outcome would as a result; help to retain these women in journalism and increase their possibilities of being promoted.

The participants will be selected from Sunsari, Bardiya, Baglung, Parsa and Dhangadhi districts. The training will be held in these 5 districts because of the presence of more number of media houses and women

journalists which can create more impact on the training programme. Moreover, these districts are within the reach of surrounding districts so the training venue can be accessible to all the participants.

The secondary target groups of the project are the decision-makers, owner and managers of media houses in Kathmandu and the districts where the trainings take place. The project aims at sensitizing them to the importance of gender equality in the media and engaging them in a dialogue to create strategies to improve women's position and representation in Nepal's media.

3. DEVELOPMENT OBJECTIVE:

The project contributes to the promotion of qualitative and quantitative representation of women journalists in Nepalese media.

4. IMMEDIATE OBJECTIVE:

Altogether 75 women journalists have the professional capacity and empowering working environment that encourages them and other women to continue and pursue career in journalism.

5. PROJECT OUTPUTS:

- 75 trained women journalists with enhanced professional capability and personal safety.
- 500 booklets on personal safety tailored specifically to women journalists.
- 5 regional level advocacy meetings organized
- 1 national level advocacy conference organized

6. ACTIVITIES:

Training Programme: A five-day training programme in five districts will be conducted to provide capacity building and safety training to women journalists working in media houses of different locations in Nepal.

The major activities include:

- Selection/ hiring of Programme officer, Support Staff and trainers
- Prepare Training Manual being based on 2007 model curriculum prepared by UNESCO focusing on journalism education in developing countries and democracies. The UNESCO manual will be adapted to meet specific Nepali context and women journalists
- Preparation of training activities
- Selection and notification to trainers
- Conduct the training programme
- Submission of Progress Report and Final Report

Publication of Safety Booklets: A Safety Booklet containing the safety guidelines for women journalists will be published for distribution. It will be distributed to the trainees and will also be sent to the Regional branches of SAS for distribution to other women journalists working in the media houses throughout the country. The booklet will help the women journalists combat the threats to personal and professional insecurities. Likewise it could also be useful to other journalists and communicators.

The major activities include:

- Preparation of content for Safety Booklet
- Editing of the contents
- Publication of the Safety Booklets

Conduct Regional Level Advocacy Meetings: On the last day of each training session, a regional level advocacy meeting will be held. The meeting will be held with local newspaper editors, media managers, publishers and local women journalists. The meeting aims at sensitizing them to the importance of gender equality in the media and engaging them in a dialogue to create strategies to improve women’s position and representation in Nepal’s media. A total of 60 participants including the trainees are expected to be the part of discussion.

Conduct a National Level Advocacy Conference: A one-day National Conference will be held in Kathmandu Valley at the end of the project. The editors (electronic and print), publishers and representatives of relevant media organizations will be invited as guests and panellists in the conference. Altogether 150 participants are expected to participate in the conference. The aim of the conference is to sensitize them to the importance of gender equality in the media and to engage them in a dialogue to create strategies to improve women’s position and representation in Nepal’s media.

7. PROJECT INPUTS:

- One Project Coordinator for coordinating the training programme
- One Training Facilitator for managing logistics during the training programme
- One Regional Co-ordinator at each venue for identification and selection of participants, and notification to trainees
- Two staff members to handle the Finance and Administration Department
- Two Freelance trainers capable of training women journalists
- Two Paper Presenters for National Level Advocacy Conference and one Paper Presenter at each region for Regional Level Advocacy Meetings
- Two Panellists for the National Level Advocacy Conference
- One Training Manual
- Other training materials
- Fund

8. WORK PLAN:

ACTIVITIES / MONTH	1	2	3	4	5	6	7	8	9	10	11	12
Selection / hiring of 1 Project Coordinator, 5 Regional coordinators, 1 Training Facilitator, 7 Paper Presenters, 2 panellists and 2 Trainers												
Prepare Training Manual												
Preparation and development of training materials												
Publication of safety training booklet												
Selection and notification of Trainees												
Training Session # 1												
Regional level Advocacy Meetings												
Submission of Progress Report												
Training Session # 2												
Training Session # 3												
Submission of progress report												
Training Session # 4												
Training Session # 5												

SAS will commence the training session at each venue with an inauguration programme and a press release. The editors and media chief of local media houses, leaders of political parties and different stakeholders will be invited in the inauguration programme that will help in disseminating the information of project to the concerned bodies. It will further publicize the project to public through different print and electronic media of the concerned districts before, during and after its implementation.

The progress report will be submitted on a four-month basis and the Final Report will be submitted to UNESCO with the completion of project.

12. EVALUATIONS CARRIED OUT:

SAS has been continuously monitoring the print media since 1998 on different women related issues such as legal aspects, property rights, violence against women, etc. The media monitoring report reveals that the continuous physical attacks are made on women journalists for covering the news and often for violating the code of ethics which shows the lack of professional capacity in many women journalists in Nepal.

13. FRAMEWORK OF BENEFICIARY AGENCY’S REPORTING:

The reporting of the programmes will be done to the UNESCO office in Kathmandu on four-month basis. The final report will be submitted on the completion of the training programme. The report will be prepared by Ms. Dayanzi Tamang, Programme Officer.

C. ADDITIONAL INFORMATION

Prior to the submission of the IPDC Project proposal, SAS met its Board Members to discuss on the project. It went through all the previous activities of SAS and IPDC to decide on the most appropriate Media Development Indicator to be addressed. The meeting finalized Category 4 as the most appropriate media indicator category.

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)	
Lunch in inaugural session(\$ 11.24 x50 participants x5 regions)	2 810
Breakfast /Lunch (\$ 11.24x18 participants x 5 days x 5 regions)	5 058
Regional Coordinator(\$ 113 x 1 Person x 5 regions)	565
Prepare a Training Manual(\$ 280)	280
Resource Person (\$ 135 x 5 Days x 2 persons x 5 regions)	6 750
Banner /Photographs (\$ 45 x 5 regions)	225
Stationery Material /Photocopies (\$ 169 x 5 regions)	845
Hall Rent (\$ 56.18 x 5 Days x 5 regions)	1 400
Per diem of participants (\$ 11 x 15 Persons x 5 days x 5 regions)	4 125
Per diem of two resource persons and training facilitator (\$ 29 x 3 persons x 5 days x 5 regions)	2 175
Training Facilitator (\$ 90 x 1 person x 5 days x 5 regions)	2 250

Outside participants travel (\$ 28 x 10 persons x 5 regions)	1 400
Airfare and local transportation for two resource persons and facilitator (\$ 180x 3 persons x 5 regions)	2 700
Safety Training Booklets	1 910
One-Day National Advocacy Conference	4 253
Regional Level Advocacy Meetings	3 034
Total	US\$ 39 780

BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION (in US dollars)	
Staff Cost (12months x 2 Staff members x \$ 100)	2 400
Project Coordinator (12 months x 1 person x \$ 150)	1 800
Communication Costs (12 months x \$60)	720
Contingencies (12 months x \$60)	720
Project Reporting (\$400)	400
Total	US\$ 6 040

NEPAL

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	ENABLING FREEDOM OF EXPRESSION THROUGH ENHANCING THE CAPACITY OF JOURNALISTS TO REPORT ON ELECTIONS [IN NEPAL]
2.	NUMBER	IPDC/57 NEP/02
3.	MEDIA DEVELOPMENT INDICATORS' CATEGORY	Category 4: Professional Capacity Building and Supporting Institutions that underpin freedom of expression, pluralism and diversity
4.	IPDC PRIORITY AREA	Promotion of freedom of expression
5.	SCOPE	National
6.	TYPE OF ASSISTANCE REQUESTED	Financial
7.	TOTAL COST OF PROJECT	US\$ 51 950
8.	AMOUNT REQUESTED FROM IPDC	US\$31 450
9.	BENEFICIARY BODY	Freedom Forum P.O. Box: 24292 Kathmandu, Nepal info@freedomforum.org.np http://www.freedomforum.org.np Contact person: Mr Krishna Sapkota Executive Director Telephone: +977-1-4102022
10.	IMPLEMENTING OFFICE	UNESCO Office in Kathmandu Contact: Mr Sameer Lepcha E-mail: s.lepcha@unesco.org
11.	PROJECT LOCATION	Nepal
12.	PROJECT PREPARED BY	Krishna Sapkota, Executive Director, Freedom Forum Terhi Ylikoski, Associate Expert, UNESCO Office in Kathmandu
DECISION OF THE BUREAU:		

B. PRESENTATION

1. PROJECT JUSTIFICATION:

The print media sector has been expanding in recent years in Nepal, with a growing number of newspapers published every day. Circulation figures have also grown, in spite of the recent expansion of the electronic media industry, including radio, television and the Internet. Despite a large number of media, the issue of media pluralism and diversity from the perspective of language and content is still questionable.

Nepal is a very poor country (157th in the 2011 UNDP HDI) and is trying to rebuild its democracy after a long civil war. Currently, the country is passing through a very crucial process of peacebuilding and state restructuring. The twin issues of peace and constitution-making have not made a breakthrough due to contentious agenda of state restructuring. As the Constituent Assembly (CA) had failed to deliver a constitution by addressing several thorny issues, the country has been ushered into fragile politics and protracted transition. In this context, the only option to remove the political and constitutional crises facing the country would be to go for fresh mandate. Therefore, several elections such as CA re-election, fresh parliamentary elections and local elections are in sight one after another.

With this in the background, quality in Nepali media is an urgent need to be addressed by enhancing knowledge and skills of journalists, especially from remote areas outside the Kathmandu Valley. Considering that journalists are vanguard of democracy and media rights and champion of open society, their profession should essentially be free, fair and accurate.

Freedom Forum, therefore, proposes to train 75 journalists at different five parts of the country. They would be imparted knowledge on how to monitor election fairly, help avoid rigging and other malpractices through election reporting. Taking into account the problem that many Nepali journalists still lack proper knowledge about electoral and legislative process, and fundamental rights and duties of citizens during elections, the project aims at strengthening professionalism and independence of journalists

This urgent need can be materialized by building journalists' capacity in understanding and learning the techniques to cover important issues of election such as electoral process, political parties and their candidates. The training will contribute to uphold democratic process in the transitional phase with fair, accurate and balanced election coverage.

It is worth-mentioning that Freedom Forum in collaboration with Internews is operating a content-focused website www.nepalelectionchannel.org. It is a one-stop portal and a resource hub of Nepali media, politics and election useful for journalists, policy advocates and academics, rights defenders, legal practitioners and others). With the extensive use of the portal, trained journalists will enrich themselves on different dimensions of election, media and politics.

Adherence to journalistic principles of accuracy, balance, credible and responsibility (ABC-R) and upholding professional ethics assumes greater importance. Media should be highly sensitive to its information flow activities since their role is important to make the election meaningful. Therefore, outlining and advocacy for the enforcement of election code of conduct for media will be given a high premium.

Owing to current hostile situation to media that has triggered self-censorship and impunity in the country, the project facilitates the situation where media freedom gets curtailed and loses its greater responsibility as a watchdog to work for the cause of empowering people and consolidating democracy.

2. DESCRIPTION OF THE TARGET GROUP:

The primary target group of the project is the 75 journalists to be trained. With the training on skill development in terms of reporting on electoral process and events, they are empowered to report elections in a professional and non-partisan manner. Gender sensitivity will be taken into account while implementing the whole project. Among 75 journalists targeted, 50 per cent will be women journalists and women issues concerning electoral issues will be one of the focus areas of the training. Secondly, the project will target Election Commission, Press Council Nepal, Media houses and media trade unions in course of developing a common code of conduct for media house during election.

3. DEVELOPMENT OBJECTIVE:

The development objective of the project is to strengthen capacity of media to report on electoral issues thereby protecting freedom of expression, independence of media and advocating free and fair elections in accordance with categories 3 and 4 of the Media Development Indicators,

4. IMMEDIATE OBJECTIVE:

The immediate objective of the project is: Media reports on electoral issues in a non-partisan way on the basis of professional self regulations and increased professional capacities

5. PROJECT OUTPUTS:

The following will be the outputs of the project:

- a) Journalists have the professional capacity to produce quality news reports on election, media and politics
- b) Journalists have access to an independent press service regularly providing data, back ground information, news and comments centered on elections (Related activity: Maintain and update web portal www.nepalelectionchannel.org)
- c) Media professionals have a platform for exchange through a network of journalists specialized in reporting on electoral processes, fundamental rights and rights and duties of citizens as well as monitoring and reporting on violation of human rights relating to election
- d) Journalists have established self-regulatory mechanisms to deal with issues related to elections reporting. (Related activity: Develop a code of conduct for media in elections and promote its use in media houses)

6. ACTIVITIES:

Major proposed activities to achieve the above outcomes include developing and conducting election reporting and investigative journalism training, outlining a code of conduct for media in elections and enforcing them in media, and establishing a network of civil society representatives and journalists for the protection of journalists during election.

As election is the surest means of freedom of expression and opinion, journalists should be skilled and sensitive to cover news on electoral, political and legislative issues. Therefore, the key activity will be to impart training to 75 journalists from various parts of the country. Five groups of journalists with 15 in each would be formed and provided a five-day training course at different five places considering accessibility of journalists to the training locations.

Similarly, the project will extensively utilize the website www.nepalelectionchannel.org which is a resource hub in terms of the knowledge about Nepal's media, election and politics. The social media function of the website including interaction through Facebook and twitter will be given high premium in an effort to make journalists more resourceful.

A new tool will be developed within the website and journalists can use this for interaction. The journalists trained across the country will be encouraged to use the website as a resource hub and one-stop site for election related contents. Also, the stories they make during election will be updated in the website for publicity. It will be promoted as interactive and common platform for journalists to share their news, views and experience on election, freedom of expression and media freedom.

In order to raise voice and monitor journalist's right to free reporting, a network comprising human rights defenders and media professionals will be formed. The loose network will raise alerts and exchange information regarding their rights and collaborate among themselves for solidarity during elections. An email group will be formed to exchange information on violation of journalists' right to free reporting among the network members

Also the legal support such as advice, counseling and litigation will be provided to the journalists in case their rights are violated and posed serious threat. The Media Monitoring Desk of the Freedom Forum will keep on vigil on journalists' rights and people's rights to information and freedom of expression by monitoring press freedom situation across the country.

Importantly, consultative meetings will be organized among representatives of media owners, Press Council Nepal Federation of Nepali Journalists, Broadcasting Association of Nepal, Association of Community Radio Broadcasters and media trade unions to outline a draft common code of conduct for election reporting and enable environment for its effective enforcement in media. A three-member taskforce will be formed during the consultative meeting and that will take charge of drafting the code of conduct. A booklet containing code of conduct and directives on election news reporting will be developed and circulated to media houses. As a follow-up action, meetings will be organized with media houses to promote the code of conduct. Freedom Forum in collaboration with above-mentioned media organizations and National Election Commission will constantly put advocacy towards media houses to enforce the code.

7. PROJECT INPUTS:

Project needs nine staffs (part time and full time). It includes five local coordinators, two resource persons, one blog operator, and one legal officer. The fund required for the project will tentatively be \$ 50,950 of which \$19,500 shall be beneficiaries' contribution. Stationeries and training materials including markers, news prints, metacard will also be used as inputs. LCD projector and Laptops are the required equipments for training of which former is rented and the later is provided by Freedom Forum.

8. WORK PLAN:

ACTIVITIES / MONTHS	1	2	3	4	5	6	7	8	9	10	11	12
Selection/contracting of instructors & trainers												
Preparation of training materials												
Selection and notification of trainees												
Modifying website												
Consultative meetings (outlining election code of conduct for media)												

Booklet development, dissemination and advocacy												
Conducting training												
Documentation, investigation and litigation												
Establishment of networks												
Submission of project report												

9. INSTITUTIONAL FRAMEWORK:

Freedom Forum, established in 2005, is a collective initiative of policy researchers, advocates and academicians committed to democracy, human rights, press freedom and equitable development of society or the nation. Total freedom is the eternal desire of human civilization, and it is our firm conviction that nothing is more valuable than freedom. Thus, the mission of this organization is to work, in whatever way possible, to safeguard the fundamental freedoms of citizens in full adherence to modern democratic norms and values. The income sources of financial assistance of donors and membership fee and contribution. Its activities are implemented with the very sources. To implement those projects, Freedom Forum has been receiving about 10 million rupees (150 Thousand US \$) per year from different donor agencies since 2006.

Freedom Forum has total eight regular employees. Among these, the regular staffs are Krishna Sapkota (sees overall managerial activities and programs in the office), Anirudra Neupane (handles entire financial aspects of the offices, keeps record of accounts and oversees the administrative affairs) Narayan Ghimire (monitors media), Reeshi Ram Ghimire (legal advisor), Sanjeev Ghimire (RTI Support Centre facilitator), Manju Ojha (establishes communication/telephone contact with office and stakeholders), Dan Bahadur Karki (helps in administrative works including dispatches, letter delivery) and Nirmala Kshetri (works as office helper).

10. SUSTAINABILITY:

In order to make the project achievements sustainable, Freedom Forum mobilizes its internal resources and works in cooperation with other agencies working with similar field in addition to the fund provided by any donor. The electoral code of conduct for media will have a longstanding impact as it will be used as a reference during the future elections.

In addition, the training course on electoral reporting will be prepared in a way to propose it as a model course for future use too. The media experts and veteran media persons will be in the panel to prepare the training course so that it will last for long time and become useful thereby developing it as a regular part of the training program.

The idea of establishing networks of civil society representatives and journalists serves for the sustainability of the project agendas. Likewise, as it is more about capacity enhancement of journalists the trained one will be held accountable to transfer the knowledge and skills to other colleagues in their respective media. It will be mentioned mandatory for each training participant, which will surely contribute to the sustainability of the project to strengthen journalists' capacity to cover electoral issues.

11. FRAMEWORK OF MONITORING:

Freedom Forum will set up a central monitoring team in the central office and have five regional teams across the country in order to carry out monitoring of the overall activities of the project, and build communication between the central office and regional teams. The regional team will comprise the senior journalists or civil society members in the area to monitor the implementation of the project and inform to the central office. The

monitoring teams will be responsible to evaluate the success, and hitches of the project. The monitoring and is carried out in the middle and end of the project. In case of need, independent monitors will be hired for the effective monitoring of the project activities. The monitors in the central and regional level will be responsible to strengthen effective communication system by creating interactive platform among the beneficiaries. Along with the monitoring, reports are prepared after the completion of the project, and status updates during the implementation of the project.

