



United Nations
Educational, Scientific and
Cultural Organization

IPDC THE INTERNATIONAL PROGRAMME
FOR THE DEVELOPMENT OF COMMUNICATION

**PART IV
LATIN AMERICA AND THE CARIBBEAN**

**NEW PROJECTS SUBMITTED TO THE
IPDC**

**PART V
EUROPE**
(final draft)

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TABLE OF CONTENTS

	CLUSTER OFFICE	PROJECT NUMBER	LATIN AMERICA AND THE CARIBBEAN	PAGE
1.	HAVANA	IPDC/57 CUB/01	CUBA: INCREASING WOMEN'S PARTICIPATION IN LOCAL MEDIA	5
2.	HAVANA	IPDC/57 DOM/01	DOMINICAN REPUBLIC: MEDIA ASSESSMENT IN DOMINICAN REPUBLIC USING THE MEDIA DEVELOPMENT INDICATORS	11
3.	HAVANA	IPDC/57 RLA/01	REGIONAL: WORKSHOP-COURSE ON JOURNALISM AND CITIZENS' EMPOWERMENT ON THE WEB	16
4.	KINGSTON	IPDC/57 BAR/01	BARBADOS: BUILDING JOURNALISTIC CAPACITY TO IMPROVE AND INCREASE ECONOMIC REPORTING	21
5.	KINGSTON	IPDC/57 CUR/01	CURAÇAO : ENHANCING THE SKILLS OF REPORTERS AND JOURNALISTS IN CURAÇAO	25
6.	KINGSTON	IPDC/57 DMI/01	DOMINICA: COMMUNITY RADIO ENGENDERING COMMUNITY COHESION AND DEVELOPMENT	30
7.	KINGSTON	IPDC/57 JAM/01	JAMAICA: STRENGTHENING AND UPGRADING JET FM FOR COMMUNITY EMPOWERMENT	36
8.	KINGSTON	IPDC/57 STV/01	ST VINCENT AND THE GRENADINES: ENHANCING PROGRAMME PRODUCTION SKILLS AT BROADCAST MEDIA HOUSES	41
9.	KINGSTON	IPDC/57 RLA/02	REGIONAL: CBU – BUILDING CAPACITY TO IMPROVE INDIGENOUS AUDIOVISUAL CONTENT IN THE CARIBBEAN	46
10.	MONTEVIDEO	IPDC/57 ARG/01	ARGENTINA: GREENING THE NEWS – ENVIRONMENTAL INFORMATION TRAINING FOR JOURNALISTS	51
11.	MONTEVIDEO	IPDC/57 BRA/01	BRAZIL: NATIONAL TRAINING PROGRAM FOR JOURNALISTS ON USING THE BRAZILIAN FREEDOM OF INFORMATION LAW	58
12.	MONTEVIDEO	IPDC/57 CHI/01	CHILE: BUILDING A PRESS AGENCY OF YOUTH	64
13.	MONTEVIDEO	IPDC/57 PAR/01	PARAGUAY: GENDER EQUALITY PROMOTION THROUGH THE EXPERIMENTAL USE OF THE GENDER-SENSITIVE INDICATORS FOR MEDIA, ITS POLICIES AND PRODUCTS, AND IN RELATED ORGANIZATIONS	69
14.	MONTEVIDEO	IPDC/57 URU/01	URUGUAY: PROMOTION OF INVESTIGATIVE JOURNALISM AND THE RIGHT TO INFORMATION	76
15.	MONTEVIDEO	IPDC/57 RLA/03	REGIONAL: USE AND APPROPRIATION OF ICTS IN COMMUNITY RADIOS IN ARGENTINA, URUGUAY AND PARAGUAY	82
16.	QUITO	IPDC/57 BOL/01	BOLIVIA: CAPACITIES OF PROFESSIONAL JOURNALISM AND ALTERNATIVE MEDIA STRENGTHENED IN COCHABAMBA, BOLIVIA, FOR THE PROMOTION OF FREEDOM OF EXPRESSION AND INFORMATION	89
17.	QUITO	IPDC/57 COL/01	COLOMBIA: DEVELOPMENT OF THE MEDIA IN COLOMBIA, ACCORDING TO THE APPLICATION OF UNESCO'S MDIS	95
18.	QUITO	IPDC/57 ECU/01	ECUADOR: TRAINING FOR JUDICIAL JOURNALISTS, INSTITUTIONAL COMMUNICATORS IN ASSERTIVE CRIMINAL LAW JUDICIAL COMMUNICATION	102
19.	QUITO	IPDC/57 PER/01	PERU: STRENGTHENING AND TRAINING THE INDIGENOUS COMMUNICATORS NETWORK OF PERU	110
20.	QUITO	IPDC/57 VEN/01	VENEZUELA: RADIO TRAINING FOR INDIGENOUS COMMUNITY COMMUNICATORS	117
21.	QUITO	IPDC/57 RLA/04	REGIONAL: MULTIMEDIA TOOLBOX ON RADIO TRAINING FOR COMMUNITY MEDIA	123
22.	SAN JOSÉ/ GUATEMALA	IPDC/57 GUA/01	GUATEMALA: FIGHTING IMPUNITY AND PROMOTING KNOWLEDGE OF LEGISLATION AND JUSTICE MECHANISMS IN ORDER TO IMPROVE SAFETY OF JOURNALISTS AND FREEDOM OF THE PRESS IN GUATEMALA	130
23.	SAN JOSE	IPDC/57 HON/01	HONDURAS: PROMOTION AND STRENGTHENING OF THE RAPCOS NETWORK FOR THE PROTECTION OF JOURNALISTS	137
24.	SAN JOSE	IPDC/57 MEX/01	MEXICO: STRENGTHENING FREEDOM OF EXPRESSION, GENDER EDUCATION AND ACCESS TO INFORMATION FOR INDIGENOUS COMMUNITIES THROUGH RADIO	142
25.	SAN JOSE	IPDC/57 RLA/05	REGIONAL: IAPA – PREVENTION AND SOLIDARITY TO COMBAT VIOLENCE AGAINST JOURNALISTS AND THE NEWS MEDIA	148

	Cluster Office	PROJECT NUMBER	EUROPE	PAGE
1.	HQ	IPDC/57 ALB/01	ALBANIA : PROMOTING GENDER EQUALITY THROUGH THE APPLICATION OF THE GENDER-SENSITIVE INDICATORS FOR MEDIA, ITS POLICIES AND PRODUCTS AND IN RELATED ORGANIZATIONS	157
2.	HQ	IPDC/57 MAC/01	MACEDONIA : STANDARDS OF PROFESSIONAL REPORTING ON DIVERSITY AND THEIR OBSERVATION IN NEWSROOMS	163

CUBA

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	ENHANCING COMMUNITY MEDIA CAPACITIES TO PROMOTE WOMEN'S PARTICIPATION
2.	NUMBER	IPDC/57 CUB/01
3.	MEDIA DEVELOPMENT INDICATORS' CATEGORY	Category 3: Media as a platform for democratic discourse
4.	IPDC PRIORITY AREA	Community media development
5.	SCOPE	National
6.	TYPE OF ASSISTANCE REQUESTED	Equipment/training support
7.	TOTAL COST OF PROJECT	US\$ 30 890
8.	AMOUNT REQUESTED FROM IPDC	US\$ 14 040
9.	BENEFICIARY BODY	La Ceiba Neighborhood Integrated Transformation Group (TTIB) Playa Municipality, Havana
10.	IMPLEMENTING OFFICE	UNESCO Office in Havana Contact: Isabel Viera, CI Program Officer E-mail: i.viera@unesco.org
11.	PROJECT LOCATION	La Ceiba, Playa Municipality Havana, Cuba
12.	PROJECT PREPARED BY	PhD. Rayza Portal Moreno, Head of the Communication and Development Group, Social Communication Department, Communication Faculty Universidad de La Habana; Isabel Viera, CI Programme Officer, UNESCO Office in Havana
DECISION OF THE BUREAU:		

B. PRESENTATION

1. PROJECT JUSTIFICATION:

In Cuba, the national media system has a wide coverage through newspapers and broadcasters (radio and TV channels) of national, provincial and municipal scope. Regarding grassroots media, there is one local newspaper per each of 16 provinces, also 16 provincial TV broadcasters, 20 provincial radio stations and 35 municipal radio stations. Their main functions are of informative, educative and cultural nature. They play a role of social facilitation and expression of culture identity of the groups with which they work. They are dedicated to local concerns and events, community news and announcements, promotion of local culture, health, environment and sustainable development issues, etc. Based on their close relations with relevant communities, they have very large audiences and are very popular as well as influent at grassroots levels. Among the network of local media, community radio shows the most developed infrastructure and the closest relationship with local audiences.

In this context, we propose to strengthen community media to enhance its capacity *to reflect and represent the diversity of views and interests in society*, especially regarding women.

This may also be a way to leverage the contribution that community media can make to the alleviation of social problems as for example domestic violence and -associated with it- gender inequality. Women, the most-likely victims of this situation, are often isolated and do not express openly what they feel or think about it. To give voice to this group is one of the ways to mobilize the community to overcome gender inequalities leading to domestic violence.

In order to contribute to such a major goal we propose the current training course targeting young women of La Ceiba community which aims at training in the preparation of radio content from a gender perspective with a participatory approach, fostering a critical understanding of media's routines and discourses and encouraging group members' self-expression of their needs, values, proposals and identity.

As a result, the selected group will elaborate communication products to be broadcasted on Habana Radio, a radio station widely known for its experience in working in socio-cultural projects. The experience will contribute to the diversification of the community voices within the radio spectrum.

The purpose of the project is to enhance community media capacities to favor women's representation and meaningful participation in local media. It aims at strengthening radio programming and broadcasting by including communication products prepared by women's groups echoing their concerns, perspectives and understandings about news and urgent matters regarding their daily life.

2. DESCRIPTION OF THE TARGET GROUP:

Twenty young women from La Ceiba community who have been identified as potential community communicators.

3. DEVELOPMENT OBJECTIVE:

To strengthen community media capacities in La Ceiba to widen its reach to community groups and citizens, especially women who will increase their participation in using media as platform for democratic discourse, also contributing to media content diversity.

4. **IMMEDIATE OBJECTIVE:**

To train twenty young women from La Ceiba community who have been previously identified as potential community communicators so they will be able to produce their own radio programs and to better understand media functions and uses.

5. **PROJECT OUTPUTS:**

- Twenty young women from La Ceiba community have acquired skills for creating and editing text and voice for the purposes of radio production and broadcast and know the functions of media, the ways in which media contents are produced and the uses the citizenry may make of them.
- Four communication products made from a participatory and gender perspective by the group of twenty young women were broadcasted on Habana Radio and are ready for broadcasting through other radio stations.

6. **ACTIVITIES:**

- Identification and selection of facilitators
- Acquisition of materials and equipment
- Design, production and wide distribution of promotional material
- Call, selection and notification of 20 participants (20 young women potentially communicators)
- Elaboration of training materials, designing and preparing the course.
- A ten-day training course on media literacy for 20 young women potentially community communicators who will participate under volunteer basis. The course objective will be to develop skills in the participants for the production of radio content from a participatory perspective as well as for critical understanding on media routines and discourses. It will train them on the required abilities to create and edit text and voice to produce communication products carrying women's views, concerns and aspirations. It will be held at the premises of the TTIB and will include field work within the community and two workshops at Habana Radio. Training sessions will be held once a week (on Saturdays) during approximately 3 months. This schedule responds to a community requests and to lessons learnt from previous experiences to allow working women to participate.
- Broadcasting of communication products elaborated by participants through Habana Radio.

7. **PROJECT INPUTS:**

- Two facilitators trained in development projects from a participatory and gender perspective and on media production for the implementation of the workshops. They will be selected among members of the project's management group, teachers and senior students of the School of Communication as well as members of La Ceiba Integrated Neighborhood Transformation Group (TTIB) that will ensure the continuity of the project once this first experience has finished.
- Two national consultants/professors
- One international expert
- A room equipped with a projector, chairs and tables. It will be provided by the School of Communication and TTIB La Ceiba.
- Office supplies (stapler, staples, tape, paper, scissors, printer tonner, flipcharts, markers, etc.)
- Equipment:
 - Three Laptops to strengthen technological communication capacities for community media. The laptops should have 4 GB of RAM, capacity to support sound editing software and DVD burner/reader.

- Three speakers set for audio playback
- Three portable digital recorders capable of producing quality recordings, to be used in elaborating communication products.
- Three microphones for recording professional quality sound.
- One photographic camera for recording workshop's proceedings and project implementation, development and results.
- A multifunctional printer for printing project and training materials.

8. **WORK PLAN:**

ACTIVITIES / MONTH	1	2	3	4	5	6	7	8	9	10	11	12
Identification and selection of facilitators	■											
Acquisition of materials and equipment		■	■	■								
Design, production and distribution of promotional material		■	■	■								
Call, selection and notification of the 20 participants		■	■	■								
Elaboration of training materials, designing and preparing the course		■	■	■								
Ten-day training course on media literacy scheduled on a once a week basis over approximately 3 months					■	■	■					
Broadcasting of communication products through Habana Radio								■	■	■	■	■
Project evaluation									■			■
Submission of project reports				■				■				■

9. **INSTITUTIONAL FRAMEWORK:**

For more than a decade, the School of Communication has been working in collaboration with organizations from civil society. It has a large experience on linking local media as Habana Radio with community organizations such as the Integrated Neighborhood Transformation Groups. Faculty's teachers and senior students have proven to have the necessary professional knowledge to design and implement media education projects at grassroots level like the one here proposed.

The School of Communication (FCOM in Spanish), with nearly 40 years of experience, is the leading Cuban institution in training journalists, social communicators and information professionals. High quality teaching and research traditions favor its recognitions as a leading space for developing and promoting interdisciplinary integration of communication and information in academic and civil society spaces, which are key areas for the current progress and future of the society. The School is under the Cuban Ministry of Higher Education's jurisdiction. It also responds to professional and social demands from regional, national and community levels.

10. **SUSTAINABILITY:**

Once the project has finished La Ceiba community organizations and media groups will have been empowered to continue the production of radio materials of their own interest to be broadcasted through local media. They will have acquired the necessary knowledge and technological means to support the steadiness of this experience. Strong ties through official agreements and in kind contributions as per the School of

Communication of the University of Havana, Habana Radio, the Office of the Historian of Havana and the Federación de Mujeres Cubanas (Cuban Federation of Women) that have been already sought, will also ensure its sustainability. Project's memorabilia and didactic materials will be prepared for publication. This will allow replicating the acquired knowledge and to seek support from other community organizations and groups.

11. PRIOR EVALUATIONS CARRIED OUT:

The need to improve media education among disadvantaged groups has been identified in various surveys conducted at other media education projects sponsored by the School of Communication as well as in undergraduate, master and PhD dissertations. It has also been addressed by experts from the field of media and information in Cuba and Integrated Neighborhood Transformation Groups, who suggest the need of a more active inclusion of young people and women within communication projects generated in the communities.

12. FRAMEWORK OF COMMUNICATION AND MONITORING:

The project will have a communication plan. It will foresee the organization of a project launching activity at the community for presenting the project to the national media, local authorities, potential donors and UN representatives in Cuba, as well as the publication and wide distribution of promotional materials such as posters, calendars, flyers, etc. Training materials and workshop proceedings will be prepared for publication, which will enable replicating the acquired knowledge and to publicize project's results. The radio records that will be produced and broadcasted all along the project implementation will include mentioning the projects main features and IPDC and UNESCO support.

Project implementation will be monitored by UNESCO Office in Havana.

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING:

The Communication and Development Group, from the School of Communication is responsible for reporting every four months on the project's progress to the UNESCO Office in Havana and to submit a final report providing a comprehensive account of the extent to which immediate objectives were achieved. PhD. Rayza Dr. Moreno will coordinate the project and be responsible for submitting reports.

C. ADDITIONAL INFORMATION

During the early days of project preparation, an organizing committee, composed by professors of the Communication and Development group and senior students of the School of Communication, was formed. The committee was aimed at designing workshop's methodology, managing logistics and outlining strategies to publicize project's results. The committee first contacted other institutions having an impact on the project, namely, La Ceiba Integrated Neighborhood Transformation Group and Habana Radio station, both with experience in community work and development of socio-cultural and communication projects. It also held several meetings with Mrs. Isabel Viera, Program Officer for Communication and Information at UNESCO Office in Havana, to request assistance in project designing.

This project has no other funding sources than the requested assistance to the IPDC and the beneficiary's and community organizations support. In kind contributions may be received from other related institutions and civil society. The submitter has never before received support from IPDC.

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)	
Opening activity engaging media, local authorities, community organizations, UN representatives and citizens	900
Facilitator's fees (2 facilitators x 10 days x USD40)	800
National consultant/professor (10 days x 80USD)	800
Local transportation: bus rental for transporting participants to radio station and other places related to the training (1 bus x 2 trips x 150USD)	300
Project's promotional materials (posters, flyers, etc.)	1 800
Air ticket, accommodation and meals for one international expert from Brazil (USD 1000- Air ticket -round trip, economy class- plus 80usd accommodation and meals plus USD 100 fees x 5 days)	1 900
Meals during training sessions (10 days x 20 participants x 8 USD)	1 600
Equipment:	
Three laptops (3 laptops x 1200 USD)	3600
Three speakers sets (3 pairs of speakers x 40 USD)	120
Three digital portable recorders (3 units x 150 USD)	450
Three professional microphones (3 units x 60 USD)	120
One photographic camera (1 unit x 250 USD)	250
One multifunctional printer (1 unit x 600 USD)	600
Sub-Total Equipment	5 140
Supplies for training sessions (paper, toner, DVDs, markers, flipcharts, etc.)	800
Total IPDC	US\$14 040

BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION (in US dollars)	
Staff costs (12 months x 2 staff members x 200)	4 800
Project coordinator (12 months x 500)	6 000
Communication costs (12 months)	750
Use of TTIB facilities	1 000
Use of Habana Radio facilities and broadcasting	3 000
Contingencies	1 000
Project reporting	300
Total	US\$ 16 850

DOMINICAN REPUBLIC

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	MEDIA ASSESSMENT IN DOMINICAN REPUBLIC USING THE MEDIA DEVELOPMENT INDICATORS
2.	NUMBER	IPDC/57 DOM/01
3.	MEDIA DEVELOPMENT INDICATORS' CATEGORY	All, with a special emphasis on 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 and media pluralism
5.	SCOPE	National
6.	TYPE OF ASSISTANCE REQUESTED	Financial support
7.	TOTAL COST OF PROJECT	US\$ 41 000
8.	AMOUNT REQUESTED FROM IPDC	US\$ 30 000
9.	BENEFICIARY BODY	Colegio Dominicano de Periodistas
10.	IMPLEMENTING OFFICE	UNESCO Cluster Office in Havana Contact: Isabel Viera, Program Officer, Communication and Information i.viera@unesco.org
11.	PROJECT LOCATION	Dominican Republic
12.	PROJECT PREPARED BY	Lic. Aurelio Henríquez, President of CDP and Isabel Viera, NPO, CI UNESCO Cluster Office in Havana
DECISION OF THE BUREAU:		

B. PRESENTATION

1. PROJECT JUSTIFICATION:

In the Dominican Republic freedom of expression, press freedom and other related media issues are protected by different laws. There are many traditional and new media outlets for being a small country (and a Small Island Development State): 7 land based TV channels, around 30 multichannel cable operators, approximately 200 radio stations, numerous newspapers and a wide digital press.

However, ownership of media is highly concentrated within a few privileged politic and economic powerful groups. This limits the diversity of media content and confines the views and topics covered by media to private interests. In 2010, the former Dominican President, Leonel Fernández, formed a national commission that prepared 5 law projects to reform or create media legislation. The related approval process is currently on-going.

The Colegio Dominicano de Periodistas (College of Dominican Journalists- CDP by its acronym in Spanish) considers a priority to promote best journalism practices in a free, independent and pluralistic media environment, essential to advocate democracy and ethics. Media should encourage transparency and dialogue, demand accountability and empower citizens providing the information to engage them in their own development processes. The College is promoting and supporting the establishment of a Code of Communication.

In this context, the project proposes to implement an assessment of media development in the Dominican Republic based on UNESCO's Media Development Indicators (MDIs) and using the Gender-Sensitive Indicators for Media (GSIM) to foreground gender dimension throughout the assessment. The results would be an important tool for guiding the efforts of national actors working in the area of media development and legislation, including lawyers and policy makers. Such a study will provide an up-to-date state of arts of national media landscape and a comprehensive analysis of the current media situation including gender issues, which is not available now. It will allow identifying fields that should be improved and suggesting the right direction to take for correcting the course of current and further reforms.

2. DESCRIPTION OF THE TARGET GROUP:

The primary target groups for this study are key stakeholders, namely media owners and professionals, policy-makers, civil society and media audiences.

3. DEVELOPMENT OBJECTIVE:

To contribute to media development in the Dominican Republic, ensuring plurality and transparency of ownership and content.

4. IMMEDIATE OBJECTIVE:

To produce a set of evidence-based recommendations to strengthen the development of free, independent and pluralistic media, through a comprehensive analysis of the national media landscape based on UNESCO's MDIs and GSIM.

5. PROJECT OUTPUTS:

- A comprehensive report on the media landscape in the Dominican Republic with reference to the MDIs and the GSIM including recommendations.
- A round-table discussion on the state of the media in Dominican Republic involving key stakeholders media owners and professionals, policy-makers, civil society and media audiences, as well as relevant partners and donors.

6. ACTIVITIES:

- 4 consultative meetings- one per national regions: North, South, East and West
- Preparation of data collecting instrument (questionnaire): designing, pre-testing and reproduction
- Fieldwork: collection of data through a country-wide survey. Sixteen enumerators (four in each of four regions) will be selected and trained to apply the data instruments previously approved and typing information in the designed database.
- Broad consultation carried out by national coordinator among local media organizations, professional associations, academics, government representatives and NGOs in order to gather information on all aspects of the media situation.
- Data analysis: statistician expert for data coding, cleaning and analysis
- Report writing
- Report reproduction
- One National Round-Table for partners, stakeholders and donors

7. PROJECT INPUTS:

- International consultant
- National consultant
- Statistical expertise and sixteen enumerators
- Meetings venues, equipment, accommodation, alimentation and transportation costs (for consultative meetings and final round-table)
- Reproduction costs (photocopying, binding, etc.)
- Communication costs
- Project coordination costs
- Office supplies

8. WORK PLAN:

ACTIVITIES / MONTH	1	2	3	4	5	6	7	8	9	10	11	12
4 consultative meetings	■	■										
Preparation of data collecting instrument			■									
Fieldwork: collection of data through a country-wide survey				■	■							
National consultation: among main actors				■	■							
Data analysis						■	■					
Report writing and reproduction								■	■			
One National Round-Table											■	
Submission of project reports				■				■				■

9. INSTITUTIONAL FRAMEWORK:

The Dominican College of Journalists was legally created by Law 10-91, promulgated on May 7, 1991. It gathers and represents those who practice journalism as a profession in Dominican Republic. Its mission is to defend freedom of expression, press freedom and the citizen's right to access accurate information of its interest. One of its main objectives is to facilitate professional and technical education and training for journalists and media workers. The College has a long history of organizing activities and particularly training initiatives for Dominican journalists and media professionals.

10. SUSTAINABILITY:

The CDP has the necessary capacities to promote and monitor the application of the recommendation on long-lasting terms. The results and benefits derived from this assessment as well as the implementation of its recommendations are maintained over time and beyond external assistance.

11. PRIOR EVALUATIONS CARRIED OUT:

In addition to the research indicated under the justification of this proposal, this project will also be guided by the results of a critical analysis of other studies carried out on the state of the media in Dominican Republic which constitute a sound basis for asking specific questions about the role of the media and the general health of the media sector in line with the MDIs.

12. FRAMEWORK OF COMMUNICATION AND MONITORING:

The project will have a communication plan. It will include the production and wide distribution of news items in printed, broadcasted and digital press about project main features and results. The final publication will be widely distributed. Project implementation will be monitored by UNESCO Cluster Office in Havana.

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING:

The CDP undertakes to report on project progress on a six-month basis to UNESCO Cluster Office in Havana and to submit a comprehensive final report describing the extent to which the immediate objective of the project was achieved. The reports will be signed by the person responsible for the project, Lic. Aurelio Henríquez, President, CDP.

C. ADDITIONAL INFORMATION

Previous IPDC support received by country/submitter:

- 2012: Promoting high quality journalistic coverage on environment issues in the Dominican Republic.
- 2011: Training workshop on raising gender awareness through media

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)

4 consultative meetings (one per national region: North, South, East and West) at US\$ 800 per meeting, including: food, meeting room, equipment rental and accommodation and transportation for participants who live far from venue	3 200
One international media expert to participate in the initial consultative meetings and in report writing. Fees for three months of work spread throughout the project	9 000
One national media expert to participate in consultative meetings, carry out national consultation and participate in report writing. Fees for three months of work spread throughout the project	6 000
One statistician expert for designing data instrument (questionnaire), data coding, cleaning and analysis and writing statistical report. Fees for two months of work.	3 000
Four censors/enumerators in each of four regions (sixteen as a whole) trained to apply the questionnaire and typing information in the designed database. Censors fees: \$30 x 10 days x 4 censors x 4 regions	4 800
Report writing and reproduction	2 000
One National Round-table for partners, stakeholders and donors	2 000
Total IPDC	US\$ 30 000

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

Internet costs (\$500), communication expenses (\$500)	1 000
Project coordination	2 000
College facilities use	2 000
Office and working space	1 000
Contingencies	2 000
Project reporting	2 000
Secretarial assistance	1 000
Total	US\$ 11 000

REGIONAL

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	PROMOTING JOURNALISM AND CITIZEN'S EMPOWERMENT IN THE WEB
2.	NUMBER	IPDC/57 RLA/01
3.	MEDIA DEVELOPMENT INDICATORS' CATEGORY	Category 3: Media as a platform for democratic discourse
4.	IPDC PRIORITY AREA	Human resource development
5.	SCOPE	Regional
6.	TYPE OF ASSISTANCE REQUESTED	Training support
7.	TOTAL COST OF PROJECT	US\$ 42 248
8.	AMOUNT REQUESTED FROM IPDC	US\$ 27 730
9.	BENEFICIARY BODY	International Institute of Journalism José Martí. G street No. 503 / 23rd and 21st, Vedado, La Habana. Zip code 10400, Cuba Tel: (53 7) 832 - 0566/67 E-Mail: docencia@prensaip.co.cu Contact: Ileana González López, Assistant Director
10.	IMPLEMENTING OFFICE	UNESCO Cluster Office in Havana Contact: Isabel Viera, Program Officer, Communication and Information E-mail: i.viera@unesco.org
11.	PROJECT LOCATION	Havana, Cuba
12.	PROJECT PREPARED BY	Antonio Moltó Martorell, Director of the International Institute of Journalism José Martí with UNESCO Havana Regional Office
DECISION OF THE BUREAU:		

B. PRESENTATION

1. PROJECT JUSTIFICATION:

How can possibilities offered by Information and Communication Technology (ICT) be used by journalists to enhance their needs of expressing themselves as professionals and, at the same time, as citizens? First of all, journalists should make a more conscious, critical, creative and responsible use of the web in their daily functions. This will largely depend on their competences to deal with the information and to promote social relationships in virtual communities. However, the condition that young journalists "dwell" in the Internet and have grown up as "digital natives" does not guarantee, that they know how to take intentionally good advantage the "mechanisms" of citizen engagement, or to be prepared for the responsible and active citizenship empowerment through the social space that Internet provides.

Therefore it is necessary to strengthen on one hand, their understanding about citizenship complex notions, concepts, practices and updated trends and on the other hand, their new media competences. This is what the proposal aims at.

1. DESCRIPTION OF THE TARGET GROUP:

40 journalists and social communicators, not older than 35 years old, who are working in mass media in countries from Latin America and the Caribbean,

2. DEVELOPMENT OBJECTIVE:

Contribute to promoting active citizenship using the tools provided by the Internet, through strengthening professional capacities and citizen leadership of young journalists.

3. IMMEDIATE OBJECTIVE:

To train 40 young journalists from Latin America and the Caribbean in digital communication skills and citizenship complex concepts and participation in web activities online platforms. It will give special consideration to women applications and will seek to ensure gender balance among participants.

4. PROJECT OUTPUTS:

- 40 journalists and/or communicators trained to make the best use of ICTs as well as to be promoters of citizen uses of communication in the digital Internet environments. They will also be able to develop projects in participatory management of digital communication for their communities and societies of origin.
- A network of journalists and / or communicators in Latin America and the Caribbean that effectively use ICTs and web resources in their daily work and able to promote the concept of active citizenship in their own professional community and beyond.
- The forty participants are provided with educational materials and skills to become multipliers of this experience and to train other professionals in their home countries and communities.

5. ACTIVITIES:

- A course that will last for 15 days, to be developed at the premises of the International Institute of Journalism José Martí for 40 young journalists from LAC countries. The program includes conferences and workshops on topics such as:
 - Tools for search, retrieval and dissemination of information on the Internet.
 - Internet and citizenship from the local/global dimensions.
 - Access and interpretation of statistical data through the Web: sources and tools for finding, analysis and data visualization.
 - New regimes of intellectual property’s rights.
 - Social networks and citizenship.
- Coordination of academic procedures to officialise Diploma certificates to be given to participants.
- Identification and selection of experts and trainers
- Design and printing of promotional material
- Call, selection and notification to participants
- Acquisition of materials and equipment needed
- Preparation of pedagogical material
- Monitoring and reporting
- Preparing the memorabilia of the course

6. PROJECT INPUTS:

- Experts who widely dominate the fundamental concepts regarding the implied issues will participate as presenters.
- Disposable material to be used by the participants in the workshop during the working sessions: flipcharts, markers, paper, etc.
- DVD with supporting documentation and bibliography, including the course design for the propagation of the experience.

7. WORK PLAN:

ACTIVITIES / MONTH	1	2	3	4	5	6	7	8	9	10	11	12
Identification and selection of experts and trainers												
Acquisition of materials and equipment needed												
Preparation of pedagogical material												
Selection and notification to participants												
Execution of the training course												
Evaluation of the project												
Reports on the activity												

9. INSTITUTIONAL FRAMEWORK:

The International Institute of Journalism José Martí is a teaching postgraduate centre with great prestige in Cuba and in the region. It was created on October 18th, 1983 and its social function is aimed to the training, the tuition and the exchange of experiences with colleagues from communication fields from all over the world. It has an ample staff of professors linked directly to the elaboration of informative products. It is related with scientific and educational institutions of the highest qualification all along the country.

The Institute has the necessary legal educational capacity for the certification of postgraduate courses and international diploma courses for journalists, communicators and other media professionals. It also has the experience, resources and infrastructure suitable for the realization of training activities for communication professionals. The large demand for academic activities that the Institute is used to receiving show the need and growing interest for their systematization.

10. SUSTAINABILITY:

We aim at establishing a network of contacts among the participants that will propitiate a permanent upgrading of knowledge and experiences on the topic. The training course will be included as part of the regular training program offered by the Institute. This will be facilitated by using the resulting educational materials obtained as outputs of the project.

11. PRIOR EVALUATIONS CARRIED OUT:

The relevance of the workshop subject has been proved through informal discussions with several Cuban universities, local authorities, assessments made by NGOs and experts. Also, several academic activities developed previously show the necessity and the increasing interest to systemize and look deeply in the proposed topic.

11. FRAMEWORK OF COMMUNICATION AND MONITORING:

The project will have a communication plan. It will include the production and wide distribution of news items in printed, broadcasted and digital press about project main features and results. The course practical exercises will include the production of news items that once corrected will be distributed through social media. Project implementation will be monitored by UNESCO Cluster Office in Havana.

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING:

The IIPJM undertakes to report on project progress on a six-month basis to UNESCO Cluster Office in Havana and to submit a comprehensive final report describing the extent to which the immediate objective of the project was achieved. This report will include the full memory of the project, the results obtained from the work done, products and a financial report with data and evidence of expenditure. The person in charge of the coordination and the issuing of reports on behalf of IIPJM is B.A. Ileana González López, Vice Principal of IIPJM.

C. ADDITIONAL INFORMATION

Regarding preparatory activities an organizing Committee has been formed. Its main functions include the preparation of the background paper and the academic program proposal for the course, as well as supervising all concerning the logistics and publicity to promote the event through the media. This Organizing Committee is made up by the Vice Principal of the Institute, the Head of Department of New Technologies, a representative from Centro Memorial Martin Luther King Jr., an NGO that will co-sponsors the course, a representative from the Department of Communication and Development of the School of Communication at the University of Havana and the Responsible Officer for Communication and Information Program in UNESCO Havana Office. There are no other sources of funding in addition to IPDC for the implementation of this project.

The following previous projects that have been successfully executed by the International Institute of Journalism José Martí with IPDC funding:

Regional Seminar for Journalists on Coverage of Hurricanes (2008),
 Regional Seminar on Scientific Journalism (2008),
 International Diploma Course on Journalism and the Environment (2009),
 Regional Seminar on Gender and Communication (2010),
 I and II International Diploma Courses on How to Communicate on Heritage (2011 and 2012) with the co-sponsorship of the Oficina del Historiador de La Habana,
 International Diploma Course Hypermedia Communication for local and community scope (November 2012).

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION	
(in US dollars)	
Air tickets for 12 journalists from Latin America and the Caribbean (12 countries an estimated of US\$1 000 per ATK)	12 000
LAC Journalists visa and airport tax expenses (Visa 25USD + Havana Airport tax 25 USD) x 12 participants)	600
Local transportation for 13 Cuban journalists who do not live in Havana (for 13 participants bus tickets from \$25 to \$150 USD)	730
Farewell dinner for participants, professors and Organizing Committee members (50 persons x 16 USD)	800
Accommodation including breakfast and dinner for 25 participants (12 journalists from LAC and 12 from Cuba who don't live in Havana) during 16 days (25 participants x 16 days x \$30usd)	12 000
Design & printing of promotional material & memorabilia of course	1 600
Total IPDC	US\$ 27 730

BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION	
(in US dollars)	
Lunch for 40 participants \$5 x 40 x 16	3 200
Transportation of LAC participants from and to the airport	2 500
Technical Equipment	1 296
Fees for local professors delivering the conferences	1 200
Publicity Material	90
Communication Service during the preparation of the event	1 756
Expenses for logistics on the organization of the process	2 176
Local Transportation	400
Internet Service for attendees during the during 15 days	1 900
Total	US\$ 14 518

BARBADOS

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	BUILDING JOURNALISTIC CAPACITY AND CAPABILITY TO IMPROVE AND INCREASE ECONOMIC AND FINANCIAL REPORTING IN THE CARIBBEAN
2.	NUMBER	IPDC/57 BAR/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	Institutional capacity building
7.	TOTAL COST OF PROJECT	US\$ 22 820
8.	AMOUNT REQUESTED FROM IPDC	US\$16 420
9.	BENEFICIARY BODY	Starcom Network Inc. River Road St. Michael BARBADOS Tel : (246) 430-7302 Victor Fernandes vfernandes@starcomnetwork.net with collaborative support from the CBU
10.	IMPLEMENTING OFFICE	UNESCO Regional Office in Kingston Contact: Mr Hara Padhy E-mail: h.padhy@unesco.org
11.	PROJECT LOCATION	Barbados
12.	PROJECT PREPARED BY	STARCOM NETWORK in consultation with UNESCO Kingston office
DECISION OF THE BUREAU:		

B. PRESENTATION

1. PROJECT JUSTIFICATION:

Media Development in the Caribbean is varied and in many respects reflects GDP standing within the region. The larger media systems in the larger CARICOM states have been able to advance the industry further than the smaller systems in the smaller CARICOM states. This has affected the institutional capabilities to optimize the reporting of important information to the respective publics.

The Region has an abundance of media. There are about 25 local free to air television stations and almost 100 imported cable channels within the CARICOM marketplace. Radio licenses issued exceed 300. Newspapers number in excess of a dozen daily issues and an approximate half dozen weeklies.

Ownership of electronic media is approximately 75% private and 25% state owned. Newspapers are all privately owned. Stations have not sufficiently invested in training and the CBU has stepped up to provide short term training to help resource capacity building. CARIMAC provides the baseline education for journalists and is applied with University of the West Indies (UWI). The region enjoys relatively good freedom of expression in media, but only four (4) Governments has passed and gazetted freedom of information legislation.