The organization will disseminate information about the project through press releases, its organizational website, press freedom website and election news portal, which are already in operation. Similarly, a group email of concerned stakeholders will be formed and operated as a means of communication. UNESCO/IPDC will be mentioned as funding partner in all project communication.

12. EVALUATIONS CARRIED OUT:

In view of the coming elections, the capacity building of journalists is essential so that they can report on electoral and political issues effectively thereby helping to making election free and fair. A huge gap is realized between the journalists in the capital city and those working in the out of capital. In the earlier project of "Strengthening Political Parties, Electoral and Legislative Process (SPELP)" the Freedom Forum conducted for a year, it was found out that journalists were in dire need of effective training on election reporting and related issues. For the free and fair reporting, skill development was essential. Considering the rising number of journalists across the country, it is always relevant that they need training on particular area for building professionalism. Such training, in view of the election, not only promotes media freedom and freedom of expression, but also to make journalists aware about essential issues of election and its norms and values.

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING:

Freedom Forum prepares three reports- initial report, midterm report, and final report. The regional monitoring officers report to Executive Director in the central level about the success and implementation progress of the project from different five regions. The initial report carries the report of project launch and activities planned while the midterm report assesses whether some of the immediate objects of the project are achieved or not, while the final report prepared upon the completion of the project would be comprehensive report of the project, evaluating effectively about the success in achieving objectives, failures, lesson learned and recommendation too. Executive Director Mr Krishna Sapkota is the person to write and finalize the reports about the project.

C. ADDITIONAL INFORMATION

Before submitting this proposal, we made literature review on the IPDC, and its activities by consulting necessary websites. Similarly, we consulted five indicators of media development set by the UNESCO and evaluated our capacity to launch project. Interaction and discussion were held among the office staffs about the project and talked tentatively about the responsibilities to carry out one the project is put in to practice.

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)	
A. 5-day training course for journalists:	
Trainer's Remuneration (2 Trainers*5 Days*5 Trainings@ \$75 per day)	3 750
Food and Accom. for trainers, participants and training staff (19*5*5*\$35 Per day)	16 625
Stationery and training materials (15*5*\$8)	600
Travel Costs of participants(75*35\$)	2 625
Travel Costs of Resource Persons & Training staff (5 trainings*3 persons*200)	3 000
Total (A)	26 600
B. Web Operation and Legal Support	
Website Technical Modification	1000
Content Development for Website	500
Total (B)	1 500
C. Outlining Code of Conduct and Advocacy for enforcement	
Consultative Meeting	
Working Paper Development (1 Person*10 Days*\$30 per day)	300
Working Paper Presentation (2 Meetings* \$75)	150
Hi-Tea for Participants (30 Persons* 2 Meetings* \$10)	600
Writing Reports of the Meetings (2 Meetings*\$200)	400
Development of Booklet on Code of Ethics: Role of Media and Journalists	
Consultant for Booklet Development (2 persons*5 days*\$60 per day)	600
Editing (1 Person*3 days*\$60)	180
Layout Designing (1 Person*3 Days*\$40)	120
Printing booklet (1000 Copies*\$1)	1 000
Total (C)	3 350
Total IPDC	US\$ 31 450

BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION (in US dollars)	
Project Coordinator (\$600*12 Months)	7 200
Local Training Coordinator	1 500
Office Rent (Partial) (\$200*12 Months)	2 400
Account/Administration (\$300*12 Months)	3 600
Dissemination of Booklet	1 000
Website Management(\$400*12 Months)	4 800
Total	US\$ 20 500

BANGLADESH

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	CAPACITY BUILDING OF COMMUNITY RADIO BROADCASTERS
2.	NUMBER	IPDC/57 BGD/01
3.	MEDIA DEVELOPMENT INDICATORS' CATEGORY	Category 4: Professional capacity building and supporting institutions that underpin freedom of expression, pluralism and diversity
4.	IPDC PRIORITY AREA	Community Media
5.	SCOPE	National
6.	TYPE OF ASSISTANCE REQUESTED	Training Support and Institutional Capacity Building of Community Radio Stations
7.	TOTAL COST OF PROJECT	US\$ 39 705
8.	AMOUNT REQUESTED FROM IPDC	US\$ 30 125
9.	BENEFICIARY BODY	CENTRE FOR COMMUNICATION AND DEVELOPMENT (CCD Bangladesh) Tasib Palace, Holding No. 418/1, Ward No. 25 Monafer Morh, Rajshahi-6204, BANGLADESH Tel: +880 721 751001, Fax: +880 721 751001 E-mail: ccd@ccdbd.org Contact Person: G M Mourtoza, Director, CCD
10.	IMPLEMENTING OFFICE	UNESCO Bangladesh Office, Dhaka Contact: Nyma Nargis E-mail: n.nargis@unesco.org
11.	PROJECT LOCATION	Rajshahi, Chapai Nawabgong, Naogaon, Rangpur and Jhenaidah districts of Bangladesh
12.	PROJECT PREPARED BY	G M Mourtoza, Director Centre for Communication and Development (CCD Bangladesh)
DECISION OF THE BUREAU:		

B. PRESENTATION

1. PROJECT JUSTIFICATION:

In Bangladesh, the poorest and most marginalized people do not have access to value-added knowledge and information that could help improve their livelihoods. Their sources of knowledge and information are very limited. The mainstream media do not effectively cater to their needs and expectations. In any case, marginalized communities have little or no access to the mainstream media. Community radio - a “radio of the people, for the people and by the people” - is believed to be capable of meeting that demand.

In order to give a voice to the voiceless and unheard and ensure their communication rights, in March 2010 the Government awarded licenses to 14 organizations to set up CR stations on a pilot basis and now they are on air as demanded by the CR policy. The policy requires that all the 14 CR stations must prove their capacity and necessity to their communities during the two years’ pilot phase. These 14 CR station have been already facing shortage of skills and capable manpower. Meanwhile 30 more licenses are expected to be awarded by the end of this year for setting up CR Stations.

This proposal is specifically expected to develop the capacity of the CR initiators as well as the communities where the stations are set up. It is a new sector and the initiator organizations have scant management and technical skills. This lack needs to be addressed in order to place stations beginning operations on a firm footing. The areas the proposal seeks to address involve technical, operational and management capacity and program design through the active participation of the community and on the basis of community needs.

The effects of the proposed project will be far-reaching. 60 young men and women from 05 CR Stations will achieve efficiency and skill in radio journalism, presentation, programs production, CR management and operation. Thus the trainees under this project will be able to meet the high demand for skilled and efficient manpower among CR stations in the country. The young people trained under this project will get a chance to lead the CR sector in Bangladesh.

2. DESCRIPTION OF THE TARGET GROUP:

A total of 60 young men and women from five CR Stations in the districts of Rajshahi, Chapai Nawabgong, Naogaon, Rangpur and Jhenaidah will be the immediate and direct beneficiaries of the project. (While a few of the participants will be current employees of the 5 CR stations, the majority will be *potential* CR broadcasters, drawn from the communities that the CR stations represent. Participants will, for the most part, be from the age group 20–30.) These 5 stations have been selected because although they are operating and on air, the relative lack of capabilities and skills of the stations’ staff and volunteers has led to problems in the successful broadcast of programs and the operation of the stations as a whole. The shortage of skills needs to be addressed urgently if these stations are to sustain themselves. The proposed project will also arrange for facilities such as training venues, equipment, resource persons and trainers. Another 30 organisations may receive licenses by end 2012, but this has not been finalized yet. Hence the current project will not include the staff of these organizations.

3. DEVELOPMENT OBJECTIVE:

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

4. **IMMEDIATE OBJECTIVE:**

To build the skills and capacities of 60 young men and women with respect to radio journalism, program and content production, editing, broadcasting, CR management and operation so that they can successfully operate CR stations and broadcast programs.

5. **PROJECT OUTPUTS:**

- 60 young men and women will acquire necessary capacities and skills on radio journalism, programs & contents production, editing and broadcasting as well as CR management and operation.
- At each of the 5 CR stations, a training program consisting of 3 workshops will be held. (The workshops will be on (i) Basic radio journalism and reporting, (ii) Radio program production and presentation, and (iii) Broadcasting and CR operations, respectively.)
- Each training program will be attended by 12 participants, leading to a total of 60 participants across the 5 selected CR stations.
- The participants will produce a total of 30 weekly radio programs relating to emerging social issues and broadcast these programs through their respective CR Stations.
- Through these radio programs a large number of grassroots communities and people in Bangladesh will become aware of and sensitized to the problems, deprivation, rights and emerging social issues of certain communities.
- As a result of extensive media coverage of the activities implemented under the project, a large number of people will learn of the impact and success of the project.

6. **ACTIVITIES:**

- Capacity Building Trainings: At each of the 5 CR stations, a training program (consisting of 3 workshops: on basic radio journalism and reporting; program production and presentation; and broadcasting and CR operations) will be conducted. As each workshop will be of 5 days' duration, the length of each training program will 15 days. Each training program will be attended by 12 trainees. Hands-on experience and field trips will be included.
- Producing Weekly Radio Programs: Trainees of each training program will produce 6 weekly radio programs (of 15 minutes' duration) on emerging social issues. Thus the trainees will produce and broadcast a total of 30 radio programs by the end of the project.
- Broadcasting Weekly Radio Programs: All the produced weekly radio programs will be broadcast through the 5 respective CR stations.

7. **PROJECT INPUTS:**

- Four trainers capable of conducting training on radio journalism, production, presentation and broadcasting.
- Training/workshop space/venue for 75 days.
- Training materials such as modules, manuals, evaluation forms and related supplies.
- Laptop, OHP, multimedia projector, sound system, audio players, audio recorders and digital camera.
- Two computers capable of editing the radio programs and broadcasting contents.
- Studio equipment, comprising a mixer, recording facilities, microphones etc. capable of broadcasting weekly radio programs.
- 15 minutes airtime slot at 5 CR stations every week for 4 months for broadcasting programs.
- CCD usually uses the *Radio Journalism and Production Training Manual* and *Audio Editing and Broadcasting Handbook* prepared by CCD itself. Besides, most of CCD's resource persons and trainers

have enough experience of conducting training workshops on radio journalism, program production and broadcasting. In this regard they use the UNESCO-produced *Community Radio Users Guide* and their own training materials prepared with a local perspective.

8. WORK PLAN:

ACTIVITIES /MONTHS	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
Preparation time	■	■														
Selection of trainees (key participants)		■	■													
Arranging 5 Radio Journalism and Reporting Trainings			■	■	■	■										
Arranging 5 Radio Programs Production and Presentation Trainings							■	■	■	■						
Arranging 5 Broadcasting and CR Operation Trainings											■	■	■	■		
Producing weekly radio programs			■	■	■	■	■	■	■	■	■	■	■	■	■	■
Broadcasting weekly radio programs			■	■	■	■	■	■	■	■	■	■	■	■	■	■
Monitoring the project activities	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
Preparing programmatic reports								■							■	■
Preparing financial reports								■							■	■

9. INSTITUTIONAL FRAMEWORK:

CCD will be solely responsible for implementation of the project. CCD, the only specialized organisation of its kind at the grassroots level of Bangladesh, has been working to enhance the professional skills and capacity of journalists and media managers, ensuring the free flow of information, and creating public awareness on different socio-economic and development issues through media campaigns and advocacy. The organisation is committed to utilizing the full power and potential of information, communication media and folk culture for the human and social good and building an egalitarian society. Since its inception in 1999, CCD has implemented a number of projects (most of them communication- and media-related) with the financial assistance of various international organisations including UNESCO, WHO and others.

CCD has enough working experience and capability for effectively arranging the project's activities. It has strong linkages with the CR initiators, media organisations, press clubs, journalists' unions and forums at the local and national levels. Besides, it has also good working relations with the journalism departments and media academics of several universities in the country and abroad.

10. SUSTAINABILITY:

Through the proposed project, for the first time in Bangladesh, 125 young men and women at the grassroots level will have skills and capacity for radio journalism, programs production, CR broadcasting and operations. Their learning and skills will make the result and success of this project long-lasting and sustainable. Firstly, the very learning and skill of the trainees, obtained through this project, will open a career avenue of becoming a radio journalist or community broadcaster. As a consequence, they will be able to use their knowledge and skills directly in their professional lives. Secondly, in working for CR stations, they will help reduce the acute shortage of skilled manpower for radio journalism in Bangladesh. In the near future, the trainees will make up an important part of the workforce at CR stations. Using the competencies acquired through this project, they will be able to operate and broadcast the community radio stations successfully.

Thirdly, trainees of this project will be able to make a valuable contribution in terms of producing and broadcasting programs on social and community-based issues.

11. FRAMEWORK OF MONITORING AND COMMUNICATION STRATEGY:

All the activities of the project will be monitored closely as per the rules and suggestions of the relevant UNESCO field office in accordance with the working plan and strategy of the project. CCD officials will develop effective monitoring and evaluation tools that will ensure smooth implementation of the project.

12. EVALUATIONS CARRIED OUT:

In association with PANOS South Asia (PSA), CCD has successfully conducted a study entitled *Importance and Necessity of Community Radio for Marginalized People or Grassroots People*. Through this study it was found that skilled manpower for successfully and effectively running the country’s CR stations is lacking at present. All the CR stations have already been facing numerous difficulties because of the shortage of skilled staff and volunteers. That’s why most CR stations are broadcasting only two to four hours’ programs in a day and their quality is not satisfactory.

13. FRAMEWORK OF BENEFICIARY AGENCY’S REPORTING:

During the project implementation period a progress report will be prepared on a six-month basis. The final programmatic and financial report will be done after completion of the project activities within the stipulated time. All reports will be sent to the relevant UNESCO field office and IPDC/UNESCO as well.

C. ADDITIONAL INFORMATION

CCD will contribute operations and equipment support costs (**USD 9580**). It will also make a significant contribution in kind (e.g. the voluntary service of the director, deputy director, broadcast manager, program officers, program organisers and accountant). In-kind contributions will also include the use of CCD’s office premises, furniture, OHP, multimedia projector, audio recorders, audio and video players (TV, VCD & DVD), digital cameras etc.

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)		
<u>I. Program Support Cost</u>		
	Sub Total	Total
A. Training Program		
A.1. Food and refreshments of the trainees, trainers and volunteers (\$5 per day x 16 persons x 15 days)	1 200	
A.2. Conveyance for trainees (\$3 per day x 12 trainees x 15 days)	540	
A.3. Conveyance for volunteers (2 volunteers for every day) (\$10 per days x 2 persons x 15 days)	300	

A.3. Honorarium for trainers (Two trainers for every day) (\$30 per day x 2 trainers x 15 days)	900	
A.4. Food and accommodation for trainers and volunteers (\$15 per day x (2 trainers + 2 volunteers) x 15 days)	900	
A.5. Cost for training venue (\$50 per day x 15 days)	750	
A.7. Local transportation cost (\$20 per day x 15 days)	300	
A.8. Trainings materials (\$120 per workshop x 3 workshops)	360	
Cost for 1 Training Programme	5 250	
Total Cost for 5 Training Programmes		26 250
B. Producing and Broadcasting Weekly Radio Programs		
B.1. Conveyance for volunteers who will assist the trainees (\$50 per month x 2 volunteers x 5 months)	500	
B.4. Honorarium for CR Station Managers who will guide the trainees (\$75 per month x 5 person x 5 months)	1 875	
B.5. Cost for rent of airtime from 5 CR stations for broadcasting weekly programs (\$50 per programme x 30 programmes)	1 500	
Total Cost of Production and Broadcasting		3 875
Total IPDC		US\$ 30 125

BREAKDOWN OF BENEFICIARY AGENCY'S CONTRIBUTION (in US dollars)		
	Sub Total	Total
<u>II. Operation Support Costs</u>		
A. Local transportation (\$25 per month x 16 month)	400	
B. Communication costs (Telephone, courier, fax, email etc.) (\$25 per month x 16 months)	400	
C. Documentation costs (Photography, audio, visual, papers clippings etc.) (\$25 per month x 16 months)	400	
D. Office supplies (\$25 per month x 16 months)	400	
E. Project reporting	300	
F. Audit fees	300	
Total Operation Support Costs		2 200
<u>III. Editing Equipment & Production Support Cost</u>		
Editing, Production and Broadcasting Equipments support costs (considered in bulk)	7 380	
Total Production Support Costs		7 380
Total		US\$ 9 580

BANGLADESH

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	PROGRAMME FOR UNDERSTANDING RTI FOR ACCURATE AND FAIR JOURNALISM
2.	NUMBER	IPDC/57 BGD/02
3.	MEDIA DEVELOPMENT INDICATORS' CATEGORY	Category 1: A system of regulation conducive to freedom of expression, pluralism and diversity of the media
4.	IPDC PRIORITY AREA	Human resource development
5.	SCOPE	National
6.	TYPE OF ASSISTANCE REQUESTED	Support for capacity building
7.	TOTAL COST OF PROJECT	US\$ 29 500
8.	AMOUNT REQUESTED FROM IPDC	US\$ 26 700
9.	BENEFICIARY BODY	<p>News Network Road 5, House 9, Dhanmondi, Dhaka 1205, Bangladesh. Phone: +880 2 9660388 Fax. +880 2 9663598 Email. shznpost@yahoo.com info@newsnetwork-bd.org</p> <p>Contact persons: Shahiduzzaman Designation: Editor</p>
10.	IMPLEMENTING OFFICE	UNESCO New Delhi Office
11.	PROJECT LOCATION	Bangladesh: Five important divisions/districts headquarters (Sylhet, Rajshahi, Khulna, Barisal and Chittagong) of the country
12.	PROJECT PREPARED BY	UNESCO New Delhi Office Contact: Iskra Panevska i.panevska@unesco.org
DECISION OF THE BUREAU:		

B. PRESENTATION

1. PROJECT JUSTIFICATION:

Print and electronic media houses in Bangladesh are now widely pluralistic, as most of them are owned by big business houses or political parties. In the 1990s, a number of newspapers were owned by the government. But that trend of government monopoly has ceased and now private sectors have come forward to invest in the media (both electronic and print). As a result the area of news coverage and job opportunities in the field have grown noticeably. At present there are 22 TV channels (three of them are run by the government), 7 Radio stations (one of them is government-run) and 14 community radio stations that are on air. Besides, there are over 500 newspapers at the national and local levels. Of them, around 100 dailies, including some 50 national and 50 local newspapers, are published regularly. And of those dailies, 15 are in leading position. The Minister of Information recently announced that the approval of new private TV channels, FM radio channels and community radios stations is under consideration.