In Barbados, the media are free of censorship and state control and often criticize the government. All newspapers are privately-owned, and there is a mix of private and public radio stations. Although the sole TV station is run by the government-owned Caribbean Broadcasting Corporation (CBC), it presents a wide range of political views. The CBC also operates MCTV, a multi-channel and pay-TV service. There were 188,000 internet users by March 2011. This represents about a 66% usage by the 280,000 inhabitants. Some of the largest circulated newspapers are The Barbados Advocate, The Nation, The Broad Street Journal. CBC operates CBC Radio 94.7 FM, 98.1 The One, QFM. and BBS FM. The Starcom network operates Hott 95.3, Voice of Barbados Love 104.1 and Caribbean Super Station. There is one news agency in Barbados called Caribbean News Agency (Cana) - funded by public, private shareholders in English-speaking Caribbean.

There is a clear and urgent need for journalistic capacity building that fosters greater capability for the region to develop more in the areas of Economic reporting for providing the citizenry with a more informed basis for Freedom of Expression and best choices that support the enhancement of the democratic franchise.

The main challenges facing broadcast journalist, are:

- Continuing training to upgrade skills, reporting and analysing techniques for better understanding of financial and economic information. This information is key to informing the public on matters of national finance and economics and better empowering the citizenry through better information democratization, to enhance its national decision making. It also turns the spotlights on areas of poverty and economic under privilege within the national community and engenders a new focus by public policymakers in addressing poverty alleviation and skills capacity building
- Inability to hire journalists who specialize in the field of finance and economics

The project aims to address the above issues. Care will be taken ensure gender parity in terms of trainees and trainers while planning and execution of the activity.

2. DESCRIPTION OF THE TARGET GROUP:

Fifteen (15) journalists working with the Broadcasting media in Barbados and other countries of the Caribbean

3. DEVELOPMENT OBJECTIVE:

The project contributes to providing the citizenry with more informed choices and freedom of expression and the enhancement of the democratic franchise

4. IMMEDIATE OBJECTIVE:

The skill of fifteen (15) journalists of Barbados and other Caribbean countries in the area of economics and financial reporting enhanced over the next twelve (12) months

5. PROJECT OUTPUTS:

- 15 trained journalists to write, report and investigate economic and financial issues
- A network of the journalists to share their experiences and challenges

6. ACTIVITIES:

- 1 x 3 day ‘hands on’ workshop in the area of economics and financial reporting

7. PROJECT INPUTS:

- 2 Trainers/Facilitators
- 3 Resource Presenters
- 1 Workshop chair/rapporteur
- 1 Projector
- 1 Flip Chart and markers
- Workshop room
- 1 podium and microphone

8. WORK PLAN:

ACTIVITIES / MONTHS	1	2	3	4	5	6	7	8	9	10	11	12
Selection/Contracting of trainers												
Selection/Notification to participants												
Training Workshop												
Submission of final report												

9. INSTITUTIONAL FRAMEWORK:

Starcom Network evolved from Barbados Rediffusion Services Ltd. which started in 1934. It has grown into the largest radio network in Barbados and is part of the One Caribbean Media co. the largest Media company in the Caribbean. It is located in Barbados. Starcom Network has seventy-two (72) employees, and while implementing some in-house training, also participates in regional workshop Training in order to keep

building capacity within the organization. Starcom also interfaces and collaborates with a number of other media systems across the region.

10. SUSTAINABILITY:

It is planned to make this training workshop an annual one with the support of funding institutions and industry partners.

11. FRAMEWORK OF MONITORING AND COMMUNICATION STRATEGY:

Starcom will monitor under the guidance of UNESCO field office. The communication strategies include online forum and a dedicated website to share the experience and challenges in writing, reporting and investigating economic and financial issues. The help of social networks will also be taken.

12. EVALUATIONS CARRIED OUT:

Feedbacks from participants, through surveys carried out over the last three years reveal that there is a necessity for such training. It is also established through the measurement of the increase in existing media engagement and reporting by participating journalist and their institutions.

13. FRAMEWORK OF BENEFICIARY AGENCY’S REPORTING:

Report will be submitted at the end of the workshop.

D. BUDGET

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

12 Overseas Participants and 3 local participants attending 3 day workshop	
Participants – accommodation and subsistence = \$200 per day x 4 x 12	9 600
2 Trainers fees @ US\$250 per day x 4 days	2 000
Airfare of trainers	1 500
Subsistence of trainers (4 x \$200 x 2)	1 600
Training Room and Facilities	690
Misc. – markers, flip charts, stationery, etc.	280
3 Presenters - honoraria	750
Total IPDC	US\$ 16 420

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

Airfares – 12 Participants @ US\$400	4 800
Workshop Co-ordinator (Workshop & ongoing “Leasing Admin”)	1 000
Communications Costs	600
Total	US\$ 6 400

CURAÇAO

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	ENHANCING THE SKILLS OF REPORTER AND JOURNALIST IN CURUCAO
2.	NUMBER	IPDC/57 CUR/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	Equipment and training
7.	TOTAL COST OF PROJECT	US\$ 54 000
8.	AMOUNT REQUESTED FROM IPDC	US\$ 26 000
9.	BENEFICIARY BODY	Curaçao Media Organization Foundation Kaya Wilson *Papa* Godett #24 Curaçao Contact: Drs. Lilo Sulvaran E-mail: sulva2003@yahoo.com
10.	IMPLEMENTING OFFICE	UNESCO Kingston Contact: Mr Hara Padhy E-mail: h.padhy@unesco.org
11.	PROJECT LOCATION	Willemstad, Curaçao
12.	PROJECT PREPARED BY	Drs. Merrill Sulvaran in consultation with ACI, UNESCO Kingston
DECISION OF THE BUREAU:		

B. PRESENTATION

1. PROJECT JUSTIFICATION:

The Curaçao media landscape can best be described as rich. It is rich in the sense that there is an overwhelming amount of media for such a small island. Two daily newspapers La Prensa and Amigoe are most popular. There is a government run television station TeleCuraçao which provides information and entertainment. Three radio stations Radio Hoyer, Easy FM and Dolfijn FM serves the island country with its coverage. Social media and citizens' media are quite active and vibrant in the country and provide much needed boost in democratic participation of the citizens. However, there is an overall feeling that the quality of journalism needs to improve.

In this context, on May 3rd, World Press Freedom Day, The UNESCO National Commission for Curaçao and the local press association Curaçao Media Organisation (CMO) signed a Memorandum of Understanding.. The CMO is a foundation established for the purpose of providing training and assessment in education for those employed in the media sector of Curaçao. Within the context of the World Press Freedom Day established by UNESCO and taking into consideration that Freedom of Expression is one of our fundamental rights, CMO and Curaçao NatCom have agreed to work on developing apprenticeship and training within the media sector of Curaçao The collaboration is directed towards developing continuous and not ad hoc consultation processes between participating organisations on quality enhancement of the local media.

The main purpose of the project is to enhance and develop the skills, knowledge of the journalist and media groups in of Curaçao, which has been neglected by the tertiary education sector and other training initiatives. There are no training courses available for working professionals. By focusing on the specific skills required of professionals working in media sector, this project will ensure that Curaçao journalists will know how to write report and investigate news and article which will help contribute to strengthen the democratic norms in the country. Care will be taken ensure gender parity in terms of trainees and trainers while planning and execution of the activity.

2. DESCRIPTION OF THE TARGET GROUP:

50 working professional reporters/journalists and media professionals from the Government-run and independent TV, Radio and print newspapers in Curacao

3. DEVELOPMENT OBJECTIVE:

Promote freedom of expression and enhance capacity of journalists to strengthen democracy in Curaçao

4. IMMEDIATE OBJECTIVE:

Capacities of at least 50 working reporters /journalists and media professionals of at least 10 media organisation enhanced their professional journalistic skills and media marketing through 2 training programmes

5. PROJECT OUTPUTS:

- 50 journalists/reporters and media professionals trained in the basics of introduction to media skills and tools needed for working in the media.

- A network of targeted reporters and journalists are created, linked and strengthened through this program.

6. ACTIVITIES:

- Identify experienced and skillful trainers and trainers from other institutions to conduct the training based on the assigned subjects.
- Form the working group to prepare the course outline, contents and detailed programme with close consultation of UNESCO and stakeholders.
- Organize two 2-weekly training programmes. Basics of introduction to media skills (the training of the ins and outs of journalism, interview techniques and supplying information. Advanced programme to media skills will concentrate on among others Crisis Management, developing the skills needed to handle all types of media interviews, from the conventional office based interview, to radio and television interviews and the more intimidating
- Field study the participants get the opportunity to do a sort of internship at a different media than their own where they will have to apply the skills learned during the courses and practice what was learnt
- Organize field practice session to provide opportunity for participants
- Evaluate the workshops and submit the final report to UNESCO.

7. PROJECT INPUTS:

- Trainers (2)
- 50 trainees
- Project coordinator
- Training materials
- Venue
- Field study

8. WORK PLAN:

ACTIVITIES / MONTHS	1	2	3	4	5	6	7	8	9	10	11	12
Preparation of workshop content and schedule		■	■									
Selection of local & international trainers		■	■	■								
Selection of participants for workshop		■	■			■						
Basics of introduction to media skills				■	■	■	■	■	■	■		
Advanced programme to media skills				■	■	■	■	■	■	■		
Monitoring and Evaluation			■			■			■			■
Program report											■	■

9. INSTITUTIONAL FRAMEWORK:

The Curaçao Media Organisation (CMO) is a foundation established since two years ago and consists of professionals working in the media. The board consists out of 7 board members. Income is received from dues received from the members for the purpose of providing and assessment in education for those employed in the media sector of Curaçao. It has the office at Willemstad and engaged in advocacy and

capacity building of journalists and media professionals. It has excellent relations with the government and industry as well. It has the all expertise and capacity to execute this project.

10. SUSTAINABILITY:

The proposed workshops course represent a model that is sustainable beyond the project life because tangible, high-standard, journalistic skills will be produced in individual beneficiaries. Participants will learn how to use their skills on their return, which will help prepare their organisations for better writing, reporting, investigating and marketing. They will be able to share what they have learnt with their colleagues and will have a best-practice guide on journalistic skills to distribute to their journalists. They will also have a network of other senior journalists and media professionals working throughout the Curacao that they can discuss issues with.

11. FRAMEWORK OF MONITORING AND COMMUNICATION STRATEGY:

The project will be monitored by the UNESCO Kingston office as well as by the CMO and University of the Netherlands Antilles. The communication strategies will include online forum, dedicated website for trained professionals and use of social network sites.

12. EVALUATIONS CARRIED OUT:

Though no evaluation was carried out by CMO, the journalists’ community requests for such training from time to time. CMO is overwhelmed with such requests or the last few years.

13. FRAMEWORK OF BENEFICIARY AGENCY’S REPORTING:

Drs. Merrill Sulvaran in consultation with ACI/UNESCO/Kingston will ensure that a report, including accounts, describing the extent to which the objectives were achieved, is submitted within two months of the completion of the project.

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)	
Training and Programme costs:	
Basic Programme introduction to media skills (2-week)	
Materials: Handout for participants, Photocopies, Printing and communication	1 000
Fee Trainer/Facilitators: One local @ \$150 x 10 days: \$1500 One international@ \$250 x 10 days: \$ 2500	4 000
Travel cost for trainers (both local and International) Caribbean (Jamaica or Barbados)	2 500
Int. trainer DSA including accommodation @ \$150 x 12 days	1 800
Field study: visiting news stations radio and television; newspapers, includes transportation to and from	1 700
Venue rental	1 500

Reporting	500
Sub-Total	13 000
Advanced programme (2-week)	
Materials Stationary Handout for participants Photocopies, Printing and communication	1 000
Fee Trainer/Facilitators: One local @ \$150 x 10 days: \$10 one international@ \$250 x 10 days: \$ 2500	4000
Travel cost for trainers (both local and International) Caribbean (Jamaica or Barbados)	2 500
Int. trainer DSA including accommodation@ \$150 x 12 days	1 800
Field study visiting news stations radio and television; newspapers, includes transportation to and from	1 700
Venue rental	1 500
Reporting	500
Sub-Total	13 000
Total IPDC	US\$ 26 000

BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION (in US dollars)	
Handling fee University of Curaçao	15 000
Materials and equipment	5 000
Coordination	5 000
Communication expenses	3 000
Total	US\$ 28 000

DOMINICA

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	COMMUNITY RADIO ENGENDERING COMMUNITY COHESION AND DEVELOPMENT
2.	NUMBER	IPDC/57 DMI/01
3.	MEDIA DEVELOPMENT INDICATORS' CATEGORY	Category 3: Media as a platform for democratic discourse
4.	IPDC PRIORITY AREA	Community media development
5.	SCOPE	National
6.	TYPE OF ASSISTANCE REQUESTED	Equipment / Training Support / Capacity Building
7.	TOTAL COST OF PROJECT	US\$ 73 149
8.	AMOUNT REQUESTED FROM IPDC	US\$ 20 149
9.	BENEFICIARY BODY	Portsmouth Community Watch Foundation, Inc. (PCWF) Portsmouth, Dominica Tel: +767 235-5107 / 616-1512 E-Mail: dynashty@hotmail.com Project Contact: Ashton Riviere
10.	IMPLEMENTING OFFICE	UNESCO Office for the Caribbean Contact: Mr Hara Padhy E-mail: h.padhy@unesco.org
11.	PROJECT LOCATION	Derriere La Rosin, Portsmouth, Commonwealth of Dominica, WI
12.	PROJECT PREPARED BY	Ashton Riviere in consultation with Hara Padhy, ACI, UNESCO Kingston office
DECISION OF THE BUREAU:		

B. PRESENTATION

1. PROJECT JUSTIFICATION:

In Dominica the constitution guarantees freedom of the press. There are two weekly newspapers, published in English. *The Chronicle* circulates to 3,000 on Fridays. *The Sun*, appears on Tuesday. Dominica has four radio stations, including the state-owned Dominica Broadcasting Corporation, and two cable TV networks that cover the island. The internet, used by around 40 percent of the population, is neither restricted nor censored by the government. The island also has several online news portals www.dominicanewsonline.com, www.davibes.com, www.insidedominica.com, www.newsdominica.com are among the most popular. Most, if not all media houses are based in the Capital city of Roseau.

Portsmouth one of the most populous communities in Dominica, has limited access to media since they are constrained by distance and ownership, control and management of these mediums are external to the community. An assessment of the media houses and access to mass media in Portsmouth found that the only readily available access was through an immature online outlet www.insidepossie.com. Challenges in communication and information dissemination including cost and access have been cited by the town council and disaster management group, illustrating the need for a local radio outlet. Limited low cost options are available for the use of community groups, artists across various art forms and citizens in general.

At a community meeting to introduce the concept of a Community Radio Station to Portsmouth and to recruiting volunteers over twenty persons signed up as volunteers and continue to be active in the development of the station.

This community radio station is projected to reach over 6,000 listeners, with a broadcasting radius of approximately 5km serving the town of Portsmouth and its environs (see Appendix A - map of Fresh 88.5FM's broadcast radius).

As a Community Radio Station based in Portsmouth, it will provide readily available access to a means of mass media and communication in the target area. The Station will serve to empower and provide access to the citizens to mass media that is immediately available and affordable. This platform will facilitate dissemination of information to the population on current issues and will serve an avenue for the promotion of culture and empowerment of the general population. The project will encourage mothers, fathers, girls, boys and prominent community members to become involved equally and ensure the gender balance on the all the committees of operating the radio.

The project is designed to establish and operationalize a sustainable community radio station serving the Portsmouth providing and diversifying local access to media in the area. The project will seek to train 15 persons in journalistic and radio management skills, increasing local capacity and introducing new competencies in the media.

2. DESCRIPTION OF THE TARGET GROUP:

The resident population (4167) of Portsmouth and its diaspora will be the primary beneficiaries to this project.

3. DEVELOPMENT OBJECTIVE:

The project will increase diversity of media in Dominica; will increase access to the media among community groups and members of Portsmouth and environs and serve as a platform for democratic discourse.

4. IMMEDIATE OBJECTIVE:

A viable community radio station established within a year which is capable of engaging and empowering the Portsmouth Community facilitating democratic and open discussion amongst social groups providing a voice for and rallying point for the community.

5. PROJECT OUTPUTS:

- A well-equipped community radio station equipped with transmission and production facilities.
- A team of persons trained in program production and broadcast skills
- 6 women trained in the production of programmes geared towards women and children’s issues.
- Training of 15 persons in journalistic, investigative journalism and news gathering skills
- Training of 15 persons in Radio Management and Production

6. ACTIVITIES:

- Procure basic broadcast equipment
- Acquire and prepare (construct / renovate) broadcast and production studios and office
- Install equipment
- Train 15 individuals including 6 women in production and broadcast skills for radio, journalism, investigative journalism and news gathering: One week training course to impart essential skills in program production, broadcast skills journalism, investigative journalism and news gathering skills, for 15 volunteer staff. Train three individuals in Radio Management and Production:
- Train 15 individuals in Radio Station Management and Production: A one week training course in Radio Management and Production to include Production Sound & music Policies and Procedures, News , Broadcast Journalism and Documentary Production

7. PROJECT INPUTS:

- A lease agreement has been secured from the Town Council at US\$ 1.00 per year (document available on request)
- The structure has been renovated through community partnerships and fundraising, to accommodate a broadcast studio with material and in kind donations amounting to approximately US \$6000.00. (document available on request)
- Basic equipment for broadcast studio and training.
- One trainer capable of training station managers in Station Management & Production
- One trainer capable of training volunteers in the area of program production, broadcast skills journalism investigative journalism and news gathering skills.

8. WORK PLAN:

ACTIVITIES / MONTHS	1	2	3	4	5	6	7	8	9	10	11	12
Renovations and preparation activities												
Selection / contracting of trainers												
Selection of equipment												
Purchase and installation of equipment												

Recruitment , selection and notification to workshop participants													
In-country workshop (program production, broadcast skills journalism, investigative journalism and news gathering skills)													
Workshop (Management & Production)													
On site internship training and production of programs													
Submission of implementation reports													

9. INSTITUTIONAL FRAMEWORK:

Incorporated in 2009, The Portsmouth Community Watch Foundation Inc. seeks through cooperative efforts by community stakeholders, to oversee and promote the safety, security, peace of mind, tranquility, and overall quality of life of members of the community; To develop positive physical, social, and psychological environments to mitigate against poverty and social and environmental degradation.

The Portsmouth Community Watch Foundation is in the process of implementing the GEF Small Grants Program funded “Plastic Reduction and Safe Disposal: Towards a Small Island Green city” project. The overall goal of this project is to increase community awareness of the hazards of and alternatives to plastics, leading to a significant reduction in the use of plastics, and the elimination of Styrofoam (polystyrene foam) and the phase-out of PVC (polyvinyl chloride).

The Community Watch Foundation has also undertaken to provide the local police station with audiovisual technology for use in its investigation and has implemented a community watch program along with a Quality of Life Improvement programme which is ongoing.

10. SUSTAINABILITY:

The PCWF and Possie Vibrations is seeking to establish a mentorship and internship training program with schools within the community to tap into and train a pool of volunteer and possible paid staff. Possie Vibrations has established links with the Media Workers Association of Dominica who has given the commitment to provide ongoing training in Radio management and Journalistic Skills. Partnerships with the Portsmouth Town Council have been established evidenced by the \$1.00 per year lease agreement attached.

Communications and Utility costs are a big threat to the sustainability of a community radio station. The initiative to install renewable energy sources which could meet the total energy needs of the Radio station will go a long way to ensuring its sustainability. Revenue from advertising and fundraising efforts will ensure the financial sustainability of the project to cover utilities and other incidental and other operating costs.

11. FRAMEWORK OF MONITORING AND COMMUNICATION STRATEGY:

Continuous publicity and awareness will be created for the project via forums such as social media, press releases, fundraising events and partnerships with other community initiatives. Possie Vibrations has in the past made use of cell phones to do live broadcasts of community initiatives such endeavors will serve to create project awareness and build community partnership. Monitoring and recording of the implementation of the project will be done through proper accounting and evaluation of the implementation plan as relates to actual work. Quarterly reports will be made available to the IPDC.

12. EVALUATIONS CARRIED OUT:

At a community meeting to introduce the concept of a Community Radio Station to Portsmouth and to recruiting volunteers over twenty persons signed up as volunteers and continue to be active in the development of the station. Through training received from our Canadian sponsors a community survey was conducted to evaluate penetration and support for a community radio station in the town of Portsmouth.

After one month of 24 hour broadcasts on a basic set up conducted on a 10 watt transmitter and using internet and telephony tools, including 6 hours of interactive talk shows, 60 percent of respondents had listened to the radio station for more than two hours per month. 100 percent of the respondents expressed pride in Portsmouth having its 'own' radio station. During this period various community events, activities and issues were discussed on air broadcasted, received and debated with guests including the mayor, parliamentary representative, calypso association, entrepreneurs and schools and bands. Within a month of the establishment of a face book group for the radio station, the membership had grown to over 1000 persons. Weekly call in programmes attracted Portsmouth and diaspora callers globally via skype, internet messaging services and a cell phone modified to receive and feed calls into the broadcast.

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING:

The Portsmouth Community Watch Foundation undertakes to report on project progress on a four month basis to the Jamaica UNESCO Field Office and to submit a comprehensive final report describing the extent to which the immediate objective of the project has been achieved.

C. ADDITIONAL INFORMATION

The Portsmouth Community Watch Foundation was issued a broadcasting license (document attached) by Dominica's National Telecommunications Regulatory Commission on June 24, 2011. The license is valid for 5 years. The radio station is currently receiving in-kind fundraising, audience research, and management training support from Canadian media development specialist. McGill University's School of Environment is expected to join the station to offer pro-bono sustainability and programming support. The project is also in the process of requesting funding from the German, Japanese, Australian, Venezuelan, and British embassies.

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)

5-day training workshop on production and broadcast skills		
One trainer x 5 days at a rate of \$150.00 per day		750
Training materials and rental of training equipment		250
5-day training in Radio Station Management & Production		
One trainer x 5 days at a rate of \$150.00 per day		750
Training materials and rental of training equipment		250
Subtotal		2 000
3. Studio and broadcast transmitter equipment	Unit Price	
1 Broadcast Console/Mixer	2 753.48	2 753
1 On-Air light	122.15	122

1 Compressor/Limiter DBX 166XS	208.02	208
1 DJ equipment	400.00	400
Announcer microphone RE20	549.00	549
1 Headphone AKG K240S	86.25	86
2 Laptops (for remote broadcasts of community events & production)	600.00	1 200
1Headphone Amplifier	94.94	94
1 x 15W FM TX package - 3/4 exterminator antenna	864.00	864
2 x DJSTAR ECM-140 studio mic	169.92	339
1 Power Conditioner AC (M-8x2)	60.81	60
4 x Swivel arm microphone stand	104.56	418
2 MICROPHONE BOOMS	155.41	310
5 10' Mic/ Audio Cable XLR (F) - XLR (M)	9.24	46
Headphone Audio Technica ATHM3X-PKG	64.16	64
2 Mic	169.92	339
1 Boom	179.00	179
1 Computer	800.00	800
1 Effects processor	802.68	802
1 Recording light	320.46	320
1 Power Conditioner AC (M-8x2)	60.81	60
1 Studio monitor JBL CONTROL1WH	189.00	189
1 Bass trap	329.99	329
1 3700 watt solar system	5 609.70	5 609
Shipping		2 000
Subtotal (Equipment)		18 149
Total IPDC		US\$ 20 149

BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION (in US dollars)	
Staff Costs @ \$ 200 x 2 staff x 6 months	2 400
Project Coordinator @ \$1500 x 6 months	9 000
Engineer @ \$1500 x 6 months	9 000
Communications Costs & Utilities x \$600 x 6 months	3 600
Studio and Station Building / Renovations	15 000
Contingencies	3 700
V.A.T and related duties	9 000
Project Reporting	300
music licensing and online streaming	1 000
Total	US\$ 53 000

JAMAICA

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	JAMAICA : STRENGTHENING AND UPGRADING JET FM FOR COMMUNITY EMPOWERMENT
2.	NUMBER	IPDC/57 JAM/01
3.	MEDIA DEVELOPMENT INDICATORS' CATEGORY	Category 3: Media as a platform for democratic discourse
4.	IPDC PRIORITY AREA	Community media development
5.	SCOPE	National
6.	TYPE OF ASSISTANCE REQUESTED	Equipment/Training Support
7.	TOTAL COST OF PROJECT	US\$ 27 300
8.	AMOUNT REQUESTED FROM IPDC	US\$ 15 000
9.	BENEFICIARY BODY	Jeffrey Town Farmers Association incorporating Jet FM 88.7 Contact: Ivy Gordon, JTFA Building Top Road Guy's Hill P.O St. Mary, Jamaica Tel: 876 8233057 Email: jeffreytownfarmers@gmail.com
10.	IMPLEMENTING OFFICE	UNESCO, Kingston Cluster Office Contact: Mr Hara Padhy, ACI E-mail: h.padhy@unesco.org
11.	PROJECT LOCATION	JTFA Building Top Road Jeffrey Town St. Mary, Jamaica
12.	PROJECT PREPARED BY	Ivy Gordon, Jeffrey Town Farmers Association in discussion with ACI, UNESCO Kingston office
DECISION OF THE BUREAU:		

B. PRESENTATION

1. PROJECT JUSTIFICATION:

Jamaica has a vibrant radio media sector with twenty stations offering service, the majority being nationwide offering vast selections of music, phone in programmes and news. The sector is highly competitive, but driven by the dictates of the advertisers and where they are prepared to spend their money. Community special needs driving development are only catered to by Roots Fm in the inner city, FREE Fm for the prison population and in rural Jamaica there is Jet FM.

Jeffrey Town Farmers Association, JTFA established May 1991 and registered May 2003 through the set up and launch of JET Fm IN 2008 has been recognized as one of the best in Caribbean for its efforts at community development using Media and recognized by Queensland University for its social change impact brought about by the programming and support services offered to the rural community it serves. Jet Fm is operated by a farming group and is run wholly by volunteers and supported by 80% alternative energy for sustainability, an intervention is critical for equipment upgrades and training in maintenance and use of all broadcast equipment.

Due to the rural location of Jeffrey Town, specific training in maintenance and upkeep of all radio media equipment is critical to ensure continuity of service, specifically maintenance of a transmitter, service and installation of antenna also critical because of our height above sea level and the prevalence of tropical storms. Initial training in the use and maintenance of equipment to allow time delay will allow for progression to live interaction with our audience a feature that is desirable for development of the radio itself as a development tool. The original Radio-in-a box equipment and antenna need upgrading firstly because the hilly terrain prevented some areas from getting clear signal and now due to two lightning strikes some more member of the districts are not able to clearly hear the broadcasts, particularly those in the valleys and those on the out skirts of the band width.

Members of the Jet team have undergone a four year period of summer programme making training support with the Commonwealth of Learning and support of the physical plant will enable skills learned to be disseminated through more original programming on the 88.7 bandwidth to all within a 15 mile radius of Jeffrey Town. UNESCO supported initial training for JTFA covering set up and basic radio awareness training, later UNESCO assisted with ICT4D in more training in magazine programmes compilation. This project aims to strengthen the infrastructure by upgrading the transmitter and supporting the studio with other listed items to enable better quality broadcasting to all of the rural communities, this is of vital importance due to the hilly terrain which hampers the fm signal to the valleys. JTFA operate under very modest financial circumstances so training in the use maintenance and service of all the equipment is fundamental to sustainability along with the alternative energy which operates the systems. the operatives are all volunteers and this training will also empower each trainee for their own personal benefit in addition to the community and the radio itself. While implementing the project special care will be taken to ensure gender parity in term of planning, consultation and even physically operation of the radio and producing radio programmes. Man and women participate equally in the training programmes.

2. DESCRIPTION OF THE TARGET GROUP:

Ten rural persons/farmers who are part of the twenty five person team who currently give their time voluntarily to the radio services at JET FM.

3. **DEVELOPMENT OBJECTIVE:**

This project will increase plurality and diversity of media and media content to a wider rural audience to interact in real time with the community so that development of media as a platform for social change will continue to be a reality in Jamaica.

4. **IMMEDIATE OBJECTIVE:**

Capacity of quality programmes production of Jet FM enhanced through 10-day capacity building workshop for 10 media practitioners and upgrading of radio antenna and transmitter for even and clear radio signal of JET Fm

5. **PROJECT OUTPUTS:**

- Ten trained volunteers equipped to service and maintain radio in a box equipment, new antenna, mixer and transmitter; seven of the ten will be youth.
- Necessary equipment purchased and installed
- Voice and speech training as well as clear guidelines for call- in programmes
- Jet Fm is better equipped to disseminate original programming

6. **ACTIVITIES:**

- Selection and purchase of equipment and support materials
- Initial training begins
- Installation of new equipment coinciding with training- (hands on)
- Survey of signal area
- Completion of training activities
- Relaunch of programmes previously only heard in limited area.
- Introduction of a call in programme

7. **PROJECT INPUTS:**

- One training room (with necessary equipment (projector, computers, chairs, tables, flip charts etc) will be provided by JTFA)
- Ten (10) participants' (training kits to be compiled and prepared by trainers.)
- Two trainers (with proven experience and competencies in equipment installation and maintenance/Voice and speech and radio techniques.)
- Project Coordinator (capable of planning and managing the day-to-day operations of the project including administration, financial records, trainee liaison etc)
- RVR BROADCAST EXCITER FM TRANSMITTER TEX502 LCD/S 500 W
- Supporting stands, cables and couplings.
- Three headsets;
- Three microphone stands
- Three microphones
- Broadcast antennas system 4 dipoles fm + 1 coupler
- 1 Alesis MultiMix 16 usb fx
- A radio delay system and telephone hybrid system

8. WORK PLAN:

ACTIVITIES / MONTHS	1	2	3	4	5	6	7	8	9	10	11	12
Ordering of equipment	■											
Selection and engagement of trainers		■										
Commencement of training			■									
Installation of equipment			■									
Completion of training				■	■	■						

9. INSTITUTIONAL FRAMEWORK:

Jeffrey Town Farmers Association is a development company limited by guarantee; it is a community based organization not for profit. It was established in 1991 and registered in 2003, a community radio was sought in 2005 as a development tool and the official launch of Jet Fm 88.7 was in May 2008. Since then the community radio has been maintained by the farmers association and operated by a group of community volunteers. The group has sought funding for alternative energy to ensure sustainability of the service and has since inception arranged for training for the volunteers to better serve the community using ICT4d Jamaica, CARIMAC, and Commonwealth of Learning. The farmers association has been recognized nationally and regionally for the exceptional work carried out in the community. It operates on less than \$ 1million Jamaican annually garnered from fund raising, admin fees from projects, income generating activities and dues. Each member of this organization is a volunteer.

10. SUSTAINABILITY:

This project has been sustainable through advertising revenue and programme syndication as targeted areas of the population will be reached clearly and continually. The training is the critical element here as it has been in the past a group of people empowered to make use of ICT for their personal development and then for the development of their wider community. it was this spirit that led to the commendation from the University of Queensland's Communication for Social Change Award and the Taiguy Foundation Best in Caribbean award both in 2011. the media house is supported by the wider farmers association and this strengthening will bolster the self reliance of the team and ensure long term service from the investment equal and better to that which has ensued.

11. FRAMEWORK OF MONITORING AND COMMUNICATION STRATEGY:

It is envisioned that the Caribbean Institute of Media and Communication (CARIMAC) at the University of the West Indies is recommended to collaborate in project monitoring as it is expected to use their recommendation for facilitators for the training too.

Evaluation will be carried out in the form of a simple survey, we will ascertain the areas where clear coverage has returned and identify the areas finally able to get signal. While doing this survey we will ask simple question about the programmes listen to, thereby helping us select the best programme making strategy for the future. The communication of the project activity will be transmitted through our online and printed newsletter and also through our dedicated website.

12. EVALUATIONS CARRIED OUT:

We are currently in the field evaluating an environment series aired on JET FM, a staff member from CARIMAC has completed doctoral research on Jet FM and a survey will be undertaken during September 2012. For the whole Jeffrey Town Farmers Association, all of our project activities are evaluated and monitored by the funding agencies, and the numerous prizes all came after a period of judging and evaluation.

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING:

Ivy Gordon of Jeffrey Town Farmers Association will be the responsible reporting officer; she is an original director of the registered group and the company secretary.

C. ADDITIONAL INFORMATION

The radio-in-a box gifted by UNESCO in 2008 has been cherished by the community. But is no longer functioning properly as both transmitter and the antenna needs repaired or replaced (as reported in July, 2012)

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)

Training facilitators (inc. support materials) x 2 x @\$170 per person/day x 8 days	2 720
Trainees travelling expenses \$10 x 10 per person x 8 days travel	800
Meals for trainees and facilitators \$10 x 12 persons x 8 days	960
Transmitter (proforma invoice attached)	3 000
Antenna	1 500
Mixer	1 000
Cables and support materials	600
3 Microphones and 3 stands and headphones	500
Delay system and telephone hybrid	2 000
Shipping handling and installation fees	1 920
Total IPDC	US\$ 15 000

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

Cost of staff for provision of radio services 25 x16 weeks x 23	9 200
Training facilities and equipment rental @\$200 per day X 8 days	1 600
Radio license fee for six months	500
Stationery	500
Administration fees	500
Total	US\$ 12 300

ST VINCENT AND THE GRENADINES

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	ENHANCING PROGRAMME PRODUCTION SKILLS AT BROADCAST MEDIA HOUSES IN ST VINCENT AND THE GRENADINES
2.	NUMBER	IPDC/57 STV/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	Financial
7.	TOTAL COST OF PROJECT	US\$ 15 575
8.	AMOUNT REQUESTED FROM IPDC	US\$ 8 500
9.	BENEFICIARY BODY	National Broadcasting Corporation St Vincent and the Grenadines Richmond Hill Corletha Ollivierre Tel: 17844571111 E-mail: collivierre@nvesvg.com
10.	IMPLEMENTING OFFICE	UNESCO Kingston Contact: Mr Hara Padhy E-mail: h.padhy@unesco.org
11.	PROJECT LOCATION	Richmond Hill, Kingstown, St Vincent and the Grenadines
12.	PROJECT PREPARED BY	National Broadcasting Corporation in consultation with ACI/UNESC Kingston
DECISION OF THE BUREAU:		

B. PRESENTATION

1. PROJECT JUSTIFICATION:

The broadcast media in St Vincent and the Grenadines continues to experience a range of upheavals as external factors impact at the National level. The transformation in the media landscape occasioned by the rapid change in technology and emergence of social media, among other things, has forced media houses to make adjustments the way in which they serve the public. Among the major changes are significant downsizing and modification to programme formats. Many have simply moved entirely into music, talk or a combination of the two.

Previously, media establishments provided a clear career path for employees who worked until retirement from such organizations. There was therefore almost always a reservoir of skills from which the organization drew in skills transfer and mentoring sessions. However, with the rapid turnover of staff this reservoir has diminished or is no longer present since it is usually senior, more skilled staff who are severed in cost-cutting exercises. Additionally, those who on their own initiative have finance tertiary level training do not usually remain with the mainstream media organizations but may opt for available better paying employment in related fields.

It means that Broadcasting Organisations are now therefore seeking other means of ensuring that their existing employees obtain the skills which are necessary for use in producing quality programmes for broadcast. There are at present, 10 radio stations in operation in St Vincent and the Grenadines, most of which utilize the mainly talk and music format with occasional brief news casts. However, successive media surveys have shown that while these formats have appeal to mainly a younger population, mainstream stations remain an authentic, credible source of information for large segments of the population. These stations must of necessity continue to employ creative ways of packaging their information for dissemination to the public to contend with competing media while remaining relevant. The National Broadcasting Corporation, as the public service broadcasting entity in St Vincent and the Grenadines, has embraced this change and seeks to expose staff from other radio stations in such training programmes.

Based on an internal needs assessment survey and the stated needs of colleagues from other media houses, the project was developed for possible funding. Therefore, three other media houses will be involved in the workshops. They are WE-FM, a privately owned radio station that has a mixed programme format. Praise FM, a gospel-based privately owned radio station that targets the faith-based community. This station also has a mixed programme format. Both these entities have multi-skilled staff and very small budgets which do not allow them to individually organize staff training and development programmes. The St. Vincent and the Grenadines Broadcasting Corporation comprises radio stations which target youths and young adults as well as terrestrial television the general population. It is therefore intended that the production staff of these four organizations will be exposed to professional skills that will enable them to create new programmes and improve the content of programmes currently produced for broadcasting. Care will be taken ensure gender parity in terms of trainees and trainers while planning and execution of the activity.

2. DESCRIPTION OF THE TARGET GROUP:

Twenty (20) announcers and producers from National Broadcasting Corporation, SVG Broadcasting Corporation; Praise FM and WE FM of St Vincent and the Grenadines

3. DEVELOPMENT OBJECTIVE:

Over the longer term, the qualities of the programmes improve and also broaden the scope and range of subjects. This will ensure that a more diversified product is offered for public consumption that will provide population voices and a platform for democratic discourse

4. IMMEDIATE OBJECTIVE:

Capacity of 12 junior producers/announcers in the elementary level and 8 senior programme producers/reporters in the advanced level in programme production skills enhanced for improved quality output.

5. PROJECT OUTPUTS:

- Staff trained (12 junior announcers/reporters, 8 senior producers/announcers)
- Training materials (DVD power point presentations for future use)
- Weekly, monthly and seasonally new programmes produced for broadcast
- Training reports

6. ACTIVITIES:

- Recruitment of consultant/trainer
- Production of training materials
- Training of 20 announcers/ producers over a two weeks period
- Preparation and submission of final report
- Pre- activities will involve the preparation of teaching materials that will be developed based on the level of participants’ training needs and their profile.
- For the theoretical aspect, participants will be introduced to best practices transitioning from idea through research and programme development and delivery. The practical aspects of the delivery will cover scripting, material selection, use of archives in programme production, timing materials, packing and delivery

7. PROJECT INPUTS:

- Materials – Training materials will comprise primarily prepared hand outs; recordings on CD/DVD; and digitized archives.
- Consultant/trainer – The proposed resource person is a certified trainer in Broadcast Production who lectures in Radio Production Skills at the Caribbean Institute of Media and Communication; University of the West Indies, Mona, Jamaica.

8. WORK PLAN:

ACTIVITIES / MONTHS	1	2	3	4	5	6	7	8	9	10	11	12
Recruitment of consultant/trainer												
Design and organize materials												
Conduct training and Produce CD Rom for ongoing use												
Production of enhanced programmes for broadcast												
Final Report												

9. INSTITUTIONAL FRAMEWORK:

The National Broadcasting Corporation-NBC Radio- established as a Statutory Corporation in 1986, is managed by a Board of Directors which has responsibility for its policy directions as communicated by Government. The Board answers to the Minister with responsibility for Information who in turn answers to the Cabinet.

The day to day business of the Corporation is the responsibility of the General Manager who answers to the Board. The General Manager has responsibility for project development within the organization. Support for the implementation of the work at the Corporation is provided by Department Heads who carry the portfolio as Managers of their various units.

10. SUSTAINABILITY:

The National Broadcasting Corporation –NBC Radio- has taken a lead role in accessing training for the benefit of mainstream media practitioners in St Vincent and the Grenadines. This is done collaboratively with other media houses recognizing that whenever improvement is made in the quality of staff, the benefit is felt nationally.

The Corporation however, has continued to use its own resources to finance the professional development of its own staff at regional training institutions, but it also seeks to obtain assistance that will allow a larger number of participants, including from other media houses, to be exposed to training to obtain new knowledge and skills for their own benefit and that of the media house to which they are attached. Staff training and development is an on-going activity at the National Broadcasting Corporation in keeping with its short term, medium term and long term strategic objectives. It is also in tandem with the Government’s thrust to build the national knowledge and skills set through a process of universal education and increased access to tertiary level education and training under the umbrella referred to as “the education revolution”. The training offered through this project therefore supports the Corporation’s overall professional development goals and the Government’s human resources stated commitments.

11. FRAMEWORK OF MONITORING AND COMMUNICATION STRATEGY:

At the end of the project, an evaluation exercise will be conducted to ascertain the immediate benefits of the uptake of the training. This will be done using the services of a relevant research organization such as the UWI Open Campus. They will be requested to make periodic reports on the impact of the training through such means as monitoring and assessing the change in programmes delivered. Clients’ feedback and on-going monitoring in-house by the Programme Manager of programmes produced for airplay will also constitute components of the evaluation process. This will determine how beneficiaries are applying new knowledge and skills gained as a result of the training.

Communication on the activity and the sharing of trainees experience and expertise will be disseminated through newsletters, online forum, email list serves. Social networks like facebook will be used for this purpose. The evaluation results will be shared with the UNESCO National Commission.

12. EVALUATIONS CARRIED OUT:

During the period 2005-2011 all mainstream broadcast media houses in St Vincent and the Grenadines have suffered from periodic loss of staff. The National Broadcasting Corporation is an information-driven entity and, as such, is heavily reliant on the production of programmes for its various listenerships. However, due to staff loss from migration, change of employment and death, only senior current staff has been exposed to

formal production training. The results of an internal survey have shown that for announcers/producers, production skills are most needed. During the period 2005-2011, NBC Radio has spent in excess of \$US 35,000 in direct financing of training for its own staff and sourced financing of just over \$US7,000 for collaborative training. It has now become a policy of the Corporation to ensure that staff who have benefitted from training, transfer such skills to newer entrants within the particular department.

13. FRAMEWORK OF BENEFICIARY AGENCY’S REPORTING:

The results of the evaluation done at the end of the training will form part of the reporting requirements provided to the UNESCO National Commission. Additionally, the Commission will be provided with a report each half year through NBC Radio on how the training is being applied at the beneficiary media houses, as well as the initial and final reports of the consultant/trainer.

C. ADDITIONAL INFORMATION

The National Broadcasting Corporation has previously obtained financial assistance from UNESCO for staff training. The most recent intervention was in 2006 through a project designed to train staff in the use of digital audio technology and ICT maintenance. The success of this initiative is measured by the fact that all IT-related work is currently done in-house.

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)	
Consultant/trainer 10 days for workshops, fees, travel and DSA	
Consultant trainer for 10 days @ \$250.00 per day	2 500
DSA @ \$ 200.00 per day x 10 days	2 000
Airfare	1 000
Training materials for 20 participants @ \$50 per person	1 000
User fees Rental of overhead projector	500
Miscellaneous: (rental of computers for 10 days, use of telephone etc)	1 500
Total IPDC	US\$ 8 500

BREAKDOWN OF THE BENEFICIARY AGENCY’S CONTRIBUTION (in US dollars)	
Administrative overheads	2 000
Consumables	700
Training venue and incidentals: (use of room only) 10 days @ \$287.50	2 875
Evaluation	1 500
Total	US\$ 7 075

REGIONAL

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	BUILDING CAPACITY AND PRODUCING CAPABILITY TO IMPROVE AND INCREASE INDIGENOUS AV CONTENT IN THE CARIBBEAN
2.	NUMBER	IPDC/57 RLA/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	Equipment/training support
7.	TOTAL COST OF PROJECT	US\$ 53 300
8.	AMOUNT REQUESTED FROM IPDC	US\$ 35 000
9.	BENEFICIARY BODY	Caribbean Broadcasting Union Suite 1b, Building #6a Harbour Industrial Estate St. Michael, Barbados Tel: 246 430 1007 Fax: 246 228 9524 Contact: J. Patrick Cozier Secretary General
10.	IMPLEMENTING OFFICE	UNESCO Regional Office, Kingston Contact: Mr Hara Padhy E-mail: h.padhy@unesco.org
11.	PROJECT LOCATION	Barbados
12.	PROJECT PREPARED BY	Caribbean Broadcasting Union in consultation with UNESCO Kingston office
DECISION OF THE BUREAU:		

B. PRESENTATION

1. PROJECT JUSTIFICATION:

The Caribbean has a varied level of media development, with Trinidad and Jamaica being the most sophisticated and Dominica and Guyana the least. This is a function of internal capacity and reflects in the local content production, quantitatively and qualitatively.

The Caribbean has a significant media proliferation. Within the CARICOM English speaking Caribbean, there are about 25 local terrestrial stations and 60 – 100 cable channels. Radio licenses exceed 300 and there are about a dozen daily papers and 5 weeklies, all serving a population of about 6 million. There is a mix of private and state owned broadcasters with about 75% being private and 25% state. No state ownership of newspapers. Stations have not sufficiently invested in training and the CBU has stepped up to provide short term training to help resource capacity building. CARIMAC provides the baseline education for journalists and is applied with University of the West Indies (UWI). The region enjoys relatively good freedom of expression in media, but only 4 Governments have passed and gazetted freedom of information legislation. There are presently about 25 terrestrial broadcasters and an independent audio visual production community those numbers about 100 across the region.

The Caribbean TV landscape is almost totally dominated by imported U.S.A. Television. Local stations represent less than 5% of the A/V offering and within that less than 40% of the programming is local. In short, locally produced content does not represent more than 2% of all TV fare. The Caribbean Community (CARICOM) has about twenty-five (25) local terrestrial stations spread over twelve (12) countries, but has an estimated 60-100 imported cable channels per country.

There is a clear and urgent need for production capacity building for both men and women producers that fosters greater capability for the region to develop more in the areas of freedom of expression and cultural cross fertilization.

Two of the main challenges facing independent producers, especially the small ones are: Access to equipment and facilities, as needed, on an affordable basis and continuing training to upgrade skills and output technique. There are estimated 75-80 independent producers in the English speaking Caribbean with 2/3^{rds} or approximately fifty (50) residents in Jamaica and Trinidad.

The other challenge the independent producers face is not having enough media exposure of their product and hence they are not able to fully develop their production skills and techniques. The CBU will be mounting this initiative with its member stations to commit to increasing levels of independent producer intake for broadcasting within the region. In addition, the CBU is finalizing the setup of a special web portal to service as a market place for independent producers and broadcast stations to access such local content. The project aims to address these challenges. Care will be taken ensure gender parity in terms of trainees and trainers while planning and execution of the activity.

2. DESCRIPTION OF THE TARGET GROUP:

15 Audio-Visual Production Operatives (video producers and editors both and and women) of 12 Caribbean countries.

3. DEVELOPMENT OBJECTIVE:

Building and sustaining production capacity that develops greater and better levels of skills and output, allowing for greater freedom of cultural and informational expressions

4. IMMEDIATE OBJECTIVE:

Enhancing the skill of fifteen (15) production operatives (producers, editors) over the next twelve (12) months in the area of production and nonlinear editing

5. PROJECT OUTPUTS:

Fifteen (15) audio-visual producers and editors capable of producer better and greater levels of local and regional content, to provide cultural offset to existing programming and promoting diversity of expression and cultural identification

6. ACTIVITIES:

- 1 x 3 day ‘hands on’ workshop in the area of production and nonlinear editing
- Continuous training on non-linear editing for the producers on a programmed basis.

7. PROJECT INPUTS:

- 2 Trainer (at least one will be woman)
- 15 Trainees(50 % women)
- 1 Training workshop of three (3) days duration
- Equipment:
 - 3 HD/SD video cameras with tripod and kits – SONY or PANASONIC
 - 2 HD/SD nonlinear editing systems – Adobe
 - 1 LED lighting kit – LOWEL x10

The equipment will be retained by CBU to be used in follow up training with the producing community.

8. WORK PLAN:

ACTIVITIES / MONTHS	1	2	3	4	5	6	7	8	9	10	11	12
Selection/Contracting of trainers												
Selection/Notification to participants												
Selection of Equipment												
Purchase and Installation of Equipment												
Training Workshop												
Submission of final report												

9. INSTITUTIONAL FRAMEWORK:

The CBU born in 1970 is a regional NGO membership umbrella of Radio and TV Stations in the region. Headquartered in Barbados, under host MOU with the Barbados Government, the CBU has thirty (32)

members including Associate Members from the independent producing community. Achievement in training/output – over the last six (6) years the CBU has administered about forty (40) Training workshops, training approximately about 500 operative and journalists.

10. SUSTAINABILITY:

Training program will become annual, utilizing sources of Membership revenues, grant funding and collaborations with industry partners. Equipment will be made available to producers on user fee basis for time actually used.

11. FRAMEWORK OF MONITORING AND COMMUNICATION STRATEGY:

CBU will self-monitor under direction of UNESCO field office. The communication strategies for the project will be integrated into CBU’s overall communication strategy which encompasses print and Online information dissemination including newsletters, websites and social networks.

12. EVALUATIONS CARRIED OUT:

Feedback from a) field activities b) amount of new productions c) station take up of local content through annual station surveys and annual producers output surveys. Annually, the CBU surveyed its list of participating independent producers to establish: Current product inventory lists; New Productions for the year; Proposed new content production new ensuing year (CBU also surveyed member broadcasters to ascertain amount of new productions and content aired during the year, and estimated hours allocated for new content during ensuing year).

13. FRAMEWORK OF BENEFICIARY AGENCY’S REPORTING:

Quarterly reporting basis with comprehensive field report.CBU Secretary General will be responsible for the reporting.

C. ADDITIONAL INFORMATION

CBU is benefitted from IPDC support to the projects In-Service Multimedia Training to Upgrade the Professional Skills of Practicing Journalists in the Caribbean (2004)

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)	
Training: 3-day workshop on Production	
12 Overseas Participants and 3 local participants (minimum 50% women)	
Participants – accommodation and daily subsistence = \$200 per day x 4 x 12	9 600
2 Trainers (1 international and 1 local) – fees @ US\$200 per day x 4 days	1 600
Airfare of trainer	1 000
Subsistence of trainer - 4 x \$200	800
Training Room and Facilities	700

Misc. – markers, flip charts, stationery, etc.	300
Sub total	14 000
Equipment:	
3 HD/SD Cameras with Tripods and Kits (SONY or PANASONIC)	9 000
2 Nonlinear Editing Systems – Adobe (proforma invoice attached)	10 800
Two monitors and other accessories attached with editing systems	1 200
Sub total	21 000
Total IPDC	US\$ 35 000

BREAKDOWN OF THE BENEFICIARY AGENCY’S CONTRIBUTION (in US dollars)	
Airfares – 12 Participants @ US\$400	4 800
Staff Coordinator (Workshop & on-going “Leasing Admin”)	5 400
Projector Cord/Supervision	4 500
Communications Costs	600
Facilities (year round for ‘leasing’ facility)	5 000
Total	US\$ 20 300

ARGENTINA

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	GREENING THE NEWS: ENVIRONMENTAL INFORMATION TRAINING FOR JOURNALISTS
2.	NUMBER	IPDC/57 ARG/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\$34 540
8.	AMOUNT REQUESTED FROM IPDC	US\$ 27 040
9.	BENEFICIARY BODY	FUNDACION UNIVERSIDAD DE PALERMO - Center for Freedom of Expresion and Access to Information Studies, School of Law Address: Mario Bravo 1050, Ciudad de Buenos Aires (C1175 ABZ), Argentina Phone/Fax: (5411) 5199-4500 Email: cele@palermo.edu
10.	IMPLEMENTING OFFICE	UNESCO Montevideo Office Contact: gcanela@unesco.org.uy
11.	PROJECT LOCATION	Argentinean provinces
12.	PROJECT PREPARED BY	Eduardo Bertoni, Director, Center for Freedom of Expression and Access to Information Studies (CELE)
DECISION OF THE BUREAU:		

B. PRESENTATION

1. PROJECT JUSTIFICATION:

This project rests on a fundamental assumption: journalist reporting constitutes a key mechanism to ensure the protection and preservation of the environment as it contributes to raising awareness about environmental values and threats to the environment stemming from public or private activity. Based on this assumption, this project seeks to empower local journalists on how to access environmental information and monitor public environmental policies by providing them with the legal bases, tools and resources for environmental investigative journalism.

Access to public information is a key tool for journalists. As we found in previous research: “access to information is an essential tool for journalism, as it allows journalists to work with an agenda that is independent from the one established by public agencies. It also permits them to improve the quality of news coverage. Lastly, there is a pragmatic relationship in that journalists’ use of access to public information laws can verify the implementation and effectiveness of that legislation.”

This finding also applies for environmental reporting: investigative environmental journalism often requires access to information regarding the environmental performance of companies and institutions as well as government decisions and regulations. Most environmental agencies keep records of environmental impact assessments, permits, inspection reports, and of correspondence with the companies under the agencies’ supervision. All of this information is of great value while monitoring environmental policies. However, most journalists are not properly familiarized with the use of these tools and media enterprises do not generally invest in training.

These general assumptions are particularly relevant at the moment in Argentina. In 2010, the National Congress enacted a law that seeks to protect glaciers and periglacial areas, recognizing the key role that these landforms play in the provision of clean water, as well as the existent threats to its conservation. After surviving a presidential veto and a federal court injunction that stopped its implementation in the Province of San Juan, the Glacier Law has now become fully operational. Its implementation and enforcement, however, could prove problematic in those parts of the country where mining is one of the central economic activities. Indeed, among its main provisions, the law prohibits industrial activities in glacial and periglacial areas, including mineral exploitation, which has caused serious conflicts in the Northern provinces, where projects to develop gold mining were already in progress.

In the years to come, local journalists will play a key role in monitoring the implementation, enforcement and compliance with the Glacier Law, bringing information to the public, and in that way democratizing the flow of public information regarding the protection of these key natural resources. However, local journalists face important challenges in performing this role.

In the first place, national media in Argentina is highly concentrated. Seventy-eight percent of mass media (including television, cable TV, print and radio) are owned and managed by the first four licensees of each those markets.¹ Content is mostly produced in Buenos Aires and its metropolitan area and afterwards

¹Marino, Santiago, Guillermo Mastrini y Martín Becerra (2010), “El proceso de regulación democrática de la comunicación en Argentina”, *Oficios Terrestres* n°25, Universidad Nacional de La Plata, p.11-24.

reproduced by local media in the provinces.² In general, local environmental news never makes it to national audiences except in rare cases when a critical controversy or conflict arises. At the same time, training activities often take place in the capital city, which makes them almost inaccessible for journalists in the provinces.

Secondly, even though journalists are key actors in the provision of environmental information, specific capabilities need to be developed. Environmental reporting can be enhanced with in-depth understanding of the environmental regulation and policies that have been implemented.

This project aims to design a toolkit that will provide journalists with practical understanding of access to information mechanisms and relevant background in environmental law to enhance their coverage of these stories. In this vein, a three-day workshop will be organized in the provinces of San Juan and Catamarca to train forty local journalists in the use of the toolkit. Workshop participants will be selected by local journalist organizations, attempting to strike a balance between print journalists from daily local newspapers, and journalists working in other media outlets such as radio, television and Internet.

2. DESCRIPTION OF THE TARGET GROUP:

The immediate beneficiaries of this project will be the forty journalists in the Provinces of San Juan and Catamarca, who will participate in the workshop. We expect to include 20 journalists in each of those locations, attempting to strike a balance between print journalists from daily local newspapers, and journalists working in other media outlets such as radio, television and Internet. Special priority will be given to the participation of female and community radio journalists.

3. DEVELOPMENT OBJECTIVE:

The project aims to enhance environmental investigative journalism by:

- Promoting the use of legal instruments to access environmental information as a tool for investigative journalism.
- Providing a practical understanding of how to use access to information in investigative journalism.
- Ensuring a working knowledge of environmental law and policy, with a special focus on the implementation of the Glaciers' Law.
- Addressing the special role that investigative journalism play in monitoring the implementation, enforcement and compliance with the Glacier's Law.

4. IMMEDIATE OBJECTIVE:

This project seeks to improve journalists' professional capacities to use access to information as a tool for environmental investigative reporting and to promote the monitoring of the implementation of the Glacier Law by local media in the Provinces of San Juan and Catamarca.

5. PROJECT OUTPUTS:

An environmental information toolkit will be published (may be used in future trainings and could be adapted for other regional initiatives)

- 40 journalists will be trained on access to environmental information and therefore will be capable of actively exercising their right to know as a way to protect natural resources.

²Marino, Santiago, Guillermo Mastrini y Martín Becerra (2010), "El proceso de regulación democrática de la comunicación en Argentina", *Oficios Terrestres* n°25, Universidad Nacional de La Plata, p.11-24.

6. ACTIVITIES:

The project has two main components:

Development of the Environmental Information Toolkit

As mentioned, the main task of this initiative is to train journalists and media professionals to actively exercise their right to know in the field of environmental issues. To do so, journalists need to be informed and prepared to make use of not only access to information tools but also other environmental legislation that allow any citizen to monitor what governments do and the compliance of private entities with environmental legislation. In this sense, the toolkit should include the following items:

- an introduction to the right to know as a human right
- a description of the recognition of access to information as a right in the Argentinean political system
- a how-to guide on requesting information
- an introduction to the right to a clean and healthy environment and its recognition as a human right and in the Argentinean political system.
- a description of the Argentinean environmental regulatory framework (including access to environmental information, the Glacier Law, and the regulation applicable to extractive industries)
- a description of the consequences of the lack of controls and misuse of natural resources, especially in developing countries
- a compilation of access to information cases showing how the right to information has been used to monitor projects to safeguard the environment

To develop the Environmental Information Toolkit the consultants shall perform the following tasks:

- Conduct a thorough literature review on access to information and environmental issues
- Collect information regarding best practices and cases where access to information contributed to the proper preservation of natural resources.
- Systematize and analyse the compiled information
- Draft the report
- Submit the first draft to project supervisor
- Present the final version of the document.

The document should be both analytically robust yet easy to understand. Project supervisor will send the document to be designed for publishing. Designer should provide document a friendly style. We plan to publish 100 copies: 40 for the participants of trainings and 60 to be distributed among key stakeholders, NGOs, schools of journalism and journalists specialized in the coverage of environmental and relating issues.

Development of trainings

Once the toolkit has been completed, trainings will be developed. Two trainings will be performed, one at each of the districts identified as crucial for the implementation of the project: Catamarca and San Juan. To organize the trainings, the project team will contact leading journalist organizations of each of the districts to handle the logistic details of the courses. Local organization should contact 20 journalists from different types of outlets: print journalists from daily local newspapers, and journalists working in radio, television and online publications. Each of the trainings will be three days long, in 4 hour sessions each day. Sessions will lecture on toolkit content.

To conduct the courses two trainers will be hired. Trainers should conduct evaluations at the end of each training course.

The course will include specific information on journalists’ safety. The idea is to take advantage of this course on environmental issues to also promote the general idea of journalists’ safety accordingly to the recent approved UN Plan.

7. PROJECT INPUTS:

The following resources will be needed to develop the project:

- A project supervisor able to hire consultants and monitor the implementation of the project. In Section C of this proposal “Additional information” we have included a short bio of the proposed project supervisor. The Project Supervisor will hold meetings every two weeks to review the materials submitted by the consultants and to follow-up project advances. He will also review the final products and prepare the final report. Project can be extended if funding for more training is secured.
- Two consultants to develop the Environmental information toolkit. Short bios of the proposed consultants are included in Section C of this proposal, “Additional information”.
- Two trainers to carry out the trainings in the districts. We opted to work with toolkit consultants for the trainers in order to take advantage of the research done and their experience.
- A local partner organization able to coordinate logistics for the trainings.

8. WORK PLAN:

The project is designed to be developed in four months. Consultants will be hired to work intensively to deliver the project’s products, according to the work plan.

ACTIVITIES / MONTH	1	2	3	4	5	6	7	8	9	10	11	12
Contracting of consultants and trainers												
Toolkit												
Design												
Organization of trainings												
Trainings												

9. INSTITUTIONAL FRAMEWORK:

The Center for Studies on Freedom of Expression and Access to Information (CELE) is an innovative research institution that is housed within the University of Palermo School of Law in Buenos Aires, Argentina. As a private, higher education institution, the University of Palermo (UP) has established itself as one of the most dynamic universities in Argentina. At CELE, our core mission is to produce reports that are useful for journalists, government institutions and members of the private sector and civil society that are committed to the defense and promotion of the right to freedom of expression and access to information in Latin America.

Among the numerous institutions and individuals that have commissioned research from CELE are: the UN High Commissioner for Human Rights, the World Bank and OSCE Representative for the Freedom of the Media. Similarly, CELE has also collaborated on work with prestigious institutions such as the UNAM (Universidad Nacional Autónoma de Mexico), with which we edit and publish the law journal Derecho Comparado de la Información. For more examples of CELE’s collaborations and commissioned work in the field of freedom of expression and access to information, please see our annual reports, available at www.palermo.edu/cele.

10. SUSTAINABILITY:

Three main aspects guarantee the sustainability of the project:

1. The highly-controversial context in which the project is implemented. As we explained before, the adoption of the new law on glaciers opens a whole new area of public policies that need to be monitored. The fact that many capacities are needed to properly cover these issues is an extra incentive to promote new trainings.
2. The fact that one of the outputs of the project is a toolkit that can be used and replicated in other trainings.
3. The fact that the consultants and trainers both have an established relationship with CELE.

11. FRAMEWORK OF MONITORING:

The project supervisor will monitor each of the phases of the project and decide when the advances in the implementation of the project will be publicized.

CELE will be in charge of the communication and publicity of the activities with the aid of Law School Communications Department. The activities will be publicized through CELE's website and social networks. Local organizations will be in charge of communicating the activities at the local level.

12. EVALUATIONS CARRIED OUT:

CELE has not evaluated the need for these trainings. However, according to Center for Studies on Environmental Law and Policy (CEDEPA) the adoption of new environmental regulation opens opportunities for the training of journalists covering the policies related to the implementation of the these laws.

CELE has proven experience in training activities. Some of the training experiences are the following:

In March 2012, CELE provided support to the Konrad Adenauer Foundation and the Central American Institute of Political Studies (INCEP) in organizing the course "Strengthening the Right to Information and Communication in Central America". Leading experts on freedom of expression and media policies in the region, including Eduardo Ulibarri, Ernesto Villanueva and Gustavo Gomez presented in the course, which included two dozen journalists, legislators and officials from several countries in Central America.

Also this year, CELE researcher Natalia Torres participated as a principal speaker at the Implementation Workshop on the Access to Information Law organized by FUSADES. The training was designed to prepare public officials responsible for implementing the new access to information law in El Salvador. The training program was developed with support from the World Bank. Natalia Torres presented the main international standards in this area and shared the results of two investigations conducted by CELE, one which studied training approaches and another on advances in research on access to information and personal data.

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING:

Project supervisor will be in charge of preparing and presenting the final report of activities. As this is a four month initiative, both the progress report and the final report will be unified and submitted at the end of the project.

C. ADDITIONAL INFORMATION

Information on the project supervisor, Access to Information consultant and trainer, and Environmental Law expert and trainer is available on request.

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)

Training Fees 1: Toolkit Preparation	
Access to Information Consultant (USD 150 x 30 days)	4 500
Environmental Law Consultant (USD 150 x 30 days)	4 500
Training Fees 2: Courses	
Access to Information Trainer (USD 150 x 6 days)	900
Environmental Trainer (USD 150 x 6 days)	900
Trainings	
<i>Training in District 1</i>	
Airfare (2 tickets for trainers. BA-District 1-BA)	800
Hotel	720
Organization (venue renting and catering)	1 000
Logistics (flyers, invitations, follow up and confirmation of participants)	300
<i>Training in District 2</i>	
Airfare (2 tickets for trainers. BA-District 2-BA)	800
Hotel	720
Organization (venue renting and catering)	1 000
Logistics (flyers, invitations, follow up and confirmation of participants)	300
SubTotal	16 440
Publication (design, edition and publication of 100 copies, including costs of distribution)	4 000
Total IPDC	US\$ 20 440

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

Project supervisor	4 000
Per diem (for 2 trainers, for 6 days)	800
Office Space	5 000
Office Supply	1 000
Communications	1 500
Total	US\$ 12 300

BRAZIL

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	NATIONAL TRAINING PROGRAM FOR JOURNALISTS ON USING THE BRAZILIAN FREEDOM OF INFORMATION LAW
2.	NUMBER	IPDC/57 BRA/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 Institutional Capacity Building
7.	TOTAL COST OF PROJECT	US\$ 43 550
8.	AMOUNT REQUESTED FROM IPDC	US\$ 33 550
9.	BENEFICIARY BODY	Abraji R. Br. de Itapetininga, 88, sala 807 Tel: +55 11 3159 0344 Contact person: Guilherme Alpendre President: Marcelo Moreira
10.	IMPLEMENTING OFFICE	UNESCO Montevideo Office Communication and Information Sector Mr. Guilherme Canela Godoi E-mail: gcanela@unesco.org.uy
11.	PROJECT LOCATION	Abraji offices In-person trainings are scheduled in Sao Paulo and Rio de Janeiro
12.	PROJECT PREPARED BY	Abraji: Guilherme Alpendre, Exec. Manager; UNESCO: Guilherme Canela Godoi
DECISION OF THE BUREAU:		

B. PRESENTATION

1. PROJECT JUSTIFICATION

On May 16th 2012, Brazil saw its Freedom of Information Law come into force. The text, approved by the Brazilian Congress after intense advocacy by civil society (mainly Abraji and the Right of Access to Public Information Forum), is one of the most comprehensive of the world. It includes municipalities, states and federal government and involves Judiciary, Executive and Legislative.

According to the text, most information must be made public in the Internet in computer-friendly format. The text also details the few exceptions to the new general instruction of transparency. But in many of Brazil's more than 5.5 thousand cities, the public administration has shown resistance to respecting the law, either by fear or for lack of resources at the local level. Since the law came into force, Brazil has also seen some professional categories trying to include salaries and other allegedly personal information in the exceptions of the law, with strong risk to its effectiveness. Besides these well-known aspects of the text, there is also the possibility that some information is not produced, saved and/or released because of lack of requests.

The present project aims to train journalists on how to use the freedom of information law, fill in requirements, demand that data is published on-line and if needed denounce the opacity of some public entities. In countries like Mexico, which also only recently approved its FoIA, press plays a major role in requiring and offering public information to society. The objective is for Brazilian press from all over the country to act both locally and nationally to constrain public actors to make information public. This project will follow up a previous project supported by IPDC. At that stage the law had not yet come into force, therefore the training offered focused only on the concept of access of information and transparency. The current project will focus on the particularities of the policy developed by the government which is being implemented since May, 2012.

2. DESCRIPTION OF THE TARGET GROUP:

The training is designed to working journalists, who can apply the skills in requiring information in their daily routine. Selection will benefit those in mid-career and with leading position inside newsrooms, aiming at the transmission of the knowledge acquired to employees and colleagues. The project will have a balanced selection of both genders.

3. DEVELOPMENT OBJECTIVE:

Strengthen the Freedom of Information Law by intensifying its use among journalists and this increasing the perception of its importance in society.

4. IMMEDIATE OBJECTIVE:

To train at least 200 journalists to use the Freedom of Information Law in Brazil and, by doing this, multiply and spread information requests. This would create a culture of producing stories using public information on a daily basis.

5. PROJECT OUTPUTS:

A team of at least 200 journalists trained to make requests (including through the use of a model of request

form provided during the course) and write stories using either the information provided or highlighting cases where it was denied. Print guide for journalists detailing the main aspects of the legal text.

6. ACTIVITIES

- A 3-day in-person course for 20 journalists in São Paulo to detail the most important parts of the FoIA and of the regulations written by Executive, Legislative and Judiciary at federal level. Abraji will develop a guide for these classes, and will try to print it in a greater number to distribute not only to attendees, but also among its associates and main newsrooms.

The guide, and the training, will focus on the procedures involved in requesting of information: filling in forms, demanding explanations in case of denial and forcing public offices to respect the legal terms to deliver information.

- Another 3 day in-person course for 20 journalists in Rio de Janeiro, with similar goals.
- 5 on-line courses based on Moodle platform with a duration of 4 weeks each, and capacity for 75 persons at a time. Given Brazil's vast territory, the online courses will enable journalists from all parts of the country to benefit from the courses that will provide them with the tools to locally force the application of the FOIL. Each of the 5 on-line courses will be designed for a different Brazilian region (North, Northeast, Southeast, South and Mid-West), and will contain details of local web portals and local examples.

Abraji's experience in training (more than 5 thousand journalists and journalism students trained) demonstrates that approximately 50% of enrolled trainees get to the end of the training sessions (4 weeks of work) and produce the last task (which usually takes some more time and is required for the certificate). In the latter on-line training conducted by Abraji, some 70% of enrolled students would intensively access the Moodle platform until the third week of the training (60% of content). The course will be designed in order to deliver the most important part of the content in the beginning, especially the online version of the guide on the FOIL.

During the training, an adaptation of the print guide will be used as on-line material. The objective is to give as many details as possible in slides that prepare trainees to deal with a variety of situations – i.e., make the training as complete as possible without an in-person trainer. An on-line trainer will answer daily to trainees' questions and stimulate debates among them.

After each week of content, trainees will have to solve some simple exercises with automatic evaluation. The final exercise will be corrected and commented one by one by the trainer.

- Development of the virtual platform based on Moodle and the webforum allowing permanent exchange of information and experiences amongst trainees.
- Development of a specific module on the safety of journalists. The idea is to take advantage of this topic to offer key tips on journalists' safety.

7. PROJECT INPUTS:

- 1 consultant responsible for writing the guide on the FOIL.
- 1 consultant to develop the on-line contents (detailed slides).

- 1 computer technician to develop and maintain the virtual platform.
- 1 trainer for both in-person courses.
- 1 trainer for the 5 on-line courses.
- 1 junior consultant responsible for advertising, enrollment and in-person courses logistics.
- Labs with equipment for in-person courses.

8. WORK PLAN:

ACTIVITIES / MONTH	1	2	3	4	5	6	7	8	9	10	11	12
Selecting and hiring consultants and the computer technician	■											
Developing textbook/guide for in-person courses and distribution in newsrooms		■	■									
In-person course in São Paulo				■								
In-person course in Rio de Janeiro						■						
Development of content for online platform		■	■	■								
On-line forum for trainees					■	■	■	■	■	■	■	■
5 on-line courses					■	■	■	■	■	■	■	
Evaluation of trainees experiences on the on-line forum and final report												■

9. INSTITUTIONAL FRAMEWORK:

The Brazilian Association for Investigative Journalism reunites journalists interested in sharing experiences, best practices and tips about investigative reporting. The Association operates thanks to the volunteer work of journalists. It is a non-profit, non-political entity that struggles to guarantee the right of access to public information with wide experience in training journalists, professors and students. Since 2003, when the Association started its operation, more than 5 thousand people have been trained through on-line and in-person courses, workshops and seminars/congresses. Abraji has developed together with the Knight Center for Journalism in the Americas a functional and efficient on-line platform for on-line courses. This strategy allows it to reach students all over Brazil through the Internet.

More than 2 thousand journalists have been trained in 30 different courses using this technology. It has been used successfully for training journalists in subjects like the Human Development Index, education and computer-assisted reporting in association with other organizations, such as the Ayrton Senna Institute (<http://senna.globo.com>). In 2009, Abraji promoted on-line courses for journalists on investigation of public expenditures in cooperation with the Open Accounts Association (Associação Contas Abertas - contasabertas.com) and grants from Open Society Institute. This partnership was repeated in 2011 to develop a series of trainings on the monitoring of public expenditure concerning the 2014 World Cup and the 2016 Olympic Games.

In mid-2011, UNESCO, via IPDC, supported an on-line training conducted by Abraji on “Transparency and Investigation – Journalism with public information”, which included the official “Transparency Websites” (the ones with budgetary information provided directly by Brazilian government and also a CAR tutorial to teach trainees how to work with multiple tables and cross data.

Abraji is among the organizations that founded the Right of Access to Public Information Forum, a coalition of 25 entities with a leading role in the development and approval of the transparency law. Years ago, UNESCO itself has financed seminars promoted by Abraji to discuss the final draft of the freedom of information law.

10. SUSTAINABILITY:

Abraji traditionally selects mid-career and leading position journalists for its trainings, aiming to perpetuate knowledge sharing within newsrooms. Explaining to journalists from around Brazil the relevance of the law both to their stories and to the strengthening of democracy and accountability will augment the number of requests. The increase in the number of stories will make the process of the State providing public information familiar to civil society, especially at the local level. The sustainability of the project will be the very strengthening and consolidation of the FOIL and of the Citizen Attention Centers, special offices created to receive claims from society and handle the responses.

11. FRAMEWORK OF MONITORING:

Abraji elects every 2 years a fiscal council that evaluates annually all expenses made by the Secretariat. Moreover, the Secretariat will produce at least three detailed reports demonstrating the goals achieved in the training and steps to be taken.

12. EVALUATIONS CARRIED OUT:

The on-line platform developed by Abraji and the Knight Center for Journalism in the Americas has proved to be an efficient tool to train professionals. Previous experiences show that 50% of those who start an on-line course prepare all the activities and succeed on the final evaluation, although the majority of the enrolled students consistently visit the Moodle platform until the third week of the training. Around four thousand people have taken part in Abraji's on-line courses on the Human Development Index, education, computer-assisted reporting, public expenditures surveillance, monitoring of expenses linked to the World Cup and Olympic Games, and journalism and transparency. For each person that undertook the course, about 1 or 2 had access denied due to maximum capacity of virtual classroom (75 people).

After the courses, all trainees said they would recommend the training to other journalists. Among the one hundred persons who answered the evaluation questions for the public expenditures surveillance training, more than 70% classified it as "Great". The fact that the demand is bigger than vacancies in all courses, combined with the high level of approval from the participants, shows that there is still a big potential for the program to expand.