The project will focus on journalists working in five important division / district headquarters (Sylhet, Rajshahi, Khulna, Barisal and Chittagong). In total, 100 journalists will benefit from the program.

In Bangladesh people have little access to information. Since the country gained independence in 1971, journalists, development workers, human rights activists and members of civil society have been demanding their right to information. Finally, the Caretaker Government (2007–2009) promulgated the 'Right to Information Ordinance' in 2008 and it was passed as a law in 2009 by the present political government. The Act started functioning from July 2009 with a number of restrictions. Government officials, for instance, are not bound to provide any information. Besides, certain practices inherited from colonial times still seem to influence the administration and important government functionaries as they hesitate to communicate with the press even on matters of general interest.

Members of civil society, journalists and activists had thought that the passage of the RTI Act was a major step forward in establishing access to information and promoting freedom of expression, freedom of the press, good governance and transparency. But the Act needed some further amendment.

It has been over three years since the RTI Act was passed, but no significant steps have been taken by the government to implement the Act. Effective campaigns or awareness-raising activities have not yet been undertaken by government and non-government organisations. As a result of this, people are still in the dark about RTI. Similarly many journalists, both senior and junior are not well aware of the RTI Act. Yet journalists could play an important role by publishing / broadcasting their reports (particularly filing follow-up, in-depth and investigative reports) by using the RTI Act as a tool for information gathering.

Keeping the above in mind UNESCO New Delhi in collaboration with News Network prepared this project aiming to make local journalists aware of the RTI in Bangladesh. Accordingly, the organisation is planning to arrange a four-day-long workshop in each of five important divisions/districts headquarters. Thus a total of five workshops on promoting the use of RTI will be held.

This program will enhance the professional capabilities of the journalists and equip them with practical skills and knowledge regarding the use of RTI. A direct relationship exists between right to information, informed citizenry and good governance. The Right to Information provides citizens the opportunity of being informed of what the Government does for them, why and how it does it. Journalists can make a real a difference by empowering citizens, particularly impacting the lives of poor and disadvantaged communities by: making

people more aware of their rights and entitlements; enabling people to have access to government programs, schemes and benefits; making people more aware of political issues and options and helping to stimulate debate; educating the public on social, economic and environmental issues; drawing attention to institutional failings – corruption, fraud, waste, inefficiency, nepotism, abuse of power and the like. The program will also focus on techniques of information gathering. Journalists will become equipped with skills to be more effective in not only preserving freedom of expression but also extending it by establishing a discursive space for public deliberations over social issues. Their professional output will be qualitatively better, with the presentation of accurate information. The program will further emphasize the formative influence of the media on public attitudes, thoughts and perceptions as well as their fundamental role to the process of citizen engagement in public dialogue.

2. DESCRIPTION OF THE TARGET GROUP:

The target group will comprise local journalists, working for print, electronic/ broadcast media from outside capital city Dhaka.

3. DEVELOPMENT OBJECTIVE:

The project contributes to promoting press freedom, transparency and good governance by educating journalists in Bangladesh about the use of the right to information act and building their professional capacities.

4. IMMEDIATE OBJECTIVE:

To educate 100 Bangladeshi journalists about the Right to Information and related issues, in order to enhance their ability to source authentic and accurate information, and produce more competent and reliable media reports.

5. PROJECT OUTPUTS:

100 journalists of five different divisions/districts will participate in the programme.

6. ACTIVITIES:

The main component of the project is to organize a four-day-long workshop in five divisions / districts. Experienced trainers, including experts and senior journalists working for national and international media will be hired to conduct the workshops. The participants will be drawn from local media houses and those working for national newspapers, TV channels and radio stations. Besides, local newspapers' editors and bureau chiefs of the national media will be invited to participate in an exclusive session of the workshop.

The workshops will be conducted on the basis of building knowledge and skills, and developing attitude / behaviour. It will have number of sessions, including lectures, analytical discussion on the RTI Act, Q&A sessions, group work and presentations.

7. PROJECT INPUTS:

1. Trainers/resource persons (everyday two resource persons), 2. Venue, 3. Training materials such as; RTI Act, analytical papers, subjected related templates, booklets, clippings and supplies, 4. Renting laptop, OHP and multimedia projector.

8. WORK PLAN:

ACTIVITIES / MONTH	1	2	3	4	5	6	7	8	9	10	11	12
Preparation of workshops materials	■	■										
Selecting participants and local coordinators for the workshops		■		■	■		■	■	■			
Organising five different workshops			■		■	■		■		■		
Project completion and reporting											■	■

9. INSTITUTIONAL FRAMEWORK:

News Network is a non-government and non-profit organization. It is managed by a seven-member Executive Council (EC). At present it has seven full time and four part time staff, including, programme officers, project coordinators, accounts officer, copy editors, programme assistants and office assistants. The Editor is the Chief Executive Officer. The organisation established on 15 June 1994, most of its income comes as grant from the international donors, foreign missions and agencies. In 2011 its total expenditure was about US Dollar 81,555. And, Budget for 2012 is about USD.143,780. Currently, organization’s activities are supported by the Free Press Unlimited, American Center in Dhaka, Plan International and Anne Frank-Fonds (AFF).

News Network is one of the most reputed organizations for conducting skill development training/workshops for journalists, fellowship on practical journalism for female journalists, training for journalists’ trainers (ToT) and preparing news-feature on social issues.

10. SUSTAINABILITY:

The workshops on RTI will make journalists more responsive, competent and professional. They will share their learning and experiences with their colleagues, thus having a multiplier effect. It will further improve the quality of news with authentic information. Similarly, their actions will promote freedom of press and freedom of expression and in the long run the people of Bangladesh themselves will benefit from the program. And, that will demonstrate the success and sustainability of the project. To continue and sustain the program, News Network will start negotiations with other donors for funding support in case IPDC cannot fund it in the future.

11. FRAMEWORK OF MONITORING AND COMMUNICATION STRATEGY:

Officials of the UNESCO Dhaka office or UNESCO Regional Office may nominate experts/organization to monitor the project implementation. All activities of the project will be monitored by News Network and the UNESCO Dhaka Office, in accordance with the work plan and strategy of the project.

12. EVALUATIONS CARRIED OUT:

Due to shortage of fund and resources the organization has not yet carried out any evaluation or need assessment on about the project issues (RTI). But, in the 4th quarter of 2011 UNESCO New Delhi Office sent consultant (Mr. K P Madhu) evaluated News Network projects earlier supported by UNESCO. We believe the consultant found News Network good enough for implementing projects professionally and confidently.

However, evaluation can be done on the basis of the project input and outputs, including remarks and the recommendations of the participant journalists.

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING:

During the project implementation, a progress report will be prepared in every four months and the project and audit reports will be done on completion of the project. All the reports will be sent to the IPDC/UNESCO.

D. BUDGET

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

Four-day workshops: 5 different workshops will be organized in five important different division/districts headquarters. Total participants: 100 journalists	
Program and operational support costs:	
Daily allowances (food, refreshment and local conveyance)for the participants (20) and volunteers (3), (@ US\$ 30 per person per day x 4 days x 23 persons x 5 programs)	13 800
Daily allowances (food, accommodation and local conveyance) for 2 resource persons and 2 staff (@ US \$ 40 per persons per day x 4 persons x 4 days x 5 programs)	3 200
Resource person honorarium, @US\$80 daily 2 persons x 4 days x 5 programs	3 200
Transportation cost(up and down) from Dhaka to project areas, @ US \$ 400 per program x 5 programs	2 000
Venue, @ US \$ 150 per program x 5 programs	750
Workshop materials, including cost of preparing keynotes, analytical speeches, templates, booklets, photocopies of different documents etc., @US \$30 x 105 persons	3 150
Honorarium of local program organizers, @ US \$ 300 per program x 5 programs	1 500
Communication cost (Telephone, internet & postage), @US\$100 x 5 programs	500
Office supplies, including renting laptops, OHP, multimedia projector and stationeries (US \$ 200 per program x 5 programs)	1 000
Total IPDC	US\$ 29 100

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

Communication costs (printing invitation letters and dissemination)	50
Workshops materials editing	150
Audit fee	200
Total	US\$ 400

BHUTAN

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	BUILDING INSTITUTIONAL CAPACITY OF THE BHUTAN MEDIA INSTITUTE TO OFFER HIGH QUALITY MEDIA TRAINING
2.	NUMBER	IPDC/57 BHU/01
3.	MEDIA DEVELOPMENT INDICATORS' CATEGORY	Category 4: Professional capacity building and supporting institutions that underpin freedom of expression, pluralism and diversity
4.	IPDC PRIORITY AREA	Capacity building of media training institutions to offer high-quality training and to train trainers
5.	SCOPE	National
6.	TYPE OF ASSISTANCE REQUESTED	Institutional Capacity Building
7.	TOTAL COST OF PROJECT	US\$ 41 878
8.	AMOUNT REQUESTED FROM IPDC	US\$ 23 288
9.	BENEFICIARY BODY	Bhutan Media Institute Phendey Lam, Thimphu Tel: 02-334489/90 Email: bhutanmibt@gmail.com Contact person: Pushpa Chhetri, Director Tel: 17117585
10.	IMPLEMENTING OFFICE	UNESCO New Delhi office Contact: Iskra Panevska E-mail: i.panevska@unesco.org
11.	PROJECT LOCATION	BMI, Thimphu, Bhutan
12.	PROJECT PREPARED BY	Pushpa Chhetri, Director with advice from UNESCO New Delhi Office
DECISION OF THE BUREAU:		

B. PRESENTATION

1. PROJECT JUSTIFICATION:

The media scene in Bhutan has substantially changed particularly following democratisation. The freedom of expression and media is guaranteed in the constitution. As of now, there are twelve newspapers, five magazines, one TV station (with others in the pipe line), and 6 private FM radio channels apart from the growing film industry.

With the rapid growth of the media industry in Bhutan, the demand for skilled and experienced media professionals is growing. However, due to the lack of training facilities in the media sector, the few trained and experienced professionals are spreading thin into various organisations.

As the country is undergoing transition it is equally important for media to act as a platform for public discourse. However, it was revealed through the media development assessment that media still faces problem accessing information since people are unwilling to talk to media openly.

Bhutan Media Institute was licensed by Ministry of Economic Affairs in June 2011 and subsequently registered as a training institute by the Ministry of Labour and Human Resources in January 2012. As several media studies have revealed that the main human resource constraint in the Bhutanese media is intensive short-term courses, the Institute has begun with 3 days to month-long courses with an idea to impart journalism, photography, design, advertising and other skills. Eventually, the courses will graduate to longer duration and then to more sophisticated areas like media law and ethics.

Due to the lack of local trainers in the country, BMI is building a pool of trainers by drawing on the resources from both within and outside the country. BMI aspires to institute web based teaching and learning by collaborating with international institutions. The company will continue to seek new ways to provide a better and more convenient teaching environment through use of latest technology. The virtual classroom is a thing of the near future, and we are positioning ourselves to be among the first who will provide such services.

The Institute also hopes to assist the media houses in the transition from the traditional to new media and how to take advantage of media convergence that is fast becoming a norm all over the world.

Since government agencies are integral to the news gathering process, BMI also offers communication, media and public relation skills training to designated spokespersons and media planners. Looking at the fast changing media scene and consequential manpower requirement for manning various positions, the Bhutan Media Institute is ready to launch several new and specifically designed courses. BMI being a citizen's humble initiative and a social enterprise does not have adequate resources to fully equip the institute at this stage although there is a need to improve the current infrastructure to provide quality in-country trainings and build regional and international collaborations.

Therefore, this proposal seeks to build the institutional capacity of the Bhutan Media Institute by conducting Train the Trainer's Workshop, developing curriculum in local language (Dzongkha) and conducting some specialised trainings in both English and Dzongkha. BMI would also conduct some online trainings using video conferencing facility. In the long run BMI aspires to become an international institute.

2. DESCRIPTION OF THE TARGET GROUP:

The direct project beneficiaries are Bhutanese journalists. However, it would have a multiplier effect on the media industry and the society at large.

3. DEVELOPMENT OBJECTIVE:

To build the institutional capacity of the Bhutan Media Institute so that media professionals in Bhutan have access to continuing training and development throughout their careers, and thereby contribute to the strengthening of professional journalism standards in the country.

4. IMMEDIATE OBJECTIVE:

To build the capacity of the Bhutan Media Institute by training: a pool of 10 media trainers who could subsequently act as media trainers both within the media sector at large and at BMI itself; 15 Dzongkha language journalists to report governance-related issues; 15 media managers to improve their administrative and managerial capacities; and 15 journalists in the methods and techniques of photojournalism.

5. PROJECT OUTPUTS:

(a) BMI trainers attend Training of Trainer's course. (b) Upgrade BMI's capacity through installation of modern equipment and technology. (c) Curriculum Development and training in the national language (Dzongkha) (d) training on Media Management and Photo Journalism which are both very pertinent.

6. ACTIVITIES:

Project Coordination/Call for quotations/Selection of Equipment/Installation/Identify Trainers/Travel coordination for trainers/arrange local transport for trainers /Curriculum Development/Preparation of training material /ToT and trainings for Journalists to be held at BMI/Report Writing/Report Submission

7. PROJECT INPUTS :

1. Selection of trainers/journalists for the workshops and trainers. The BMI will work with Journalist's Association of Bhutan to determine journalists most in need and capable of serving project objectives.
2. Resource persons including BMI's trainers
3. Curriculum and other training material
4. Training Venue
5. Translators
6. Materials and equipment for workshops, such as LCD projector, camera, stationery, and so on.
7. Local Transport for foreign trainers
8. Project coordinator's supervision and coordination of project activities

The equipment not available from BMI will need to be purchased to upgrade its capacity to hold training courses. BMI will be exploring for similar funding support to fully equip BMI with a studio and other facilities.

8. WORK PLAN:

ACTIVITIES / MONTH	1	2	3	4	5	6	7	8	9	10	11	12
Call for quotation												
Selection of equipment												
Purchase and installation of the equipment												
Contact trainers												

Prepare training material/Curriculum																				
Conduct trainings																				
Report writing																				
Report Submission																				

9. INSTITUTIONAL FRAMEWORK:

Vision: Creation of a professional, independent and a responsible media Industry
 Mission: Support healthy media development by instilling professional and ethical values.

BMI was established on October 11, 2012 coinciding with the royal wedding. The promoter and director of the Bhutan Media Institute was an employee of Kuensel Corporation for the past 15 years and has served the company in various capacities. She was involved in several media development workshops. Therefore, she has good understanding of the media industry and its requirements.

In order to prepare this project, the BMI staff held several consultative meetings. The Director will be assisted by a team of professionals and trainers to manage the institute efficiently (manager/trainer, training coordinator, finance manager and office assistant).

10. SUSTAINABILITY:

As a professionally equipped organization along with trained trainers, BMI will be able to attract trainees and leverage more network and collaboration with other organizations.

11. FRAMEWORK OF MONITORING AND COMMUNICATION STRATEGY:

The UNESCO office in Delhi will monitor the project. However, regular progress updates and periodic reports will be prepared and submitted by BMI.

12. EVALUATIONS CARRIED OUT:

According to several studies including the Media Assessment Study of Bhutan, it is very clear that there is a need for a professional media training institute in the country. The Institute has carried out several trainings and has introduced a feedback system which allows continuous assessment and improvement.

13. FRAMEWORK OF BENEFICIARY AGENCY’S REPORTING:

Pushpa Chhetri, Director, BMI assumes the responsibility of delivering a report to the UNESCO Office in New Delhi every four months during the first eight months and a final report at the end of the implementation year of the project.

C. ADDITIONAL INFORMATION

On several occasions, BMI has collaborated and cooperated with other international agencies like Thomson Reuters Foundation U.K on Elections Reporting, Centre for International Media Ethics, USA for Conference and training on media ethics and online reporting, Green Orange, Singapore for training on Disaster Reporting and 360 Productions & PR ,Singapore for training on Communication Skills for corporate employees. The

BMI Director corresponded with the UNESCO office in New Delhi and met Mr. Guy Berger, UNESCO's Director for Freedom of Expression and Media Development, who advised to apply for IPDC funding.

We spent considerable amount of time on deciding on a most suitable and sustainable project.

Justification for curriculum development: The curriculum development cost has been worked out as per the existing local cost to hire experts in Dzongkha, who should be able to work on the curriculum as per the requirement set in English.

Therefore, the experts will not only be developing a curriculum but will also be engaged in translation from English and work on the adaptations. At the moment there is no any curriculum developed in Dzongkha and thus the trainings that have been conducted so far have not been able to include the Dzongkha reporters to the extent that is necessary with democratisation and media proliferation.

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION				
(In US dollars)				
Purchase of Equipment				
Brand	Type	Specification	Qty.	Price US\$
Cannon	DSLR	EOS 650D	1	1 365
Dell	Desktop	Dell OptiPlex 390	1	728
Apple	Mac Air	MD231LL/A 13.3"	1	1 181
Polycom	Video Conf. Equipment	Complete package	1	8 200
Midea	Wall Mount Heater		1	405
Sub Total				11 879
Capacity Building and Human Resource Development Workshops				
2. Training of trainers				
Trainer's airfare				1 818
Trainer Fee (US\$ 250 per day x 5 days)				1 250
Meals & Refreshment (US\$ 5.45 x 3 days)				164
Local transport & visa fees (1 trainer x US\$ 75 x 5)				375
Sub Total				3 607
3. Media Ethics and Good Governance Reporting - Training in Dzongkha				
Curriculum Development (US\$ 1300 x 2)				2 600
Trainer Fees (US\$ 100 x 5 days)				500
Meals & Refreshment (US\$ 5.45 x 5 days x 15)				409
Guest speakers token (US\$ 20 x 3)				60
Sub Total				3 569
4. Media Management				
Trainer's airfare				1 818
Trainer Fee (US\$ 250 per day x 5 days)				1 250
Meals & Refreshment (US\$ 5.45 x 3 days x 15)				245
Local transport & visa fees (US\$ 75 x 5)				375
Sub Total				3 688
5. Photo Journalism				
Trainer's fee (US\$ 100 per day x 3)				300

Meals & refreshments (US\$ 5.45 x 3 days x 15)	245
Sub Total	545
Total IPDC	US\$ 23 288

BREAKDOWN OF BENEFICIARY AGENCY'S CONTRIBUTION (in US dollars)	
Furniture	4 618
Office equipment	6 245
Salary	7 727
Total	US\$ 18 590

BHUTAN

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	TRAINING JOURNALISTS IN ELECTORAL REPORTING
2.	NUMBER	IPDC/57 BHU/02
3.	MEDIA DEVELOPMENT INDICATORS' CATEGORY	Category 3: Media as a platform for democratic discourse; Category 4: Professional capacity building
4.	IPDC PRIORITY AREA	Human resource development
5.	SCOPE	National
6.	TYPE OF ASSISTANCE REQUESTED	Financial
7.	TOTAL COST OF PROJECT	US\$ 21 795
8.	AMOUNT REQUESTED FROM IPDC	US\$ 18 595
9.	BENEFICIARY BODY	Department of Information and Media, Ministry of Information and Communication PO Box 1373, Thimphu, Bhutan Tel: +975-2-331300 Fax: +975-2-331-299 Email: doim@doim.gov.bt www.doim.gov.bt
10.	IMPLEMENTING OFFICE	UNESCO New Delhi Contact: Iskra Panevska E-mail: i.panevska@unesco.org
11.	PROJECT LOCATION	Thimphu, Bhutan
12.	PROJECT PREPARED BY	Department of Information and Media, Ministry of Information and Communication, Royal Government of Bhutan
DECISION OF THE BUREAU:		

1. PROJECT JUSTIFICATION

Bhutan's information and communication space has expanded considerably after the country became a parliamentary democracy in 2008. Even as late as 2006, the Bhutanese people depended entirely on one newspaper and one radio station for news and information, but today the country's media sector consists of five newspapers; the state-owned broadcaster – Bhutan Broadcasting Service (BBS); and three radio stations (one of which is owned by BBS). The growth of the media since Bhutan's transition to democracy signifies a political commitment to promote freedom of speech, opinion and expression, and the right to information. However, as the 2010 Media Development Assessment in Bhutan concluded, a major challenge before the country is to put in place systems and principles for establishing a media that can *nurture* its new democracy. Besides the institution of enabling media laws and policies, *“a large part of the challenge lies in grooming young journalists in a nascent media sector to report in a way that upholds and strengthens democracy, and contributes to good governance”*.

Elections are the cornerstone of any democracy. And the media play a vital role as a two-way communication channel between politicians and citizens, and help ensure that elections are free and fair. This function of the media is particularly important in countries like Bhutan that lack a tradition of democratic rule. Despite the Bhutanese Election Commission's restrictive rules governing media coverage, the 2008 election campaigns were characterized by televised debates, radio interviews with political candidates, and innovative features in the print media about potential future parliamentarians. It is now widely agreed that the investment made by media agencies to train their staff on election coverage made a major difference to the quality of ensuing coverage. Trainings were not confined to political reporting, but included investigative journalism, photojournalism, op-ed writing, and observation trips to nearby countries where general or state elections were being held. There is little doubt that these initiatives have contributed to the national objective of building a sound democratic system.

Bhutan is on the verge of its second national election, scheduled for 2013, and media speculation is rife about the conduct of the election and its possible outcome. A blitz of political activity and campaigning is expected from Bhutan's four political parties. There is also speculation about the dissemination of propaganda via the media, the likely intensification of a corporate-political nexus, and the doubtful political neutrality of the national broadcaster. The present is therefore a strategic and opportune moment to build on past work and invest in the capacity of young Bhutanese journalists to report the elections in an accurate, non-partisan and analytical manner; to inculcate a nuanced understanding of media ethics and its applications within Bhutan's journalistic community; and ultimately to strengthen public trust in the media.

The proposed project will train 24 young Bhutanese print and broadcast journalists through three training workshops in the capital city of Thimphu. The first workshop will equip trainees with a thorough understanding of Bhutanese electoral processes and law, the current political environment, and key issues in the run-up to the 2013 elections. The second workshop will train participants in various journalistic techniques (such as investigative journalism, political commentary and analysis, political profiling, etc). The third workshop will use a framework of media ethics to educate journalists about the need for nuanced, objective and balanced reporting. Finally, a 'Code of Conduct for Reporting on Elections' (drafted by a 'working group' of trainees) will be ratified and adopted by the entire group of trainees, and will subsequently be circulated to all media organizations in Bhutan with a view to adoption at a national level.

2. DESCRIPTION OF THE TARGET GROUP

The immediate and direct beneficiaries of the project will be 24 young journalists (in the age group 22–30). The group of 24 will consist of four journalists from each of Bhutan’s five newspapers and four from the national broadcaster, BBS.

3. DEVELOPMENT OBJECTIVE

The project contributes towards promoting good governance and transparency by building journalists’ professional capacities in the field of election reportage, and helping establish a ‘Code of Conduct for Reporting on Elections’ in Bhutan.

4. IMMEDIATE OBJECTIVE

To conduct three workshops to train 24 young journalists (from Bhutan’s five newspapers and the national broadcaster) to report the country’s upcoming national election in a manner that is objective, impartial, accurate, analytical, and consonant with the principles of media ethics; and to establish a ‘Code of Conduct for Reporting on Elections’ in Bhutan.

5. PROJECT OUTPUTS

- 24 journalists from Bhutan’s print and broadcast media will be equipped with a thorough understanding of electoral laws / processes and media ethics, and trained to report on elections and politics in an accurate, analytical and unbiased manner.
- A ‘Code of Conduct for Reporting on Elections’ will be drafted, ratified and adopted by the trainees of the current programme and will subsequently be circulated to all media organizations in Bhutan for adoption.

6. ACTIVITIES

- Workshop 1 – ‘Demystifying the Election Process’: This workshop will impart a thorough understanding of Bhutanese electoral processes and law to the 24 trainees; and will then focus on themes such as the current political landscape (number of parties, candidates, eligible voters, constituencies and political evolution since 2008), and campaign issues in the run-up to the 2013 elections.
- Workshop 2 – ‘Journalistic Techniques for Covering Elections’: This workshop will focus on journalistic techniques, including (but not limited to) investigative journalism (particularly with regard to campaign financing), profiling and interviewing political candidates, political commentary and analysis, and op-ed pieces.
- Workshop 3 – ‘Media Ethics and its Applications’: This workshop will deal with ethical standards and rules, and investigate the ethical risks posed by election coverage. A framework of media ethics will be used to educate journalists about the need for objective and non-partisan reporting; the threat of paid news to journalistic integrity; and the importance of conveying the needs and expectations of social groups or communities which lack a strong collective voice.
- Adoption of a ‘Code of Conduct for Reporting on Elections’: A working group comprising six journalists (one from each of the media outlets) will be set up during the first workshop. On the sidelines of the two workshops, the working group will collaborate closely to draft a Code of Conduct for Reporting on Elections. The Code will be ratified and adopted by the 18 trainees at a special post-workshop consultation, which will also be attended and supported by a high-level representative each from Bhutan InfoComm and Media Authority (the national broadcasting authority) and the Journalists’

Association of Bhutan (JAB). The Code will subsequently be circulated to all media organizations in Bhutan, and efforts will be made to ensure its adoption by these organizations.

7. **PROJECT INPUTS**

- 3 trainers (one local trainer and two international trainers)
- Workshop space / venue for 12 days
- Training materials, manuals, teaching aids, evaluation forms and related supplies
- Laptop for presentations, and related audio-visual equipment

8. **WORK PLAN**

ACTIVITIES / MONTH	1	2	3	4	5	6	7	8	9	10	11	12
ID & selection of participants, trainers, preparatory logistics	■	■	■									
Workshop 1				■								
Workshop 2					■							
Workshop 3						■						
Consultation to finalize Code of Conduct						■						
Evaluation of the training programme							■	■				
Submission of quarterly project reports				■				■				
Submission of project completion report											■	■

9. **INSTITUTIONAL FRAMEWORK**

The Department of Information and Media, established in 2003, is mandated to implement the Royal Government's policies, plans and programmes relating to the information and media sector. The Department's main objective is to ensure that Bhutanese citizens have free access to information (as required in a democratic society) and to that end, to promote and develop a professional information and media industry in the country. As a focal information and media agency, the Department is responsible for developing policies to promote the development of a healthy and vibrant media industry, support the development of local content, assess the impact of media on society, design and implement programmes for human resource development, and wherever possible support infrastructure development.

10. **SUSTAINABILITY**

The journalists trained under the project will assume the role of trainers for other similar activities in Bhutan. Also, the current project will have a multiplier effect as the Department will make mandatory for the trained journalists to share what they have learned through the programme with their colleagues. Media organizations will thereafter be encouraged to replicate similar training programmes internally. All media organizations in the country will be encouraged to adopt the Code of Conduct for Reporting on Elections developed as an outcome of the programme.

11. **FRAMEWORK OF MONITORING AND COMMUNICATION STRATEGY**

All the activities of the project will be monitored by the UNESCO Office in New Delhi and the Department of Information and Media, Ministry of Information and Communication, Royal Government of Bhutan in

accordance with the work plan and strategy of the project. The Ministry will provide intermediary implementation reports.

12. EVALUATIONS CARRIED OUT

The 2010 Media Development Assessment (MDA) in Bhutan (based on UNESCO’s Media Development Indicators) had observed that the professional capacity building of journalists was critical for Bhutan’s nascent media to attain greater maturity. The MDA report also noted that the media have often been accused of partisan coverage and biased reporting, and that some sections of the population feel that their needs and concerns are not adequately represented in the media. The report strongly recommended the enhancement of professional journalistic skills and standards in order to ensure fair, unbiased coverage. It recommended in particular that the Bhutanese media ought to be encouraged to invest in training on issues such as political transformations and democratic principles, as journalists who are knowledgeable about these issues can provide better coverage and discussion platforms to the diverse sections of Bhutanese society.

13. FRAMEWORK OF BENEFICIARY AGENCY’S REPORTING

The Department of Information and Media will prepare a report of its activities with regard to the project and incorporate these inputs into a quarterly progress report, and a comprehensive final report, which it will submit to UNESCO New Delhi.

C. ADDITIONAL INFORMATION

Previous IPDC support given to the following projects:

- Equipment of Radio Nyab (period 1986-1994) (US\$ 35,000; 44,000; 1267; 755)
- Broadcasting Service technical training (period 1996-1998) (US\$ 40, 000)
- Library and Information System for Bhutan Broadcasting (SVC) (period 1999-2001) US\$ 34,000)
- Expanding Public Service FM radio to rural communities (period 2000-2002) (US\$ 20,000)
- Establishment of Community Media Production Centres (period 2003-2004) (US\$ 20,000)
- Establishment of News and PSA production units for the first independent radio in Bhutan (period 2007-2008) (US\$ 30,000)

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)

Workshop 1: ‘Demystifying the Election Process’	
Consultancy fee for local trainer (@ \$ 150 per day X 3 days)	450
Food and Refreshments (@ \$ 15 per day X 27 persons (i.e. 1 trainer, 2 volunteers & 24 participants) X 3 days)	1 215
Sub-total	1 665
Workshop 2: ‘Journalistic Techniques for Covering Elections’	
Return airfare for international trainer (@ 1800)	1 800
Consultancy fee for trainer (@ \$ 250 X 4 days)	1 000
Food and Refreshments (@ \$ 15 per day X 27 persons (i.e. 1 trainer, 2 volunteers & 24 participants) X 4 days)	1 620

Accommodation of 1 trainer (\$100 X 5 nights)	500
Per diem for participants (\$20 per day X 13 days X 24 people)	6 240
Sub-total	11 160
Workshop 3: 'Media Ethics and its Applications'	
Return airfare for international trainer (@ \$ 1800)	1 800
Consultancy fee for trainer (@ \$ 250 X 4 days)	1 000
Accommodation of 1 trainer (\$ 100 x 5 nights)	500
Food and Refreshments (@ \$ 15 per day X 27 persons (i.e. 1 trainer, 2 volunteers & 24 participants) X 4 days)	1 620
Sub-Total	4 920
Consultation on 'Code of Conduct for Reporting on Elections'	
Consultancy fee for 1 national and 1 international trainer (\$ 150 + \$ 250)	400
Food and Refreshments (@ \$ 15 per day X 30 persons (i.e. 2 trainers, 2 volunteers, 24 participants, 1 representative each from BICMA and JAB) X 1 day)	450
Sub-Total	850
Total IPDC	US\$ 18 595

BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION (in US dollars)	
Rental for venue of trainings and consultation (\$50 per day X 13 days)	650
Provision for some participants' in-country travel costs (\$125 X 10 participants)	1 250
Audio-visual equipment (rented)	600
Training material, teaching aids, photocopying of documents	400
Communication cost	300
Total	US\$ 3 200

INDIA

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	BUILDING CAPACITIES OF WOMEN COMMUNITY BROADCASTERS IN PRODUCTION AND POLICY ADVOCACY IN THE AREA OF GENDER
2.	NUMBER	IPDC/57 IND/01
3.	MEDIA DEVELOPMENT INDICATORS' CATEGORY	Category 4: Professional capacity building and supporting institutions that underpins freedom of expression, pluralism and diversity
4.	IPDC PRIORITY AREA	Development of community media
5.	SCOPE	National
6.	TYPE OF ASSISTANCE REQUESTED	Training Support
7.	TOTAL COST OF PROJECT	US\$ 31 599
8.	AMOUNT REQUESTED FROM IPDC	US\$ 18 564
9.	BENEFICIARY BODY	MARAA Media and Arts Collective Address: Floor II, No.3, 4th Cross, Michaelpalya 2nd Stage, Bangalore, Karnataka, India 560075 Phone Number: (+91) 80 252 978 43 Email: info@maraa.in
10.	IMPLEMENTING OFFICE	UNESCO New Delhi Office Contact Person: Iskra Panevska E-mail: i.panevska@unesco.org
11.	PROJECT LOCATION	New Delhi
12.	PROJECT PREPARED BY	Monica James, Project Coordinator, Maraa & IskraPanevska, UNESCO New Delhi
DECISION OF THE BUREAU:		

B. PRESENTATION

1. PROJECT JUSTIFICATION:

Post independence the media in India was state-owned, but with the economic liberalization of the country in 1990 the field was opened out for transnational satellite broadcasters. Since then the Indian media landscape has been populated and dominated by private owned media. As of now there are approximately 70 000 newspapers, 1 nationwide public broadcasting radio service with 202 radio stations, 250 commercial FM radio stations and 515 television channels (including two state-owned channels by Doordarshan) operating in India.

This proposal aims to focus on the development of the nascent community radio sector in India. Community radio (CR) stations have a mandate to have an ownership and management structure that reflect the communities it serves, but despite this at the ground level, key decision makers are almost never women. Even at policy and advocacy related fora, women's presence is marginal to say the least.

It is clearly recognized that CR is critical to Freedom of Expression (FoE), which in turn is a vital aspect of a functioning and healthy democracy. For a movement based on FoE, it is crucial to ensure representation of almost half of its population - women, without which the democratization of media will be incomplete. Our proposal will address this gap in women's participation in community radio by building the skills of existing women broadcasters to create women centric programming that will include the voices and concerns of the women in their communities. It will also try to address this gap at a structural and policy levels within community radio by developing a comprehensive gender policy that will underline concerns regarding participation and representation of women in CR.

This proposal seeks to identify a core team of women trainers of community radio from India who will build the capacity of 20 women broadcasters from 10 radio stations (2 participants from each radio station) through four regional workshops to:

- 1) Create programming around women's issues (20 participants creating two programmes each)
- 2) Develop a gender policy for community radio stations to be endorsed by the participating Radio Stations
- 3) The 20 participants trained in the course of this project will also form a women's network of community radio broadcasters, the first of its kind in India.

2. DESCRIPTION OF THE TARGET GROUP:

The primary target group of this project are 20 women community radio broadcasters from 10 radio stations cutting across different regions of India.

3. DEVELOPMENT OBJECTIVE:

The project contributes to increasing the plurality and diversity of media in India, and enhances the capacities of women to use community radio as a platform for democratic discourse.

4. IMMEDIATE OBJECTIVE:

Form an active network of 20 women radio broadcasters working in 10 radio stations who will acquire skills to create women-centric programming and will develop a gender policy for community radio stations in India. Produce 40 women-centric radio programmes in the course of the project.

5. PROJECT OUTPUTS:

- 20 women across India who are trained to produce programmes related to women’s issues.
- Gender policy for community radio, which is built inclusively, based on consultation with all stakeholders.
- Gender policy endorsed and implemented at 10 CR stations
- 40 radio programmes on gender related issues in various Indian languages
- A network of women broadcasters who are enabled to share information, experiences, provide guidance to other women broadcasters, as well as contribute to policy advocacy in the area of gender.
- One short film documenting the workshops, the programmes produced and the process of developing the gender policy

6. ACTIVITIES:

- Developing 1 training module focusing on women’s-issues-related programming in CR
- 2 regional workshops, each of which will be attended by 20 women broadcasters from 10 radio stations across India - to build capacities in programming and discuss challenges of increasing women's participation in CRS. The workshops will be held in different sites (close to operational CR stations) and will be conducted in English with suitable translation facilities.
- At the annual CR Convention the network will declare a gender policy for 10 CRS to be adopted, and submitted to government for inclusion into the CR policy guidelines;
- 40 radio programmes produced and broadcast over 10 radio stations throughout one year;
- 1 online portal designed and published allowing content sharing of 40 radio programmes, which can also be accessed by around 150 CRS in India.