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING:

Guilherme Alpendre, executive-director for Abraji, will be responsible for composing and sending the quarterly reports and the final report.

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)	
Development of the course material for in-person courses	
Development of training modules on the Brazilian FOIL	5 000
Adaptation of the material used in the in-person courses for the on-line interface plus development of exercises with automatic evaluation based on concrete examples. (one consultant, working for 1 month)	3 000
Logistics for trainings	
Development of the on-line platform for the course (working for 40 hours, US\$ 40/hr)	1 600
Development and management of the webforum (one hour a day, for 8 months = 160 hours x US\$ 20 per hour)	3 200
Junior consultant (selection and enrollment of 415 trainees, both for the 5 on-line courses and for the 2 in-person trainings)	2 000
Junior consultant (hiring, payment and logistics for trainers trips within Brazil)	1 000
Contingencies	1 000
Three day in-person course in São Paulo	
Trainer	300
Trainer per diem	300
Three day in-person course in Rio de Janeiro	
Trainer	300
Trainer flight (SAO-RIO-SAO)	400
Trainer hotel	800
Trainer per diem (meals, ground transportation for the 3 days and to/from airports)	450
Online courses	
The trainers work from home and according to the needs of trainees, including weekends. Each course lasts 4 weeks = 28 days. On average, trainers work 2 hours a day, at US\$ 40 per hour. Total per course: 56 hours = US\$ 2240 x 5 courses	11 200
Print Material	
Printing of 500 guides on the FOIL	3 000
Total	US\$ 33 550

BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION (in US dollars)	
Renting room and equipment (3 days in Sao Paulo and 3 days in Rio)	3 000
Communication costs	1 000
Contingencies	1 000
Project coordination	5 000
Total	US\$ 10 000

CHILE

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	BUILDING A PRESS AGENCY OF YOUTH
2.	NUMBER	IPDC/57 CHI/01
3.	MEDIA DEVELOPMENT INDICATORS' CATEGORY	3.1 THE MEDIA – PUBLIC, PRIVATE AND COMMUNITY-BASED – SERVE THE NEEDS OF ALL GROUPS IN SOCIETY
4.	IPDC PRIORITY AREA	Community Media
5.	SCOPE	National
6.	TYPE OF ASSISTANCE REQUESTED	Training support Institutional capacity building
7.	TOTAL COST OF PROJECT	US\$42 400
8.	AMOUNT REQUESTED FROM IPDC	US\$32 400
9.	BENEFICIARY BODY	Radio Tierra (Corporación La Morada) Address: Purisima 251, Santiago de Chile Telephone: 56-9-8310 8776 E-mail: weibel.mauricio@gmail.com Contact: Mauricio Weibel Partners: World Association of Community Radios (AMARC) South American Correspondents Union (UNAC)
10.	IMPLEMENTING OFFICE	Office: UNESCO Santiago Contact: Andres Pascoe Rippey
11.	PROJECT LOCATION	Purisima 251, Santiago de Chile
12.	PROJECT PREPARED BY	Mauricio Weibel Barahona Andrés Pascoe (UNESCO staff)
DECISION OF THE BUREAU:		

B. PRESENTATION

2. PROJECT JUSTIFICATION

UNESCO Santiago has trained and empowered over 100 local people in the use of ICTs, especially indigenous women of Atacama. Based on that experience, the next phase of this activity will be to help students from vulnerable backgrounds to acquire skills and knowledge in the use of software for multimedia website (TV, radio and digital newspaper) and develop their capacities to create content, according to their own needs and interests.

The purpose of the project is to establish and operationalize a sustainable Press Agency of Youth which can progressively incorporate young communicators -involved in community media in their schools- from Chile, Latin America and the rest of the world, especially from countries and areas where there are lack of education, income and social inclusion. The idea is to build a multimedia platform (TV, radio and digital newspaper) which promotes a democratic discourse where young communicators will be the protagonists with the support of international communication organizations.

In fact, this initiative will benefit from the participation of the World Association of Community Radios (AMARC) and the South American Correspondents Union (UNAC) (UNAC gathers journalist who work at media like BBC, The New York Times, dpa, Telesur, Al Jazeera, The Economist, Xinhua, AFP et al). Radio Tierra (Corporación La Morada) is going to be in charge of the execution of the project.

In this perspective, the Press Agency of Youth will be a multimedia platform where young communicators will be able to exchange experiences and news about their social situation and community. A gender balance will be ensured in the selection of the participants. In the future young communicators from different countries, ethnic groups and backgrounds will also be able to exchange their social and political experiences and to talk about their problems and interests around this multimedia platform. The platform of the Press Agency of Youth will also have an e-learning system to train young communicators on transparency laws and access to public information, along with human rights.

The purpose of this training is to help young communicators from vulnerable backgrounds to acquire skills and knowledge in the use of software for multimedia website (TV, radio and digital newspaper), develop their capacities to create content and improve their social networks, according to their own needs and interests. Local alliances with existing community media will be fostered to ensure ownership and empowerment and a periodical monitoring process will be set to ensure the achievement of the expected results and the long-term sustainability of the project. The project will help improve the sustainability of community media, will promote free speech and will contribute to reducing the digital divide.

2. DESCRIPTION OF THE TARGET GROUP

Young communicators from vulnerable backgrounds of Santiago de Chile, in the first stage of the initiative. Young communicators from vulnerable backgrounds of the entire country in the second stage of the initiative, that goes beyond the framework of this project.

3. DEVELOPMENT OBJECTIVE

(MDI Category 3.1 The media – public, private and community-based – serve the needs of all groups in society)

The Press Agency of Youth project contributes to increasing the plurality and diversity of media and improving the capacities of young communicators to use media as a platform for democratic discourse, social inclusion and building of social networks.

4. IMMEDIATE OBJECTIVE

A self-sustaining Press Agency of Youth capable of engaging young communicators from different areas of Chile, Latin America and the rest of the world, facilitating self-expression and the sharing and accessing of knowledge about journalism, transparency laws and access to public information, as well as human rights.

5. PROJECT OUTPUTS

- Sixty young communicators from vulnerable backgrounds of Santiago de Chile and its surrounding rural areas will have created a Press Agency of Youth in alliance with AMARC and UNAC.
- A multimedia platform capable of incorporating and training new young communicators and community media from different countries.
- Sixty young communicators capable of producing participative programmes, according to their own needs and interests.
- Sixty young communicators have acquired the skills and techniques to produce high-quality multimedia programmes.
- Promotion of online community multimedia (Press Agency of Youth) in media and social networks (in alliance with AMARC and UNAC).

6. ACTIVITIES

- A four-week software development to create the digital platform of the Press Agency of Youth, incorporating one e-learning system based on Moodle.
- A two-month working plan to operationalize the Press Agency of Youth, producing news and programmes.
- Four three-week training courses (simultaneous) to impart skills on producing participative programmes to sixty young communicators from vulnerable backgrounds in Santiago de Chile and its surrounding rural areas.
- Four three-week training courses (simultaneous) to impart essential skills and techniques to produce high-quality multimedia programmes to sixty young communicators from vulnerable backgrounds in Santiago de Chile and its surrounding rural areas.
- A two-month promotion plan to build networks with regular and community media, in alliance with AMARC and UNAC.

7. PROJECT INPUTS

- One consultant team capable of developing multimedia platform of the Press Agency of Youth.
- Two trainers capable of training young communicators in participative programmes production.
- Two trainers capable of training young communicators in essential skills and techniques to produce high-quality multimedia programmes.
- Three Pentium desktop computers with 32 MB memory (RAM) and play list software capable of automating the schedule of multimedia content. Computers will be retained by the Press Agency of Youth to maintain the initiative beyond the project period.
- Set of studio equipment, comprising a 6-Chanel AED mixer with telephone inputs, recording facilities comprising 2 Marantz 630 flash recorders, 4 AKG omni directional microphones, cables and stands,

capable of launching live broadcasting talkback programmes. The equipment will be retained by the Press Agency of Youth to maintain the initiative beyond the project period.

- Set of TV equipment, comprising two desktop computers with editing features for content editing, TV monitors for screening and two digital beta players/recorders to transfer items brought in the said format. The equipment will be retained by the Press Agency of Youth to maintain the initiative beyond the project period.

8. WORK PLAN

ACTIVITIES / MONTH	1	2	3	4	5	6	7	8	9	10	11	12
Selection/contracting one consultant team capable of developing multimedia platform												
Develop of multimedia platform												
Selection of equipment												
Selection of young communicators and schools involved in the initiative												
Course on participative programme production												
Course about essential skills and techniques to produce high-quality multimedia programmes												
Production of news and programmes												
Promotion of online community multimedia in media and social networks												

9. INSTITUTIONAL FRAMEWORK

Radio Tierra (Corporación La Morada) is a media and ONG with 30 years of experience on media and communication issues. It has executed communication projects in Brazil, Chile, Colombia, Ecuador, Honduras, India and Spain. These projects were developed in alliance with UNESCO, Europe Union, OSI and other institutions. Maria Pia Matta is president of Radio Tierra and is also president of AMARC. Partners: The South American Union of Correspondents gathers journalist who work in media like BBC, The New York, Xinhua, Telesur, Deutsche Welle and AFP. AMARC, the World Association of Community Radios, is one of the most important media organizations in the world.

10. SUSTAINABILITY

Local alliances with existing community media will be fostered to ensure ownership and empowerment. The project will help improve the sustainability of community media, will promote free speech and will contribute to reducing the digital divide.

11. FRAMEWORK OF MONITORING AND COMMUNICATION STRATEGY

A periodical monitoring process will be set to ensure we achieve the expected results and the long-term sustainability of the project. Radio Tierra, AMARC and UNAC will be closely involved in the initiative. To build a Press Agency of Youth is a major purpose for these organizations.

12. EVALUATIONS CARRIED OUT

Radio Tierra (Corporación La Morada) has executed communication projects in Brazil, Chile, Colombia, Ecuador, Honduras, India and Spain in partnership with UNESCO, Europe Union, OSI and other institutions.

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING

The beneficiary agency 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 person who will prepare and submit the reports is Mauricio Weibel, president of the South American Union of Correspondents.

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)	
Requirements analysis	1 500
Media research	1 000
Gathering requirements for the proposed solution	800
Devising a plan or design for the software-based solution	1 500
Implementation (coding) of the software	5 000
Testing the software	200
Sub-Total: Software Development to create the digital platform	10 000
Participants' transportation and meals (\$ 5 per day x 60 participants x 20 days):	6 000
Four Trainers (20 days training at a rate of \$80 per day):	6 400
Sub-Total: Training	12 400
6-Chanel AED mixer with telephone inputs	3 000
2 Marantz 630 flash recorders (2 at US\$ 300)	600
4 AKG omni directional microphones (4 at US\$ 500)	2 000
cables and stands	400
Two desktop computers with editing features for content editing (at US\$ 1000 each)	2 000
Two digital beta players/recorders (at US\$ 1000 each)	2 000
Sub-Total: Equipment	10 000
Total IPDC	US\$ 32 400

BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION (in US dollars)	
Staff costs (6 months x 3 staff members)	6 000
Project coordinator (6 months)	2 000
Vehicle maintenance and local transport costs	1 000
Contingencies	500
Project reporting	500
Total	US\$ 10 000

PARAGUAY

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	GENDER EQUALITY PROMOTION THROUGH THE EXPERIMENTAL USE OF GENDER-SENSITIVE INDICATORS FOR MEDIA, ITS POLICIES AND PRODUCTS, AND IN RELATED ORGANIZATIONS
2.	NUMBER	IPDC/57 PAR/01
3.	MEDIA DEVELOPMENT INDICATORS' CATEGORY	Category 3: Media as a platform for democratic discourse
4.	IPDC PRIORITY AREA	Promotion of freedom of expression
5.	SCOPE	National
6.	TYPE OF ASSISTANCE REQUESTED	Institutional capacity building
7.	TOTAL COST OF PROJECT	US\$ 59 017
8.	AMOUNT REQUESTED FROM IPDC	US\$ 39 167
9.	BENEFICIARY BODY	Global Infancia de la Asociación Global Avenida Defensores del Chaco 268 Edificio Balpar. Planta Alta. Asunción – Paraguay Contact: Marta Benítez – Director Tel: +595 21 510624 / +595 21 500645 E-mail: global@globalinfancia.org.py
10.	IMPLEMENTING OFFICE	Office for Mercosur Guilherme Canela E-mail: gcanela@unesco.org.uy
11.	PROJECT LOCATION	Asunción - Paraguay
12.	PROJECT PREPARED BY	Marta Benitez, Director and María Silvia Calvo, Coordinator For UNESCO: Guilherme Canela
DECISION OF THE BUREAU:		

B. PRESENTATION

1. PROJECT JUSTIFICATION:

In Paraguay, mass media is concentrated in the hands of 7 business groups. This represents an obstacle for the true achievement of the right to freedom of the press and the right to freely disseminate ideas and opinions, as stated in the National Constitution. Paraguay has five national daily newspapers and another published five days a week; several commercial and community radio station, 1 public radio; 6 private TV channels, and 2 public TV channels. Information is increasingly being disseminated through social networks and on online newspapers. These alternative means, however, do not have massive reach. A law reducing spectrum for community radio stations was approved in 2011, and less than 60% of the Paraguayan population has access to the internet. There are two journalists' guilds and associations: the Paraguayan Journalists' Syndicate and the Paraguayan Journalists' Forum, both of which are weak.

In the academic arena, there are dozens of schools besides the two traditional universities. Constitutionally, the practice of journalism is free and not subject to prior authorization. There is practically no research on the focus of equality and gender in media. One can only mention the written press monitoring reports of the Global News Agency, where gender equity is an indicator of low visibility. A monitoring report³ about gender violence can also be highlighted.

Media inevitably depicts a partial reality, where most commonly patriarchy is encouraged. In this perspective, media reinforces discriminatory stereotypes, with a sexist language and minimizing the rights of women and sexual minorities groups. According to Fempress, women have been made invisible throughout history and in media. The problem with discriminatory practices against women, as well as with institutions with a patriarchal vision, is that they promote media coverage that lacks a focus on gender issues, and this, in turn, only deepens the unfair treatment towards women and sexual minorities groups.

This project aims to sensitize and mobilize media, and related organizations, about the importance of promoting gender equality in a clear and understandable way for their audiences. This will be achieved by focusing on an analysis of their internal policies, practices and products based on indicators developed in UNESCO's *Gender - Sensitive indicators for Media*, which will help visualize their strengths and the aspects that must be changed and improved. The project implementers will work with the three major newspapers and advertising pieces will be screened on the three main open TV channels.

2. DESCRIPTION OF THE TARGET GROUP:

The direct beneficiaries will be: journalists, managers, editors and media executives, Board members of journalistic guilds and associations, university students and communication directors⁴.

	Women	Men
Media	180	320
Journalistic guilds and associations? Board members	6	10
Students and directors of communications/journalism schools	560	370

³ Addressing gender-based violence against women in the news pieces of the daily newspapers in Asunción, 2010. Communication Observatory.

⁴ These figures were obtained on the basis of consultations with the main journalism schools, and with media and journalistic guilds with which the project implementers intend to work.

3. DEVELOPMENT OBJECTIVE:

This project aims to contribute to gender equality and the empowerment of women through print media and television.

4. IMMEDIATE OBJECTIVE:

The immediate objective is to review the practices and internal policies towards a focus on gender and equality, through a review process of their practices and internal policies in view of promoting their adequacy in terms of ensuring gender equality, based on the indicators proposed by UNESCO's *Gender – Sensitive Indicators for Media*.

5. PROJECT OUTPUTS:

- R.1.** Baseline for gender equality in media, journalism schools, journalistic guilds and associations.
- R.2.** Qualitative description of gender equality in the journalistic content produced by written and digital media.

6. ACTIVITIES:

Result 1

- Create a technical team and a board of experts on gender.
- Translate the document into Spanish.
- Select the institutions that will be involved.
- Develop the theoretical and analytical framework.
- Develop the sub-indicators to operationalize the instrument.
- Develop questionnaires and interview guides.
- Apply the instrument.
- Process and analyze the information.
- Elaborate the final report.
- Present the data to the institutions involved.

Result 2

- Select the media to be monitored.
- Develop the sub-indicators to operationalize the instrument.
- Apply the instrument.
- Process and analyze the information.
- Elaborate the final report.
- Present the data to the institutions involved.

7. PROJECT INPUTS:

The project submitter had 4 computers with the necessary software available, including the appropriate software to develop statistical analysis and information processing matrixes (Sphinx). They also have the necessary furniture and building infrastructure.

Purchase of equipment will not be necessary, nor is it requested in this project.

With support of IPDC, the project submitter intends to hire a full-time researcher, three (3) consultants (gender specialists), and three (3) technicians that will collect and process information. A translator will also

be hired to translate UNESCO’s *Gender – Sensitive Indicators for Media* document into Spanish.

The full-time researcher will be responsible for making sure that the process is carried out adequately, in a timely manner. The researcher will also be the liaison with the organization, allowing an easy exchange of experiences and knowledge. The results of the information collected from the media and from organizations linked to journalism will be shared with three consultants, all of them gender specialists. This will help the submitter’s investigation and technical teams better interpret the data generating valuable capacity building and knowledge that will be very useful for the submitter’s work in favor of human rights and its impact on mass media. The three technicians in charge of gathering and processing information will be specialists in these processes and would work at different times and stages of the project.

It’s expected that the submitter’s in-house technical team will support all these tasks and interact with the technicians to be able to take full advantage of the learning process and later replicate the experience in other projects of the organization.

The knowledge and the capacity building generated by this process will allow this thematic line to be sustainable in the submitter’s organization.

8. WORK PLAN:

ACTIVITIES / MONTH	1	2	3	4	5	6	7	8	9	10	11	12
Create a technical team and a board of experts on gender	■											
Translate the document into Spanish	■											
Select the institutions to be involved		■										
Develop the theoretical and analytical framework		■	■									
Develop the sub-indicators to operationalize the instrument				■								
Develop questionnaires and interview guides					■	■						
Apply the instrument						■	■	■				
Process and analyze the information								■	■			
Elaborate the final report										■	■	
Present the data to the institutions involved											■	
Select the media to be monitored		■										
Develop the sub-indicators to operationalize the instrument		■	■									
Apply the instrument				■	■	■	■					
Process and analyze the information								■	■			
Elaborate the final report									■	■		
Present the data to the institutions involved											■	

9. INSTITUTIONAL FRAMEWORK:

For the next five years, the Global Association aims to promote innovative actions, among people and

communities, to build an informed and critical citizenship. Citizens that become more participative and that assume protagonism in their development, citizens that live in a democracy, with dignity, respect and exercise of their rights. Global has two areas of specialization, Global Childhood and Eco Global, and a permanent staff of ten (10) professionals, five (5) of which work in administrative and institutional strengthening activities. In addition, Global worked with ten (10) volunteers in 2011. Global Association was created in 1995, and has an average annual income of USD 600.000 thanks to contributions from international cooperation, companies and individual donors.

This initiative will be implemented by the Global News Agency, member of the ANDI Latin America Network, which has been working since 2004 to help build a culture that prioritizes the rights of children and adolescents. The Agency has been consolidating and positioning itself as a referent in the field of monitoring news, especially through the analysis of certain institutions' image, the monitoring of corporate social responsibility in the Paraguayan press, the monitoring of economic and political issues, and the thematic monitoring of childhood. Global has also strengthened its skills in the field of communication by supporting various social organizations, especially the National Secretariat for Children and Adolescents, by working with them in matters related to access to public information. Global has a track record and credibility that will facilitate links with media and other institutions, and a qualified technical staff that will develop the research proposal, which will also be strengthened with the proposed creation of a group of experts on gender equality issues.

10. SUSTAINABILITY:

This project proposes the implementation of pilot indicators to measure the focus on gender issues in the media and its related organizations, therefore, sustainability of the actions is not being sought.

However, the proposed research will provide inputs that could be incorporated into the Global News Agency's permanent monitoring actions. This will allow Global to continue contributing to the process of generating greater visibility of gender related issues in media.

11. PRIOR EVALUATIONS CARRIED OUT:

The Global News Agency has nearly eight (8) years of experience working with media, journalists, students, guilds and related organizations, interacting with them collaboratively by offering technical advice. Thanks to its sustainability, reliability and consistency, Global has become the leader in its field, and has also gradually expanded its field of expertise and activities. Currently, Global is in charge of the Executive Secretariat of the ANDI Network, becoming the first agency to occupy this position only after the founder, Brazil. It started its experimental work in 2003, with a strategic partner, and is now a permanent program of Global Childhood, which has received support from more than 15 allies, including international organizations and private sector companies.

12. FRAMEWORK OF COMMUNICATION AND MONITORING:

A detailed communication plan will be created by the hired crew; however, the assessment of the final report is seen as a priority. The results will be presented to media, journalists, and to the organizations that were measured, via meetings, conferences, emails and other activities. The activities and results that arise from the initiative will be disseminated through the agency's tools and products, such as its weekly schedule of activities which has about 1,500 subscribers.

Monitoring of activities will take place during periodical meetings of the technical team to monitor the

achievement of targets based on the indicators and the operational plan defined in the framework detailed below.

13. FRAMEWORK OF BENEFICIARY AGENCY’S REPORTING:

The person in charge of preparing and presenting the report will be María Silvia Calvo, the Global News Agency coordinator.

C. ADDITIONAL INFORMATION

(*) We anticipate hiring one full time researcher who will be in charge of the proper development of the entire project. This person will liaise with the experts and hired technicians as well as with the in-house technical team to share findings and experiences. In the budget, the same full time researcher appears in R1 and R2, as a way to clearly identify that this same person will intervene and take care of both processes.

(**) These will be gender specialists that will be called upon to participate in some meetings in order to support the interpretation of the information and point out specific aspects that need to be taken into consideration from a gender point of view according to the gathered information. We anticipate a monetary acknowledgement for the specialists in retribution for the time invested in the analysis and technical assessment of the data.

(***) We would like to clarify that the budget breaks down the work done by the technicians by product. This does not necessarily mean that each product is carried out by a different person. For example, one technician could be hired at the beginning of the project for the collection/gathering of the information, and then that same person could work on the processing of the information and even so in the elaboration of the final report. We could also consider short, punctual contracts to different people in each stage of the project, if considered a better alternative. We could also consider hiring different specialists with reduced working hours or fewer people but with longer working hours.

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)	
R1 Baseline for gender equality in media, journalism schools, journalistic guilds and associations.	
Researcher (1 person X 11 months x 550\$) (*)	6 050
Translation of documents (1 doc x 30 pages x 10\$ per page)	300
Experts (3 people x 581\$ each) (**)	1 743
Technician for implementation (2 people X 4 months x 646\$ each) (***)	5 168
Technician for processing information (2 people X 2 months x 646\$ each) (***)	2 584
Technician for final report (1 person X 1 month x 646\$ each) (***)	646
Design and layout of the report (1 product x 535\$)	535
Logistics (10 trips to 10 institutions in Asuncion x 7\$)	700
Printing forms and reports (2 prints x 58\$ each)	116
Sub-Total R1	17 842

R2 Qualitative description of gender equity in the journalistic content produced by written and digital media.	
Researcher (1 person X 11 months x 550\$) (*)	6 050
Technicians for development of indicators (2 people X 4 months x 646\$ each) (***)	5 168
Technicians for selection and analysis (2 people X 2 months x 646\$ each) (***)	2 584
Technician for processing information (2 people X 3 months x 646\$ each) (***)	3 876
Technician for final report (1 people X 1 month x 646\$ each) (***)	646
Design and layout of the report (1 product x 535\$)	535
Logistics (10 trips to 10 institutions in Asuncion x 7\$)	700
Printing forms and reports (2 prints x 58\$ each)	116
Purchase of newspapers (3 weeks x 10\$ per week)	30
Use Sphinx Platform (6 months x 70\$)	420
Recording of TV advertising pieces (6 months x 200\$)	1 200
Sub Total R2	21 325
Total	US\$ 39 167

BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION (in US dollars)	
Institutional Direction (1 person X 12 months x 600\$)	7 200
Launch event organization (logistics, local, equipment, refreshments)	2 500
1 of information materials of the results for journalists and organizations	300
Communications Costs (11 months)	1 500
Vehicle maintenance for local transport costs	500
Project reporting	400
Contingencies	1 000
Project Administration (1 x 12 months x 500 U\$S)	6 000
Total	US\$ 19 400

URUGUAY

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	PROMOTION OF INVESTIGATIVE JOURNALISM AND THE RIGHT TO INFORMATION
2.	NUMBER	IPDC/57 URU/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	Freedom of Expression
5.	SCOPE	National
6.	TYPE OF ASSISTANCE REQUESTED	Training support Institutional capacity building
7.	TOTAL COST OF PROJECT	U\$S 31 420
8.	AMOUNT REQUESTED FROM IPDC	U\$S 21 420
9.	BENEFICIARY BODY	Centro de Archivos y Acceso a la Información Pública San José 1330 (Montevideo-Uruguay) Tel: 5982 9012145
10.	IMPLEMENTING OFFICE	UNESCO Montevideo Contact: Guilherme Canela gcanela@unesco.org.uy
11.	PROJECT LOCATION	Uruguay
12.	PROJECT PREPARED BY	Edison Lanza-José Imaz-Sebastián Cáceres
DECISION OF THE BUREAU:		

B. PRESENTATION

1. PROJECT JUSTIFICATION:

Two laws enacted by the Uruguayan Parliament in 2008 and 2009 have placed the country at the regional forefront on freedom of speech and the right to information. The Access to Public Information Act was passed in 2008, regulating the right of people to access government-held information. Thus, Uruguay became one of 80 countries in the world, and the 12th in the region, with a law that promotes a culture of government transparency, through which citizens can exercise their right to information.

In 2009, the country progressed in its protection of freedom of speech, when Parliament reformed the Penal Code and the Press Law, decriminalizing those statements that criticized or offended civil servants or people associated with public issues, incorporating the concept of “actual malice” to determine if the writer of the article acted without prejudice on the person’s honor. However, this progress in regulation –praised by the Special Rapporteur on Freedom of Speech of the Inter American Human Rights Commission (CIDH), Catalina Botero- faced several unpredicted obstacles in its effective implementation.

Even now, journalists lack a thorough knowledge of the new regulations regarding freedom of speech, a situation which limits their professional performance. The qualitative leap achieved by the country in the legislative sphere with the Access to Public Information Act has not been followed up by the use of this tool by journalists and common citizens alike. Its practice has been encumbered, in many cases, by regulations opposing the law, resulting from a culture of secrecy and a sense of ownership of public information held by the authorities or civil servants. Also, the mass media in Uruguay do not promote investigative journalism. Very few media and journalists invest time and resources to develop investigative journalism. This project’s challenge is to achieve a wide awareness of the contents of the aforementioned laws and to encourage journalists to put into practice regulations which will enable them to improve the quality of the mass media contents through investigative journalism. Journalists can, in a practical way and with concrete examples, show the consequences of the information requests made by them and others.

The media are essential to implementing the public information laws, enabling citizens to have a better knowledge of the current legislation, but they are also a tool for the exercise of journalistic activity in its role as watchdog of state institutions.

Although Uruguay has an acceptable level of media development –considering its number of commercial, community and state radio stations and the number of existing newspapers- the same cannot be said about the diversity and plurality of the country’s media system as a whole. Among audiovisual media, private supply is thoroughly predominant, with only one state channel, one municipal television channel and one small network of state radios. Three nationwide channels have a concentration level that exceeds international standards. As for the written press, the situation is acceptable, with four dailies and two weeklies with a nationwide circulation, and a robust local press. The community sector is emerging and is only present in frequency modulation.

2. DESCRIPTION OF THE TARGET GROUP:

Although journalists, media officials and journalistic organizations have taken part in raising awareness of regulations regarding freedom of speech and the right to information, the involvement in these issues by journalists continues to be a pending matter.

The project seeks that journalists, registered or not in the Press Association of Uruguay (Asociación de la Prensa del Uruguay - APU) and the Press Organization of the Interior (Organización de la Prensa del Interior - OPI), take part in training workshops that will enable them to spread within their workplaces the acquired knowledge and to apply the tools related with freedom of speech and access to information.

A special emphasis will be made on gender-balanced participation in the workshops, also to take into account the growing role of women in this field. Representation from Uruguay's various provinces will also be sought.

An alliance with the Journalism Area of the Communication Sciences Degree of the University of the Republic will be made in order to select advanced journalism students to take part in the project.

3. DEVELOPMENT OBJECTIVE:

The initiative's main goal is to promote and develop activities aimed at training, the exchange of experiences and the implementation of regulations that require the empowerment of journalists to improve their product and better inform society.

4. IMMEDIATE OBJECTIVE:

The one-year project has short and long term goals. Journalists will get to know and assimilate the new concepts that the reform of the Penal Code and the Press Law has incorporated into national legislation, and they will be thoroughly informed of the Access to Information Act.

The scope of the new legal regulations will be analyzed by experts in the field. Work will be done on practical examples and journalists will share their experiences on the matter. Journalists will be briefed on how to make a request for Access to information, and how to face a lack of response or rejection to that request. Participants will have legal counsel, at all times, especially to carry out an appeal for legal protection, if needed.

In order to achieve this project's goals, training will be combined with the development of specific workshops in preparing investigative subjects and an award for the best published work. Training seeks to enhance the independence of journalists, dignifying their work by addressing society's requests for more quality, precision and veracity in their information. Their independence is also linked to the actual fulfillment of their role as watchdogs of democratic institutions.

The project involves:

- Training on freedom of speech and access to information aimed at a group of 80 journalists from Montevideo and the rest of the country, through four workshops to be held in several Uruguayan cities. The workshops will have the support of the Press Association of Uruguay (APU) and the Press Organization of the Interior (OPI), the Communication Sciences School of the University of the Republic, in order to identify those places where training can achieve the required participation, some 20 journalists in each workshop.
- Training workshops on investigative journalism, with the attendance of experts and journalists. The participants, who will already be informed of the new legislation on freedom of speech and access to information, will suggest and prepare subjects to develop a journalistic investigation.
- Each participant's investigation work will include at least one request for access of information. Thus, the acquired knowledge will be consolidated by an effective practice.
- The resulting works will take part in a contest for the best investigation published by the press, radio, television or the Internet.

5. PROJECT OUTPUTS:

- Through the project, will be trained 80 journalists from across the country in investigative journalism, the right to information, freedom of speech and techniques of investigative journalism
- The media will benefit from a more serious, independent, ethical and responsible approach, offering the public quality information.
- After the workshops, we hope to launch several investigative reports on issues of high public interest.
- We hope this process will also increase the systematic use of the law on access to public information in journalism.

6. ACTIVITIES:

Participants will have written guidelines to help them regarding journalism’s legal regime in Uruguay and access to government-held information. The workshops will be held in the cities of Montevideo, Mercedes, Paysandu and Cerro Largo. The training will be divided into modules:

- Module I: will refer to the modifications in the Press Law and the Penal Code. It will include precedents and scope of the new text. Examples will be included.
- Module II: Access to information and law 18.381, analyzing its characteristics and how journalists can make use of it. Examples on its implementation and results.
- Module III: Investigative journalism. With the knowledge acquired in previous modules, journalists will be trained in investigative methodology and techniques. Participants will suggest investigation subjects. Reports on the workshops will be published after each workshop, and publications will be posted online.

7. PROJECT INPUTS:

- Project coordinator
- Assistant
- Written guide on legal framework of freedom of speech and access to state information
- Workshop reporting
- Online communications
- Teachers and tutors (4)
- Meeting room for workshops
- Transportation and hotels
- Stationery
- Coffee and sandwiches

8. WORK PLAN:

ACTIVITIES / MONTHS	1	2	3	4	5	6	7	8	9	10	11	12
Preparation of guide	■	■										
First workshop			■									
Second workshop				■								
Third workshop					■							
Fourth workshop						■						
Publication of papers									■	■	■	

Workshop reports			■	■	■	■						
Online edition			■	■	■	■						
Tutorials			■	■	■	■	■	■				
Monitoring			■	■	■	■	■	■				
Evaluation						■						

9. INSTITUTIONAL FRAMEWORK:

This project is an initiative of the Centro de Archivos y Acceso a la Información Pública (Centre of Archives and Access to Public Information - CAINFO). CAINFO works for the promotion and protection of the right to information and freedom of speech, through research, lawsuits, the formation of strategic alliances, participation in regional studies, as a member of the Regional Alliance for Freedom of Speech and Right to Information and the generation of discussion regarding the various issues pertaining to the access to public information. It has formed alliances with Uruguayan civil society organizations with a long tradition in the advocacy of this fundamental right, such as the Press Association of Uruguay and the Grupo Medios y Sociedad (Media and Society Group) and is part of the Coalición para una Comunicación Democrática (Coalition for a Democratic Communication). Jointly with the World Bank it has published the first journalists’ guide on access to information and organized training workshops during 2009 and 2010.

In the current year, it lead the project on Media accountability in Uruguay and the making of an ethics code, which was approved by UNESCO within the framework of the International Program for the Development of Communication(IPDC).

The initiative’s strategic allies are: The Press Association of Uruguay (APU), a social communications labor union which advocates for the freedom of the press, freedom of speech, and freedoms and rights of communication media workers. And the Press Organization of the Interior (OPI), an organization made up by companies and journalists whose goals are to strengthen, develop and empower the press from the interior of Uruguay, sustaining its work in the advocacy of human rights recognized by the Constitution of Uruguay and the Charter of the United Nations, and in particular, freedom of speech.

10. SUSTAINABILITY:

The project will be carried out by organizations that have understood the need to strengthen public policies on freedom of speech and the right of access to information, with the understanding that they do not work in a linear way and that feedback is needed to avoid setbacks. These three players (CAINFO, APU and OPI) make up an alliance that sets a reference framework for journalism. This cooperation guarantees results after the workshops, since they will monitor and evaluate the project. Teachers and students from the University of the Republic will also take part in some of the workshops.

11. FRAMEWORK OF MONITORING:

It will be carried out by APU and OPI. Both organizations represented both in Montevideo and in the rest of the country, will monitor the project, acting as observers for the fulfillment of the initiative’s goals.

12. EVALUATIONS CARRIED OUT:

The project will be evaluated in different areas, as a way to obtain a better picture of the results achieved, both by the participants and the organizing institution and allies. The journalists themselves, once the workshops

end, shall present an evaluation of their training. A similar task will be carried out by the Press Association of Uruguay, the Press Organization of the Interior and CAINFO.

13. FRAMEWORK OF BENEFICIARY AGENCY’S REPORTING:

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)	
Project Coordinator (one person x 9 months: \$ 300)	2 700
Participants’ accommodation and meals (\$ 30 per day x 20 participants x one days x four workshops in different regions)	1 800
One local coordinator (\$200 x 4 workshops):	800
Training materials	600
Local travel (\$30 x 15 participants x 4):	1 800
(2) regional experts on investigative journalism (trips x 2: \$ 2000 and hotel x 3 nights x 2: \$ 1000)	3 000
(4) Teachers and tutors in right to information and investigative journalism (4 people x 6 months x \$280 per month each)	6 720
Publications and online communication (Hiring an expert editor; layout and printing of 400 copies of the guide and uploading to the web)	4 000
Total IPDC	US\$ 21 420

BREAKDOWN OF BENEFICIARY CONTRIBUTION (in US dollars)	
Offices, infrastructure, communications	1 500
Facilities and technical materials to carry out the project	4 000
Asistant (1 person, six months)	1 500
Awards	3 000
Total	US\$ 10 000

REGIONAL

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	USE AND APPROPRIATION OF ICTS IN COMMUNITY RADIOS IN ARGENTINA, URUGUAY AND PARAGUAY
2.	NUMBER	IPDC/57 RLA/01
3.	MEDIA DEVELOPMENT INDICATORS' CATEGORY	Category 3: Media as a platform for democratic discourse
4.	IPDC PRIORITY AREA	Community media development
5.	SCOPE	Regional
6.	TYPE OF ASSISTANCE REQUESTED	Financial
7.	TOTAL COST OF PROJECT	US\$ 53 025
8.	AMOUNT REQUESTED FROM IPDC	US\$ 27 385
9.	BENEFICIARY BODY	Centro de Producciones Radiofónicas Buenos Aires – CEPPAS Argentina Contact: Francisco Godínez Galay (Director) Tel: +54 11 43736304 E-mail: cpr@cpr.org.ar
10.	IMPLEMENTING OFFICE	UNESCO - Montevideo Guilherme Canela Godoi E-mail: gcanela@unesco.org.uy
11.	PROJECT LOCATION	Argentina, Uruguay and Paraguay
12.	PROJECT PREPARED BY	Francisco Godínez Galay and Camila Gutiérrez, Centro de Producciones Radiofónicas
DECISION OF THE BUREAU:		

B. PRESENTATION

1. PROJECT JUSTIFICATION:

In this age of information, the processes of production, circulation and consumption of information, are leaving the unidirectional broadcasting logic and are radically transformed by the development of a decentralized network. In this context of disintermediation, it is essential to understand and adapt to the possibilities that new technologies bring to not continue reproducing obsolete communication models. It is a priority, then, to highlight the most favorable aspects of the adoption of ICTs and encourage uses that contribute to strengthening the fulfillment of human rights, such as the right to communication and free access to information, both essential elements for the fulfillment of a full range of rights. For this it is necessary to consider whether "media organizations have access to modern technical facilities to collect, produce and distribute news"⁵ as proposed by the UNESCO/IPDC Media Development Indicators. The question is whether journalists have safe, reliable, and affordable access to ICTs, and if they have received the training they need to use them effectively. The project aims to contribute to this objective: to train members of community radio in Latin America on how to use ICTs to their full potential and thereby positively influence society's relationship with community media ICT-based media.