7. PROJECT INPUTS:

- 3 Indian trainers capable of training women broadcasters on gender issues in the regional languages
- 1 international trainer capable of bringing in international experiences related to gender issues.

8. WORK PLAN:

ACTIVITIES / MONTHS	1	2	3	4	5	6	7	8	9	10	11	12
Selection/Contracting of trainers and participating radio stations	■											
Preparation of training materials		■	■									
Selection and notification to workshop participants		■	■									
In-country workshops (4 regional workshops)				■	■	■	■	■				
Production and Broadcast of programmes on Gender								■	■	■		
Submission of implementation reports				■				■				■

8. INSTITUTIONAL FRAMEWORK:

Maraa, is a media and arts collective registered as a charitable trust in 2008. We have a board of trustees that review the programmatic and financial aspects of the organization periodically. They have domain expertise in media and arts and offer guidance to the employees as per the requirements of specific

projects. Maraa has five regular employees who undertake various programmatic and project related roles related to community radio and other participatory media.

Maraa has been working in community radio since 2008, with prior experience of 5 years. UNESCO supported Maraa to conduct 6 training programmes for each for the first 5 community radio stations to broadcast in India. Currently we are engaged with training and policy advocacy work around spectrum supported by Ford Foundation. We also train stations to implement Community Learning Program, supported by Commonwealth of Learning, Vancouver. Our focus in community radio is on training, research, publishing, and advocacy.

9. SUSTAINABILITY:

- The training module developed for the project will be made freely available online for community radio broadcasters all over the country and globally.
- The gender policy developed in the course of the project will be adopted and endorsed by 10 CRS.
- It will be proposed as a best practice to be endorsed by the Community Radio Forum India and Women’s International Network, World Association of Community Radio Broadcasters (AMARC).
- Women’s network to formally become part of Community Radio Forum.
- Ownership of content sharing portal to be handed over to the women’s network / Community Radio Forum.

10. FRAMEWORK OF MONITORING:

We would like to propose Ideosync Media Combine (in New Delhi) to collaborate in project monitoring along with UNESCO New Delhi Office.

11. EVALUATIONS CARRIED OUT:

In the year 2010, Maraa organized a national level workshop with more than 20 community radio practitioners from across the country to discuss key challenges of the sector – including training needs assessment. One of the key outcomes was the recommendation for increased capacity building of women broadcasters in the area of gender. Maraa also collaborated with Women’s International Network (WIN) of AMARC, to train more than 15 women broadcasters at a workshop titled Women Making Airwaves for Peace in January 2013. This workshop also outlined the need for further work in gender policy and capacity building for women broadcasters. Maraa has strong experience in capacity building for community radio, and has carried out capacity building for the first five community radio stations to receive a license for community broadcasting in India. AMARC has developed a gender policy, which in turn has been adopted by CRF. However, the policy is generic and needs focus in terms of providing the Indian context.

12. FRAMEWORK OF BENEFICIARY AGENCY’S REPORTING:

Maraa will report on project progress on a four-month basis to the UNESCO New Delhi office and submit a comprehensive final report describing the extent to which the immediate objective of the project was achieved. Monica James, the project coordinator from Maraa will prepare and submit the reports.

C. ADDITIONAL INFORMATION

Maraa in partnership with Nomad India Network received support of 34,000 USD from UNESCO’s IPDC in 2008, to implement the Flagship Project for Community Radio in India. In this project, Maraa undertook

capacity building of the first five community radio stations to receive a license for community broadcasting in India. Further, Maraa also published voices of community radio practitioners including articles on capacity building processes, legal challenges and need for policy reform.

During the proposed project, Maraa will receive support from national advocacy organization, Community Radio Forum of India, in terms of endorsing our gender policy by its members, as well as a ratification of our policy by the organization itself. Further, we will also receive support in terms of experienced international women trainers, from the Women’s International Network (WIN) of the World Association for Community Radio Broadcasters (AMARC).

D. BUDGET		
BREAKDOWN OF IPDC CONTRIBUTION(in US dollars)		
Selection/Contracting of trainers and participating radio stations and workshop coordination	40 USD X 10 Full Time Equivalent (FTE) days	400
Preparation of training module	100 \$ x 7 FTE days (Lit review + prep)	700
Costs per 2-day workshop:		
Travel for 20 workshop participants, 2 local trainers and 1 organizer	143 USD/person x 24 persons x 1 round trip	3 432
Travel for 1 International trainer	1000 USD/person x 1 person	1 000
Trainer Fee (200\$ X 1 trainer X 2 days)	200 USD/person x 2 trainers x 1 day	400
Venue	11 USD/person x 24 x 2 days	528
Projector and Screen Cost	45 USD x 2 days	90
Mic and Sound System	80 USD X 2 days	160
Food and Accommodation	29USD/person x 24 persons x 2 days	1 392
Total cost for 1 workshop		7 002
Cost for 2 workshops	7002 USD/workshop x 2 workshops	14 004
Production of 40 programmes on Gender	44 USD/programme x 40 programmes	1 760
Costs for 20 minute short film	300 USD for Pre-production + 1400 USD for Production	1 700
Total IPDC		US\$ 18 564

BREAKDOWN OF THE BENEFICIARY AGENCY’S CONTRIBUTION (in US dollars)		
Staff Costs (8 months x 3 members)	179 USD/person x 3 x 8 months	4 296
Project Coordinator (8 months)	350 USD/person x 8 months	2 800
Content sharing website		712
Preparation of training module	100 USD/day x 3 FTE days	300
Overheads (communication, rentals, stationery)	302.5 USD/month x 12 months	3 627
Project Reporting	50 USD/day x 6 FTE days	300
Contingencies		1 000
Total		US\$ 13 035

MALDIVES

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	CAPACITY BUILDING FOR COMMUNITY-BASED RADIO BROADCASTING AND CITIZEN JOURNALISM
2.	NUMBER	IPDC/57 MLD/01
3.	MEDIA DEVELOPMENT INDICATORS' CATEGORY	Category 4: Professional capacity building and supporting institutions that underpin freedom of expression, pluralism and diversity
4.	IPDC PRIORITY AREA	Community media development
5.	SCOPE	National
6.	TYPE OF ASSISTANCE REQUESTED	Capacity building
7.	TOTAL COST OF PROJECT	US\$ 23 200
8.	AMOUNT REQUESTED FROM IPDC	US\$ 9 200
9.	BENEFICIARY BODY	Voice of Maldives (VOM)
10.	IMPLEMENTING OFFICE	UNESCO (New Delhi)
11.	PROJECT LOCATION	Male, Maldives
12.	PROJECT PREPARED BY	Mohamed Saeed, Director, Corporate Affairs Voice of Maldives E-mail: mohamed.saeed@mbc.mv Tel: +960 7782399 In consultation with DrKalingaSeneviratne, Project Consultant E-mail: sen1954@yahoo.com Tel: + 65 98809640
DECISION OF THE BUREAU:		

B. PRESENTATION

1. PROJECT JUSTIFICATION:

Maldives is a unique country with its population of just over 300,000 spread across some 1200 coral islands, some hundreds of kilometres apart. Thus, broadcast media, especially radio, plays an important role in keeping the country's far-flung population connected and informed. Recent years have seen a significant improvement in the level of media freedom and independence in the country, with the government allowing the establishment of private newspapers, radio and television. In May 2007, the government highlighted four main pillars of the media reform process, namely confidence building measures, introducing private media, creating a legal framework for the media and undertaking training. In 2009, in an assessment of media development in the Maldives, UNESCO recommended, among others, that a legal framework for broadcasting should provide specifically for the licensing of community broadcasters, and, support should be extended by the government to promote community broadcasting in the Maldives.

This proposal addresses the above need taking into account Maldives' unique geographic and population situation where small atolls may not be able to support and sustain an independent community radio broadcaster. As the national radio broadcaster with a nation-wide coverage, Voice of Maldives (VOM) is heard in most atoll communities. Thus, VOM could play an important role in introducing a community based broadcasting model, where trained stringers from the community could produce material from a community perspective to broadcast back to the communities via VOM. As the UNESCO report itself indicated, Maldives sometimes lacks trained staff to operate media services. Community media is one such area. Thus, this project to be implemented with the assistance of international expertise on community media will address this important training need to promote community broadcasting in the Maldives.

2. DESCRIPTION OF THE TARGET GROUP:

The target group for this project is mainly the far-flung small atoll communities spread across the country. Young educated people with potential to be media practitioners will be chosen from these communities to train with broadcast staff of VOM to develop a community based broadcasting model via the national broadcaster.

3. DEVELOPMENT OBJECTIVE:

The proposed project is designed to promote and improve the level of respect for freedom of expression, while appreciating the role the media could play as an educator and a partner in community social, cultural and economic development. By providing specialised training in areas like community broadcasting, radio documentary making and citizens journalism, areas where there has been a lack of training opportunities in the Maldives, new avenues will open up for the use of radio as a development support communication tool.

4. IMMEDIATE OBJECTIVE:

The immediate objective will be to finalise country specific curriculum and training workshop modules in consultation with external consultants and train up to 20 potential media practitioners in aspects of community radio broadcasting and citizens' journalism, and up to 12 in radio documentary making.

5. PROJECT OUTPUTS:

The project will develop curriculum and implement three (3) courses to develop human resources among Maldivians to equip themselves to become part of the next phase of media development in the country – the

introduction of community based broadcasting, using radio as an educational tool (both formal and informal) and social media networking.

6. ACTIVITIES:

The project would include the development of curriculum and resource material, and the conduct of the following 2 training programs in the Maldives. These training programs will have a strong training-the-trainer emphasis.

- ***Introduction to Community Radio and Participatory Program Production Strategies for Community Radio – 5 days:*** This training workshop designed to introduce community radio broadcasting principles and production strategies to the Maldives broadcasting sector, especially the Voice of Maldives, will include a comprehensive introduction to the principles, concepts and models of community radio, drawing from UNESCO sources. It will be followed by very practical and interactive sessions on how to produce news and current affairs programs, with emphasis on the “voice of the voiceless” principle involving the community in its production. This workshop will use the curriculum and resource material already developed through the IPDC funded project by AMIC and Tambuli. This workshop will include a full day field exercise in an atoll community to gather material for a community based radio program, which will be edited and compiled as a workshop production and possibly broadcast later by Voice of Maldives.
- ***Radio Documentary As An Educational Tool – 5 days:*** This workshop will provide specialised training to those who already have basic radio broadcasting skills and experience to produce radio documentaries with an educational focus. Scripting for radio, the art and skill of mixing scripted speech with music, location sound, special effects and scripted speech will be covered in the workshop. At the end of the 5 days the participants will produce a 20-25 minute radio documentary as a group exercise (between 3-4 trainees). These documentaries may be broadcast by VOM.

7. PROJECT INPUTS:

- Design of curriculum and production of resource material.
- VOM to work with project consultant to conduct 3 workshops to be conducted by international trainers.
- VOM to broadcast material of acceptable quality produced by workshop participants.

8. WORK PLAN:

ACTIVITIES / MONTHS	1	2	3	4	5	6	7	8	9	10	11	12
Developing Curriculum												
Compiling Resource Material												
Conducting Workshops												
Preparation & Submission of Project Report												

9. INSTITUTIONAL FRAMEWORK:

Voice of Maldives (VOM) is the national radio service and is operated by the Ministry of Information Arts and Culture under the Government of the Maldives. VOM was formally launched in September 1966 as a government broadcaster with a clear mandate to inform, educate and entertain the public. VOM today has one main broadcasting centre in the capital Male and two re-broadcasting centres. The transmission covers

about 90 percent of the country, thus reaching many of the far-flung atolls and islands on MW transmission band. VOM also has one FM radio station, which mainly broadcasts music and entertainment programs. The coverage area of this station is only about 30 km from Male. VOM currently has facilities to broadcast 24 hours a day, and most programs are broadcast in the national language Dhivehi.

10. SUSTAINABILITY:

The workshops will be organised by the VOM in collaboration with the project consultant with a view to training a number of broadcasters within the organisation who could become trainees in future. Though the workshops will not be restricted to only the staff of VOM, some staff that will participate in the workshops will be expected to sustain this project into the future by becoming local trainers.

11. FRAMEWORK OF MONITORING AND COMMUNICATION STRATEGY:

VOM will monitor the progress of the trainees, especially by providing them regular opportunities to broadcast on the network, and on other radio stations in the country.

12. EVALUATIONS CARRIED OUT:

At the end of each training workshop VOM will get all participants to fill up an evaluation form in regards to the training provided, including the relevance and value of the information provided to their work and environment.

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING:

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

C. ADDITIONAL INFORMATION

The listed workshops in the 'Activities' section above will form part of a broader media and broadcast development training program to be introduced in the Maldives in 2013 by the Ministry of Tourism, Arts and Culture in collaboration with the Voice of Maldives and other stakeholders of the Maldives media and broadcasting sector. This capacity building program will include training in the following areas:

- Television News Production
- Television Documentary Making
- Digital Television Production
- Digital Radio Content Production
- Journalism Training
- Print Magazine Publishing
- Broadcast Media Management (Television)
- Broadcast Media Management (Radio)

The Asia-Pacific Broadcasting Union (ABU) and other international organisations are expected to support this program.

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)

Developing Curriculum	750
Assembling of Resource materials	500
Honorarium for Project Consultant	1 000
Workshops: <u>Introduction to Community Radio and Participatory Program Production Strategies for Community Radio – 5 days:</u> Honorarium for International Trainer (5 days @ 200 p.d) - \$1000 Airfare for Trainer - \$1000 Accommodation for Trainer - (6 days @ \$50 p.d) - \$ 300 Per diem for Trainer - \$250 Per diem for Participants (20 @ \$25 from outside Male) - \$500 Honorarium for local resource person - \$ 500	3 550
<u>Radio Documentary As An Educational Tool – 5 days:</u> Honorarium for International Trainer (5 days @ 200 p.d) - \$1000 Airfare for Trainer - \$1000 Accommodation for trainer - (6 days @ \$ 50 p.d) - \$300 Per diem for Trainer - \$300 Per diem for Participants (12 @ \$25 from outside Male) - \$300 Honorarium for local resource person - \$500	3 400
Total IPDC	US\$ 9 200

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

Provision of Facilities - \$2000 Project Coordination / Management - \$3000 Workshop Field Trip to Atolls (two trips including ferry & meals) - \$5000 Transport Subsidies for Participants (from outside Male) - \$ 4000	
Total	US\$ 14 000

SRI LANKA

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	BUILDING AWARENESS ON IMPORTANCE OF RIGHT TO INFORMATION AMONG PROVINCIAL JOURNALISTS AND PROVINCIAL CIVIL RIGHTS WORKERS
2.	NUMBER	IPDC/57 SRL/01
3.	MEDIA DEVELOPMENT INDICATORS' CATEGORY	Category 1: A system of regulation conducive to freedom of expression, pluralism and diversity of the media
4.	IPDC PRIORITY AREA	Human resource development
5.	SCOPE	National
6.	TYPE OF ASSISTANCE REQUESTED	Training Support
7.	TOTAL COST OF PROJECT	US\$ 28 400
8.	AMOUNT REQUESTED FROM IPDC	US\$ 22 900
9.	BENEFICIARY BODY	The Sri Lanka Press Institute 96 Kirula Road, Colombo 5 Tel: 0094 115353635 Fax: 0094 115335500 Contact: Mr Imran Furkan, CEO E-mail: info@slpi.lk / ceo@slpi.lk
10.	IMPLEMENTING OFFICE	UNESCO New Delhi Office
11.	PROJECT LOCATION	Sri Lanka (all 9 provinces)
12.	PROJECT PREPARED BY	Imran Furkan CEO Sri Lanka Press Institute
DECISION OF THE BUREAU:		

B. PRESENTATION

1. PROJECT JUSTIFICATION:

Sri Lanka faces enormous challenges in the areas of conflict resolution and national integration. But Sri Lanka also faces a crisis of governance and challenges which need to be addressed to ensure Constitutionalism, the Rule of Law and participatory democracy. One of the major weaknesses in governance in Sri Lanka is the absence of transparency, and a strong culture of authority and secrecy rather than a culture of justification and transparency.

When the 2004 draft bill on the subject was endorsed by both major parties, the general assumption was Sri Lanka would be among the first South Asian countries to pass such progressive legislation. However, almost seven years after the presentation of the draft, the RTI Bill has not been adopted as a law. There has not made significant efforts to drum up political support.

By carrying out this project Sri Lanka Press Institute will educate Sri Lankan Journalists on Right to Information and use them to create the much needed public awareness on importance of a bill to the country.

- The purpose of the project is to educate Sri Lankan Journalists community on Right to Information and get their support to educate general public on the importance of such a bill to Sri Lanka
- A comprehensive Promotion Guide will be developed on Importance of Right to Information which will include promotional videos and audios.
- This project will carry out 9 -1 day seminars covering all 9 provinces which will be followed by a public forum educating civil organization and public sector in the area.

2. DESCRIPTION OF THE TARGET GROUP:

The target groups are 240 practicing journalists from 9 provinces in Sri Lanka. (The SLPI will disseminate application forms for the project through its local networks and will make sure they reach almost all the journalists in the respective districts. The selection will be done by a panel of senior journalists, after considering the applicants' age, ethnic diversity, the organization they work for, their interest and the potential impact they could make. Gender equality will be maintained.)

3. DEVELOPMENT OBJECTIVE:

To educate Sri Lankan journalists on the Right to Information and, using their support, eventually to increase public awareness on the importance of RTI and on how to acquire necessary information from authorities.

4. IMMEDIATE OBJECTIVE:

To conduct an awareness program on Right to Information for 240 journalists from 9 provinces in Sri Lanka (using tools such as a comprehensive guide on Right to Information, and a learning module on 'The Importance of Right to Information' and ways to promote it); and to conduct a Public Forum in selected areas with the trained journalists on the importance of RTI.