A key element of this project is to carry out a survey of the situation of community radio stations in Argentina, Uruguay and Paraguay, in terms of their use of ICTs. In order to do so, the project will consider the indicators of Category 5 of the UNESCO/IPDC Media Development Indicators. It will investigate whether community radio journalists have access to ICTs, whether they have the necessary technical facilities and capacities to reach deprived communities, and, of course, whether community media can exploit ICTs to boost the participation of the community. To accomplish this, the means of verification set by UNESCO, such as interviews with journalists about their level of satisfaction with their production tools, will be very helpful. This will be done within the perspective of the UN that considers the right to expression on the Internet a human right⁶.

It is pertinent to study the link between community radio and ICTs in order to create awareness around several themes: effective use of ICT in community radio stations in Argentina, Uruguay and Paraguay; which ICT tools are currently being used, how, and by whom; the tangible benefits that the incorporation of ICTs has brought to the daily work of the station; the difficulties identified and the mechanisms adopted for its resolution; agents for facilitating and hindering its adoption; the potential uses in ICT for each radio and their specificities; conclusions and recommendations for the future, for public policies in the field for the radios' activity and for the study of the phenomenon; design of a methodology that can be replicated in other Latin American countries.

The project will focus on the survey as a source of information to generate training spaces that will contribute to narrowing the digital divide and strengthening the good use of ICTs by community radios in the region. In this regard, the survey and analysis will provide accurate information about failures, difficulties and obstacles that will then be the basis for three training interventions (one per country) in which radios will be trained in ICTs good practices.

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UNESCO. PIDC (Programa Internacional para el Desarrollo de la Comunicación) Indicadores de Desarrollo Mediático: Marco para evaluar el desarrollo de los medios de comunicación social. (Pág. 57)

6

El Mundo. "Naciones Unidas declara el acceso a Internet como un derecho humano." 9 de junio de 2011. Disponible en la web: <http://www.elmundo.es/elmundo/2011/06/09/navegante/1307619252.html>

2. DESCRIPTION OF THE TARGET GROUP:

45 members (with special focus on women, at least 50%) of 30 community radios from Argentina, Uruguay and Paraguay will be trained in ICTs good practices.

3. DEVELOPMENT OBJECTIVE:

To contribute to the democratization of information and access to knowledge by strengthening the strategic use of ICTs in community radios in Argentina, Paraguay and Uruguay, focusing on the eradication of the digital divide and inequalities in the level of appropriation. Also, to promote ICTs as a facilitator to the work of radio to help close social and economic gaps.

4. IMMEDIATE OBJECTIVE:

Identify, describe and analyze the status of the use of ICTs by community radio journalists from Argentina, Uruguay and Paraguay as well as the main challenges faced, in order to carry out workshops to provide techniques, tips and tools on how to best make use of ICTs, which will contribute to a more efficient management of community media.

5. PROJECT OUTPUTS:

- 45 community broadcasters in Argentina, Paraguay and Uruguay trained in the use of ICTs to strengthen the practice of their community radios.
- A diagnostic report on the level of ICT penetration in community radios in Argentina, Paraguay and Uruguay.
- An online graphical presentation of the state of ICTs penetration in community radio in Argentina, Paraguay and Uruguay.

6. ACTIVITIES:

Purchase of needed supplies. Forming a team in terms of inputs required for the job.

- Selection of community radios. Community radios from all three countries will be selected on the basis of clear criteria so as to gather a representative sample for obtaining a correct overview.
- Production of the matrix and indicators. Study and drafting methodological tools for gathering information regarding the use and appropriation of ICTs by the radios, on the one hand, and to analyze the information collected on the basis of predetermined criteria, on the other.
- Design of the surveys. Drafting and designing of the surveys in a simple way in order to facilitate their implementation at distance.
- Contact selected radios. Approaching the radios electronically and by telephone to explain the research and gain their confidence so that they contribute with their time in thoroughly responding to the survey.
- Survey execution by e-mail, phone calls, video conferences and other means of contact.
- Drafting the first progress report.
- Data extraction and correction of results. This is the stage of common data systematization, and assembly of the raw data of the research.
- Placing data in the matrix and putting information in order.
- Qualitative and quantitative analysis. Data extraction, numerical quantities in terms of radios, equipment, number of members, connection speeds, and other hard data, and types of uses of different forms of ICTs, knowledge and skills needed, and other qualitative data.

- Drafting of conclusions. Main conclusions drawn from the analysis and processing of data about equipment levels in community radios, levels of knowledge on the use of computers, Internet, social networking, software, as well as major flaws regarding its use and appropriation.
- Drafting of the second report of stock of the progress of the project, to assess the level of satisfaction internally between planned and achieved and reschedule the remaining stage on that basis.
- Writing, designing and printing of the diagnostic report.
- Publication dissemination within radio stations, social organizations, academic institutions and public policy maker.
- Organization of three workshops on ICTs for Community Communication Journalists of Argentina, Paraguay and Uruguay, based on the needs identified in the diagnosis.
- Conducting workshops. A monitor will join the trainer in the workshops. The monitor will have a key role in registering the activities, being in charge of the logistics and presenting the methodological path of the publication.
- Presentation of the publication and dissemination.
- Evaluation. Drafting of the final report.

7. **PROJECT INPUTS:**

IPDC inputs:

1 trainer, 1 consultant methodological, 1 graphic designer; Office supplies, 1 web programmer; Accommodation, travel and food for workshops, Print Publication, Publication shipping,

CPR-CEPPAS inputs:

Project coordinator and assistant, 1 room for training in Argentina, 3 PCs with free software installed, Basic services x 12 months, web server, monitor fees, projector and sound for training courses.

8. **WORK PLAN:**

ACTIVITIES / MONTHS	1	2	3	4	5	6	7	8	9	10	11	12
Supply purchase	■											
Radio selection	■	■										
Matrix and indicators elaboration		■										
Survey elaboration			■									
Contact with radios		■	■	■								
Survey execution				■	■							
Writing of first progress report				■								
Interview transcription					■	■						
Putting data into the matrix						■	■					
Qualitative and quantitative analysis							■	■				
Writing								■	■			
Writing second progress report								■				
Proofreading and editing.									■	■		
Designing and layout										■	■	
Publishing the report											■	
Shipping											■	

Organizing workshops							■	■	■	■	■		
Workshops												■	
Presentation of the publication													■
Evaluation and writing the final report.													■

9. INSTITUTIONAL FRAMEWORK:

The Radio Productions Center from CEPPAS (CPR) is an organization composed by Communication and Radio Production professionals, interested in strengthening community radio as a way to democratize communication and strengthen freedom of expression. CPR has been working since 2005 in content production and radio Human Rights campaigns; in training, in investigation and knowledge production on community radio and ICTs, community radio and legal framework, and radio drama with social goals. It has also worked with ILO, European Union, Argentinean Network for Civil Disarm, Ministry of Social Development of the City of Buenos Aires, Ministry of Culture of Argentina, British Embassy in Buenos Aires, Dutch Embassy in Buenos Aires, and different projects with Radialistas Apasionadas y Apasionados, Center of Communication Competences of the Friedrich Ebert Foundation, Radio Educación of Mexico, National Radio of Colombia, etc.

10. SUSTAINABILITY:

The Radio Productions Center aims to turn this research into a source of consultation and from this carry out training courses for the strengthening of the capacities of community radio journalists. Besides producing theoretical material, with free licenses, the main idea is to provide community broadcasters with tools, advises, and innovative uses of ICTs to help bonding society and community radios.

For more than seven years the Radio Production Center works with and for community radios from Argentina and other countries in Latin America, with whom it has permanent contact. This allows CPR to have a strong relationship. This Project has a antecedent carried out during 2012. It was a first research approach of the “Use and appropriation of ITCs in community radios of the City of Buenos Aires” which, as a pilot project, worked as a validation stage for the methodology.

11. FRAMEWORK OF MONITORING:

CEPPAS has the possibility of disseminating contents between selected radios and others with whom contact has been previously established. It will also be possible to track through the daily visits CPR receives on its website, disseminated through social networks. In turn, tracking, monitoring and evaluation of the project will be provided by members of the organization.

12. EVALUATIONS CARRIED OUT:

CPR-CEPPAS will obtain information on the degree to which the short-term objectives of this research have been attained by looking at the participation or not of selected community radios, and the evaluation of the content of the workshops by attendees. This may be done through a short survey done by broadcasters present in the training, to gauge how many community radio stations have been able to assist and what impression they have of the training course and the contribution it will make to their work. Performance monitoring and evaluation of CPR-CEPPAS projects developed by the European Union, the Ministry of Social Development of the City of Buenos Aires, the Ministry of Culture of Argentina and other organisations, show that it has implemented every project on time and with a high level of efficiency.

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING:

CPR-CEPPAS commits to presenting two progress reports every four months to the UNESCO Office in Montevideo and a final report at the end of the project. The person responsible of submitting the reports will be Francisco Godínez Galay, CPR director.

C. ADDITIONAL INFORMATION

Attached is a detailed description of the work of the Radio Production Center since its creation showing the issues and concerns that have been taken on board by the organization. Also attached is an already validated survey made for the first stage of the research in the City of Buenos Aires, Argentina, which has already been validated with community radios. This first experience served as a pilot for the development of this project with a tested methodology, corrected and adjusted.

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)	
Office materials (paper, toner, cds, pendrives, etc.)	400
Consultants' professional fees for preparation and execution of the investigation, and treatment of information (10\$/hour for 300 hours for 2 consultants)	6 000
Design and layout (publishing, surveys, newsletters, dissemination and web designers professional fees 20\$/hour for 100 hours)	2 000
Publication printing x 500 issues: 100 pages, 15x22cms, 80grs paper, black and white, color covers (7\$ per issue)	3 500
Per diem and accommodation for a trainer and monitor of workshops (120\$ x 3 nights x 3 cities x 2 people)	2 160
Trainer professional fee (\$150 x 3 days x 3 countries)	1 350
Trainer air ticket (\$700 x 3 countries x 2 people)	4 200
Training courses meal (5\$ x 45 people)	225
Materials, dissemination, equipment for training courses (250\$ x 3 courses)	750
Methodological consultant (\$20 x 40 hours)	800
Web programming for online survey	300
Survey execution	600
Publication shipping (5\$ x 100)	500
Infographics design (100\$ x 6 infographics)	600
Writing and analysis of investigation report (2 consultants x 100 hours each x \$15 per hour)	3 000
Presentation of the publication	1 000
Total IPDC	US\$ 27 385

BREAKDOWN OF BENEFICIARY CONTRIBUTION (in US dollars)	
Project Coordinator (600\$ x 12 months)	7 200
Project Assistant (350\$ x 12 months)	4 200
Internet x 12 months	600
Personal computers with FOSS x 3	3 000
Room for training course in Argentina	200
Basic services (1504 x 12 months)	1 800
Web server (50\$ x12 months)	600
Projector and sound equipment for training	500
Monitor fees (60\$ by day of workshop) (3 days x 3 countries)	540
Recording studio	5 000
Film and audio recording equipment for the process	2 000
Total	US\$ 25 640

BOLIVIA

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	CAPACITIES OF PROFESSIONAL JOURNALISM AND ALTERNATIVE MEDIA STRENGTHENED IN COCHABAMBA, BOLIVIA, TO PROMOTE FREEDOM OF EXPRESSION AND INFORMATION
2.	NUMBER	IPDC/57 BOL/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/institutional capacity building
7.	TOTAL COST OF PROJECT	US\$ 40 402
8.	AMOUNT REQUESTED FROM IPDC	US\$ 16 190
9.	BENEFICIARY BODY	Centro de Documentación e Información Bolivia (CEDIB) Calama Street #255 Cochabamba – Bolivia. Mail box: 3302 Tel: (591-4) 4252401-4257839-4501077 Email: dirección@cedib.org Contact person: Marco Gandarillas, Executive Director
10.	IMPLEMENTING OFFICE	UNESCO – Quito Contact: Guilherme Canela gcanela@unesco.org.uy
11.	PROJECT LOCATION	Cochabamba, Bolivia
12.	PROJECT PREPARED BY	Marco Gandarillas, Exec. Director CEDIB
DECISION OF THE BUREAU:		

B. PRESENTATION

1. PROJECT JUSTIFICATION:

Media and broadcasting institutions in Bolivia (at least 15 with national reach) are concentrated in two conglomerates : private corporations and state-owned media. Though community media has increased in number, it hasn't yet developed the capacity to create independent content. This means that although there appears to be a wide diversity of media, the content production is reduced to a small group of journalists. This scenario restricts the exercise of freedom of the press and threatens the public's right to access quality information. This situation is aggravated by the fact that educational institutions do not train in content production or critical media reception, or in investigative journalism, either. And the few training initiatives for journalists in Bolivia have come from foreign institutions.

CEDIB aims to contribute with its experience and capacity in national press analysis – filing and examination of written press – and its experience with alternative media – building local community radios and training audiovisual community reporters. For 40 years now CEDIB has encouraged training and promotion of alternative community journalism in urban and rural areas, with a national scope, with a special emphasis on multiculturalism and gender.

As such, this proposal focuses on strengthening the investigative journalism capacities of 30 journalists – at least 50% women – most working in alternative media. This will be achieved through a course in investigative journalism (techniques, strategies, use of news archives and digital sources) using “The Global Casebook of Investigative journalism” published by UNESCO. Also, two open forums (one live and the other one virtual) will be held, as encounters for discussing on press freedom, rights to access of information, and investigative journalism. A third line of action will be to strengthen digital tools for investigative journalism, in order to improve access to CEDIB's news archive (Documental Heritage of Cochabamba), as well as the digitalization of the historical news archive.

Through these three lines of action the project will contribute to achieving both biennial sector priorities identified in the UNESCO Medium-Term Strategy (34 C/4): “Promoting freedom of expression and information” (biennial sector priority 1) and “Fostering information and communication capacities for universal access to knowledge to bridge the digital divide”. Specifically this proposal expects to contribute to the Strategy 36 C/5, to the Expected Result 2 : “The rôle of media enhanced to contribute to a culture of peace and to democratic governance”.

2. DESCRIPTION OF THE TARGET GROUP :

Training activities:

- 4 Professional journalists, -national printed, radio, and television media-. At least 50% women.
- 4 Members of journalist associations and press unions. At least 50% women.
- 8 alternative media journalists (from digital networks and community radios). At least 50% women.
- 4 civil society organizations communication personnel. At least 50% women.

For open analysis activities:

- At least 100 participants from Human Rights Organizations, government technicians and authorities, Journalism students and professors, and representatives from civil society organizations. At least 50% women.

To strengthen investigative journalism digital tools:

- 30 investigative journalists with connections to CEDIB's archive. At least 50% women.
- 10 institutions (media and broadcasting, civil society organizations, Human Rights Organizations, government agencies, universities). At least 50% women.

3. DEVELOPMENT OBJECTIVE:

Contribute to the freedom of press and expression and the human right to access of information by strengthening investigative journalism in Bolivia.

4. IMMEDIATE OBJECTIVE:

Provide skills training in investigative journalism to 30 professional media employees, alternative journalists, and civil society organizations communication personnel.

5. PROJECT OUTPUTS:

- 20 journalists, communicators, and media representatives trained in investigative journalism (equal numbers of men and women).
- At least 100 women and men have participated in the debate on press freedom, rights to access of information, and investigative journalism.
- At least 5 agreements have been signed with media and broadcasting institutions, media associations and community organizations to offer digital access to CEDIB's historical news and document archives.

6. ACTIVITIES:

- 30 hours (in 5 days) of investigative journalism training (techniques, strategies, use of news archive sources, and digital tools) to 20 journalists, alternative journalists, and civil society organization's media personnel.
- 2 Open Forums (one live and one online) on investigative journalism for at least 100 people interested in media and investigative journalism. Content: Legal frameworks, freedom of press, rights to access of information, and investigative journalism.
- Sign agreements with mainstream media and civil society organizations to digitize the historical news archive from 1971 to 2004, containing approximately 6832 articles; and enhancement of the pre-existing digital news archive tools.

7. PROJECT INPUTS:

- For training courses the project requires: 2 trainers, one international and 1 national (two trainers will be covered with IPDC funding). It will also require training material, participants' meals, trainees and trainers travel and accommodation (covered with IPDC funds).
- For forums: outreach material, accommodation and travel for one speaker and consultant for virtual forum administration.
- For investigative journalism digital tools development: a news processing expert and web data base access consultant.

8. WORK PLAN:

ACTIVITIES / MONTH	1	2	3	4	5	6	7	8	9	10	11	12
Preparatory and organization activities	■	■	■	■	■							
Specialized workshop for 30 journalists				■								
2 Open Forums (one live and one online)				■		■						
Digitalization of news archive and enhancement of the pre-existing digital news archive tools		■	■	■	■							
Evaluation and report writing.				■		■	■					

9. INSTITUTIONAL FRAMEWORK:

The Centro de Documentación e Información Bolivia (CEDIB, Documentation and Information Center of Bolivia), is a non-profit, democratic, pluralist and non-confessional non-governmental organization. Its main objective is to *contribute to increasing citizens' participation in the democratization processes, culture of peace and sustainable development in the long term through access to information*. For over 40 years now, (since 1970) CEDIB has been contributing to the distribution and analysis of information and the strengthening of political action capacity of civil society organizations. This has been pursued with the perspective of achieving structural changes in Bolivia while democratizing the rights to access of information. Since 2004 CEDIB has been fostering the promotion and training of alternative media production processes. This initially commenced in urban areas (Noticiero Intercultural de Barrio/ Intercultural Neighborhood News) and later became involved in international initiatives (Noticiero InterCultural/ InterCultural News). Finally, we managed to consolidate a national training program and founded a national alternative communication network (Informativos Ciudades Interculturales/Intercultural Cities News). In 2012, CEDIB's document and news archives were declared a Heritage Site for Documentary History in the city of Cochabamba. Its Coordination Assembly comprises 13 recognized and meritorious professionals, and its Board of Directors comprises 5 renowned professionals. An executive director and 22 professionals make up its permanent technical staff. CEDIB's annual budget (2011) amounted to US \$438,000, which comes from the following institutions : ACSUR Las Segovia, AECID, ASTM, Broederijk Delen, El Col.lectiu, and Asociación Paz con Dignidad.

10. SUSTAINABILITY:

Thanks to the combination of three working areas, it is possible to reach adequate sustainability for the proposed project. The specialized training will have a direct impact on media production, the public forums will promote public debate about the necessity and importance of investigative journalism, and the development of digital tools will enable direct access to historic, economic and social information about the country for professional journalists, Bolivian citizens, and researchers throughout the world. Finally, fostering inter-institutional relations (by way of signed agreements) will enable the provision of feedback to mainstream and alternative media's investigative journalists, which CEDIB will ultimately consolidate.

11. FRAMEWORK OF MONITORING:

Additionally to ensuring dissemination of the activities, their development, and results to the general public through the organizations channels (Internet, electronic bulletins, reports), we believe that it would be of great value to the project to receive the monitoring/assistance of ERBOL (Red de Education Radiofónica de Bolivia/ Radio Education Network of Bolivia).

12. EVALUATIONS CARRIED OUT:

There are no studies about investigative journalism in Bolivia, but a reference point for its insufficient progress is provided by the Instituto Prensa y Sociedad/ Institute for Press and Society (IPYS, Peru): In competitions sponsored by this institution, only 25 applications were presented by Bolivians over the period of 1998-2005, a small number of applications compared to Brazil's 136 applications, or Colombia's 138 applications.

In an institutional scenario the different projects developed by CEDIB have been subject to specific evaluations, major projects having been evaluated externally : by GNTP contracted by AECID and Intermon OXFAM (2011). The results of these evaluations were positive both in regard to the project execution and the general execution capacity of CEDIB. Financially, all of the projects were subject to financial audits, in addition to the annual institutional audits : AUDINACO (2011, 2007), AUDECO (2008-2010).

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING:

Reports of project advancement will be sent every four months to UNESCO Office in Quito office, together with short interviews to correctly monitor the progress of the project.

The personal responsible for these monitoring activities will be : Rosemary Amils, The head coordinator of the Communications department in CEDIB (training portion of the project), and Roxana Saravia, the Archives Processing Coordinator, who will provide specific data about the progress of the digital data base.

C. ADDITIONAL INFORMATION

Preparatory activities completed prior to the submission of the project to IPDC : targeting and reaching agreements with media and broadcasting institutions : Radio (Red ERBOL, Red PIO XII), Audiovisual (Red RTP La Paz, Bolivia TV with national scope), Printed press (Opini3n, Los Tiempos, La Patria). An audiovisual tools training program exists, that will be an important contribution to designing the new program.

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)

Specialized training in investigative journalism	
International trainer (200\$ x 1day)	200
Local trainer (150 x 1day)	150
Participants meals (20 participants x five days)	300
Training material (Folders, Photocopies, notebook, pens, CDS/DVDS for 30 participants; and 3 banners)	420
Air tickets Buenos Aires-Cochabamba-Buenos Aires (616.09\$) and La Paz-Cochabamba-La Paz (114.94\$) and accommodation for 2 trainers (Food, Lodging and local transportation 211.78\$)	942
Local accommodation and travel for 10 trainees (10 air tickets La Paz-Cochabamba-La Paz 114.94\$ each)	1 149

2 Forums (a live and a virtual one) on investigative journalism analysis	
Consultant for virtual forum administration (Products delivered: on line system design and implementation, and forum administration)	500
1 Lecturer accommodation and travel (Air ticket La Paz-Cochabamba-La Paz 114.94\$; food, lodging and local transportation for 70.11\$)	185
Outreach material (Photocopies, folders, notebooks, pens, CDS/DVDS for an average of 100 participants; and advertising materials and banners)	1 882
Coffee break for forum participants (1.50\$ for each of 100 participants estimated)	150
Investigative journalism digital tools development	
Professional Fees for News processing expert (Products delivered: Digitalization of the historical news archive; themes: information access right, freedom of press, journalism, media legal framework; time period of 1971-2004, containing approx 6,832 articles)	7 900
Web data base access consultant (Products delivered: Improvement of online database search engine, and adjust to the investigative journalism needs)	2 250
Bank transfer costs	160
Total IPDC	US\$ 16 190

BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION (in US dollars)	
Equipment rental (Salon & chairs rental 150 + 50\$, computer & data display rental 344.83\$)	200
2 Forums (a live and a virtual one) on investigative journalism analysis	
Auditorium(150\$), chairs(50\$), computer and data display rental for presentation	200
Live streaming (Camera & computer rental 86\$ & Livestreaming personnel 400\$)	486
Investigative journalism digital tools development	
Signed agreements management (Communication and local transportation costs)	804
Coordination and administrative costs	
Staff costs (7 months x 2 staff members x 613\$)	8 594
Project coordinator (7 months x 409\$)	2 864
Communication costs (7 months x 718\$)	5 028
Contingencies	5 028
Project reporting	1 005
Total	US\$ 24 212

COLOMBIA

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	DEVELOPMENT OF THE MEDIA IN COLOMBIA ACCORDING TO APPLICATION OF UNESCO'S MDIs
2.	NUMBER	IPDC/57 COL/01
3.	MEDIA DEVELOPMENT INDICATORS CATEGORY	All Media Development Indicators
4.	IPDC PRIORITY AREA	Promotion of freedom of expression
5.	SCOPE	National
6.	TYPE OF ASSISTANCE REQUESTED	Institutional capacity building
7.	TOTAL COST OF PROJECT	US\$ 64 693
8.	AMOUNT REQUESTED FROM IPDC	US\$ 30 023
9.	BENEFICIARY BODY	Pontificia Universidad Javeriana Joaquín Sánchez, S.J. - Rector Carrera 7 No. 40-62 Bogotá, Colombia Tel. 3208320 Ext. 4556 www.javeriana.edu.co
10.	IMPLEMENTING OFFICE	UNESCO, Quito Contact: Guilherme Canela gcanela@unesco.org.uy
11.	PROJECT LOCATION	Bogotá, Colombia
12.	PROJECT PREPARED BY	Pontificia Universidad Javeriana, Bogotá Project Manager: Daniel Valencia-Nieto Director of the "Communication, Media and Culture" Research Group dvalenci@javeriana.edu.co Tel: 3208230, ext. 4556 Martha Baquero, Project Coordinator UNESCO-Quito
DECISION OF THE BUREAU:		

B. PRESENTATION

1. PROJECT JUSTIFICATION:

Colombia is a country that has had almost 60 years of internal armed conflict, as a result of inequalities, exclusion of broad strata of the population and weakness of the State. The country has been controlled by powerful groups (such as private corporations, national elites, wealthy families, etc.), which has resulted in widespread violence with many expressions and multiple stakeholders. This has negatively affected the economy and the country's development, causing high rates of poverty and inequality. The nation spends heavily on security and defense, to the detriment of funding for social investment. Finally, a culture of impunity has grown in all fields, eroding trust in public affairs. This situation has played a role in the practice of journalism. Colombia is one of the countries with the highest rates of aggression, threats, pressure and murders of journalists. Various armed stakeholders have been involved in this situation, including the drug traffic mafias. Nevertheless, journalists continue to practice their profession.

Further, most journalists work in media and communication companies that are economically and technologically precarious. The media system in Colombia operates under a model of concentration: a duopoly of the media that captures most of the advertising pie, from the companies belonging to the two most-powerful economic groups that wield the information monopoly, especially on radio and television.

Moreover, media and journalists, especially provincial communicators, are also pressured in their professional practice by local and departmental public administrations, in view of the unequal distribution of governmental advertising. What associations of journalists there are, at the local and provincial level, have very little impact on public policy-making about communication in Colombia. Finally, media agendas still grant priority to centralized stories. They fail to portray the country's rich ethnic, cultural and national diversity. Stories focus largely on armed conflict, drug traffic, political scandals, sensationalism and show business.

There is therefore an interesting opportunity to conduct a nationwide research, following the guidelines and methodology of the UNESCO/IPDC "Media Development Indicators: A Framework for Assessing Media Development" document to study the level of media development in Colombia. Such a research would be key in identifying the country's status regarding all MDI's categories developed by UNESCO, including pluralism and the right to communication and freedom of expression; as well as to create the infrastructural capacity to support independent, pluralistic media, the building of professional skills, etc. As a consequence of the above, the Pontifical Javeriana University feels that Colombia's socio-political context justifies the importance of pursuing such research. Different experiences in applying the UNESCO Media Development Indicators have also taken place lately in this region. With Ecuador in the lead (publishing the MDIs in 2011), and an MDI assessment in Bolivia underway, Colombia's experience can be enriched with the input from these neighboring countries. This way, the Andean Region will have a detailed evaluation of the status of media development throughout the region.

2. DESCRIPTION OF THE TARGET GROUP:

The study will cover all 8 provinces of the country. From these provinces, the research team has identified 2 national and 21 provincial newspapers; 2 private national television channels and 1 local one; 2 public channels with national coverage, 8 provincial channels and 3 operators of television by subscription; 4 national radio networks and 7 local and provincial stations; 3 hard-copy magazines with national readership and 4 digital media with their own contents. The research will also cover 8 societal organizations working with freedom of expression and 4 government entities involved in media regulation. A representative sample of all these media will be selected for the study. The media sampling will also include the best-known citizen

and community media in the provinces, and the country's federations of media corporations. The specific methodological design will define the study's parameters. (See Attachment No. 1 – Study parameters)

3. DEVELOPMENT OBJECTIVE:

Analyze the development status of the media in Colombia using the Media Development Indicators proposed by the International Programme for the Development of Communication (IPDC) of UNESCO, within the frame of the right to freedom of expression, the right to communication, democratization and media pluralism.

4. IMMEDIATE OBJECTIVE:

Taking into account the analysis of the above media, organizations and federations:

- Describe and analyze the media regulation system in Colombia regarding freedom of expression, pluralism and media diversity.
- Describe and analyze the types of media corporate organizations, modes of financing, working conditions of journalists, and transparency in media ownership in Colombia.
- Describe and analyze whether media contents make cultural, social and political diversity visible, as a platform for democracy.
- Describe and analyze the status of training, modes of organization of journalists and their relations with entities supporting freedom of expression and media pluralism in Colombia.
- Describe and analyze the characteristics of technological and infrastructure development of independent media in Colombia, especially the so-called citizen media, community media and social networks.
- Construct a typology of the levels of development of the media in Colombia regarding the regulation system, modes of organization, education and organization of journalists and technological infrastructure.

This means that the MDI's assessment in Colombia will cover all the categories of indicators developed by the IPDC.

5. PROJECT OUTPUTS:

- The Media Development Indicators system constructed by IPDC, applied in the specific case of Colombia.
- The report on the status of media development in Colombia, published.

6. ACTIVITIES:

- Preparation: identify documentary sources of information for extensive literature review of third-party reports and surveys from credible organizations, and analysis of the laws and regulations in place governing the media sector. Carry out wide-ranging consultations and interviews. Organize focus groups. Construct the databases on media, journalists, federations, organizations, public and private entities that will participate in the project. Design a repository for project information. Design instruments to gather information. Form a consultative committee, Form the research team and train its 15 members. The timetable shows the estimated time allotted for each of these activities. (See timetable).
- Field work: required documentary information collected. Interviews with media directors, editors, journalists, leaders of societal organizations working to defend freedom of expression, and media sector leaders, in eight provinces of the country. This would include at least one local radio station, one provincial newspaper, one provincial and local television channel and one digital media outlet. A survey will also be used to interview 100 journalists and a good number of citizens in all 8 provinces.

Third-party reports and existing surveys to measure audience perceptions of the media will be consulted. Focus groups on specific thematic areas will be organized.

- Process information. Results tabulated (databases, tables and graphs prepared.) Results of discussions on specific topics in focus groups summarized. Legal and other kind of information analyzed and interpreted. Technical report with partial conclusions prepared.
- Popularization: Workshop for 100 persons representing the different media, organizations and entities that participated in the project. Make adjustments for the technical report and prepare the final report.
- Publication: Print 300 copies of the final report for the study on the “Status of media development in Colombia” and distribute among relevant entities.

7. **PROJECT INPUTS:**

- The project will be implemented by the research group on “Communication, Media and Culture” of the Pontifical Javeriana University of Bogotá, which is recognized and classified in the A1 (top) category in Colombia’s research system, regulated by COLCIENCIAS.
- Four members of the group will participate during the project’s 12 months: one coordinator and three co-researchers with background and prestige in this field.
- Seven other co-researchers will also take part for four months: one for each province where field information will be collected, plus:
 - Methodological adviser,
 - Statistical adviser,
 - Two research assistants, and a
 - Legal consultant.
- The Pontifical Javeriana University has facilities and technical equipment that will be at the service of this project.

8. **WORK PLAN:**

ACTIVITIES / MONTHS	1	2	3	4	5	6	7	8	9	10	11	12
Preparation; Conform and train research team Identify documentary information sources. Construct databases; Design repository for project information; Design instruments to gather information; Train research team; Form consultative committee	■	■	■	■								
Field work: Conduct interviews			■	■	■	■	■					
Process information; tabulate and analyze results; Prepare technical report with partial conclusions					■	■	■	■	■			
Popularization: Workshop for 100 persons; Adapt technical report and prepare final report										■		
Final report publication and distribution											■	■
Submission of progress and final reports				■				■				■

9. **INSTITUTIONAL FRAMEWORK:**

The Pontifical Javeriana University’s mission is to: “Promote, generate and disseminate knowledge through research and as part of the services it provides to the community, providing suitable technical competencies to contribute to cultural, social and economic development of societies, encouraging and pursuing scientific and technological research alongside research in the social sciences, humanities and creative arts.”

The scientific community of this research center grants priority to studying social reality as one of the values most appreciated and promoted by the Pontifical Javeriana University. The quality, timeliness and reliability of the studies and contributions that the Javeriana University can make to Colombian society are guaranteed by this priority for research in all its academic areas, and for post-graduate studies, especially master's and doctoral programs.

The University currently has 129 research groups registered with COLCIENCIAS (the government agency leading the country's science and technology policy). Twelve of these groups are classified in Category A1, i.e., groups of excellence. The Research Group on Communication, Media and Culture, in the Department of Communication and Language, is one of them.

The Pontifical Javeriana University was created in 1923 and re-established in Colombia in 1930. At this time it has an institutional accreditation as High Quality by the National Ministry of Education of Colombia. It also has eight doctoral programs participating in three national centers of excellence, namely: Biodiversity; Modeling and complex systems; and Genetic resources in extreme environments. Further information is available on the University's Website: www.javeriana.edu.co. Moreover, since 1992 the Department of Communication and Language has led the UNESCO Chair for Communication un-interruptedly, which has published nine books involving issues of communication and journalism both in Colombia and in Latin America. Further information is available at the UNESCO Chair Website: www.javeriana.edu.co/unesco.

10. SUSTAINABILITY:

The track record of the Pontifical Javeriana University, its Department of Communication and Language, and the Program for Journalism Studies, as well as the Editing Council project, and research conducted to date by the Research Group on "Communication, Media and Culture", has all built up a national network of entities, media, journalists, researchers and public and private entities that has been leading the processes of education, research and action to foster and defend freedom of expression, the right to communication and media plurality in Colombia.

This background guarantees, in the medium and long term, that the study on Media Development in Colombia, led by UNESCO and applying the Media Development Indicators, will have repercussions nationally in debates on democratizing society, defending the right to communication and the plurality of information in this country. The national network of researchers, journalists, media and public and private entities to be created will follow up on the findings and results / conclusions of this research.

11. FRAMEWORK OF MONITORING:

The expertise of the Pontifical Javeriana University and, especially, the Communication, Media and Culture Research Group, guarantee their suitability for monitoring the system of media development indicators in Colombia, since the research team has the necessary ability, experience and background to conduct an in-depth and high-quality study. Further, the Department of Communication and Language, with its undergraduate and post-graduate programs, guarantees continuity in developing the media indicator system through other research projects, consultancy, training and backstopping of societal organizations, the media, journalists and entities guiding the country's public policy. The corresponding UNESCO Office, in this case the Communication and Information Sector Adviser for the Andean Region at UNESCO-Quito, will handle the relevant project monitoring and evaluations.

12. EVALUATIONS CARRIED OUT

The Communication, Media and Culture Research Group was created in 1997, and is now an academic referent in the area of communication, both in Colombia and in Latin America as a whole. It belongs to national and international research networks, and its production upholds academic quality, rigorous research and social relevance. It has the capacity to manage, organize and coordinate research networks and follow up on communication issues with societal relevance in this country. It also has the capacity to carry out communication consultancies and strategies in areas involving communication and culture policies, public opinion, citizen education and media, organizational communication, dissemination of science, and communication / education, addressing both private and public entities.

All of its 21 active members are full professors of the Pontifical Javeriana University. Six have their Ph.D. degrees, nine are doctoral candidates, and the rest have Master's degrees. In its fifteen years of work, the Group has carried out 69 research projects, and has registered on the COLCIENCIAS platform over 1500 published outputs: articles in peer-reviewed journals, books and articles in books. The last research project it concluded was about *Regional media industries in Colombia: Bogotá – Central Region*. This project studied Bogotá and four other departments' media companies operating in 11 cities. Findings cover the ownership structure of these companies, the workplace and social conditions of journalists in the region, the ways the region is portrayed in each of these media, their modes of financing, and acceptance among their readers, listeners and viewers.

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING:

The beneficiary of this project will send the UNESCO-Quito Office project progress reports every four months (according to the timetable), as well as the final report, verifying that the main goals are being met.

One very important aspect of applying the Media Development Indicators in Colombia is to publicize the research findings. This way, all stakeholders – media, government decision-makers, professionals, academics, etc. – can see themselves reflected in this evaluation, and act on this feedback to improve the field nationwide. For this purpose, the report will be presented publicly, and copies will be distributed to all stakeholders involved in the process. Agreements with journalist training centers will also disseminate the recommendations for professional education.

C. ADDITIONAL INFORMATION

It should be clarified that this project is designed as applied research that could generate dynamics of reflection and proposals that could prove favorable for media development in Colombia, but not a consultancy geared toward any short-term change in the practice of journalism and or the societal function of media in this country. The CVs of the research team from the Javeriana University of Bogotá who will implement the project are available on request.

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)	
Research consultancy: Fees for services of 3 national consultants (934\$ x 12 months)	11 208
Research consultancy: Fees for services of 7 provincial consultants (444\$ x 4 months x 7 researchers)	12 432
Local urban transport. Taxi and bus fares for 15 persons, in 8 cities (67\$ x 12 months)	804
Airfares for 7 provincial advisors from their city of origin to Bogotá for the training and preparation to gather the field information (221 x 7 tickets)	1 547
Lodging for 7 provincial advisors in Bogotá during training (1 night at \$85x7)	595
Food during Bogotá training for 7 provincial advisors (\$17.5 x 2 days x 7 advisors)	245
National researchers' airfares for 7 trips to provinces (221\$ x 7)	1 547
Lodging (2 nights in 7 cities) for national researchers who will oversee information gathering in the provinces. (\$85 x2 nights x 7 provinces)	1 190
Food for 2 days of researchers' travel to 7 cities during field information gathering (\$32.5 x 2 days x7 provinces)	455
Total	US\$ 30 023

BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION (in US dollars)	
General Coordinator (605\$ x 12 months)	7 260
Co-Researcher 1 (537\$x12 months)	6 444
Co-Researcher 2 (537\$x12 months)	6 444
Co-Researcher 3 (416\$x12 months)	4 992
Fees for service provision by two research assistants (375\$x8 months)	3 000
Materials (photocopies of official documents, paper, batteries, printer cartridges) x12 months	450
Telephone calls (\$20 x12 months)	240
Popularization events (Food and refreshments for 100 persons attending the event to publicize project findings)	840
Report publication (proofreading, layout, design and printing of 300 copies)	2 500
Administrative expenses	2 500
Total	US\$ 34 670

ECUADOR

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	TRAINING FOR JUDICIAL JOURNALISTS, INSTITUTIONAL COMMUNICATORS IN ASSERTIVE CRIMINAL-LAW JUDICIAL COMMUNICATION
2.	NUMBER	IPDC/57 ECU/01
3.	MEDIA DEVELOPMENT INDICATORS' CATEGORY	Category 3: The media as a platform for democratic discourse
4.	IPDC PRIORITY AREA	Promotion of freedom of expression
5.	SCOPE	National
6.	TYPE OF ASSISTANCE REQUESTED	Institutional Capacity Building
7.	TOTAL COST OF PROJECT	US\$ 37 610
8.	AMOUNT REQUESTED FROM IPDC	US\$ 17 120
9.	BENEFICIARY BODY	Centro Internacional de Estudios Superiores de Comunicación para América Latina (CIESPAL) Tel.: +593-2-254-8011 Email: Info@ciespal.net
10.	IMPLEMENTING OFFICE	UNESCO – Quito Contact: Guilherme Canela, CI Adviser for the Andean Countries E-mail: gcanela@unesco.org.uy
11.	PROJECT LOCATION	Quito (Ecuador)
12.	PROJECT PREPARED BY	Centro Internacional de Estudios Superiores de Comunicación para América Latina (CIESPAL) Contact: Raquel Escobar-Guevara, Director of Planning and Sustainability E-mail: rescobar@ciespal.net
DECISION OF THE BUREAU:		

B. PRESENTATION

1. PROJECT JUSTIFICATION

It is clear that the practice of journalism, in keeping with its role as a space for creation of public opinion in democratic systems, must be strengthened with research. That is, journalism must deepen a practice that goes beyond the immediacy of the event. Investigative reporting develops techniques that allow to contextualizing the facts, to give them sense and, above all, entails rigorous sources and their use. One area that has suffered from the absence of investigative journalism in Ecuador is that of justice, in particular, criminal justice. Media discourse regarding the judicial system focuses on its ineffectiveness. This has deepened societal mistrust and reinforced the reputation as traditional and inquisitorial courts with harsh penalties and punishments. The inquisitorial model was replaced in Ecuador by the accusatory system in 2005, with the enactment of the new criminal-law code. However, this change has not yet been incorporated into the judicial image in society's eye. The broadcast media can play a major role in this. Hence, CEISPAL proposes to work in this project the subject of Investigative journalism applied to the field of criminal justice. It is not only the diffusion of the new criminal justice model, but to create a culture of journalistic treatment of the subject from and with research and whose ultimate goal is to deepen and generate favorable public opinion regarding the respect for the rights of people, both victims and accused, under the full respect for human rights in democratic States, such as Ecuador.

The development of investigative journalism, and its implementation in a responsible treatment of justice-related subjects, overflows to the media; besides, it is also the responsibility of civil society and the State. So, this proposal aims to deal with the issue together with media/journalists and justice institutions (State). The idea is to formulate a strategy that generates flows between justice institutions' communication and media communication. This synergy between institutional communicators and journalists, able to adequately understand, investigate, organize and publish information on the criminal-law system, will enable citizens, defendants and victims to exercise their right to information. To apply investigative journalism to the field of justice is also a way to make governmental actions in this area clearer. It will also ensure that taxes are being used effectively and transparently to construct a fair judicial system emphasizing respect for due process and other constitutional rights.

This work and relationship strategy makes it evident that the media need journalists to acquire or deepen adequate concepts and methodologies for journalistic research of issues related to criminal justice, in order to inform in context, accurately, critically and systematically. This would be possible by putting their work in dialogue with institutional communicators, who generate specialized production in that regard. Judicial institutions need their institutional communicators, who are key players, to process and disseminate information on the judicial system through the news media. The challenge is for their communicational actions to be suitable and conducive to effectively upholding the rights of defendants and victims, and to portray the operation of the criminal justice system in a well-informed, transparent, timely, accurate, systematic manner. To this end, this project aims to implement a training proposal that articulates investigative journalism to the field of criminal justice in Ecuador, which implies both capacity building for journalists for sustained research, and developing appropriate skills to generate optimal information about the criminal justice process, to be disseminated in the media and in non-cyclical formats (i.e., research).

2. DESCRIPTION OF THE TARGET GROUP:

- Thirty journalists (at least 50% women) from public and private media: that is, journalists practicing professionally, working in judicial sections, covering the sources of the judicial system, in Quito, due costs reasons. A second phase will contemplate journalists from other regions.

- Thirty institutional communicators from judicial entities, based in Quito.

3. **DEVELOPMENT OBJECTIVE:**

- Increase sensitization and knowledge of Ecuadorian society about the judicial system, by media information circulated and broadcast on the topic, thereby contributing to deepening democracy and affirming human rights.
- Develop a training model for communication professionals, suited to their specialized training needs in the judicial area and with an understanding of the potential of communication and the media to deepen democracy and promote human rights.

4. **IMMEDIATE OBJECTIVE:**

- 30 journalists from public and private media and 30 institutional communicators trained to properly handle information on the Ecuadorian criminal-law system, with specific competencies and skills for effective performance.

5. **PROJECT OUTPUTS:**

- 8 judicial journalists trained, from both private newspapers and the public newspapers in Quito.
- 12 radio and television journalists from public media in Quito, who cover judicial sources, among others, trained.
- 10 radio and television journalists from private media in Quito, who cover judicial sources, among others, trained.
- 10 directors of communication from judicial entities, based in Quito, trained.
- 20 institutional communicators from judicial entities, trained.
- 1 summative evaluation document, regarding the perception and results of the training process.
- 1 impact evaluation document on the training process, i.e., the changes incorporated into outputs by journalists and institutional communicators, according to their training. The impact evaluation will be done three months after finishing the training.
- 1 document systematizing the process.
- 1 pocket manual on incorporating a rights-based vision into journalism and communicational practice.
- 1 document with proposal to train journalism and communication students, presented in at least two departments of communication in Quito.

6. **ACTIVITIES:**

- Adjustments in and validation of the conceptual–methodological proposal for training in investigative journalism applied to criminal justice. (Quito)
- One-day seminar for 50 persons, including judicial staff, institutional communicators, and journalists, on the role and impact of communication and the media on constructing social images regarding criminal law in Ecuador. (Quito)
- Consolidation of a line of training that will contribute to strengthening democracy through communication and journalism, with a cycle of 5 training workshops, held as follows:
- 2 sequential workshops for 30 journalists (15 journalists in each), from public and private media, two days per workshop (32 hours) on adequate coverage of information on the criminal system to guarantee the rights of victims and defendants, in the frame of investigative journalism. (Quito)
- 2 sequential workshops for 30 institutional communicators (15 communicators each) from judicial entities, two days per workshop (32 hours) on communication strategies and coverage of information judicial system information for the media, according to a non-cyclical format. (Quito)
- 1 (general) one-day (8 hours) workshop for 50 persons (journalists and communicators) on dialogue among institutional communication, journalism and academics to develop rights-based media coverage (adequate coverage of information on the criminal-law judicial system). (Quito)

- One publication: a manual on “Investigative Journalism, Communication and Criminal Law”, about how to incorporate Category 4 of UNESCO’s media indicators ("Professional capacity building and supporting institutions that underpin freedom of expression, pluralism and diversity") into public and private media. According to the MDI Assessment in Ecuador, "probability for journalists to upgrade their skills in specific disciplines is not high” so this manual would contribute to reversing the trend.(Quito)
- Two events to present the manual (panel discussions), especially targeting journalists from public and private media, professors at schools of Social Communication, representatives of judicial entities, and editors and management of public and private media. (Quito and Guayaquil)

7. PROJECT INPUTS:

CIESPAL will implement this project, with its own resources plus the resources requested from IPDC.

Own resources:

- Infrastructure: venues (classrooms for the seminar and 5 workshops), equipment (computers, projectors, audio and video equipment), auditorium (for the presentation of the manual).
- Human Resources: a trainer from CIESPAL (journalist and communicator); a project coordinator; 4 support persons for workshop and seminar logistics; a communicator to broadcast the events included in the project.
- Institutional image: The project will be ensured by CIESPAL’s background, as an international entity specializing in communication, with 52 years of national and international experience and prestige.
- Resources and media to disseminate events.
- Print shop: the project manual and dissemination material will be published in the CIESPAL print shop.

Resources requested from IPDC:

- Financial resources for travel from Mexico and payment of fees for an international trainer. (The expert is a journalist specializing in justice issues. He has an extensive experience as an academic and a journalist. He handles properly the rules of Ecuador regarding the judicial system and has great acceptance and respect of directors and journalists from private and public media in Ecuador. He has 15 years of experience training journalists in Latin America, both in court and in investigative journalism and human rights. In addition, his work will be supported by a national expert, who will deepen the aspects of legislation. There is no national expert with this preparation and experience.)
- Financial resources for logistics of the cycle of workshops (materials, food, communications).
- Financial resources to pay fees for a consultant to adjust and validate the conceptual–methodological training proposal.
- Financial resources to pay fees for a consultant to evaluate the impact and make a systematization case study of the experience.
- Financial resources to pay fees for the expert who will make the manual.
- Financial resources for the events to present the manual.

8. WORK PLAN:

ACTIVITIES / MONTH	1	2	3	4	5	6	7	8	9	10	11	12
Adjust and validate the conceptual methodological proposal.												
Seminar /workshop												
Prepare/submit first project progress report												

5-workshop cycle (journalists, institutional communicators)													
Prepare/submit second project progress report													
Prepare the manual.													
Two events to present the manual													
Summative evaluation.													
Impact evaluation.													
Prepare and submit the last project progress report and summative evaluation.													
Document systematizing the training process and evaluating impact with final report													

9. INSTITUTIONAL FRAMEWORK:

CIESPAL is an international institution created on 9 October 1959, by a Tripartite Agreement among the Government of Ecuador, UNESCO and the Central University of Ecuador. A regional, non-governmental, autonomous center, it has its own legal status, pursuant to Executive Decree No. 498 of 11 March 1960, published in Official Gazette No. 30 on 5 October of that year.

Our institutional purpose is to position communication as an essential societal endeavor for the integrated development of Ecuador and Latin America, taking actions in professional training, research, advisory assistance, production and dissemination of materials on print, audiovisual and digital formats, incorporating cutting-edge technologies in their production. CIESPAL’s mission is to promote communication as a right. This challenge calls for transcending the utilitarian broadcasting vision of communication to acknowledge that information and communication are increasingly important to enhance quality of life and deepen democracy.

Annually, CIESPAL holds some 50 to 70 training events for journalists, communicators, professors and students of communication from Ecuador and, to a lesser degree, from the region, on journalism and communication topics. This training contributes to participants’ professional improvement and reinforces traditional (press, radio, television) and digital media’s production capacity.

10. SUSTAINABILITY:

Once the project has concluded, participants will have developed cognitive and technical capacities as reflected in their reporting work and the media / institutions where they work. They will have material to support their performance, available on the CIESPAL Website. They will also have the opportunity to discuss doubts and exchange criteria with the national trainer from CIESPAL, who is part of the institution’s permanent technical team. For this purpose, an exclusive electronic channel will be enabled. Finally, CIESPAL’s Media Observatory will conduct regular follow-up on journalists’ production, and on application of the Manual in the Departments where it was presented, to consolidate attitudes of change and determine opportunities to improve news coverage of the judicial system from a rights-based perspective.

11. FRAMEWORK OF MONITORING AND COMMUNICATION STRATEGY:

At the end of each workshop, participants and trainers will fill out an evaluation instrument. Participants’ development and incorporation of conceptual tools and practical application of knowledge and techniques will be measured. The performance of the instructor(s) will be evaluated in terms of the following parameters: knowledge and mastery of the topic, instructional skills and methodology used, skills and competencies generated, and encouragement for trainees to participate, among other aspects.

This quantitative and qualitative evaluation will gauge progress in the training process, to make it easy to introduce timely adjustments as required in the following workshops.

12. EVALUATIONS CARRIED OUT:

CIESPAL has always worked in coordination with different national and international public and private organizations and institutions, NGOs, etc. Current agreements and inter-institutional actions in Ecuador involve: the National Assembly of Ecuador (research on development of e-democracy in the Assembly); Council for Development of the Nationalities and Peoples of Ecuador (CODENPE) (project to train intercultural communicators); National Directorate of Bilingual Intercultural Education (DINEIB) (production of bilingual multimedia material); Latin American Social Science Faculty (FLACSO) / Ecuador campus (digitization of CIESPAL’s publications); Central University of Ecuador (Master’s program in Journalism); Army Polytechnic School (ESPE) (digital contents for digital television); Salesian Polytechnic University (UPS) (Master’s program in digital contents); Pontifical Catholic University of Ecuador (PUCE) (Master’s program in digital contents); YUPANA Foundation (training journalists in children’s rights); Friedrich Ebert Foundation (FES) – Ecuador (institution building); MINTEL (training plan on digital contents for digital television).

International organizations working with CIESPAL include the Association for Progressive Communications (APC) based in South Africa (regional research on Web 2.0 public policies and open spectrum in Latin America); Radio Nederland Wereldomroep (internships); INSYDE of Mexico (training journalists on justice and journalism); Communication Competency Center (C3) of FES (institution building); EWMI of the United States (training judicial officials, journalists and institutional communicators on alternative ways out and special processes); Deutsche Welle of Germany (support for work with community radio stations and curricular reform in Departments of Communication); Free Press Unlimited of Holland (creation of e-learning platform to train journalists); EED of Germany (cooperant in digital television); Organization of Ibero-American States (OEI) (project on digital contents in education); Cameco of Germany (project on policy advocacy through communication for peoples and nationalities of Ecuador) and WACC of Canada (research on media representation of women).

CIESPAL and UNESCO have engaged in joint actions including the following:

- Inventory of media in Latin America (1989 - 1991).
- Multimedia production of the "Alas para la ternura" series on child abuse (1999).
- Communication campaign to prevent HIV/AIDS, trilingual (Quichua-Shuar-Spanish) multimedia production (2002).
- Application of the Media Development Indicators methodology in Ecuador (2010).
- Work groups on communication and development in Ecuador (2011).

13. FRAMEWORK OF BENEFICIARY AGENCY’S REPORTING:

The person responsible for reporting will be Raquel Escobar, CIESPAL Planning and Sustainability Director.

D. BUDGET

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

1. Materials for the 5 training workshops (folders, badges, certificate, paper and work-shop materials)	900
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2. Communications and postal mail (physical invitations and sending them) for the 5 workshops and two panel discussions to present the manual	900
3. Travel and per diems (international expert and CIESPAL coordinator)	
Airfares: 3 tickets for the international expert, Mexico City – Quito – Mexico City for the 2 workshops with journalists, in Quito, one panel discussion to present the manual in Quito and one panel discussion to present the Manual in Guayaquil.	2 700
One airfare, Quito – Guayaquil, for international expert for panel discussion to present the Manual	160
One airfare, Quito – Guayaquil, for CIESPAL coordinator for panel discussion to present the Manual	160
Lodging for the international expert in Quito for two workshops (6 nights x US\$ 70 per night)	420
Per diems for international expert for two workshops (8 days x US\$ 60 a day)	480
Lodging for international expert for panel discussions to present the Manual in Guayaquil (4 nights x US\$ 70)	280
Per diems for international expert for the panel discussions in Quito and Guayaquil (5 days x US\$ 60 a day)	300
Per diems for CIESPAL coordinator for panel discussion to present the Manual in Guayaquil (2 days x US\$ 40)	80
4. Training Costs	
Training costs / hour for 2 workshops with journalists and two panel discussions to present the Manual for the international trainer (6 days x 250 per day)	1 500
5. Refreshments and lunches	
Refreshments and lunches for 5 workshops: 1 general workshop, 2 workshops with journalists and 2 workshops with institutional communicators (20 people x 8 days of workshops + a 1 day 60 people workshop x 20US\$ each) orders of lunches and refreshments x US\$ 20 per person)	4 240
6. Materials for workshops	
Materials (ID tags, 2 books per person, notebooks, pens, folders) for the 5 workshops (150 sets x US\$ 10)	1 500
7. Publication of the Manual	
Fees for author of the Manual (set according to the pay scale of CIESPAL's international consultants)	2 000
Design and printing (black and white, 300 copies, A5 format) (The total cost of the publication would be US\$4000, of which CIESPAL would assume 60% to cover design and printing. The 40% requested would cover materials and distribution.)	1 500
Total IPDC	US\$ 17 120

BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION (in US dollars)	
Materials for the 5 workshops	900
Communications and postal mail for the 5 workshops and two panel discussions to present the manual	900

3. Training costs / hour, for 4 workshops for journalists and institutional communicators (4 days)	600
Costs to coordinate the project, half-time x 12 months and do the summative evaluation	6 000
Materials (ID tags, 2 books per person, notebooks, pens, folders) for the 5 workshops (190 sets x US\$ 15)	570
Infrastructure and equipment for the 5 workshops and the panel discussion to present the Manual in Quito	3920
Design and printing of manual (black and white, 300 copies, A5 format)	2 500
Methodological Proposal (preparation)	2 500
Impact evaluation and systematization of the project process (hiring outside professional to conduct a 60-day consultation)	2 600
Total	US\$ 20 490

PERU

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	STRENGTHENING AND TRAINING THE INDIGENOUS COMMUNICATORS NETWORK OF PERU
2.	NUMBER	IPDC/57 PER/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	Training support, institutional capacity building
7.	TOTAL COST OF PROJECT	US\$ 40 852
8.	AMOUNT REQUESTED FROM IPDC	US\$ 19 952
9.	BENEFICIARY BODY	SERVINDI – Intercultural Communication Services Calle El Parque 211, Segundo piso Urbanization San Roque, District of Surco Province and region of Lima Tel: 51-1-557-7121 E-mail: servindi@gmail.com www.servindi.org
10.	IMPLEMENTING OFFICE	UNESCO – Quito Contact: CI Adviser, Guilherme Canela gcanela@unesco.org.uy
11.	PROJECT LOCATION	Lima, Peru
12.	PROJECT PREPARED BY	Jorge Luis Agurto-Aguilar Director, Servindi E-mail: jorgeagurto@gmail.com
DECISION OF THE BUREAU:		

B. PRESENTATION

1. PROJECT JUSTIFICATION:

Peru has about nine million indigenous citizens, who speak 43 different languages. However, there are high rates of extreme poverty among the indigenous population and they suffer constant violations of their fundamental rights. In this context, timely access to information is a means for these peoples' progress and integrated development.

Indigenous communication makes sense when practiced within the framework, world-view, language and culture of each native community, so the indigenous peoples themselves must produce, manage and disseminate information on their peoples in the media – both conventional media and their own. In this way, the national and international society will be able to better perceive and understand indigenous peoples' reality, needs and aspirations.

Discrimination and exclusion in the media, an almost total absence of indigenous issues on the public agenda, lack of any legal normative framework to encourage indigenous media, and even in some cases government aggression, all harm and limit the exercise of indigenous communication.

In this situation, strengthening the Indigenous Communicators Network of Peru through technical training for its members in four decentralized meetings – to be held in the regions of Lambayeque, Junín, Moquegua and Ucayali – and a central event in Lima, will position an integrated indigenous agenda in the national political debate through quality community journalism and promote public policy-making to native peoples' right to information, communication and access to the media. The training provided under this proposal will take inter-cultural, gender and rights-based approaches into account.

2. DESCRIPTION OF THE TARGET GROUP:

80 indigenous communicators from REDCIP (from the regions of Ayacucho, Amazonas, Apurímac, Arequipa, Cusco, Cajamarca, Huancavelica, Junín, Loreto, Lima, Madre de Dios, Pasco, Piura, Puno, San Martín and Ucayali).

3. DEVELOPMENT OBJECTIVE:

- To build indigenous communicators' capacity to produce information about their peoples, influence public opinion and get indigenous issues onto the agenda, to create a plural, representative, democratic media landscape.
- To contribute to reinforcing free expression by the most vulnerable groups through their own cultural agents: indigenous communicators, using their native languages and their oral resources through radio in view of encouraging democratic debate, information exchange and cultural manifestation.

4. IMMEDIATE OBJECTIVE:

80 indigenous communicators from the Indigenous Communicators Network of Peru will have the capacity to produce quality contents about issues relevant to their peoples, and to build these contents into their radio programming –mainly the country's community and alternative media. The project also aims to enhance their

skills in sensitizing the non-indigenous population regarding the problems affecting these peoples and strengthening the indigenous agenda in public opinion.

5. PROJECT OUTPUTS:

- 80 indigenous communicators from the Network trained in five workshops on Information and Communication Technologies (ICTs), intercultural communication, radio production and communication campaigns.
- 20 radio communication products (radio news reports, spots, socio-dramas and others) prepared in the framework of training.
- A network of indigenous communicators with strengthened capacity to get their agenda into the mass media.
- A virtual platform containing a resource center, with access to creation and use of blogs and other training modules.
- A separate guide on ICTs for access to and basic use of the virtual platform.

6. ACTIVITIES:

- Invite communicators from the Indigenous Communicators Network of Peru to the training courses to be given at four decentralized campuses and in Lima.
- Organize and implement a training course for indigenous communicators on Information and Communication Technologies (ICTs).
- Organize and implement a training course for indigenous communicators on intercultural communication.
- Organize and implement a training course for indigenous communicators on radio production.
- Organize and implement a training course for indigenous communicators on communication campaigns.
- Create a platform on Internet with a virtual resource center for indigenous communicators, to exchange productions and information.
- Prepare and print a separate guide on ICTs for access to and basic use of the virtual platform.
- Share and broadcast all productions made by the indigenous communicators on the virtual platform.
- Design and implement a communication strategy to include access to information by indigenous peoples on the public agenda.

7. PROJECT INPUTS:

- From the organization: Computers (laptops), film cameras, still cameras, projector, portable screen, audio recorders, lodging, project and staff coordination, coordinating locale.
- From IPDC: Trainers, lodging, food, rental of auditoriums for training, logistics, transport for indigenous communicators.

8. WORK PLAN:

ACTIVITIES / MONTH	1	2	3	4	5	6	7	8	9	10	11	12
Coordination and preparation for training.												
Northern Macro Regional Training for Chiclayo (region of Lambayeque)												
Design and develop virtual platform												

Central Macro Regional Training in Huancayo (region of Junin)													
Prepare and submit the first progress report													
Southern Macro Regional Training in the region of Moquegua													
Eastern Macro Regional Training in Pucallpa (region of Ucayali)													
Prepare and submit the second progress report													
Central Training and National Meeting of Communicators in Lima													
Upload and broadcast all productions made by the indigenous communicators on a virtual platform.													
Prepare and submit final report.													

9. INSTITUTIONAL FRAMEWORK:

Servindi, a non-governmental organization with over ten years’ experience working in the field of indigenous communication. Servindi’s team of communication professionals have experience working with indigenous communities in the Andes and Amazon regions, featuring specialties in different areas: print, radio, audiovisual and organizational communication.

Servindi also has experience in designing and implementing communication strategies and plans, media plans, campaign design and other public advocacy work; as well as experience in training indigenous communicators and leaders; and organizing and coordinating forums and seminars on varied topics from the indigenous agenda, at the national and international level.

10. SUSTAINABILITY:

Training activities meet the demands of indigenous communicators, who – in addition to their professional vocation and their proven identification with communication – have had regular radio slots on educational and commercial stations for many years now. In this regard, the indigenous communicators who are selected are not persons who temporarily occupy a communication role, as sometimes happens in indigenous organizations, but community indigenous agents, qualified by their societal practice, who have opened up media spaces thanks to their personal efforts, and wish to improve their production and competencies for greater performance.

11. FRAMEWORK OF MONITORING:

The project will conduct its final evaluation on the basis of an evaluation matrix containing specific indicators. Indicators include the following:

- Number of indigenous communicators who broadcast information and contents on the demands and situation of native peoples on virtual networks, Websites and Internet blogs specializing in indigenous topics. Measured every six months.
- Number of articles and journalistic reports produced and published on Internet by the Network’s indigenous communicators. Measured every six months.
- Number of audiovisual materials produced and published on Internet by the Network’s indigenous communicators. Measured every six months.
- Number of readers of the information broadcast on Internet. Measured every six months.

- Number of journalistic articles and audiovisual products replicated by other local, regional and national media. Measured every six months.

12. **EVALUATIONS CARRIED OUT:**

Servindi has worked with the following international institutions: International Work Group on Indigenous Affairs (IWGIA), based in Denmark; Helvetas Swiss Intercooperation, based in Switzerland; Oxfam America, based in Boston, USA. It has also worked with the national institution, the National Human Rights Coordinating Office (CNDDHH).

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

SERVINDI is committed to submitting two progress reports and one final project report to the UNESCO-Quito office on the indicated dates with the respective attached information. The person responsible for reporting is the President of the organization, Jorge Luis Agurto.

In terms of popularizing the results, a publicity version will be put into circulation on our website and sent to all participants in the training events. It will also be distributed among key national and regional partners, to share the experience and replicate it in other scenarios.

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)	
Northern training	
Lodging for indigenous communicators (20\$ x10 participants for 3 nights).	600
Overland transport for indigenous communicators (70\$x10 participants)	700
Food for communicators, Northern training (22\$x10 participants x 3 days)	660
Rental of auditorium for Northern training (50\$ x 3 days)	150
Fees for trainers and collaborators in Northern training (60x 2 persons x 3 days)	360
Lodging for trainers in Northern training (20\$ x 2 trainers x 3 nights)	120
Airfares for trainers and collaborator (90 x 2 trainers + 1 collaborator)	270
Food for trainers in Northern training (22\$ x 2 trainers x 3 days)	132
Sub-Total	2 992
Central training	
Lodging for indigenous communicators (20\$ x 10 participants x 3 nights)	600
Overland transport for indigenous communicators (70\$x10 participants)	700
Food for communicators, Central training (22\$x10 participants x 3 days)	660
Rental of auditorium for Central training (50\$ x 3 days)	150
Fees for trainers and collaborators in Central training (60x 2 persons x 3 days)	360
Lodging for trainers in Central training (20\$ x 2 trainers x 3 nights)	120
Airfares for trainers and collaborator (80 x 2 trainers + 1 collaborator)	240
Food for trainers in Central training (22\$ x 2 trainers x 3 days)	132
Sub-Total	2 962

Southern training	
Lodging for indigenous communicators (20\$ x 10 participants x 3 nights)	600
Overland transport for indigenous communicators (70\$x10 participants)	700
Food for communicators, Southern training (22\$x10 participants x 3 days)	660
Rental of auditorium for Southern training (50\$ x 3 days)	150
Fees for trainers and collaborators in Southern training (60x 2 persons x 3 days)	360
Lodging for trainers in Southern training (20\$ x 2 trainers x 3 nights)	120
Overland transport for trainers and collaborator (90 x 2 trainers + 1 collaborator)	270
Food for trainers in Southern training (22 x 2 trainers x 3 days)	132
Sub-Total	2 992
Eastern training	
Lodging for indigenous communicators (27\$ x 10 participants x 3 nights)	810
Overland transport for indigenous communicators (70\$x10 participants)	700
Food for communicators, Eastern training (25\$x10 participants x 3 days)	750
Rental of auditorium for Eastern training (50\$ x 3 days)	150
Fees for trainers and collaborators in Eastern training (60x 2 persons x 3 days)	360
Lodging for trainers in Eastern training (27\$ x 2 trainers x 3 nights)	162
Airfares for trainers and collaborators (130 x 2 trainers + 1 collaborator)	390
Food for trainers in Eastern training (25 x 2 trainers x 3 days)	150
Sub-Total	3 472
National training	
Lodging for indigenous communicators (40\$ x 10 participants x 3 days)	1 200
Overland transport for indigenous communicators (175\$x10 participants)	1 750
Food for communicators, national training (44\$x10 participants x 3 days)	1 320
Rental of auditorium for national training (66\$ x 3 days)	200
Fees for trainers and collaborators in national training (60\$ x 2 persons x 3 days)	360
Local airfares for trainers and collaborators (10 x 1 trainers+ 1 collaborator)	90
Food for trainers in national training (19\$ x 2 trainers x 3 days)	114
Sub-Total	5 034
Other	
Fees for trainer and creator of Web platform (300\$ x 3 months, after this pilot period, local community will maintain the website)	900
Office materials (printing, toner, flipcharts, markers, etc.)	1 000
Bank expenses	600
Sub-Total	2 500
Total IPDC	US\$ 19 952

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

Fees for project coordinator (600\$ x12 months)	7 200
Fees for coordination assistant (350\$ x12 months)	4 200
2 Toshiba Laptops	1 200
3 Nikon cameras	1 000
2 Sony video cameras	1 500
1 portable screen	1 400
1 Projector	1 500
4 Olympus Mini-recorders	500
Batteries, memory cards and USB memories	300
Office supplies (pens, folders, markers, flipcharts, etc.)	300
Communication services and costs (x12 months)	1 200
Final evaluation	600
Total	US\$ 20 900

VENEZUELA

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	RADIO TRAINING FOR INDIGENOUS COMMUNITY COMMUNICATORS
2.	NUMBER	IPDC/57 CUB/01
3.	MEDIA DEVELOPMENT INDICATORS' CATEGORY	Category 3: The media as a platform for democratic discourse
4.	IPDC PRIORITY AREA	Community media development
5.	SCOPE	National
6.	TYPE OF ASSISTANCE REQUESTED	Capacity building
7.	TOTAL COST OF PROJECT	US\$ 17 901
8.	AMOUNT REQUESTED FROM IPDC	US\$ 13 676
9.	BENEFICIARY BODY	Guásimos Community Foundation Sector Caneyes N° 1-2, Antigua Posada ShanGri-la Municipio Guásimos Estado Táchira, Venezuela. Tel: (+58) 212 4849756 / 04142676132
10.	IMPLEMENTING OFFICE	UNESCO – Quito Communication and Information Sector Contact: Guilherme Canela Adviser for the Andean Countries E-mail: gcanela@unesco.org
11.	PROJECT LOCATION	Community of Río de Oro Community of Plaza Venezuela Community of El Arenal Community of Laguna de García Community of Bolívar la Bolivariana Paulo Freire Agroecology School
12.	PROJECT PREPARED BY	Armando Durán, General Coordinator, Guásimos Community Foundation
DECISION OF THE BUREAU:		

B. PRESENTATION

1. PROJECT JUSTIFICATION:

The media panorama in Venezuela, as in the rest of Latin America, is facing major new challenges. The media reality in the Andean Region and in Latin America is in general similar. Most radio and television frequencies and the main newspapers are owned by a very few private companies. At the same time, Venezuela faces the challenge of taking responsibility for making the new information technologies (ICTs) available to all and to conveying knowledge properly to the most vulnerable, isolated population groups.

As community media arise, the problem that crops up is to train their journalists or communicators. Most community radio stations on the continent belong to organizations and societal, rural or indigenous movements, which do not have personnel sufficiently trained in communication.

The Guásimos Community Foundation proposes to offer practical, theoretical and technical training for community communicators (male and female) from the least-favored zones (rural, indigenous and student sectors in the States of: Táchira, Mérida, Trujillo, Barinas, Zulia and Bolívar) as well as access to the media; and encourage the participatory creation of diverse cultural, educational, historical and informational contents in the area of communication to build capacities for collective, broad, democratic thinking.

The project's purpose is to fill the above-mentioned communicational gaps by training 120 community communicators, providing them with theoretical and technical knowledge about producing radio clips with educational and cultural contents. The training will not only focus on the transmission of technical knowledge; instead, the two-way learning approach will enable communicators to contribute their own knowledge about the specific realities that they are experiencing in their daily lives. This process will also be nourished by other training experiences in the region.

This entire proposed project will mainstream the component of gender equity, as a cross-cutting theme for UNESCO, and for our organization, promoting equitable participation for women and men, as well as mainstreaming gender in radio programming.

2. DESCRIPTION OF THE TARGET GROUP:

120 organized indigenous communicators with acquired communicational capacities, from the following six communities: Río de Oro, Municipality of Bari-José María Semprun, State of Zulia; Plaza Venezuela, Municipality of San Cristóbal, State of Táchira; El Arenal, Parish of Arias, Municipality of Libertador, State of Mérida; Laguna de García, Municipality of Uribante Caparo, State of Táchira; Bolívar la Bolivariana, Municipality of Colón, State of Zulia; Paulo Freire Agroecology School, State of Barinas .

3. DEVELOPMENT OBJECTIVE:

To cultivate democratic participation in public spaces along with communities empowering their cultural and language traditions by training them in community communication so they can create cultural, educational, historical and informational radio contents.

4. IMMEDIATE OBJECTIVE:

To train 120 indigenous community communicators in producing radio clips with educational and cultural contents, so they can go beyond being passive consumers of information, and become protagonists.

5. **PROJECT OUTPUTS:**

- 120 persons trained as grassroots communicators able to produce educational radio clips on varied topics.
- 120 radio clips demonstrating application of the theoretical and technical knowledge acquired, showing communities' communicational realities and their relationships within the country's media panorama.
- 30 radio micro-programs showing the cultural history of each community participating in our process of communicational education, while empowering them culturally and linguistically.
- Publication on website <http://radiojuventudlibrerajuli.blogspot.com> of the 30 radio micro programs, which will be available for downloading, listening and broadcasting on the radio or any other medium.

6. **ACTIVITIES:**

- Purchasing of equipment.
- Organize and carry out six four-day training courses for 20 participants each (one course for each of the six communities selected: Río de Oro, Plaza Venezuela, El Arenal, Laguna de García, Bolívar la Bolivariana, Paulo Freire Agroecology School) on four subjects (one subject per day):
 - Legal aspects of freedom of expression and knowledge about the right to communication;
 - Radio script writing, recording, editing and audio assembling; radio production using freeware tools such as Audacity;
 - Cultural heritage, participatory learning and recognition of grassroots/ancestral knowledge to promote the production of cultural radio clips on local history by each participating community;
 - Radio clips production.
- Organize discussion workshops and work groups on communication models to foster grassroots discussion to examine the three major models of communication according to Paulo Freire and Mario Kaplún.
- Produce 120 radio clips demonstrating application of the technical knowledge acquired and showing the six communities' communicational realities.