5. PROJECT OUTPUTS:

- A comprehensive Promotion guide for the journalists on Right to Information

240 Journalists will be Educated on promoting Right to Information

- 9 Public Forums

6. ACTIVITIES:

- Develop a comprehensive Promotion guide on Right to Information for Journalists. A panel will be selected consist of Senior Journalists and experts on RTI to develop a guide for journalists. The Panel will have two sittings. Video and Audio materials will also include in the Promotion guide.
- Develop a module creating an awareness on Right to Information
- 9 awareness programs to educate journalists on importance on Right to Information
- 9 public forums (PF) on importance of Right to Information act

7. PROJECT INPUTS:

- Five senior journalists and experts capable of preparing a guide for Journalist on Right to Information
- Three Trainers / Lectures capable of delivering a seminar on all three languages
- Two rented multimedia projectors and laptops (simultaneous training for mix of Sinhala and Tamil journalists)

8. WORK PLAN:

ACTIVITIES / MONTH	1	2	3	4	5	6	7	8	9	10	11	12
Selection and contracting panel members for drafting the Guide	■											
Session one - Drafting the Guide	■	■										
Consultation with the industry in order to get their inputs on the draft Guide		■										
Session two - to finalize the guide			■									
Event to introduce the guide				■								
Selection and contracting trainers to develop the Seminar module and deliver the Seminar				■								
Conducting Seminar and PF #1					■							
Conducting Seminar and PF #2						■						
Conducting Seminar and PF #3							■					
Conducting Seminar and PF #4								■				
Conducting Seminar and PF #5									■			
Conducting Seminar and PF #6										■		
Conducting Seminar and PF #7											■	
Conducting Seminar and PF #8												■
Conducting Seminar and PF #9												■
Submission of project reports												■

9. INSTITUTIONAL FRAMEWORK:

The Sri Lanka Press Institute has been established and run by the media industry itself since 2004. The Editors Guild of Sri Lanka, Newspapers Owners Society of Sri Lanka and Free Media Movement are the founding members of the SLPI and form its Board of Directors. Since 2007, Sri Lanka Working Journalists Association has also become a member of the Board of Directors of the SLPI. The SLPI is registered under the Companies

Act of Sri Lanka and functions as a legitimate entity (Registration No- N (A) 1036). The Sri Lanka Press Institute functions as an umbrella organization with four other units of its own, namely Sri Lanka College of Journalism, Press Complaints Commission of Sri Lanka, Advocacy and Press Freedom Division and Media Resources Centre. Nearly 25 members work full time for SLPI and its umbrella organizations.

SLPI has been working closely with other local and international partners since it was established and maintains an excellent reputation among the donor community as one of their most successful projects. Swedish Institute for Further Education of Journalists, (*FOJO*), United Nations Development Programme, BBC World Service Trust, United Nations Children’s Fund, International Federations of Journalists, International Media Support, World Bank Institute, and USAID are among several agencies the SLPI has worked with and continue to collaborate with on several activities. SLPI have also successfully concluded IPDC projects previously.

10. SUSTAINABILITY:

Sri Lanka Press Institute with its 4 constituting partners has already started its campaign for a right to information act. All ready SLPI have addressed the issue in its routine promotional programs and training programs with journalists. As it is internationally recognized by various institutes and donor agencies, the SLPI has its own credible capability to carry out the project with the least probability of risk and vulnerability as compared to other training entities and organizations in Sri Lanka.

11. PRIOR EVALUATIONS CARRIED OUT:

In a study conducted by the Press Complain Commission of Sri Lanka with 543 provincial journalists all over Sri Lanka its revealed that overall most of them didn’t know what the Right to Information act meant and its importance to good governance. Recent Research conducted by South Asians for Human Rights revealed that without enough support from public it will be difficult to make the government interested by efforts of opposition and NGOs.

12. FRAMEWORK OF MONITORING AND COMMUNICATION STRATEGY:

The project will be monitored by UNESCO New Delhi. However, progress updates and periodic reports will be prepared by the Sri Lanka Press Institute. SLPI will evaluate the potential impact of the project on the basis of the number of participants attending the training and awareness seminars, and more importantly on the number of media reports subsequently produced by participating journalists on the importance of the Right to Information (RTI). After each workshop, SLPI will issue a press release to the media about the program and its outcome. The media will be invited to cover the public forums, and SLPI – through its network – will aim to get maximum publicity for the public forums, to get the people’s voices out on the need for RTI.

13. FRAMEWORK OF BENEFICIARY AGENCY’S REPORTING:

SLPI undertakes to report on project progress on a four-month basis to the relevant UNESCO Field Office and submit a comprehensive final report describing the extent to which the immediate objective of the project was achieved. The name and title of the person who will prepare and submit the reports should be indicated.

C. ADDITIONAL INFORMATION

Previous IPDC support was given to the project entitled: “Professional development programme on reporting on post-conflict-related issues in Sri Lanka” (IPDC/54 SRI/01).

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)	
Developing the Right to Information Promotion Guide:	
Fees for panel members for two sittings (\$30 per sitting x 2 sittings x 5 members)	300
Consultation with the industry (transportation costs for 3 days)	110
Development of Audio/Video Material (Editing/Voicing/Subtitling)	750
Publication of guidelines in 3 languages (2000 copies) (English, Tamil and Sinhalese)	600
Distribution of copies of the guidelines to journalists (transportation and mail)	200
Communication costs	100
Sub Total	2 060
Special Event to introduce the RTI Promotion Guide:	
Hall rental for the event	250
Refreshments for approximately 100 invitees (\$5 x100)	500
Communication	170
Equipment and logistical arrangements	200
Contingency	100
Sub Total	1 220
1 day Seminar:	
Venue - \$ 200 + Lunch/Tea for 30 participants x \$15	650
Trainer's fee (\$250 x 1 trainer) + accommodation \$80 x 1 days	330
Local coordinator fee	150
Local travel for participants (\$15 x 20)	300
Training materials and participants' packages (\$15x 30)	450
Communication costs	100
Sub-total (cost for 1 seminar)	1 980
International trainer's travel	1 800
Cost of 9 Seminars (\$1980 x 9)	17 820
Total IPDC	US\$ 22 900

BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION (in US dollars)	
Project Coordinator (\$ 200 x 12 months)	2 400
Logistic support, administration and management cost	1 500
Technical support and equipment usage	600
Local transportation and communication of the project	1000
Total	US\$ 5 500

REGIONAL

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	ABU: TRAINING WORKSHOP ON CONTENT CREATION FOR MULTIPLATFORM RADIO
2.	NUMBER	IPDC/57 RAS/04
3.	MEDIA DEVELOPMENT INDICATORS' CATEGORY	Category 4: Professional capacity building and supporting institutions that underpin freedom of expression, pluralism and diversity
4.	IPDC PRIORITY AREA	Human Resource Development and Promotion of Freedom of Expression
5.	SCOPE	Regional
6.	TYPE OF ASSISTANCE REQUESTED	Training support
7.	TOTAL COST OF PROJECT	US\$ 48 500
8.	AMOUNT REQUESTED FROM IPDC	US\$ 33 800
9.	BENEFICIARY BODY	Asia-Pacific Broadcasting Union 2nd Floor, New IPTAR Building Angkasapuri, 50614 Kuala Lumpur Malaysia Contact: Ms Vijay Sadhu Senior Executive, Radio Prog. Dept. Email: vijay.s@abu.org.my
10.	IMPLEMENTING OFFICE	UNESCO New Delhi Office Contact: Iskra Panevska E-mail: i.panevska@unesco.org
11.	PROJECT LOCATION	Kuala Lumpur, Malaysia
12.	PROJECT PREPARED BY	Ms Vijay Sadhu Senior Executive, Radio Programme Department, ABU
DECISION OF THE BUREAU:		

B. PRESENTATION

1. PROJECT JUSTIFICATION:

The proposed project is essential to media development in the Asia-Pacific Region because it will enhance the human resource skills of broadcasters, enabling them to respond positively to new audience demands for content, and also involve the audience more in content creation.

Audience consumption patterns are changing with technology. Everyone now carries around a mobile phone, but they do not often carry a radio with them any more. The goal of radio stations is to reach people wherever they are. To do that, stations must now distribute their content on many platforms, which is called multi-platform broadcasting.

Even in the poorest countries mobile phones and other new media devices are common, so the best way to reach audiences, especially youth, is through these devices. New media devices, such as mobile phones, also have the ability to capture pictures and sound, then send them back to broadcasters. The technology therefore puts the ability to produce content in the hands of the audience, democratizing media even further. However, to get a radio program onto a phone, web etc requires different methods of content creation and delivery. The skills for such multi-platform content creation and distribution do not exist in most broadcasters across the ABU region. This workshop plans to address and redress that problem. This project addresses the lack of professional capacities of media workers and capabilities of media associations in the region and aims to increase freedom of expression by developing more channels of interaction between audiences and broadcasters.

Content is now delivered on a range of platforms, and audiences now want to consume radio content through phone apps, online, through downloads, blogs, stories, podcasts and video and connect through third-party platforms such as Facebook, You Tube and Twitter. Traditional broadcast content must be repurposed for these platforms. We have identified two experts in this area, namely Steve Ahern, who has more than 25 years of experience in broadcasting and is the author of the text book *Making Radio*, and Ms Deborah Steele, ABC, Australia who has over 20 years of experience in conducting expert workshops for the ABU. As a result of this training, at least 16 broadcast organisations in the region will expand the ways they connect to audiences, allowing audiences to engage with programme content in new ways, which will allow them to better engage in democratic discourse on subjects covered by broadcasters in the region.

2. DESCRIPTION OF THE TARGET GROUP:

ABU proposes to bring together 15 radio broadcasters, producers, webmasters and middle managers from less developed and developing countries in the Asia Pacific region for this training. The workshop will be organised in Kuala Lumpur, Malaysia. Participants from Afghanistan, Indonesia, Malaysia, Maldives, Pakistan, Sri Lanka, Thailand, Uzbekistan, Vietnam, Singapore, Korea, China and India will meet and connect with each other. At least 40% of the participants will be selected from amongst outstanding female radio content creators.

3. DEVELOPMENT OBJECTIVE:

Once the broadcasters have developed their skills through this workshop, the benefits of improved multi-platform broadcasting will flow from the broadcasters to their audiences, promoting improved access to more attractive and relevant content, enhance the variety and choice in content consumption in the region.

4. IMMEDIATE OBJECTIVE:

Fifteen radio broadcasters, working in at least ten countries in the Asia-Pacific region will acquire skills and knowledge about multi-media and multi platform content creation to help them better engage with their audiences, after having participated in a five day training workshop. The ABU will provide them with a platform where they will share knowledge and expertise with content creators from developed countries with the aim of lifting them to the same level. These participants in turn will share this know how with their colleagues in their respective organizations.

5. PROJECT OUTPUTS:

By the end of the training workshop, course participants will be able to:

- Send and receive content through mobile Apps
- Create a basic smart phone Radio App
- Promote and make available their radio programmes using online tools and social media
- Incorporate the creation of videos, blogs, message boards and podcasts into their programme production process
- Adapt written and recorded radio content for online usage, incorporating content, tone and style that is most appropriate for online consumption.
- Connect with their audiences through social media.
- Receive user generated content for use in their programmes through social media sites by mobile Apps and on the station's website
- Create themed marketing content across a range of platforms to enhance their audience reach
- Use radio, combined with other multi-media platforms, to help their audiences in times of disasters and emergencies
- Communicate knowledge learnt during the course to others in their radio station using train-the-trainer skills developed in the workshop
- To support the project each participant will create at least one sample radio programmes in some of the genres at the end of the workshop.

6. ACTIVITIES:

- Tentatively book venue and accommodation for participants
- Promote the course to member organisations within the ABU and select participants
- Arrange travel and accommodation, with appropriate subsidies, for participants
- Commission the preparation and planning of course content at least two months before it needs to be taught
- Select and commission a suitable trainer
- Work with the trainer to deliver the workshop
- Deliver the workshop content over 4 days
- Complete the workshop with a special train-the-trainer session on day 5
- Complete workshop evaluation process
- Communicate with member organisations to ensure that workshop participants have the chance to communicate the knowledge they learnt during the course to others in their organisation during an in-house seminar
- Report on the outcomes of the course to the funding body;
- Promote the course to member organisations within the ABU and select participants

The project will be publicised among the ABU members using various platforms:

- Sending E-mail blasts
- Publicising through the ABU website and the website for the project
- Making press releases
- Through e-news letter
- Approaching the ABU members directly

7. PROJECT INPUTS:

- Venue with teaching and breakout spaces plus catering, WiFi, data projector, PA and power that is suitable for 15 participants
- Subsidised on site accommodation for those participants travelling from another location.
- ABU Secretariat staff available for marketing, bookings and facilitation
- One trainer, tentatively identified as Steve Ahern, capable of developing the program and training radio broadcasters in multi-media multiplatform software usage and techniques.
- 15 WiFi enabled PC computers (laptops or desktops) and a router.
- Computers to be loaded with basic audio and picture editing software such as Audacity and Picasa. Desirable (but not essential) also to have Adobe Audition and Photoshop.
- One iPad and one smart phone for demonstration purposes, to be supplied by the trainer.
- A small 4 channel audio mixer and two microphones (Shure SM58 or equivalent).
- Connector cables: USB to iPad Connector, iPad to RGB connector cable, RGB screen connector cable, three stereo ¾ inch to stereo RCA audio connector cables.
- ABU IT team and ABU facilitator available for support.
- ABU facilitation staff to pack up and complete evaluation reports after the course finishes.

8. WORK PLAN:

ACTIVITIES / MONTHS	1	2	3	4	5	6	7	8	9	10	11	12
Selection/contracting of course developer & trainer												
Pre-course preparation and facilitation duties to ABU staff												
Identify and invite participants to apply. Select successful applicants.												
Preparation of training materials												
Book venue												
Selection and installation of equipment												
Workshop delivery												
Evaluation, follow up and reporting												

9. INSTITUTIONAL FRAMEWORK:

The Asia-Pacific Broadcasting Union (ABU) is a non-profit, non-government, professional association of broadcasting organisations, formed in 1964 to facilitate the development of broadcasting in the Asia-Pacific region and to organise co-operative activities amongst its members. It currently has over 210 members in 60 countries, reaching a potential audience of about 3 billion people. It is funded primarily by annual subscriptions from members. The Union has an elected President and three Vice-Presidents, who serve three-year terms.

The Secretariat is located in Kuala Lumpur, Malaysia. It has over 35 staff, of which 12 are broadcast professionals recruited from among the ABU members within the region. The chief executive of the Secretariat is the Secretary-General, who is appointed by the General Assembly.

10. SUSTAINABILITY:

- Program producers will implement programs which connect with audiences using multi-platform delivery methods and social media sources, changing permanently the way they create programming
- Course participants will train others within their organisation to use the new methods and tools they were taught during the course
- Workshop participants from developed countries will develop an understanding and continue mentoring participants from developing countries even after the workshop.
- Audiences will interact with radio programs in new ways, facilitating new avenues of discussion and participation on crucial topics within their society, enhancing diversity, building pluralism and fostering democratic discourse.
- Resources will be available to ABU member stations for in house training and development of staff.

11. FRAMEWORK OF MONITORING:

Project implementation will be monitored by UNESCO New Delhi office; the ABU will also monitor preparation and delivery through its secretariat staff. The success of the project will be monitored by member broadcasters who will be asked to report on the success of changes implemented as a result of this workshop.

12. EVALUATIONS CARRIED OUT:

As a member organisation of broadcasters throughout the Asia-Pacific region, the ABU is in constant contact with training departments and management at various levels. Broadcaster training departments have identified multi-media skills as being of high priority for their staff. At an organizational level, ABU Member broadcasters have ratified the prioritisation of training in this area.

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING:

The ABU shall provide the implementation reports on the project every 4 months, as required by IPDC to UNESCO New Delhi. Moreover, it will provide the final project report and the certified financial statement on completion of the project. The responsible ABU reporting officer is Vijay Sadhu.

C. ADDITIONAL INFORMATION

ABU has benefited from a number of IPDC projects in the past, including:

- The ABU Radio News Exchange Workshop
- Radio in a Box Development
- 6 country Roadshow on use of ICTs in Broadcasting
- Children item exchange meeting
- Content Creation for Digital Radio

Preparatory activities completed prior to submission of the project to IPDC: The project was discussed during the recent ABU General Assembly and identified as a priority. Since that time, ABU radio members have indicated strong interest in the project.

Contribution foreseen by the beneficiary agency during the project period: ABU will contribute by organising the workshop, administrative work, communication, selection of participants and resource persons, organisations of the venue, equipment, and IT facilities. It will also contribute by collecting resources from the workshop and in valuation and reporting.

Assistance sought other than IPDC: ABU will approach member broadcasters to partly subsidise their staff to attend so that, within the budget, it may be possible to increase the number of participants other than those expected to be funded through IPDC assistance.