7. **PROJECT INPUTS:**

3 laptop computers (the Guásimos Community Foundation will contribute 2; IPDC requested to provide 1)
6 microphones (the Guásimos Community Foundation will contribute 2; IPDC requested to provide 4)
6 pairs headphones (the Guásimos Community Foundation will contribute 1; IPDC requested to provide 5)
3 video beams (IPDC is requested to provide 3 units)
9 Cylinders of 50 DVDs (IPDC is requested to provide 9 cylinders)
The above will be used for the course on Producing radio clips
3 video film cameras (IPDC requested to provide all 3 cameras)
2 digital cameras (provided by the Guásimos Community Foundation)
6 digital audio recorders (the Guásimos Community Foundation will contribute 3; IPDC requested to provide 3)
11 boxes of markers (IPDC is requested to provide 11 boxes)
1 multi-functional printer (IPDC is requested to provide the printer)
44 reams of paper (bond) (IPDC is being requested to provide all this paper)

8. WORK PLAN:

ACTIVITIES / MONTH	1	2	3	4	5	6	7	8	9	10	11	12
Purchase equipment	■											
Training course on legal aspects of the freedom of expression and knowledge about the right to communication.		■	■									
Technical training workshops on writing radio scripts, recording, editing and assembling audios. Give knowledge about producing radio clips using freeware tools such as Audacity.				■	■							
Course on Cultural Heritage, Participatory Learning and Recognition of Grassroots / Ancestral Knowledge to promote creation of cultural radio clips on local history by each participating community.						■	■					
Organiz discussion workshops and work groups on communication models.								■	■			
Course on Producing Radio clips										■	■	
Submit progress report to UNESCO				■				■				
Project Evaluation												■
Submit final report to UNESCO												■

9. INSTITUTIONAL FRAMEWORK:

The Guásimos Community Foundation was founded on 16 December 2005 and is located in the town of Caneyes, Municipality of Guásimos, State of Táchira (Venezuela). This collective of women and men has the primary aim of constructing new communicational thinking on the basis of collective practice to disseminate community social knowledge and transformation. The organization's basic structure is as followed: General Coordinator: Armando Durán. Administration Commission: Lenin Guerrero. Organization Commission: Carmen Sánchez. Education Commission: Carmen Escalante. Image Commission: Sofia Wassouf. Research Commission: Moisés Cárdenas. Production Commission: Romer Toledo. Marketing Commission: Eduar Durán. Social Oversight Commission: Maylen Sánchez. Finance Commission: Carlos Martínez. The Guásimos Foundation is a social non-profit collective. The work we have undertaken so far has been supported by public institutions such as: Ministry of Grassroots Power for Culture, Ministry of Grassroots Power for Information and Communication, and the Foundation to Develop Science and Technology (Mérida) of the Bolivarian Republic of Venezuela; institutions to which we have presented our training projects, and have been approved to obtain the technical tools to provide training in rural, working-class, indigenous and student communities.

PROJECTS IMPLEMENTED:

- RAJULI Community Cinema Forum.
- JUNTANDO PALABRAS Alternative Community Newspaper.
- Workshop on Free, Alternative Community Media
- School Radio Production Units
- Radio as a tool for participation, organization and liberation.

10. SUSTAINABILITY:

The Guásimos Community Foundation has been building this grassroots communication training on the basis of conviction and ongoing collective work, with solidary contributions by the spokespersons of our organization, public institutions and our partner communities that are aware of collective construction. Solidarity, detachment and constancy have helped us sustain our work over time, thereby enabling us to present our training proposals to several organized social collectives and other public institutions, such as: Ezequiel Zamora National Rural Front, Community Council of Laguna de García, Táchira Educational Zone and the National Center to Develop and Research Free Technologies. Therefore, we feel sustainability entails a coordinating vision combining organizational and social aspects. This way we ensure that the project can remain after IPDC assistance ends, since our perception of training aims for the long-term consolidation of an itinerant Grassroots Communication school, which guarantees for UNESCO that the equipment contributed by IPDC will be used for future training events, working with the most vulnerable and isolated communities.

11. FRAMEWORK OF MONITORING:

The Guásimos Community Foundation proposes for the National Center for Development and Research on Free Technologies Foundation (CENDITEL) to serve as a collaborating entity to monitor project implementation. As a Venezuelan Institution under the Ministry of Grassroots Power for Science, Technology and Innovation, it is oriented toward promoting reflection, research, development and appropriation of relevant Free Technologies, according to the democratic and participatory values expressed in the Constitution of the Bolivarian Republic of Venezuela, in any domain of knowledge and technological innovation. The project will also be monitored by the UNESCO Office in Quito.

12. EVALUATIONS CARRIED OUT:

Through our Website: <http://radiojuventudlibrerajuli.blogspot.com> the Guásimos Community Foundation has informed its users and supporting organizations about all its achievements through the various training events, journalism and broadcasting work, namely: community cinema forums, alternative community newspaper, workshops, meetings, courses, lectures, radio productions and contributions about legal aspects of communication. It has also provided reports, with photographic support and records, to ensure its accountability towards the supporting institutions supporting. The Guásimos Community Foundation plans to approach this new project we are now submitting to UNESCO this same way, along with surveys and evaluations involving beneficiary communities. The radio clips produced will also be part of project evaluations.

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING:

The person responsible for reporting will be Armando Durán, General Coordinator of Projects for the Guásimos Community Foundation. He will report to the corresponding contact person at the UNESCO-Quito office. To popularize the outputs, each communicator will prepare communicational items on the training experience, which they will publish or broadcast in their respective media. In turn, the project's overall experience will involve assembling a report to disseminate so the experience can be replicated in other zones of the region. It may also be uploaded to UNESDOC.

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)	
HP Pavilion Dv5-2135dx laptops	1 568
SHURE Sm57-lc microphones	489
SONY Mdred12lp headphones	116
Video Beam BENQ Mp525	3 565
Cylinders of 50 DVD TDK 16x Printable	251
SONY Handycam Hdr-cx12 video film cameras	3 636
SONYIcd-bx700 digital audio recorders	419
Xerox bond paper sheets	105
Multi-functional HP 3050 Printer	163
Fees: 80\$ for 4 facilitators for six days of workshops =1200 \$	1 920
Travel per diems and lodging: 30 \$ per diems per day (x 4 trainers x 6 days) = 720 \$ 30 \$ lodging per day (x 4 trainers x 6 days) = 720 \$	1 440
Total IPDC	US\$ 13 676

BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION (in US dollars)	
HP Pavilion Dv5-2135dx laptops	3 137
SHURE Sm57-lc microphones	244
SONY Mdred12lp headphones	23
SAMSUNG P1120 14mp 2.7 5x digital cameras	699
SONYIcd-bx700 digital audio recorders	839
Total	US\$ 4 944

REGIONAL

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	MULTIMEDIA TOOLBOX ON RADIO TRAINING FOR COMMUNITY MEDIA
2.	NUMBER	IPDC/ 57 RLA/04
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	Community Media
5.	SCOPE	Regional
6.	TYPE OF ASSISTANCE REQUESTED	Training Support
7.	TOTAL COST OF PROJECT	US\$ 50 100
8.	AMOUNT REQUESTED FROM IPDC	US\$ 30 000
9.	BENEFICIARY BODY	Fundación Radialistas para el Desarrollo Social Jerónimo Carrión, Esquina con Tamayo, Edif. Azul, Dpto.8-2, Quito, Ecuador Contact: José Ignacio López-Vigil E-mail: ignacio@radialistas.net Tel: +5932-2556631
10.	IMPLEMENTING OFFICE	UNESCO – Quito Contact: Guilherme Canela CI Adviser for the Andean Countries E-mail: ganela@unesco.org
11.	PROJECT LOCATION	Ecuador, Colombia, Peru and Bolivia
12.	PROJECT PREPARED BY	José Ignacio López-Vigil, Coordinator, Radialistas
DECISION OF THE BUREAU:		

B. PRESENTATION

1. PROJECT JUSTIFICATION:

The media reality in the Andean Region and in Latin America is in general similar. Most radio and television frequencies and the main newspapers are owned by a very few private companies. As explained in the *Analysis of Media Development in Ecuador 2011*, carried out by UNESCO-Quito, “the new legislative framework and public policies on communication must promote the emergence, development and consolidation of community media”.⁷

Although in Ecuador this legislation has not yet been enacted, other countries such as Bolivia have already done so, distributing radio and television frequencies in three parts: 33% for public media, 33% for private media and 34% for community media. In Colombia, the legislation also grants frequencies to community media and in Peru there is great debate about making this happen. Other countries in South America such as Venezuela, Argentina or Uruguay have laws facilitating the creation of community media, mainly radio stations.

As the community media arise, the problem that crops up is to train their personnel. Most community radio stations on the continent belong to organizations and societal, rural or indigenous movements, which do not have personnel sufficiently trained in communication. There are NGOs and networks that contribute informational contents to these radio stations (Agency Púlsar of the World Association of Community Radio Stations (AMARC) or Contacto Sur of the Latin American Radio Education Association), and radio productions with a rights-based approach (Radialistas Apasionadas and Apasionados or Radioteca.net), but in these last few years there has been little production of practical handbooks for training in communication and radio. A number of books have been published, but in other languages than Spanish or targeting university students on the basis of a theoretical analysis of communication, rather than a practical approach focusing on community media.

Radialistas Apasionadas and Apasionados has published in these last few years its *Urgent Manual for Passionate Radio Broadcasters; Citizen Radio, the Power of Intermediation Journalism* by José Ignacio López-Vigil; and the *Manual for Technically Illiterate Radio Broadcasters* by Santiago García-Gago, printed with support from UNESCO-Quito. However, there are still whole areas of training that have not been addressed.

The purpose of the project is to fill in these gaps in training materials on radio communication designed to strengthen community radio stations by producing three manuals to complete those already existing produced by the Radialistas Foundation.. These manuals, which will take the form of a *Multimedia Toolbox for Community Media Radio Training*, would reach, as hard-copy handbooks, at least 500 radio stations on the continent and an incalculable number of others through the PDF and Multimedia version to be published on the Web.

This project will build the capacities of at least 120 journalists from Bolivia, Colombia, Ecuador and Peru through training courses and presentation of toolboxes, lasting three days each (24 hours), attended by some 30 community communicators in each meeting in the above countries.

⁷ Recommendations for Category 2: “Plurality and diversity of the media, equal economic conditions and transparency in ownership” from the *Analysis of Media Development in Ecuador 2011*. Published in 2011 by the United Nations Education, Science and Culture Organization, Office in Quito.

2. DESCRIPTION OF THE TARGET GROUP:

Community radio stations in the region, with special emphasis on 120 community radios in Bolivia, Colombia, Ecuador and Peru which will take part in the training courses based on the toolbox contents. The invitation to attend these courses will be open and broad. Applicants will be selected from among community stations with priority for those working with audiences who are in conditions of vulnerability. Selection will also be equitable between women and men – applying the cross-cutting theme of gender with which UNESCO works – and among participants from indigenous nationalities’ and Afro-descendants’ stations.

3. DEVELOPMENT OBJECTIVE:

Community media from Bolivia, Colombia, Ecuador and Peru, with more quality training, contribute to greater plurality and diversity in the media. The project will contribute to the development of community radio stations by providing integrated training for their communicators. This will improve the quality of community radios’ productions, helping them win larger audiences and therefore have a greater impact, enriching the media ecosystem to become more diverse and plural.

4. IMMEDIATE OBJECTIVE:

Provide a Multimedia Toolbox for Training in theory and practice for community radio stations and media in Latin America, producing three manuals on “Radio Training Methodologies”, “Radio Communication with a Gender Perspective”, and “Free Radios with Free Contents and Software”, plus other existing manuals, to train 120 community communicators through three-day training courses in Bolivia, Colombia, Ecuador and Peru.

5. PROJECT OUTPUTS:

- Three manuals written and edited on “Radio Training Methodologies”, “Radio Communication with a Gender Perspective”, and “Free Radios with Free Contents and Software”, adapting existing material to local reality.
- A multimedia DVD produced with audiovisual and text resources.
- A multimedia toolbox for theoretical and practical training of radio stations and community media in Latin America including the outputs of this project and others already published.
- A virtual toolbox offered openly and free of charge through a Web platform grouping training resources on radio, such as on-line courses and others.
- 120 community communicators from Bolivia, Colombia, Ecuador and Peru, trained to improve their performance, feeling a sense of ownership of the Toolbox to use it in future training they provide to their stations’ personnel.

6. ACTIVITIES:

Activity 1: Write and publish three training manuals on community radio

1.1. Three training manuals will be prepared, from 100 to 125 pages each. The chosen topics cover gaps in contents that have not yet been worked on, for which there are no practical manuals.

Radio Training Methodologies: in Latin America and the Caribbean, tens and hundreds of courses and workshops have been given and are being given to improve the quality of radio programs, especially for community and grassroots stations. It is time to put learning into order – to extract general criteria. This manual seeks to summarize the most successful methodologies for training in radio production (announcing and hosting, informational genre, drama, music, news reports and spots, as well as general programming) with a perspective of citizen values. This textbook will be quite useful for those responsible for theoretical and practical training of communicators.

Radio Communication with a Gender Perspective: radio is a strategic medium for the social inclusion of women and sexual diversities (LGBT) through the spoken word. How can this be done? Just intending to use non-sexist language is not enough. The difficulty lies in achieving this in day-to-day practice by those who make radio. A radio and gender manual will be an extremely useful instrument to facilitate this task. It will analyze and reverse the forms and foundations of social sexism. It will contain practical guidelines to produce news, reporting, dramatizations, life stories and debates including everyone without discrimination. UNESCO Gender-sensitive indicators for media will be taken into consideration.

Free Radios with Free Contents and Software: One could say that over 90% of Latin American community radio stations use proprietary software, but few of them have user licenses. The cost is too high and they cannot afford to purchase these software licenses. Having un-licensed software, aside from the legal implications it may have, forces them to use patches to crack these programs and leaves the software vulnerable to entry by viruses. When asked why they do not use freeware, most say they just do not know about it. The idea of this tutorial is to guide radios in using freeware designed especially to meet a radio station's needs, such as editing, multi-tracking or automating. Further, this manual will have a section explaining to stations the distribution of contents through Creative Commons licenses, such as their radio productions and the news they upload to their website.

1.2. The manuals' layout will be suitable both for printing and for on-line publication.

1.3. Print the manuals. 500 copies of each.

Activity 2: Produce a multimedia DVD with audiovisual and text resources

2.1. Production and compilation of audiovisual contents produced by the Foundation to include on the DVD.

2.2. Multimedia design of the disk.

2.3. Burning and stamping the disks.

Activity 3: Prepare a multimedia toolbox for theoretical and practical training of radio stations and community media in Latin America including the outputs of this project and others already published.

3.1. This toolbox will have the three manuals in hard copy form and the multimedia disk containing the manuals produced under the project plus earlier ones also included on the DVD.

Activity 4: Publication on-line of the virtual toolbox offered freely, openly and free of charge through a Web platform grouping training resources on radio, such as on-line courses and others.

4.1. Preparation of the materials in virtual format.

4.2. Create a virtual platform to upload these materials to make them freely and openly available.

Activity 5: Training course for 120 community communicators from Bolivia, Colombia, Ecuador and Peru about the contents of the Toolbox and training on how to use the Toolbox in workshops in their own stations.

5.1. Publish the invitation to the course and select participants.

5.2. Agreement with local institutions in each country to allocate the venue for the workshop.

5.3. Purchase travel fare for two trainers per workshop.

5.4. Hotel reservations and travel expenses for trainers.

5.5. Three-day workshop in four countries.

7. PROJECT INPUTS:

Some inputs will be provided by the institution itself and others are requested from IPDC.

Inputs contributed by Radialistas: personal computers and facilities to prepare the manuals. Freeware installed on the computers. Complete studio for producing audios to prepare some of the audiovisuals to be included on the DVD. Intel Core Duo computer, M-Audio Fast Track Pro card, 2 Shenheiser MD421 microphones, JBL monitors. Multimedia designer for the disk. Web server to set up the platform. Web designer and programmer. Venue for the workshop. Rental of the projector.

Inputs requested from IPDC: Layout specialist. Print shop to print the three manuals. Company to burn and stamp the disks. Airfares for facilitators. Per diems to cover lodging and food for facilitators. Fees for three-day workshop in four countries.

Participants will cover their own costs of travel, lodging and food because otherwise this would make the project too expensive. This practice has been successful in a number of projects implemented by Radialistas in the past.

8. WORK PLAN:

ACTIVITIES / MONTH	1	2	3	4	5	6	7	8	9	10	11	12
Activity 1: Produce 3 manuals	■	■	■	■	■	■						
Prepare 1 st technical & fin. progress report						■						
Activity 2: Produce Multimedia DVD						■	■					
Activity 3: Prepare a Toolbox							■					
Activity 4: Put the Toolbox online							■	■				
Prepare 2 nd technical & fin. progress report								■				
Activity 5: Training course for 120 communicators									■	■	■	■
Prepare final report												■

9. INSTITUTIONAL FRAMEWORK:

The Radialistas Foundation is a non-profit organization based in Quito, Ecuador. Its mission is to contribute to democratizing communications, especially radio, from a gender and citizenship perspective. It is a production and training center at the service of radio broadcasters from every continent, with priority for Latin America and the Caribbean.

Radialistas is funded by the British organization, CAFOD, and by selling its services. This enables it to send its productions at no cost for Latin American and Caribbean radio stations to broadcast. Founded in 2001, it has worked jointly on production projects with UNIFEM, UNESCO, UNFPA, UNHCHR, PAHO, HIVOS, Red Cross and Swissaid. Radialistas has also given workshops in almost every country in the region and the publications by its staff are well-recognized regionally and used in many stations and universities as radio training textbooks (curricular summaries are attached). The core team in Quito of three men and three women works with another four collaborators working from Brazil, Colombia, Venezuela and Switzerland.

10. SUSTAINABILITY:

The Radialistas Foundation has worked for over ten years on training this continent’s community radio stations. Not dependent only on international funding but also offering production and training services, it can produce its materials sustainably. However, to devote time to preparing the manuals to complete this toolbox, it needs specific support, as requested. This will provide radios with a complete kit of materials covering the

different areas of training. Although in the future no more hard-copy books will be printed, they will be kept available on-line on the website.

11. FRAMEWORK OF MONITORING AND COMMUNICATION STRATEGY:

Radialistas has a subscriber list of over 23 thousand. Many of them are radio stations and communicators. It also receives some 6 thousand hits a day, so the target audience will be well informed through our own Network. It also works through other networks, such as Radioteca and Serpal, which are also information sources for many community media and stations.

12. EVALUATIONS CARRIED OUT:

Radialistas gets initial data from the server’s statistics system, which shows that training sections, such as this type of radio clips and consultation clinics are the pages most often visited. Further, on audit sites, <http://www.alexa.com/siteinfo/radialistas.net>, in addition to topics involving sexuality, training and book sections are the ones most often searched for. Secondly, it is clear that several institutions are aware of the lack of training resources. UNESCO has contributed some materials, such as the *Community Radio Handbook* (2005) and *Innovative Radio, Inspiring Social Change*, but both are in English.

13. FRAMEWORK OF BENEFICIARY AGENCY’S REPORTING:

La Fundación Radialistas commits to presente progress reports and final reports in the specified dates with the requested information. The person responsible for reporting is the Coordinator of the organization, José Ignacio López-Vigil. Radialistas will also distribute the manuals widely throughout the region. In addition to the training courses, which will directly benefit 120 community communicators from Bolivia, Colombia, Ecuador and Peru, the following actions will be taken:

- Publication and mass email dissemination through our network of 23 thousand users, mostly journalists and radio broadcasters of Latin America and the Caribbean.
- Publication on partner websites such as Radioteca.net and RadiosLibres.net; the former receives over 150 thousand hits a month. The latter is a project that will surface this year, gathering free tutorials on Culture, Software, Technology and Free Communication.
- Contact with friendly regional networks such as the World Association of Community Radio Stations (AMARC), the Latin American Radio Education Association (ALER) and the International Center for Higher Studies in Communication for Latin America (CIESPAL) to disseminate these materials among their members.
- Contact with regional networks of community radio stations, such as FARCO Argentina, CORAPE Ecuador, CNR Peru or ERBOL Bolivia, to produce national editions of the manuals at a low cost. In this case, the UNESCO logo will always be included on the cover.

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)	
Writing three radio training manuals, of 120 to 150 pages. (\$40 x 140 hours x manual = 5600\$ x 3 researchers/writers (one for each manual) = 16 800	16 800
Layout for the three manuals (400\$ x3)	1 200
Printing of 500 copies of each of the three manuals (Total 1500 books)	5 700

Burning and stamping the 500 DVDs	600
Airfares for facilitators. 2 for each country. Three countries only, because the workshop in Ecuador requires no trainer travel. (Average cost of each airfare: 550\$ for a total of six: 2x Bolivia, 2x Colombia, 2x Peru)	3 300
Travel per diems and lodging. Three days of workshop, two half-days for travel. 50\$ for two facilitators for four days: 400\$ for three countries	1 200
Training fees. 50\$ for two facilitators for three days: 300\$ for four workshops in four countries	1 200
Total IPDC	US\$ 30 000

BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION (in US dollars)	
Personal computers and facilities to prepare the manuals	5 000
Complete studio for producing audios to prepare some of the audiovisuals to be included on the DVD. Personnel for recording and editing	8 000
Multimedia designer for the disk	1 500
Web server to set up the platform	1 000
Web designer and programmer	3 000
Venue and sound for the workshop (for all 4 workshops)	1 600
Total	US\$ 20 100

GUATEMALA

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	IMPROVE SAFETY OF JOURNALISTS AND FREEDOM OF THE PRESS IN GUATEMALA
2.	NUMBER	IPDC/57 GUA/01
3.	MEDIA DEVELOPMENT INDICATORS' CATEGORY	Category 3: Media as a platform for democratic discourse
4.	IPDC PRIORITY AREA	Promoting freedom of expression & media pluralism
5.	SCOPE	National
6.	TYPE OF ASSISTANCE REQUESTED	Training Support
7.	TOTAL COST OF PROJECT	US\$ 44 955
8.	AMOUNT REQUESTED FROM IPDC	US\$ 30 555
9.	BENEFICIARY BODY	Cerigua (Centro de Reportes Informativos sobre Guatemala) Website: www.cerigua.org Address: 2 ^a . Calle 1-42 zona 1, Guatemala City, Guatemala
10.	IMPLEMENTING OFFICE	UNESCO Guatemala Office Contact: Guatemala@unesco.org
11.	PROJECT LOCATION	Capital of Guatemala and following departments: Chiquimula, Alta Verapaz, Baja Verapaz, Quetzaltenango, San Marcos, Huehuetenango, Sololá, Totonicapán and Quiché
12.	PROJECT PREPARED BY	Ileana Alamilla and Melissa Vega CERIGUA and UNESCO Guatemala
DECISION OF THE BUREAU:		

B. PRESENTATION

1. PROJECT JUSTIFICATION:

Guatemala is a post-conflict country, still struggling with the legacy of its 36-year civil war. The inequities and discrimination that helped fuel the repression of the war years still affect the country, and today, Guatemala suffers from the world's third most unequal distribution of wealth and one of the highest crime and homicide rates

From 2010 to 2013 Guatemala has descended 18 positions in the world classification of press freedom as developed by Reporters without Borders⁸. In the period 2008-2011 a total of 8 journalists were reported assassinated, of whom none have had their case solved. In the same period, the number of violations against freedom of expression increased to 179 cases of aggression⁹.

In 2010 the report *State of Freedom of Expression in Guatemala (2010)*¹⁰, developed by the Center for informative reports about Guatemala (CERIGUA), identified a rising number of cases of violations against the press, often in connection with stories that exposed corruption or the increasing activities of drug cartels, or critiqued government officials. During 2011/12, one non-clarified killing of a journalist was reported, several death threats, physical and verbal aggression, denial of journalistic access to public events, an arbitrary detention and a failure to investigate and prosecute crimes. This fact has also led to the expression of worry by the UN Special Rapporteur on the promotion and protection of the right to freedom of opinion and expression Mr. Frank La Rue in 2011¹¹.

Several reports point towards the fact, that many subjects such as organized crime, corruption, impunity and human rights violations are subjects that are not covered and present in the media¹². Journalists in Guatemala fear violent attacks, and retaliation on their person, family or property, for fulfilling their role in the rebuilding of a democratic and plural Guatemala. Many journalists receive systematic threats, and see themselves forced to impose self-censorship, severely damaging the development of the country and the guarantee of human rights and freedom of expression for all its citizens¹³.

Impunity is seen as one of the most damaging challenges to the development of Guatemala, which is why the International Commission against Impunity (CICIG) has been present in the country since 2006,¹⁴.

The Guatemalan media is a very vulnerable sector in this context, as it itself is a victim of the symptoms of impunity, and because the hindering of fulfilling its role as the watchdog of democracy, impedes the development that is to end impunity, and ensure peace building in a sustainable manner.

The safety of journalists and the struggle against impunity are essential to preserve as the fundamental right to freedom of expression is guaranteed by Article 19 of the *Universal Declaration of Human Rights*. Freedom of expression is an individual right, for which no one should be killed or hurt, but it is also a collective right,

⁸ http://en.rsf.org/IMG/CLASSEMENT_2012/C_GENERAL_ANG.pdf (In 2010 the position of Guatemala was 77 out of 170 countries, and in 2013 the position fell to 95).

⁹ Data obtained in June 2012 from observatory CERIGUA Guatemala “ Informative reports on Guatemala”. www.cerigua.org

¹⁰ CERIGUA, 2012

¹¹ Annual report of the Inter American Commission on Human Rights (2011) Volume II. (<http://www.oas.org/en/iachr/expression/reports/annual.asp>)

¹² Estado de Situación de la Libertad de Expresión 2008-2011. Recuento de daño; CERIGUA 2012

¹³ IFEX; América Latina y el Caribe 6 (please see www.ifex.org/americas/alc/es)

¹⁴ <http://cicig.org/index.php?page=home>

which empowers populations through facilitating dialogue, participation and democracy, and thereby makes autonomous and sustainable development possible¹⁵.

2. DESCRIPTION OF THE TARGET GROUP:

- Journalists from 8 departments in vulnerability (total of 60 persons)
- 2 institutions of higher education (Total of 10 professors and 110 students)
- Ministry of Public Affairs, Unit for Attention of Crimes against Journalists (total of 10 persons).

3. DEVELOPMENT OBJECTIVE:

The project contributes to building professional capacity and supporting institutions that underpins freedom of expression, pluralism and diversity; and ensures that media workers have access to professional training, especially in mechanisms and legal frameworks set up to protect and promote freedom of expression and information.

4. IMMEDIATE OBJECTIVE:

Build national capacities to comply with existing regulation and principles on safeguarding journalists in The Office for Crimes against Journalist in the Ministry of Public Affairs, and provide knowledge about existing regulation conducive to freedom of expression to present professionals in the most vulnerable departments of Guatemala, as well as to students of journalism.

5. PROJECT OUTPUTS:

- The Unit for Attention of Crimes against Journalists of the Ministry of Public Affairs has been strengthened in knowledge of the system of regulation conducive to freedom of expression, pluralism and diversity of the media in Guatemala.
- 60 media professionals (journalists) from 8 most vulnerable departments are trained and have material in national and international mechanisms, legislation framework and procedure set up for their protection.
- 10 university professors and 110 university students of journalism are trained and have material in national and international mechanisms, legislation framework and procedure set up for the protection of journalists.
- One press conference with international expert, visibilizing the vulnerability of the Guatemalan Media, and discussing the importance on promoting freedom of expression, as well as best regional practice.
- Material on national and international legal framework and protection mechanism in pocketed format has been printed and distributed to 5 universities and 50 media platforms in rural Guatemala.
- A pedagogic material on freedom of expression and best practice for journalists working in post-conflict society, including legal frameworks, has been developed and distributed to 5 national universities, where it is available in the library.

6. ACTIVITIES:

- Activity A: Empowerment of Journalists in the system of regulation conducive to freedom of expression, pluralism and diversity of the media

¹⁵ UN plan of action on the safety of journalists and the issue of impunity; IPDC, CI.12/CONF.202/6, p. 1

- Activity B) Training seminar with Unit for Attention of Crimes against Journalists of the Ministry of Public Affairs
- Activity C) Training of professors and students in journalism and communication
- Activity D) Development, publishing and distribution of material on the press in post-conflict Guatemala, and best international practice.
- Activity E) Supporting the national awareness / International invited expert

Gender mainstreaming in all activities:

It is important to underline, that a special vulnerable group in the communication sector in Guatemala is women. Both because there are at higher risk of violent attacks in a country where femicides are a serious problem, and where gender discrimination is present in almost every social and professional arena.

8. WORK PLAN:

ACTIVITIES / MONTH	1	2	3	4
Identification of project personal	■			
Coordination, planning of activities, selection and preparation of materials and methodologies	■			
Training workshop with Unit for crimes against journalists	■			
Workshop in department A		■	■	
Workshop in department B		■	■	
Workshop in department C		■	■	
Seminar in university A		■	■	
Seminar in university B		■	■	
Press conference with International Expert		■	■	
Follow-up workshop with Unit		■	■	■
Elaboration of publication		■	■	■
Development and implementation of distribution strategy				■
Evaluation and final reporting				■

9. INSTITUTIONAL FRAMEWORK:

CERIGUA is an Alternative Information Center (validated as civil organization) that develops communication and informational projects, consultancies, situation analysis, research, monitoring, training workshops and journalistic genres, among others, while promoting the defense of the right of freedom of speech, press and access to information, all essential pillars in the process of building a sound democracy.

It was founded on August 8, 1983, in the context of the internal armed conflict in order to raise awareness of human rights violations and genocide. This was, at the time, the only organization that disseminated information about the peace negotiation process and analyzed the structural causes of conflict.

The vision of CERIGUA is a just and equal Guatemala, with a real, functional and participatory democracy and respect for human rights. Its mission is to support the realization of the free and balanced exercise of the right to freedom of expression, through advocacy and journalism, to bring about change and building a fair and inclusive society.

CERIGUA has expertise in promoting and defending freedom of expression, and is today a national and

international reference on the issue. The agency is a member of the IFEX network, the largest of its kind in the defense of freedom of expression in

10. SUSTAINABILITY:

As earlier stated, and as according to the Paris Declaration, it is essential to ensure local ownership and to combine bottom-up with top-down approaches, making the population able to claim their rights, while supporting national institutions in how to fill out their role and responsibility. For this reason, and to establish a holistic and sustainable process in Guatemala, the project will support the state, who has actively requested for assistance, in taking on its responsibility by improving the entity in charge of the protection of journalists. It will combine this with a bottom-up approach, capacitating journalist and students in their rights.

To ensure the long term effect of the project, an essential part is capacitation and training of university staff and academic personal, as well as providing material for future students. It is important to notice that the project will be implemented by a national and very recognized organization, forms part of a national strategy (see page 2) and has the full cooperation of the Ministry of Public affairs.

11. FRAMEWORK OF MONITORING:

The implementation of the Project will be monitored by UNESCO Technicians who will participate in all planning, trainings, workshops and seminars. Furthermore the project coordinator will be responsible for presenting list of attendance, photos of trainings, workshops and seminars, documentation and records of administrative management, as well as the handing in of final report.

12. Prior Evaluation Carried out

As mentioned earlier, the project proposal shall be seen in the context of a general political will in the country to build a transparent, fair and sustainable democracy, where the role of the media is recognized. On the 3 of May 2012, The Republic of Guatemala officially announced willingness to implement the *Program for Protection of Journalist*.

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING:

The beneficiary agency undertakes to report on the progress and obstacles of the project on a four month basis to the office of UNESCO Guatemala, and submit a comprehensive final report describing the extent to which the immediate objective of the project was achieved. The person in charge of the report will be Ileana Alamilla, CERIGUA's director.

C ADDITIONAL INFORMATION:

General Media Development in Guatemala

The Situation for the media development in Guatemala is characterized by being private and in the hands of very few individuals. Four national TV channels share the same owner and have a virtual monopoly in TV broadcasting, in Cinema and in Commercial Radio, owning a total of 21 stations.

In the case of community media, no national or local TV station, nor written media, has obtained any broad access to the Guatemalan communities, where 60% are indigenous, speaking more than 20 different languages. For decades, radio transmission has been the mayor media platform to reach the majority of the

population, but since the adoption of the internationally criticized¹⁶ and condemned Law for Telecommunication (LGT), by the Congress of Guatemala in 2012, this platform is now at risk. As expressed by Reporters without Borders “The LGT is unjust and discriminatory. It is unjust because it upholds a grave imbalance in the allocation of frequencies and prolongs narrow media ownership, which is contrary to the requirements of pluralism. It is discriminatory because it leaves communities that represent the majority of the population without legal means of public expression”¹⁷ (...) this law will leave the small radio stations created by indigenous (Maya and Xinka) communities, by Garifuna communities (those of African origin) and by mixed-race communities in permanent fear of forced closure and confiscation of their equipment”¹⁸. As a result of the lack of knowledge on the rights of the press, and the constitutional right for minorities to have access to media surfaces, there has been very little public debate about the subject.

Newspaper ownership is in the hands of business elites with generally centrist or conservative editorial stances¹⁹. There are four major daily papers, all privately owned. Electronic media ownership is concentrated in the hands of Angel González of Mexico, a politically connected entrepreneur who favors conservative perspectives and controls Guatemala’s four main private television stations. There are two licensed state television channels, but they are not currently broadcasting. One state-owned radio station competes with numerous private stations²⁰.

Media Accountability Systems in Guatemala have yet to be developed. It is difficult to identify self-regulatory bodies such as press councils or media ombudsman. Professional journalistic standards are not codified and therefore also difficult to classify²¹.

D. BUDGET

Personnel	
1 Project coordinator (4 month, part time)	2 634
2 capacitors (Legal experts) participating en every event, including preparation time.) (4 month, 20 working days)	2 634
1 Sistematizer (participation in every activity, including to elaborate final document)	1 835
Total personnel	7103
3 workshops in 3 departments of Guatemala, each 20 participants + staff and team	
Rent of salon (laptop, table, chairs, sound system etc.)	390
Accommodation (Q 200/ night / 1 night) * 20 persons	1 545
Alimentation (2* breakfast, 2*coffee breaks, 1 dinner = Q250) *20	1 545
Transportation of participants (two ways/person = Q200) * 20	1 545
Materials (blocks, pens, photocopies of legal material, information on national procedures, phone etc)	1 935

¹⁶ <http://www.unhcr.org/refworld/country....GTM..50d03be52.0.html> and <http://climate-connections.org/2012/08/25/action-alert-guatemala-new-bill-would-criminalize-community-radio/>

¹⁷ Please see <http://en.rsfs.org/guatemala-newly-adopted-law-discriminates-12-12-2012,43783.html>

¹⁸ Ibid

¹⁹ Freedomhouse, Guatemala 2012: <http://www.freedomhouse.org/report/freedom-press/2012/guatemala>

²⁰ Freedomhouse, Guatemala 2012: <http://www.freedomhouse.org/report/freedom-press/2012/guatemala>

²¹ <http://www.unesco.org/new/en/communication-and-information/freedom-of-expression/professional-journalistic-standards-and-code-of-ethics/central-america/republic-of-guatemala/>

Costs for coordinating team (accommodation, alimentation, mobilization of personal and equipment)	1 740
Preparatory and administrative costs (transportation, phone etc 4 month)	1 005
Unexpected costs	
Total for three workshops	9 705
Initial meetings for coordination/preparation (CERIGUA, UNESCO, MINISTRY, ACADEMIC REP) Lunch + materials (10 participants)	450
Capacitating and socializing instruments with Unit for protection of journalists from the Ministry of Public Affairs (in outside location). Day.- pack: Rent of rooms, lunch and coffee(10 persons) Materials (10 persons)	900
University Seminar (Universidad de San Carlos – 70 participants) Alimentation (coffee break) * 70 persons. Materials (1 cd, 1 block, printed legislative material) * 70 participants.	1 355
University Seminar (Chiquimula – 40 participants) Alimentation (coffee break and lunch) * 40 persons Materials (1 cd, 1 block, printed legislative material) * 40 participants Accom., transportation and alimentation for coordinating team (10 persons)	1 987
Finishing round-up seminar with UNIT from the Ministry of Public affairs, CERIGUA, UNESCO and academic personal. Alimentation one day; Material (printed material, blocks, paper) (10 persons)	705
International invited conferencie from Colombia, including meetings, press conference and transportation/accommodation of relevant personal from 8 departments One airfare (Colombia) Accommodation and alimentation (5 nights, 5 days) Meeting with 20 people, and the national press. Accommodation and alimentation for 8 departmental representatives. Unforeseen	4 500
Publication (elaboration, editing, publishing, printing, presenting and distributing) Publication on post-conflict journalism in Guatemala by CERIGUA/UNESCO (production, editing, diagramming, printing and distribution)	3 850
Operation costs Operational costs UGO (Recovery cost)	
Total IPDC	US\$ 30 555

BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION (in US dollars)	
Project coordinator for 12 months	4 000
Office rent for 12 months	3 600
Technical 2 for 4 months	2 000
Administrative and Finance support for 12 months	4 800
Total	US\$ 14 400

HONDURAS

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	PROMOTION AND STRENGTHENING OF THE RAPCOS NETWORK FOR PROTECTION OF JOURNALISTS AND SOCIAL COMUNICATORS IN HONDURAS
2.	NUMBER	IPDC/57 HON/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	Financial
7.	TOTAL COST OF PROJECT	US\$ 34 220
8.	AMOUNT REQUESTED FROM IPDC	US\$ 21 060
9.	BENEFICIARY BODY	Committee for Free Expression C-Libre Comité por la Libre Expresión, C-Libre www.clibrehonduras.com www.conexihon.info
10.	IMPLEMENTING OFFICE	UNESCO San José Contact: Dana Ziyasheva E-mail: d.ziyasheva@unesco.org
11.	PROJECT LOCATION	Tegucigalpa, M.D.C Honduras, C.A.
12.	PROJECT PREPARED BY	Héctor Becerra (Executive Director)
DECISION OF THE BUREAU:		

B. PRESENTATION

1. PROJECT JUSTIFICATION:

For the last two years, the exercise of journalism was becoming more dangerous every day. Journalists and media communicators have suffered threats, intimidation, censorship, layoffs, and confiscation of equipment. Some journalists have paid with their lives to preserve the public's right to be informed. There is a lack of response from the national government, police and judicial authorities to ensure a prompt, thorough, and impartial investigation of the alleged killing of journalists and media communicators. Given the impunity, the absence of real investigation processes and obstacles in accessing to justice; prevention and protection to journalists in Honduras takes on crucial importance when it comes to safeguarding freedom of expression in the country.