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)	
Preparatory work	ABU will bear cost
Travel expenses (16 participants @ USD 800)	12 800
Meals and daily expenses (16 participants x 5 Days @ USD 35)	2 800
Hotel Accommodation (16 participants x 6 Nights @ USD 70)	6 720
Sub-Total	22 320
No. of experts to whom financial assistance will be provided = 2 (travel, stay and living expenses for seven days)	4 300
Experts' professional fees will be provided (2) = 2x250x5 days	2 500
Hiring of IT equipment, hall rental and facilities:	
WiFi and power for 16 participants:	800
Data projection, white board and lectern PA facilities:	700
16 WiFi enabled PC computers (laptops or desktops) and a router:	1 220
Computers to be loaded with basic audio and picture editing software such as Audacity and Picasa. Desirable (but not essential) also to have Adobe Audition and Photoshop also installed. Temporary License fees.	960
One iPad and one smart phone for demonstration purposes, to be supplied by trainer	200
A small 4 channel audio mixer and two microphones (Shure SM58 or equivalent), suitable to be plugged into the room's PA.	300
Connector cables to facilitate vision and audio to be fed to the mixer and the data projector (USB to iPad Connector, iPad to RGB connector cable, RGB screen connector cable, three stereo 3/4 inch to stereo RCA audio connector cables).	200
Sub-Total: Hiring of IT equipment, hall rental and facilities:	4 380
Event Documentation, CD-ROM replication and communication	300
Total IPDC	US\$ 33 800

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

Project implementation costs, communication (fax, courier, phone calls), materials etc	2 200
Other expenses	2 000
Contingencies	500
Seminar expenses of additional participants paid for by ABU members or self funded	2 500
ABU Staff assigned to coordinate the project	7 500
Total	14 700

REGIONAL

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	ENHANCING ACCESS TO COMMUNITY MEDIA: CAPACITY BUILDING OF WOMEN COMMUNITY RADIO BROADCASTERS OF SOUTH ASIA
2.	NUMBER	IPDC/57 RAS/05
3.	MEDIA DEVELOPMENT INDICATORS' CATEGORY	Category 3: Media as a platform for democratic discourse
4.	IPDC PRIORITY AREA	Community media development
5.	SCOPE	Regional - South Asia
6.	TYPE OF ASSISTANCE REQUESTED	Institutional capacity building
7.	TOTAL COST OF PROJECT	US\$ 34 080
8.	AMOUNT REQUESTED FROM IPDC	US\$ 23 800
9.	BENEFICIARY BODY	World Association of Community Radio Broadcasters - AMARC Asia Pacific PO Box 3227 Kathmandu Nepal Phone: + (977) 1 5554811 Fax: + (977) 1 5521714 www.amarc.org
10.	IMPLEMENTING OFFICE	UNESCO New Delhi office
11.	PROJECT LOCATION	India
12.	PROJECT PREPARED BY	Suman Basnet, Regional Coordinator AMARC Asia Pacific Regional Office suman_basnet@asiapacific.amarc.org
DECISION OF THE BUREAU:		

B. PRESENTATION

1. PROJECT JUSTIFICATION:

Community radio in South Asia is increasingly gaining access into the homes of the poorest of the poor. However, its potential for giving voice to the voiceless, contributing to local development through better access to information, enabling people to demand their rights and to holding officials to account, can be fully realized only when women's participation in the governance and management of community radio stations is ensured. Much work needs to be done to realize this. This project aims at empowering women to enable them to access community broadcasting as policy makers, managers, producers, reporters, and an audience with a voice through training programs, advocacy centered workshops, network development, and broadcast campaigns.

A survey conducted by the Women's International Network of AMARC showed that most community radios in South Asia are controlled and dominated by men. Women only occupy 28% of leadership positions and only 30% have access to the technical production. Some women broadcasters commented that they are systematically reduced to announcing and excluded from editorial, technical and leadership positions. As such women's views and experiences are rarely heard over the airwaves.

For women and other marginalized groups - who are silenced and cut off from decision making processes that affect their lives - media is potentially a strategic medium, space, and source of power and empowerment. Community radio remains the most effective media for most marginalized groups, like women, and becomes an empowering tools to advocate various women's rights issues, for example, to stop violence against women, to participate in peace building, to claim climate justice, to deal with issues related to food security, etc.

In this context, the main goal of this project is to capitalize on AMARC's global experience, reflect on best practices, and create a firm foundation for empowering women community radio broadcasters of South Asia. To attain this goal, this project will do the following:

- 1) Train South Asian women community broadcasters to increase impact of local broadcasting for supporting women's empowerment within the station as well as in the larger community;
- 2) Facilitate networking among women participants for enhancing their lobbying power, to share ideas and information as well as to share content;
- 3) Facilitate their participation in the several global broadcasting campaigns that AMARC organizes such as the Global Broadcast Campaigns on Women's International Day, Radio Voices Without Frontiers broadcast campaign, World Food Day broadcast campaign, and 16 Days Campaign on Violence Against Women;

2. DESCRIPTION OF THE TARGET GROUP:

The primary target group of this project are 28 women community radio broadcasters of South Asia. The project will solicit participation from among community broadcasters from South Asia and especially of Afghanistan, Bangladesh, India, Nepal, and Sri Lanka.

For the training workshop (that will be held in New Delhi), which is a vital part of the project, participants will be selected on the basis of their proven ability to lead and train others. Applications will be solicited through an open call for participation announced through AMARC and partners' email lists and websites. Priority will be given to reporters and producers of community radio station or that of a local content

production group with proven capacity to share learning and experiences and with an interest in working as radio trainers.

AMARC has tried and tested the proposed 3-days training with a similar number of participants from the Nepali CR sector and it worked well so we are planning to replicate that. In reality the 50 participants will be divided into smaller groups – about three – to tackle specific issues. Whereas some common issues of production and distribution will part be therefore all the groups, they will be dealing with different themes of production. This means, some will handle climate change adaptation where as others will deal with violence against women. (The primary language if the training will be English and whisper translation will be provided for those that need it.)

3. DEVELOPMENT OBJECTIVE:

To contribute to increasing the plurality and diversity of media in South Asia, enhance the capacities of women community radio broadcasters to use CR as a platform for democratic and development discourse, and consolidate a regional network of women CR broadcasters.

4. IMMEDIATE OBJECTIVE:

To train 28 women community radio broadcasters in program production; to produce at least 14 programs on developmental and women’s issues; to improve women broadcasters capacity to network with fellow women broadcasters for sharing of ideas, content and promoting women’s participation at all levels of decision-making in CR stations; and to promote AMARC’s Gender Policy for Community Radio (GP4CR) by making it available in multiple South Asian languages.

5. PROJECT OUTPUTS:

- 28 women community radio broadcasters from South Asian countries are trained and mentored to produce good quality radio programs (on food security, discrimination, violence against women among others) with a gender sensitive approach and effectively participate in their community radio at all levels of management and in AMARC Women International Network;
- Production and broadcasting of at least 14 gender sensitive, pro-poor and women focused programs of 10-15 minutes each, addressing issues related to women’s empowerment, violence against women, food security issues and gender equality;
- Website containing programs and information about each of the participating women broadcasters is established. Programs produced by the women broadcasters in this project will also be uploaded on the AMARC website for the Women’s Day, Radio Voices Without Frontiers, World Food Day and 16 Days Campaign on Violence Against Women;
- The Gender Policy for Community Radio is translated into local languages/dialects of participants;
- A project report produced including participants’ feedback and recommendations for follow-up activities.

6. ACTIVITIES:

The project proposes to carry carryout a comprehensive program for a participatory learning program that will include the following:

- A four days training workshop for women community radio broadcasters of South Asia for strengthening their capacity of content production with special focus on researching, interviewing,

field recording, studio works, editing, and using studio and field based technology as well as that of internet and mobile phone for distribution of content;

- Production and broadcasting of at least 14 gender sensitive, pro-poor and women focused programs of 10-15 minutes each, addressing issues related to women’s empowerment, violence against women, food security issues and gender equality;
- Creation and promotion of website containing programs and information about each of the participating women broadcasters. Programs produced by the women broadcasters in this project will also be uploaded on the AMARC website for the Women’s Day, Radio Voices Without Frontiers, World Food Day and 16 Days Campaign on Violence Against Women;
- Translation of the AMARC Gender Policy for Community Radio into local languages and dialects in all national and key dialects of South Asia.

7. PROJECT INPUTS:

AMARC will employ its considerable experience of past 25 years of organising similar activities in Asia as well as the rest of the world in successfully implementing this project. Networking experts, community radio pioneers as well as trainers from among its membership will contribute towards planning and executing of the project.

A Gender Policy for Community Radio has been drafted by AMARC which has been translated to 15 languages of the region and is being used as a tool to ensure more participation of women in community radio. The Gender Policy for Community Radio can be downloaded from the AMARC website. The GP4CR will form one of the key issues of discussion of this project. As an institutional policy, AMARC ensures 50% participation of women in all its projects and activities. This policy will ensure that continuous support will be provided to the participants of this project in all future activities of AMARC. Lastly, AMARC is committing to investing a sum of USD 18,180/- to ensure successful implementation of the project.

8. WORK PLAN:

ACTIVITIES / MONTH	1	2	3	4	5	6	7	8	9	10	11	12
Announcement of the event	■											
Call for applications	■	■										
Selection of participants		■										
Interim Report			■									
Translation of GP4CR	■	■										
Workshop				■								
Mentoring for fine tuning content and uploading				■	■							
Planning for broadcast campaigns				■	■							
Reporting					■	■						

9. INSTITUTIONAL FRAMEWORK:

The World Association of Community Radio Broadcasters (AMARC) is a global non-governmental organization serving the community radio movement worldwide. It is an international organization with a grassroots membership base and a regional and international governance structure, and with a strong commitment to gender equality. Its goal is to support and advocate for the development of community and participatory radio on the principles of solidarity and international cooperation. AMARC’s objective is to seek gender equality, to combat gender based discrimination and to strengthen the participation of the marginalized

in community media at all levels. Created in 1983, AMARC now has nearly 4,000 members in 126 countries. Its international headquarters are situated in Montreal, Quebec in Canada, and it has regional offices in Africa, Asia, Europe and Latin America & Caribbean.

AMARC's work in the Asia Pacific region is handled by the AMARC Asia Pacific regional office in Kathmandu, Nepal. The office is led by a regional coordinator and supported by a program coordinator and an administrative and financial officer. The AMARC Asia Pacific Regional office has in the recent past concluded similar activities at country level where about 50 women community broadcasters were trained and follow up activities were carried out. The office has successfully organised a number of regional, sub regional and country level activities in the past and has a proven track record for project implementation and reporting.

10. SUSTAINABILITY:

The main goal of this initiative is to capitalize on AMARC's global experience, reflect on best practices and create a firm foundation for empowering women community radio broadcasters. To attain this goal, AMARC will work towards achieving the following outcomes to ensure the sustainability of the initiative:

- Empower women in community radio through their involvement in the program production, radio management and participation in international global broadcast campaigns;
- Empower community radio audiences and particularly women audiences by giving voice to women;
- Strengthen networking among community women broadcasters through sharing and interactions for advocacy & lobbying, for knowledge enhancement, and sharing of information and ideas;
- Advocacy to ensure that women have equal access to the airwaves and to promote the participation of women at all levels in of decision making in community radio.
- Through its Women International Network, WIN, AMARC will mobilize the participants to participate in global and regional broadcasting campaigns and will support them to network among themselves for sharing of ideas, information and radio content. Through its various activities at local, regional and global levels, AMARC will make continuous and sustained engagement with training participants.

11. FRAMEWORK OF MONITORING AND COMMUNICATION STRATEGY:

AMARC will work with relevant UNESCO offices for monitoring the implementation of the project. A mechanism of monitoring will be developed so that national level networks and associations of community radios in South Asia can participate as well. The immediate impact will be measured against the successful completion of the project activities where as the longer term impacts have to be monitored through the level of changes that will be displayed by the participants through their participation in the network, in the broadcast campaigns and in terms of the feedback that will be received from them.

12. EVALUATIONS CARRIED OUT:

Comprehensive plans for the development of community broadcasting in the Asia Pacific region were developed during the 2nd AMARC Asia Pacific Regional Conference entitled "Voices for a Sustainable and Sound Future" held in Bangalore, India in February 2010. Similarly, the AMARC 10 Global Conference entitled "Building for the Future: Community Radio and Poverty Reduction, Social Inclusion, Good Governance and Sustainable Human Development" held in Ciudad de la Plata, Argentina in November 2010 provided important guidelines for activities to be carried out in the region for the promotion of effective community broadcasting in the Asia Pacific region. These and a number of other workshops, seminars, and consultations have been attended by community broadcasters. The main outcome of these conferences and

workshops was an articulated list community radio development priorities in Asia Pacific. The Capacity Building Training for Women Community Radio Broadcasters of South Asia and the Meeting on Community Radio Priorities in South Asia are a direct response to the recommendations of the above mentioned events.

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

An interim report will be submitted to UNESCO field office by AMARC Asia Pacific Regional Office once final dates and location of the event are announced along with a list of selected participants. The final narrative and financial report will be submitted by AMARC Asia Pacific Regional office two months after the completion of the events. The person in charge for reporting will be Suman Basnet, Regional Coordinator, AMARC Asia Pacific.

C. ADDITIONAL INFORMATION

This project is based on a similar activity carried out by AMARC in Nepal where it engaged with 50 women community radio broadcasters to enhance their production and networking skills and to involve them in global broadcasting campaigns. The course of study as well as training methodology of that activity will serve as a background for this project. An application and selection methodology for participation has been replicated with relevant changes as well.

This project is being planned in close consultation with AMARC members in the various countries of South Asia so that the curriculum and methodologies are relevant and useful to the diverse ground realities.

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)

	Rate (US\$)	Number	Days	Amount
Airfare of participants and trainers:				
Participants from Afghanistan	570	2		1 140
Participants from Bangladesh	500	7		3 500
Participants from India	180	10		1 800
Participants from Nepal	450	7		3 150
Participants from Sri Lanka	325	2		650
Participants from Bhutan	450	2		900
International Trainer (USD 1000 x 1)	1000	1		1 000
Sub total				12 140
Accommodation and meals	75	31	4	9 300
Training Facilities:				
Meeting hall & seminar rooms				250
Sound system & appliances				150
Secretarial services				200
Participants package	20	30		660
Video, audio, and text documentation (rapporteurs)				300
Sub total				1 560

Translation of docs and training materials				800
Total IPDC				US\$ 23 800

BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION (in US dollars)	
Development and maintenance of website based participatory learning and sharing platform:	
Webpage design and development (US\$ 150 X 15 days)	2 250
Server space	750
Regular update and maintenance	500
Sub total	3 500
Setting up of studio facility for training workshop Editing computers, mike, recording, sound system and other equipment (lump sum)	1 000
International trainer x 1 x 7 days including 4 days of preparation	980
Local trainer x 3 x 5 days including 2 days of preparation	1 500
Whisper translation service x 4 interpreters x 3 days	900
Translation of Gender Policy document in at least 8 national languages of South Asia (US\$ 125 x 8 national languages)	1 000
Total	US\$ 10 280

PAKISTAN

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	STRENGTHENING THE DRAFT OF RIGHT TO INFORMATION (RTI) LAW AND RAISING VOICES AGAINST IMPUNITY OF JOURNALISTS' KILLING
2.	NUMBER	IPDC/57 PAK/01
3.	MEDIA DEVELOPMENT INDICATORS' CATEGORY	Category 1: A system of regulation conducive to freedom of expression, pluralism and diversity of the media
4.	IPDC PRIORITY AREA	Promoting freedom of expression
5.	SCOPE	National
6.	TYPE OF ASSISTANCE REQUESTED	Institutional capacity building
7.	TOTAL COST OF PROJECT	US\$ 31 650
8.	AMOUNT REQUESTED FROM IPDC	US\$ 19 050
9.	BENEFICIARY BODY	Institute For Research, Advocacy and Development (IRADA) 67-B, Street 43, F-10/4, Islamabad Pakistan Phone: +92 51 2545505 Contact Person: Muhammad Aftab Alam Executive Director IRADA Phone: +92 321 5959775 Email: aftab@irada.org.pk
10.	IMPLEMENTING OFFICE	UNESCO Tehran Cluster Office
11.	PROJECT LOCATION	Gilgit Biltistan, Karachi, Lahore, Peshawar, Quetta, Islamabad
12.	PROJECT PREPARED BY	Muhammad Aftab Alam, Executive Director IRADA, with feedback from Ms Phyza Jameel, CI Officer, UNESCO Islamabad and Mr Arya Gunawan Usis, ACI, UNESCO Tehran Cluster Office
DECISION OF THE BUREAU:		

B. PRESENTATION

1. PROJECT JUSTIFICATION:

Media in Pakistan is passing through a critical juncture where security and safety of media and media persons have become a serious question. On one hand, the media landscape is expanding – number of television channels has gone to more than 70 from one state-run television channel, number of radio stations has increased from one Radio Pakistan to more than 130 private FM radio stations and number of working journalists has risen from three thousands to seventeen thousands. On the other hand, safety and security of journalists have emerged as major issues during this period. More than 80 journalists have lost their lives during past ten years in the line of their duty. Intimidation, harassment, threats and arrests of journalists have become common phenomena. The UNESCO's latest report has termed Pakistan as 'the second most dangerous country for journalists' in the world. Besides, the impunity of killing/intimidation/harassment of journalists has appeared as a major challenge during this period. Surprisingly, majority of the investigation of incidents of killings, intimidations, and harassments, etc. of journalists have held no one responsible for the incidents. This is largely because of culture of secrecy prevailing in the processes of investigation and lack of legal information regime to ensure access to authentic information. The journalists mostly rely on their 'sources' for information and, in many cases, such informally accessed information results in grave consequences for the reporting journalist.

The absence of an effective legal information regime to ensure transparency and access to information hampers the capacity of journalists' bodies and groups to effectively monitor the investigation process and get access to information thereon. The situation is also leading to impunity of killings of journalists in the country. Moreover, the journalists at local level have little awareness about the available legal mechanisms to get access to information. Besides, the existing Freedom of Information Ordinance, 2002, which is applicable only to very limited bodies at federal level, has proved to be completely ineffective providing access to information. An attempt was made a few years back through introduction of a Bill on RTI in the Parliament; nevertheless, nothing substantive has emerged out of this process. Nevertheless, it is important to mention that, after inclusion of Article 19-A in the Constitution of Pakistan through Eighteenth Amendment, RTI has become a constitutional right of the people of Pakistan.

In view of the above there is a need to launch a comprehensive campaign to bring journalists' bodies and groups together – through building a coalition – to demand for an effective law on right to information at all levels i.e. federal, provincial and local level as well as build capacity of local journalists to understand the importance of RTI for reporting and impunity of killings of journalists. The presence of such legislation will not only provide access to public information to the journalists but also ensure transparency in investigations of killings of journalists during past ten years. This will ultimately help bringing the culprits of killings of journalists to the justice and reduce culture of impunity. The coalition of journalists and citizens' groups will lobby for improvements in RTI Bill.

2. DESCRIPTION OF THE TARGET GROUP:

The target group for this project is journalists' community, who is subject to any intimidation, harassment, or threats and is striving for right to information in the country.

3. **DEVELOPMENT OBJECTIVE:**

Strengthening the draft Right to Information (RTI) Law and Devising Mechanism Against Impunity of Journalists' Killings: The Project contributes towards the efforts for an enabling RTI regime, which is essential for the exercise of constitutional guarantees such as right to information and freedom of expression, and building capacity of the journalists to use RTI law in investigative reporting as well as against the impunity of killings of journalists.

4. **IMMEDIATE OBJECTIVE:**

Building a coalition of journalists' bodies and citizens groups to strive for an effective right to information legislation at all levels of government, building capacity of the journalists to use RTI in investigative reporting and devising mechanisms against impunity of journalists' killings.

5. **PROJECT OUTPUTS:**

- 100 trained journalists capable of producing high-quality investigative reports using RTI laws
- A network of journalists specialized in reporting on RTI, representing all mainstream media outlets in Pakistan.
- A national network of journalists monitoring and reporting on impunity of killings of journalists in the country and violations of constitutional rights such as right to information and freedom of expression.
- A coalition of journalists' bodies and citizens' groups across Pakistan for an effective law on RTI
- Drafting/proposing amendments in the existing RTI Bill through consultation with the stakeholders.
- Development of a dedicated web portal for the coalition and the network.
- Module on RTI Law and issues of impunity of journalist for law colleges/universities.
- 125 law students having orientation on RTI and issues of impunity of journalists' killing.

6. **ACTIVITIES:**

- Five two-day trainings for journalists in Baluchistan, Khyber Pakhtunkhwa (KPK), Punjab, Sindh, and Gilgit Baltistan (GB).
- Five consultative meetings with journalists' and citizens groups in Baluchistan, Khyber Pakhtunkhwa (KPK), Punjab, Sindh, and Gilgit Baltistan (GB) to build coalition on RTI and suggest amendments in the draft Bill on RTI as well as propose a framework against the impunity of journalists' killings
- One policy Seminar in Islamabad to share findings of the consultative meetings.
- One dedicated web portal for the coalition and the network.
- Five orientation sessions on RTI and issue of impunity of journalists' killings at law colleges/universities in GB and four provinces.
- Two Reports: Progress and Final.

7. **PROJECT INPUTS:**

- One International Training Expert/Consultant for the training of journalists
- One Policy Expert/Consultant to develop a brief on RTI and issue of Impunity of Journalists' Killings in Pakistan as well as conduct the Consultative Meetings
- One Resource Person/Consultant to develop a module as well as deliver sessions on RTI Law and issues of impunity of journalists' killings for law colleges/universities in GB and four provinces
- One Program Officer to assist the policy expert in conduct of consultative meetings.
- Web-development

8. WORK PLAN:

ACTIVITIES / MONTHS	1	2	3	4	5	6	7	8	9	10	11	12
Hiring of project staff	■											
Development of manual and training schedule		■	■									
Selection of trainees			■									
Conduct of Trainings			■		■		■		■		■	
Formation of Coalition (meetings)				■	■	■						
Development of Brief for Consultative Meetings		■										
Conducting Consultative Meetings				■	■	■	■	■				
Developing a Web-portal					■	■	■	■				
Module Development for Law Colleges/Universities			■	■	■							
Orientation Sessions at Law Colleges/Universities						■	■	■	■	■		
Preparation for Policy Seminar									■			
Policy Seminar										■		
Report (draft and Final)											■	■

9. INSTITUTIONAL FRAMEWORK:

Institute for Research, Advocacy and Development (IRADA) is a registered not-for-profit Pakistani independent policy, advocacy, research and training organization. IRADA was established in 2009 and registered in 2011 as a trust under the Trust Act. IRADA aims to promote a sustainable professional and legal development sector, both public and private, and making a positive difference to the communities and citizenry by becoming a proactive catalyst of effective development strategies through innovative research, proactive policy strategies and sound legal footing.

IRADA’s work in Pakistan aims at: Professionalization of the development, legal, public and private sectors; Social, cultural, political, economic and religious pluralisms; Both local and broad-based ownership of policies and development actions; Citizenry making informed opinions, choices and decisions; Participatory and empowering democracy; A tolerant, progressive society focused on development; Peace and conflict mitigation through collaborative approaches; Open, independent, unbiased, pluralist and responsible media; Peaceful and participatory citizenry on all development issues; Open engagement on all development issues among stakeholders; Use of technology and new media for progressive citizenry; Prioritization of peace, education, health, economic opportunity and equal human rights for all citizens.

IRADA experts have conducted theme-based advocacy, research and trainings for dozens of national as well as regional/international organizations. IRADA has a geographic outreach across Pakistan and Afghanistan. It has conducted research, advocacy and trainings, workshops, roundtables, seminars, dialogues, educational clinics and classes in almost all corners of Pakistan and various regions of Afghanistan.

IRADA is headed by Executive Director who is appointed by its Board of Trustees (BOT). For the implementation of this project, IRADA will employ some persons, including one Project Manager. Executive Director of IRADA will contribute to the project through overall supervision of the project activities and to ensure compliance of the standard in conduct of activities.

10. SUSTAINABILITY:

The trained journalists will continue reporting covering issue pertaining to RTI and impunity of journalists' killings. The Coalition, formed through the project, will continue advocating and lobbying for effective RTI legislation at all levels of governance. The network of journalists will continue highlighting the violations of rights of journalists and particularly issue of impunity.

11. FRAMEWORK OF MONITORING:

Project implementation will be monitored, as a rule, by the relevant UNESCO field office.

12. EVALUATIONS CARRIED OUT:

N/A

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING:

IRADA will report on project progress half-way into the project basis to the relevant UNESCO field office and submit a comprehensive final report describing the extent to which the immediate objective of the project was achieved.

D. BUDGET

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

Development of Manual & Training Schedule	
Research Consultant fee (\$70 per day x 8) and Analyst fee (\$70 per day x 5)	910
Five 2-day training courses in all provincial capitals	
Meals (23 persons x 2 days x 5 events at US\$ 10)	2 300
Accommodation (2 staffers x 3 nights x 4 events at US\$ 40)	960
Hall charges (2 days x 5 events at \$100)	1 000
Trainer fee (1 persons x 4 days x 5 events at \$100)	2 000
Resource person fee (1 persons x 2 days x 5 events at \$70)	700
Travel for staff (2 staff members x 4 events at \$100)	800
Sub-Total	7 760
Meetings for formation of coalition	
Meetings (3 x \$200)	600
Travel within city (3 x \$50)	150
Sub-Total	750
Drafting Module & Presentation for law colleges & universities	
Production of Module (1 person x 3 days at \$80)	240

Meals (25 x 5 events at \$10)	1 250
Travel of staff (2 persons x 4 universities at \$100)	800
Lecturer fee (1 person x 5 universities at \$100)	500
Sub-Total	2 790
Web Portal	
Design & Development of Website	700
Website Hosting Charges	150
ICT Maintenance (\$50 per month x 8)	400
Sub-Total	1 650
Five Consultative Meetings	
Meals (23 persons x 5 events at \$10)	1 150
Accommodation (2 staff members x 2 nights x 4 events at \$40)	640
Hall charges (5 events at \$100)	500
Trainer fee (1 trainer x 5 events at \$100)	500
Travel for staff (2 staff members x 4 events at \$100)	800
Sub-Total	3 590
Policy Seminar on RTI in Islamabad	
Meals (50 persons at 10\$)	500
Hall charges (\$100 x 1 day)	100
Event Moderator Fee (\$100 x 1 day)	100
Audio Video Recording	150
Printing costs for the event	350
Sub-Total	1 200
Report Writing & Submission (consultant's fee)	400
Total IPDC	US\$ 19 050

BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION (in US dollars)	
Executive Director Time (\$500 per month x 7)	3 500
Project Coordinator (\$400 per month x 7)	2 800
Manager Admin & Finance Time (\$300 per month x 7)	2 100
Office Supplies (\$150 per month x 7)	1 050
Communication (\$120 x month x 7)	840
Office Transport (\$180 per month x 7)	1 260
Office Rent % Charge (\$150 per month x 7)	1 050
Total	US\$ 12 600

REGIONAL

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	STRENGTHENING JOURNALISM EDUCATION IN PAKISTAN, AFGHANISTAN AND IRAN, THROUGH ADAPTATION AND ADOPTION OF UNESCO'S MODEL CURRICULA
2.	NUMBER	IPDC/57 RAS/06
3.	MEDIA DEVELOPMENT INDICATORS' CATEGORY	Category 4: Professional capacity building and supporting institutions that underpin freedom of expression, pluralism and diversity
4.	IPDC PRIORITY AREA	Human resource development
5.	SCOPE	Regional
6.	TYPE OF ASSISTANCE REQUESTED	Training support and Institutional capacity building
7.	TOTAL COST OF PROJECT	US\$ 35 650
8.	AMOUNT REQUESTED FROM IPDC	US\$ 25 050
9.	BENEFICIARY BODY	Asian Institute of Journalism and Communication (AIJC) 3rd Floor, ICTV Bldg., 2244 Espana Ave., Sampaloc, Manila Tel. (632) 740-0396, 724-4564; Website: www.aijc.com.ph Contact: Mr. Ramon Tuazon, President of AIJC rartuazon722@yahoo.com
10.	IMPLEMENTING OFFICE	UNESCO Tehran Cluster Office Contact: Mr Arya Gunawan Usis a.gunawan@unesco.org
11.	PROJECT LOCATION	Tehran, Islamabad, Kabul
12.	PROJECT PREPARED BY	Mr Ramon Tuazon, President of AIJC and Arya Gunawan Usis, UNESCOTehran
DECISION OF THE BUREAU:		

B. PRESENTATION

1. PROJECT JUSTIFICATION:

Based on a number of informal meetings and discussions with lecturers and students of journalism schools as well as with media practitioners and through direct observations, it was obvious that there is a real need to strengthen and improve the quality of journalism in the three countries in the three countries covered by UNESCO Tehran Cluster Office (namely Pakistan, Afghanistan and Iran). One of the entry points that can be used for this effort is journalism education, especially through the development of curricula to make it competency-based and up-to-date with new trends and challenges taking place in recent times.

Within the above context, UNESCO Tehran Cluster Office planned and implemented two activities in 2011 addressing the condition mentioned above. The first activity was the translation into Persian of the UNESCO's "Model Curricula for Journalism Education" (hereinafter called the Model). This book was distributed in Iran, which is a Persian-speaking country, as well as in the other two countries that also speak and understand Persian. The second activity was the organization of in-country workshops in the three countries with the main objective to introduce and discuss the Model among lecturers of journalism schools. In total, around 60 lecturers and trainers from journalism training institutes in the three countries participated in the workshops. Through the workshops, the participants acquired the basic ideas relating to the Model, including importance of curricula in enhancing the skills and knowledge of graduates; core elements of the Model which cover such aspects as foundation of journalism, ethics, general knowledge, reporting and writing, specialized journalism, and also the relevance of internship programme prior to graduation.

The project outlined in this proposal will be built upon the achievements gained from the previous activities explained above. Through this project, selected lecturers from journalism schools and lecturers who have participated in the previous activities will have the opportunity to further improve the curricula currently applied in their respective universities, through the development of teaching materials on selected subjects based on the Model. This will in turn strengthen profile of the graduates, and improve the quality of journalism and its role in contributing towards development.

2. DESCRIPTION OF THE TARGET GROUP:

In total, 20 journalism educators from Iran, Pakistan and Afghanistan will be targeted for the project. They will be selected from the participants of previous workshops on the development of journalism curricula that was held in 2011.

3. DEVELOPMENT OBJECTIVE:

The project will contribute towards strengthening the journalism education in the participating countries, which will in turn enhance the role of a better quality journalism to the process of development and peace building in the three countries.

4. IMMEDIATE OBJECTIVE:

To further strengthen the capacity of journalism schools and lecturers through the development of updated syllabus using UNESCO's Model as one of the main references.

5. PROJECT OUTPUTS:

- 20 lecturers from different journalism schools/universities in Iran, Pakistan and Afghanistan will acquire further skills, information and knowledge required to develop an updated syllabus based on UNESCO’s Model.
- New and updated syllabus on selected subjects outlined in the UNESCO’s Model will be developed by the participants to be applied by the participating journalism schools.
- A compilation in PDF and CD format of selected journalistic works by respected journalists in the participating country will be developed, published and distributed among relevant stakeholders in journalism. The compilation will be used for educational purpose and will be shared in the UNESCO Open Education Resource (EOR).

6. ACTIVITIES:

- First workshop: a 3-day intensive workshop (which is a follow-up of the previous workshops that were organized for the participants in 2011) to be held in Islamabad, Pakistan, with the participants from the three countries to identify and develop the basis or foundation of syllabus on at least two selected main subjects taken from the Model. The basic syllabus would cover, among others, the followings: topics to be touched upon and addressed, text books and other references that are available and teaching materials that could be prepared by the lecturers.
- Application of the new syllabus: the participants will be requested to apply the newly-developed syllabus in their respective journalism schools/universities.
- Second workshop: another 3-day workshop will be organized in Islamabad, Pakistan, six months later, to finalise the syllabus and teaching materials, based on feedback from the classroom experience during the period prior to this second workshop. The syllabus and manuals produced from the two workshops will be published in PDF format and will be made available among journalism educators and journalism students in the participating journalism schools/universities.
- Production of a compilation of journalistic works to be used for educational purpose in journalism schools: for the period of six months during the project, six selected participating lecturers will work collectively to compile selected journalistic works of well-known and respected journalists of their countries. This material will be published in PDF format and CD, from which one can learn good lessons on what constitutes as quality journalism.

7. PROJECT INPUTS:

- One expert from AIJC, who also had been involved before in workshops related to the Model. The expert will conduct the workshops.
- Six selected participating lecturers who will prepare the compilation of selected journalistic works by respected journalists from the participating countries.

8. WORK PLAN:

ACTIVITIES / MONTHS	1	2	3	4	5	6	7	8	9	10	11	12
Preparatory discussion with participating lecturers/journalism schools.												
Organization of the first workshops to prepare updated syllabus & teaching materials												
Development of draft of new syllabus, followed by their application in the respective universities.												

be used by the participating journalism schools/universities, there will be a good potential for the participants to further explore and develop other aspects covered by the UNESCO's Model for future plans and activities within their respective universities.

11. FRAMEWORK OF MONITORING:

AIJC, in close collaboration and consultation with UNESCO Tehran Cluster Office and with back-ups from UNESCO Islamabad and UNESCO Kabul, will monitor the implementation of the project through regular contact as well through submission of interim reports.

12. EVALUATIONS CARRIED OUT:

Based on direct observations, informal discussion and formal meetings with stakeholders active in the field of journalism education and journalism practice in the three countries covered by this project, one can draw a conclusion that an updated journalism curriculum is a real and urgent need. This is also shown during the implementation of the in-country basic workshops on this subject that was held in 2011. The findings were also outlined in the reports of all the in-country workshops.

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING:

The AIJC will prepare and submit the reports to UNESCO Tehran Cluster Office. The reports will consist of Progress Report after six months of the commencement of the implementation, and Final Report within one month after all the activities have been completed.

C. ADDITIONAL INFORMATION

Previous IPDC support received by the three countries:

Pakistan:

- 2011: Developing Capacity of Radio Journalists to Produce News and Current Affairs Programmes
Implementing agency: Pakistan Press Foundation (Approved budget: US\$19 800)
- 2010: Strengthening Press Clubs in Federally Administrated Tribal Areas (FATA).
Implementing agency: Intermedia (Approved budget: US\$36 300)
- 2008: Improving Access to Online Information in Rural Areas
Implementing agency: Rural Media Network of Pakistan (Approved budget: US\$15 400)
- 2008: Pakistan Training Programme for Photojournalists Working in Rural Areas
Implementing agency: Pakistan Press Foundation (Approved budget: US\$49 500)
- 2006: Media and Local Democratic Governance
(Approved budget: US\$ 20,600; and US\$ 10,000)

Afghanistan:

- 2010: Radio Nai Training
Implementing agency: NAI supporting Open Media in Afghanistan (Approved budget: US\$38 500)
- 2009: Transforming Kabul Weekly into a National Newspaper
Implementing agency: Kabul Weekly (Approved budget: US\$36 300)
- 2009: Building Capacity of AINA Photo Agency
Implementing agency: AINA Photo Agency (Approved budget: US\$22 000)
- 2008: Radio Nai Training
Implementing agency: NAI supporting Open Media in Afghanistan (Approved budget: US\$24 200)

- 2008: The Women's Magazine, Roz
Implementing agency: Roz (Approved budget: US\$16 500)

Iran:

- 2011: Capacity Building of Media Professionals in Reporting on Climate Change Issues
Implementing agency: Iranian Association for Studies in the Info Society (Approved: US\$17 600)

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)	
Economy class airfare of regional/international expert (Manila-Islamabad-Manila, for 2 trips to conduct the two workshops = 2 workshops x USD 2 000	4 000
Local transportation for the expert = 2 workshops x USD 100	200
Visa fee for expert = 2 workshops x USD 75	150
Expert fee = 2 workshops x 3 days x USD 200	1 200
Accommodation and meals for the expert when conducting the two workshops (2 trips for four night stay in each trip) = 2 trips x 4 nights x USD 150	1 200
Meeting package for the two workshops for 20 participants + 5 guests (dean, professors and other lecturers from host university) and local support staff = 25 persons x USD 20 x 3 days x 2 workshops	3 000
Honorarium for local support staff to assist in logistical aspects of workshop preparation = 2 staff x 2 workshops x 3 days x USD 50	600
Airfare of two participants from Iran, for two trips to participate in the two workshops in Islamabad = 2 participants x 2 workshops x USD 1,000	4 000
Airfare of two participants from Afghanistan, for two trips to participate in the two workshops in Islamabad = 2 participants x 2 workshops x USD 800	3 200
Local transportation and meals for the 4 participants from Iran and Afghanistan while in Islamabad = 4 participants x 2 workshops x USD 75	600
Accommodation for 4 participants from Iran and Afghanistan while in Islamabad (2 trips for four night stay in each trip) = 4 participants x 2 trips x 4 nights x USD 125	4 000
Visa fee for 4 participants from Iran and Afghanistan (4 persons x 2 workshops x \$75)	600
Cost for preparing and publishing the compilation (in PDF and CD format)	1 500
Communication, photocopy, stationery, documentation costs for two workshops	800
Total IPDC	US\$ 25 050

BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION (in US dollars)	
Administrative assistant for 12 months = 12 x USD 400	4 800
Report preparation	800
Other logistical costs for 12 months (office overhead, vehicles, office supplies, etc.)	5 000
Total	US\$ 10 600