A total of 24 journalists have been killed in Honduras in the past decade, 17 of them since the coup d'état. Murders of citizens who provided information to the media or defended human rights and media pluralism also go unpunished. In Honduras, women journalists and journalists who work to defend women's human rights are particularly vulnerable and at risk. Women journalists receive vicious threats and direct attacks, as well as endure harder censorship because of wide-spread bias that women are more prone to cave in to intimidation.

In 2011, with the support of the United Nations Educational Scientific and Cultural Organization (UNESCO), C-Libre established a Network Alert and Protection of Journalists and Social Communicators (RAPCOS acronym in Spanish) in Honduras. The major function of this network is to monitor the status of freedom of expression and the free access to public information and to alert about the violation of these fundamental rights. It is a platform for citizens and social organizations for promoting respect, protection and dissemination of information in relation to the attacks to Press by generating alerts and reports, supporting journalist and social communicators in risk situations.

In this follow-up proposal, C-Libre suggests strengthening and expanding territorially RAPCOS Network as an instrument for building social alliances and the strategies to defend freedom of expression and free access to information. Through an expanded RAPCOS, journalists and media communicators in Honduras will receive a series of training activities related to Freedom of Expression, Gender and Equality, Access to Public Information, Transparency Laws, and Self protection measures in covering news, Impunity, Treatment of Violence in Media, among other actions to be oriented and performed by RAPCOS Network.

2. DESCRIPTION OF THE TARGET GROUP:

Journalists, representatives of civil society organizations (commissions of transparency, human rights groups, etc.), and media communicators working in rural and semi-urban areas.

3. DEVELOPMENT OBJECTIVE:

To improve safety conditions for journalists in Honduras.

4. IMMEDIATE OBJECTIVE:

To expand and reinforce the RAPCO network.

5. PROJECT OUTPUTS:

- Improved coverage of issues related to Freedom of Expression, Access to Information and safety.
- The methodology and course materials
- New and strong strategic alliance among civil organizations and journalists to ensure the safety of journalists.

6. ACTIVITIES:

- A total of 6 two-day workshops will be developed with 15 participants from different communities and provinces each, with 2 workshops being held every two months
- Design of the workshop methodology as well as long term strategies on expansion of network alliances in qualitative and quantitative terms
- Building skills and identifying network activists
- Promotion of the workshops, the network and the principles it advocates
- Evaluation of the workshops and planning for the network expansion.
- Preparation of progress and final reports, as well as financial statements

7. PROJECT INPUTS:

- Logistics (transportation, accommodation and meals) for workshop trainers and attendees.

Portable camera and computer

- National trainers and facilitators for the capacity building workshops
- Travel expenses, accommodation and subsistence
- Administrative support and other in-kind contribution by C-Libre

8. WORK PLAN:

ACTIVITIES / MONTHS	1	2	3	4	5	6	7	8	9	10	11	12
Recruitment of Project Coordinator	■											
Selection of facilitators	■											
Development of teaching methodology, program of workshops and training materials	■	■										
Preparation of the project (local reproduction of materials, equipment, participation certificates)	■	■	■	■	■	■	■	■	■			
Promotion of the project and participants selected for the training process	■	■	■	■	■	■	■	■	■	■	■	
Development workshops (2 workshops every 2 months)		■		■		■		■		■	■	
Evaluation of the workshops and facilitators		■		■		■		■		■	■	
Quarterly monthly reports			■			■			■			
Final evaluation report												■

9. INSTITUTIONAL FRAMEWORK:

The Committee for Free Expression (C-Libre) is a coalition of journalists and members of civil society constituted in June 2001. Its purpose is to promote and defend freedom of expression and right to information in Honduras. C-Libre is nonprofit organization established under Resolutions No. 723-2005 of the Secretaria

de Estado en los Despachos de Gobernación y Justicia. Since its creation, C-Libre has been working in four areas:

- Open Access: to ensure that organized citizens to use his right for free expression and information.
- Public Opinion: to support the existence of a regime of public opinion in Honduras.
- Citizen Advocacy: to defend freedom of expression and the right to information.
- Observatory on Freedom of Expression: to determine the level of compliance with the Freedom of Expression and the Right to Information.

Currently C-Libre has four correspondents in four cities, San Pedro Sula, Danlí, Choluteca, and Santa Rosa de Copan which allows us to monitor the status of freedom of expression in these areas and raised alerts about violations of this right. We also discuss human rights issues (migration, women, children, youth, disabled, agrarian conflict and mining), which are published in the online newspaper www.conexihon.info.

10. SUSTAINABILITY:

C-Libre has a clear priority to offer training opportunities to journalists and media communicators. The organization will continue with the development of training activities for strengthening RAPCOS and support new initiatives, multiplying information and knowledge. New alliances with potential partners will allow the project to maintain a diverse offer of workshops and training.

11. FRAMEWORK OF MONITORING:

This project will be monitored by Mr. Héctor Becerra, Executive Director of C-Libre and the coordination team. Media coverage of the workshops will be compiled and provided to ACI San Jose.

12. EVALUATIONS CARRIED OUT:

A project evaluator will be in charge of carrying out the evaluations with the support of the Coordination Team and the representative of C-Libre. On-site evaluation of workshops by ACI San Jose can be organized when appropriate and necessary.

13. FRAMEWORK OF BENEFICIARY AGENCY’S REPORTING:

The regular reporting to UNESCO will be made by Mr. Hector Becerra, Executive Director. C-Libre will provide quarterly progress reports to ACI in San Jose. The final report will feature an overall assessment of the experience.

C. ADDITIONAL INFORMATION

D. BUDGET

**BREAKDOWN OF IPDC CONTRIBUTION
(In U.S. dollars)**

Trainers fees (6 workshops x 2 trainers x \$300) (\$150/day x 2 days per workshop)	3 600
Trainers’ DSA (6 workshops X 2 trainers X \$200) (at \$100/day x2 days per workshop)	2 400
Food for participants of workshops (\$35seminar food package/day x 2 days/workshop x 6 workshops x 15 participants)	6 300
Traveling expenses for trainers (\$250 x 2 project sites x 6)	3 000

Participants Transportation from different communities and places (\$ 17 per day x 15 participants x 6 workshops x two days)	3 060
Teaching material (photocopying, printing, material support) (\$ 15 per day x 15 participants x 6 workshops x two days)	2 700
Total IPDC	US\$21 060

BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION (in US dollars)	
Project Coordinator	5 000
Office expenses (consumables US\$130 x 12 months) (Communications, fax, courier services, electricity, stationery, etc)	1 560
Staff travelling and attending the seminars (Coordination Team)	2 000
Administrative fees (Admin. management, accounting & secretarial services)	4 600
Total	US\$ 13 160

MEXICO

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	STRENGTHENING FREEDOM OF EXPRESSION, GENDER EDUCATION AND ACCESS TO INFORMATION FOR INDIGENOUS COMMUNITIES THROUGH THE RADIO
2.	NUMBER	IPDC/57 MEX/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\$ 96 215
8.	AMOUNT REQUESTED FROM IPDC	US\$ 15 660
9.	BENEFICIARY BODY	Radio Huayacocotla La Voz de los Campesinos 105.5 FM Fomento Cultural y Educativo, A.C. Address: Miguel Laurent 340 Col. Del Valle C.P. 03100, México, D.F. Tel. +52 (55) 5559 6000 Contact: Ilse Fajardo E-mail: desarrollo@sjsocial.org
10.	IMPLEMENTING OFFICE	UNESCO San Jose Contact: d. Ziyasheva@unesco.org
11.	PROJECT LOCATION	Radio Huayacocotla, Veracruz, México
12.	PROJECT PREPARED BY	Julieta Appendini and Ilse Fajardo
DECISION OF THE BUREAU:		

B. PRESENTATION

1. PROJECT JUSTIFICATION:

The Mexican government has sided with radio and TV monopolies owned by private capital. Alternative and cultural radio stations are still excluded from the Mexican radio and television law. Only few broadcasting community and cultural radios have licenses, thanks to social pressure and the work of civil organizations. By condemning community media to oblivion, the Mexican government makes it impossible the plurality of information. It excludes large population segments, such as indigenous communities, rural women and youth, from the information field. Indigenous communities which since centuries have been excluded and relegated to poverty and marginalization, need media access to freely express their voices and to participate in public decision making. Radio Huayacocotla La Voz de los Campesinos (Radio Huaya) has been able to contribute to the exercise of these rights, despite the adversities. Nahuatl, Tepehua and Otomi indigenous people and the Spanish-speaking peasants are the main actors who participate in the Radio. In rural and indigenous communities in Mexico there are a few women working in media, being journalists or developing a professional career as community communicators and the Radio strongly supports them as well.

Radio Huaya promotes the exchange of information and knowledge; the diversity of content, with editorial freedom based on the topics of interest to indigenous communities, with news that expand their voice. Our policy is for the people of the communities to decide on the programs' focus: the defense of the land and native maize biodiversity, human rights, gender and health issues, strengthening culture and community organization as a way to promote the horizontal communication. Drug trafficking and drug-related music are currently excluded from our programs, especially given Mexico's circumstances.

Radio Huaya broadcasts communities' celebrations, dances, and music in Spanish and three Indigenous languages. It also promotes traditional forms of communication such as story-telling and myths. It gives news regarding outcomes of community meetings and has community members reporting events in their locations. This approach helps to build cultural identity, promotes alternative and local information; by enabling indigenous communities to exercise their right to freedom of expression.

With this project, we intend to reinforce indigenous women participation in media, as well as to strengthen capacities of indigenous communities in development and dissemination of cultural content. We plan to conduct training in broadcasting local news in indigenous languages, as well as training on journalist protection and gender, as priority topics, given increasing violence in drug trafficking and political conflict in Mexico.

2. DESCRIPTION OF THE TARGET GROUP:

- 10 producers/commentators: 5 women and 5 men including 4 representatives of indigenous communities.
- 1170 indigenous groups and communities with access to Radio Huayacocotla, La Voz de los Campesinos.
- 28 local trios and bands that record and promote their music, (260 people).
- 230 users of Radio Huayacocotla La Voz de los Campesinos who express their testimonies and complaints.
- 3000 greetings and announcements of indigenous communities in three indigenous languages and Spanish.
- 330 people of 11 local groups, trios and bands who participate in the Festival of St. Cecilia for

musicians.

3. DEVELOPMENT OBJECTIVE:

To promote freedom of expression for indigenous communities in Mexico

4. IMMEDIATE OBJECTIVE:

To strengthen participation of rural indigenous groups in production and transmission of radio programs in three indigenous languages by Radio Huayacocot la Voz de los Campesinos.

5. PROJECT OUTPUTS:

- Increased professional skills of presenters / producers trained in production of local newscasts in Spanish and 3 indigenous languages.
- Better understanding and analysis of issues of vulnerability of journalists and protective measures.
- Improved quality of audio-recording techniques of local trios, bands, music groups, and other local artists.
- Qualitative and quantitative increase of economic, social and cultural programs about local problems of indigenous communities.
- Increased rights awareness (economic, social, cultural and environmental rights) and leadership skills.

6. ACTIVITIES:

- Planning, design and methodology of training.
- Linkage with Ibero-American radios for the selection of trainers and the interchange of experiences.
- Training course for 10 participants for making local newscasts with reports and testimonies from communities.
- Training course in 3 indigenous languages translation for 10 participants.
- Training course on pro tools to record music of local bands and trios for 10 participants
- Training course on journalist protection and gender for 10 participants.
- Regular update of the database.
- Monitoring and evaluation of the project.
- Making narrative and financial reports.

7. PROJECT INPUTS:

- Hiring instructors and experts
- Meals, accommodation and local travel during the courses
- Training material
- In order to improve the communication and the access to the information between Radio Huayacocotla and the communities, especially with the remote areas, it is necessary to purchase a switchboard and a computer with high capacity for the transmissions.
- Meals, accommodation and local travel during the evaluations.
- Material for the organization of the Festival of St. Cecilia for musicians.

8. WORK PLAN:

ACTIVITIES / MONTH	1	2	3	4	5	6	7	8	9	10	11	12
The planning, design and methodology of training	■	■	■									
Linkage with Ibero-American radios for the selection of trainers and the interchange of experiences	■	■	■									
Training course for making local newscasts with reports and testimonies from communities				■	■							
Training course of translation in 3 indigenous languages				■	■							
Training course on pro tools to music recording						■	■					
Training course on journalist protection							■	■				
Keeping the database updated	■	■	■	■	■	■	■	■	■	■	■	■
Monitoring and evaluation of the project						■						
Making narrative and financial reports			■			■			■			■

9. INSTITUTIONAL FRAMEWORK:

XHFCE 105.5 FM Radio Huayacocotla La Voz de los Campesinos was the first communitarian radio created in México in 1974, with the purpose of being a bridge of communication between communities and the spread of the traditions of the different indigenous groups of the region, promoting the rights of the indigenous villages and giving voice to the farmers. It was created by the work team SER from México, Servicios Educativos Radiofónicos, in 1965, broadcasting in short wave 2390 kilohertz with 500 watts, enough to accomplish all the processes of educational radio of adult alphabetizing. When the cycle of the project ended, the premises were offered to Fomento Cultural y Educativo, AC., along with legal authority on the radio. Ever since, permission of FM transmission has been pursued to get frequency amplitude and reach more communities. This was accomplished on February 14th 2005 assigning 10,000 watts in FM.

Fomento Cultural y Educativo, AC. is a civil association, non-profit, formed by an interdisciplinary work team with 36 years of experience which offers an educational and people-organizational service to indigenous people in the poorest areas of the country. Its purpose is to give companionship to the villagers of three areas in the Republic of Mexico (south of Veracruz, North of Veracruz and Selva de Chiapas) in their self-expediting processes, communitarian education and promotion as well as in the improvement of their own organizations for the respect and valorization of the cultures, providing them with tools and promoting their own skills so they can be themselves the creators of their own project of social development. It is also one of the few organizations that have a solid trajectory of direct work with the people and their communities.

10. SUSTAINABILITY:

Fomento Cultural y Educativo, AC., is legally responsible for the project, and will be the executor through Radio XHFCE 105.5 “La Voz de los Campesinos” team. This team is full-time dedicated to the transmission of the day-to-day programming, producing the programs of content and informative newscasts. It goes to communities for interviews and events in which regional music could be recorded, and maintains relationship with other broadcasting stations and networks who seek democratization of the media. In other words, it is the goal is to build a true alternative educational radio. The assistance of experts with a long trajectory working in the subject is also available.

Sustainability of the projects is also based on knowledge and training of the radio team, and the quality of the programs, recording and broadcast as well as in their development in the day-to-day work. Fomento Cultural y Educativo AC. will be responsible of the continuity and expediting process of the activities of this project after the completion of such as of 2014.

11. FRAMEWORK OF MONITORING:

The development of the project will be monitored by Ms. Ilse Fajardo, who is the National Coordinator of Fomento Cultural y Educativo AC. In addition, the methodology will be reviewed by the management team and training. A representative of Fomento, an independent evaluator and a representative of Radio Huayacocotla will participate in the evaluation of the project. On site visits by UNESCO representatives can be organized whenever necessary and appropriate.

12. EVALUATIONS CARRIED OUT:

The radio is affiliated to the ALER and AMARC²² group, and has obtained recognition and positive evaluation from both associations, from various educational institutions, the government of Veracruz and from the Instituto Federal Electoral (IFE).

13. FRAMEWORK OF BENEFICIARY AGENCY’S REPORTING:

Fomento is responsible for the submission of activity reports every 3 months and every time the UNESCO requests so, as well as provides the final evaluation report and certified financial statement.

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)	
1. Training course for making local newscasts	
1 facilitator (6 day training at a rate of US\$100.00 per day)	600
Accommodation for the facilitator (7 days at a rate of US\$40.00 per day)	280
Meals for the facilitator (7 days at a rate of US\$40 per day)	280
Food for the participants (6 days training at a rate of US\$40.00 per day X 10 participants)	2 400
Training material for 10 participants	600
Local travel for participants of different communities to the meeting place	1 000
Sub-Total	5 160
2. Training course of translation in 3 Indigenous languages	
1 facilitator (4 days training at a rate of U\$100.00 per day)	400
Accommodation for the facilitator (5 days at a rate of US\$40.00 per day)	200
Meals for the facilitator (5 days at a rate of US\$40 per day)	200

22 In spanish: Asociación Mundial de Radios Comunitarias (AMARC).

Food for the participants (4 days at a rate of US\$40.00 per day X 10 participants)	1 600
Training material for the participants for 10 participants	600
Local travel for participants of different communities to the meeting place	500
Sub-Total	3 500
3. Training course on pro tools for music recording	
1 facilitator (4 days training at a rate of US\$100.00 per day)	400
Accommodation for the facilitator (5 days at a rate of US\$40.00 per day)	200
Meals for the facilitator (5 days at a rate of US\$40.00 per day)	200
Food for the participants (4 days training at a rate of US\$40.00 per day X 10 participants)	1 600
Training material for the participants	600
Local travel for the participants of different communities to the meeting place	600
Sub-Total	3 600
4. Training course on journalist protection and gender	
1 facilitator (4 days training at a rate of US\$100.00 per day)	400
Accommodation for the facilitator (5 days at a rate of US\$40.00 per day)	200
Meals for the facilitator (5 days at a rate of US\$40.00 per day)	200
Food for the participants (4 days training at a rate of US\$40.00 per day)	1 600
Training material for the participants	600
Local travel for participants of different communities to the meeting place	400
Sub-Total	3 400
Total IPDC	US\$ 15 660

BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION (in US dollars)	
Course of technological training	3 000
Keeping the database update	2 000
Recording content programs	2 255
Festival of St. Cecilia for musicians	2 500
10 producers/commentators	40 000
1 Coordinator of the project	10 000
Taxes	3 500
Operational expenses	12 000
Management of equipment of the Radio	3 500
Monitoring and evaluation of the project.	2 000
Total	US\$ 80 755

REGIONAL

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	PREVENTION AND SOLIDARITY TO COMBAT VIOLENCE UNLEASHED AGAINST JOURNALISTS AND THE NEWS MEDIA
2.	NUMBER	IPDC/57 RLA/05
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	Freedom of expression
5.	SCOPE	Regional
6.	TYPE OF ASSISTANCE REQUESTED	Training support
7.	TOTAL COST OF PROJECT	US\$ 60 696
8.	AMOUNT REQUESTED FROM IPDC	US\$ 24 400
9.	BENEFICIARY BODY	Inter American Press Association (IAPA) Miami, Florida, USA www.sipiapa.org
10.	IMPLEMENTING OFFICE	UNESCO San José / Oficina Multipaís para Centroamérica y México Contact: Dana Ziyasheva, ACI E-mail: d.ziyasheva@unesco.org
11.	PROJECT LOCATION	Veracruz, Mexico Nuevo Laredo, Mexico Managua, Nicaragua San Pedro Sula, Honduras
12.	PROJECT PREPARED BY	Ricardo Trotti Director, IAPA Press Institute Tel.: (305) 634-2465 E-mail: rtrotti@siapiapa.org
DECISION OF THE BUREAU:		

B. PRESENTATION

1. PROJECT JUSTIFICATION:

Organized crime and corruption are the principal sources of direct violence that have brought about the killing of more than a hundred journalists in the past decade, mainly in Mexico and Honduras, the forced exile of hundreds of journalists; and the shutdown of dozens of media outlets. News media self-censorship has become institutionalized as “common practice.” Recklessness and negligence in news coverage is due to the lack of training in basic investigative techniques, inadequate compensation for journalists by their employers; and absence of solidarity and camaraderie among journalists and news-media outlets.

Aware of these problems, the IAPA has been carrying out an extensive agenda of conferences, forums, and training seminars with reporters, news-media editors, and publishers in the region to improve their protection and security. Referring to the UNESCO Resolution 29 (1997) and the Declaration of Medellín (2007), the IAPA proposes to hold four theoretical-practical workshops between July 2013 and June 2014 in Mexico, Honduras, and Nicaragua for reporters, editors and publishers. Special attention will be given to journalists working outside of the capitals of their respective countries, as this group is the most vulnerable to violence.

Mexico continues to be the country with most incidents of violence against the news media mainly due to actions of organized crime. In addition, the impunity surrounding crimes against journalists has given rise to a high level of self-censorship and weighs heavily on the future of press freedom in this country.

Honduras is one of Latin America’s most violent countries, suffering the largest number of crimes committed against journalists, all of them unpunished as of yet. While Nicaragua does not suffer the same levels of violence against the press as Honduras and Mexico, it also has several cases of journalists preferring to go into voluntary exile, rather than having to depend on a government that does not offer required protection. In addition, Nicaraguan journalists are exposed to other abuses of power exerted by the government itself.

Female journalists, especially those working at community media outlets in remote rural areas are the most vulnerable category in this already difficult profession. An effort would be made to encourage their participation in the workshops. Selection of trainers would also take into account the demographics of the workshops, and promote sharing of experiences and solutions that worked across all three countries.

2. DESCRIPTION OF THE TARGET GROUP:

Journalists, editors, publishers and owners of media outlets from Mexico, Honduras and Nicaragua.

3. DEVELOPMENT OBJECTIVE:

The workshops proposed under this project seek to continue building bonds of trust and solidarity among media workers, in order to cultivate a culture of safety and responsibility within this group.

4. IMMEDIATE OBJECTIVE:

Participants in these workshops will acquire skills and knowledge that would allow them to stand together in fulfilling their social responsibilities in the face of threats and violence.

5. PROJECT OUTPUTS:

- Provision of training for 120 Mexican, Honduras and Nicaraguan journalists on the fundamental principles of the culture of security: 1) Ethical, legal, and digital responsibility; 2) Investigation, creativity, and quality; and, 3) values of unity and solidarity.
- Development of a manual of best practices on safety and protection which will be published on the *Geografía de Riesgos* blog and promoted via electronic alerts. The manual will include news coverage issues: armed conflict and organized crime and corruption; levels of compensation that editors and owners of news media should provide journalists; and a list of national and international instruments available, such as the new Federal Protection Law in Mexico, and Inter-American Commission on Human Rights preventive measures, among others.
- We will use IAPA e-learning platform to organize four group meetings with participants after the completion of the proposed seminars, in order to encourage the creation of a network of journalists and news media outlets to share information, best practices and experiences.
- Live streaming of seminar content. This output will benefit those journalists that cannot attend the workshop. The availability of this resource will be promoted through emails to local news-media organizations and postings on IAPA website.
- It is anticipated that these workshops will be useful in creating professional practices and tools to counteract violence and self-censorship, while developing a sense of greater responsibility on the part of the news media and journalists.

6. ACTIVITIES:

- A two-day workshop in Veracruz, Veracruz State, Mexico, for 30 reporters, editors, and publishers in August 2013.
- A two-day workshop in Nuevo Laredo, Tamaulipas, Mexico, for 30 reporters, editors, and publishers in November 2013.
- A two-day workshop in Managua, Nicaragua, for 30 reporters, editors, and publishers in February 2014.
- A two-day workshop in San Pedro Sula, Honduras, for 30 reporters, editors, and publishers in May 2014.

7. PROJECT INPUTS:

- The IAPA will use its network of international and local professionals that traditionally lend their expertise to IAPA seminars and events. For the proposed theoretical-practical workshops, the IAPA will use 3 experts (2 local and 1 international), including specialists in physical and online safety, human resources, and investigative, ethics and press freedom issues.
- The IAPA will use videos that illustrate real life reporting-under-risk situations.
- The IAPA will produce teaching materials such as a list of national and international instruments of protection available, including the new Federal Protection Law in Mexico and Inter-American Commission on Human Rights preventive measures, among others;
- IAPA’s *Geografía de Riesgos* blog and online resources.

8. WORK PLAN:

ACTIVITIES / MONTH	1	2	3	4	5	6	7	8	9	10	11	12
SEMINAR #1												
Selection / contracting of instructors;												

development of seminar content	■	■																			
Distribution of notifications; promotion of seminar	■	■																			
Logistics arrangements	■	■																			
In-country seminar #1			■																		
Submission of implementation reports	■		■																		
SEMINAR # 2																					
Selection / contracting of instructors; development of seminar content				■	■																
Distribution of notifications; promotion of seminar				■	■																
Logistics arrangements				■	■																
In-country seminar #2					■																
Submission of implementation reports				■		■															
SEMINAR # 3																					
Selection / contracting of instructors; development of seminar content										■	■										
Distribution of notifications; promotion of seminar										■	■										
Logistics arrangements										■	■										
In-country seminar #3											■										
Submission of implementation reports										■		■									
SEMINAR # 4																					
Selection / contracting of instructors; development of seminar content																			■	■	
Distribution of notifications; promotion of seminar																			■	■	
Logistics arrangements																			■	■	
In-country seminar #4																				■	
Submission																			■		■

9. INSTITUTIONAL FRAMEWORK:

The IAPA Press Institute will carry out the project jointly with several Central American and Mexican partners, including the following publications: *El Mañana*, *El Diario de Xalapa*, *Diario AZ* (Nuevo Laredo and Veracruz, respectively, Mexico); *La Prensa* (San Pedro Sula, Honduras); and *La Prensa* (Managua, Nicaragua). We have requested letters of commitment from these partners and will be delighted to forward those to the IPDC once we receive them.

The IAPA (www.sipiapa.org) is a Miami, USA-based non-profit organization founded in 1950 and dedicated to defending freedom of expression and of the press throughout the Americas, including encouraging high standards of professional and business conduct. Its membership includes 1,300 newspapers and magazines. The organization is supported by member and private foundation contributions. The Press Institute is IAPA's journalism training arm. It regularly offers seminars; publishes the Spanish-language, quarterly trade magazine *Hora de Cierre*; and published several journalism books.

For this project, the Press Institute will receive support and oversight from the IAPA's Board Committee against Impunity, which helps fight impunity for violence committed against journalists and news outlets.

10. SUSTAINABILITY:

The proposed seminars will build on work already carried out by the IAPA Press Institute and IAPA Impunity Project, both of which have their own sources of funding for their operations and implementation of their projects. Also, members of the IAPA in the countries where the project will be delivered will provide in-kind resources to supplement funding (Please see Attachment I: IAPA Seminars and Conferences).

The group meetings to be organized after the conclusion of the workshops through the IAPA e-learning platform will help insure that participants continue to be engaged, and are able to consult with peers and obtain additional information. IAPA staff will also engage local partners, such as C-Libre (Honduras), *La Asociación de Medios de Comunicación de Honduras (AMC)*, the *Universidad de Ciencias Comerciales (UCC)*, Managua, Nicaragua, and *la Asociación Mexicana de Editores de Medios (AME)* to act as resource and expertise pools to participants of the workshops.

11. FRAMEWORK OF MONITORING:

Each seminar will be evaluated by applying an evaluation questionnaire, which will measure the overall quality of seminar contents, the speakers' style and content of their presentations, the seminar's practical use, plus recommendations and criticisms. The IAPA's Press Institute will also review the seminar's impact on publications practices through direct contact with editors and reporters that have participated in the trainings and through an online survey administered a year after conclusion of the trainings. Finally, we will engage the Impunity Committee of the IAPA Board of Directors, formed by independent editors and news media owners, to also be part of the evaluation process, including assessment of seminar outcomes, participation, methodology, and product delivery. IAPA will provide bi-monthly progress reports to ACI in San Jose and organize on-site evaluation of workshops when appropriate and necessary.

12. EVALUATIONS CARRIED OUT:

In order to determine what issues are being under-covered and require more practical training, the IAPA's Press Institute has contacted Mexican and Central American news editors as well as participated in a IAPA organized hemispheric conference on security in Honduras, where the following recommendations were proposed: 1) Adopt obligatory mechanisms of evaluation of risk and of protection against such risk within the news media to enable the practice of responsible and safe journalism; 2) Encourage journalists to assume individual responsibility for their ongoing training in quality standards and journalistic ethics, risk measuring during dangerous coverage, and on how to denounce threats in front of human rights bodies and authorities; 3) Review the conditions under which the press work in high-risk areas, so as to offer adequate salaries, life insurance, and obligatory protocols for dangerous news coverage; 4) Pursue and bring about solidarity among news media, social communicators, and press organizations, creating spaces for dialogue; 5) Pursue the inclusion of investigations on crimes against the press and the battle against impunity in the news agenda; 6) Use the media to carry out promotional campaigns to create awareness of the importance of the exercise of freedom of expression. These recommendations will be taken into account when designing the curricula for the proposed workshops.

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING:

The beneficiary agency will submit progress reports to UNESCO San José, as well as a comprehensive final report assessing to what extent the project's immediate objective was achieved. The beneficiary agency will prepare the reports, including any financial payments to IAPA.

C. ADDITIONAL INFORMATION

The Press Institute has received the following funding from UNESCO San José during the period 2007-2012:

- US\$5,000 in 2007 for a seminar on investigative reporting focused on money laundering.
- US\$5,000 in 2008 for a seminar on investigative journalism and journalists' security.
- US\$34,800 in 2009 for a series of four seminars on issues such as money laundering, drug trafficking, organized crime, and environmental crimes.
- US\$16,000 in 2011 for a series of two seminars on multimedia storytelling and journalists' security, and for the development and update of the web site "Geografía de Riesgos: México y Centroamérica".
- US\$3,000 in 2012 for a conference held in Tegucigalpa, Honduras, on journalists' security and freedom of expression.

To implement these activities, the IAPA Press Institute has contributed its own funds and other funds granted by the Knight Foundation. In addition, the Press Institute has received support, both financial and in-kind, from IAPA member newspapers.

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)

Plane tickets for three seminar instructors 2 local and 1 international (\$400 per ticket x 2 instructors x 4 seminars and 800 x 1 x 4)	6 400
Instructors' accommodations (\$150 per night x 3 nights x 3 instructors x 4 seminars)	5 400
Instructors' fees (\$500 x 3 instructors x 4 seminars)	6 000
Development, production and publishing best practices manual on safety & protection	5 000
Hotel rental for seminar (\$400 per seminar x 4 seminars)	1 600
Total	US\$ 24 400

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

Program Coordinator/Program Director	10 000
Program administrative costs (phone calls, stationary, printouts, programs, brochures,) (\$2,000 per seminar x 4 seminars)	8 000
Coordinator airfare (\$800 x 4), per diem (\$100x 3 x 4) and accommodation (\$150 x 3 x 4)	6 200
Per diem Instructors (\$300 x 3 instructors x 4 seminars)	3 600
Rental AV equipment. (\$400 per seminar x 4 seminars)	1 600
Food for seminar participants (\$600 per seminar x 4 seminars)	2 400
Indirect Costs (8% - Office rental, audit, etc.)	4 496
Total	US\$ 36 296

EUROPE

ALBANIA

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	PROMOTING GENDER EQUALITY THROUGH THE APPLICATION OF GENDER SENSITIVE INDICATORS IN MEDIA, ITS POLICIES AND PRODUCTS AND IN RELATED ORGANIZATIONS
2.	NUMBER	IPDC/ 57ALB/01
3.	MEDIA DEVELOPMENT INDICATORS' CATEGORY	Category 3: Media as a platform for democratic discourse
4.	IPDC PRIORITY AREA	Promotion of freedom of expression
5.	SCOPE	National
6.	TYPE OF ASSISTANCE REQUESTED	Institutional capacity building
7.	TOTAL COST OF PROJECT	US\$ 31 100
8.	AMOUNT REQUESTED FROM IPDC	US\$ 17 900
9.	BENEFICIARY BODY	Union of Albanian Journalists (UGSH/UAJ) Rr. Gjin Bue Shpata, Vila No.8 Tirane, Albania Contact: Mr. Aleksander Çipa Head of UGSH Tel: 00355682070960
10.	IMPLEMENTING OFFICE	UNESCO Regional Bureau for Science and Culture in Europe, Venice, Italy
11.	PROJECT LOCATION	Tirana-Albania
12.	PROJECT PREPARED BY	Mr. Aleksander Çipa - Head of UoJ ; for UNESCO: Zhulieta Harasani
DECISION OF THE BUREAU:		

B. PRESENTATION

1. PROJECT JUSTIFICATION:

Albania has a vivid but chaotic media scene with an impressive number of media outlets populating the unstable market. After communism, Albanian media was faced with the challenges of a new journalism, free of ideology and party orientation. The journalists were mostly young students who have finished their studies in language or literature faculties under the communist regime. An intensive period of training, which began in 1991, taught journalists the basics of professional journalism. Most of these trainings focused on writing techniques and methodologies of collecting information, while gender aspects were somehow neglected. The faculty of journalism established in 1993 was in constant change trying to keep up with a very quick developing world in technology and information. Although this school has generated around 60 journalists per year since 1997, the majority of the community of journalists remains self-made in the sense that they have finished their studies in other faculties rather than journalism. As a result, their knowledge or interest in gender equity remains low, despite efforts of NGOs to train them. Furthermore the editors in chief are exclusively male, hence not particularly interested in gender equality issues. A number of analysis and studies regarding diversity in Albanian media show that women are underrepresented or misrepresented in journalistic reports.

Self-regulation of journalists is another issue in the Albanian media. After years of efforts to establish strong journalists associations, only the Union of the Journalists survived and today represent the biggest journalist's association with 850 members all over the country. As a result, the FC was signed in the presence of UN Women as a testifier on 25 March 2011 at a ceremony in Tirana. The FC states the responsibilities of each party in the agreement and expresses the commitment of civil society components to act in favor of gender equity in Albania.

At its core this project will aim to make Albanian media more gender responsive, both in terms of content provided and also in the media work environment itself. Through targeting activities, it is expected that journalists are better informed on the importance of representing gender equality in their reports and write responsibly about it, while more space is created in media outlets themselves for women as employees to improve their position in the hierarchical level. Media forms public opinion and orients public debate, so the more journalists include in their reports gender equality issues, the more the opinion and politics are obliged to consider it as a priority and react properly.

While there are numerous research studies around media and politics, media and businesses, media and its code of ethics, media and social issues, there is practically no research with the focus of gender equality in media. Gender has not been taken into account, not even within the Media and Social issues report. There are undergraduate and graduate courses on Journalism, but there is not specific course on gender and media. This attitude of "negligence" towards the gender issue is common both in the organizational structure of the media but also in the content they offer to the public. Bearing the growing influence of the media in shaping the public opinion, it is of paramount importance to properly address the incidence of this issue in the media and to convert the latter into an effective instrument for gender equality. Media features a partial reality; in the best of cases it involuntarily reinforces discriminatory stereotypes on girls and women being considered in a non-ethical way and by minimizing their role and contribution as 50% of the intellectual and working force in our societies.

This project aims to raise this gender awareness and mobilize media and related organizations, about the importance of promoting gender equality in a clear and understandable way for their audiences and gender

parity among their staffs at all the decision-making levels. This will be achieved by focusing on an analysis of their internal policies, practices and products based on indicators developed in *UNESCO's Gender - Sensitive indicators for Media*, which will help identify potential areas of intervention to upgrade the gender balanced situation in the TV institutions. Bearing the impact of the visual media in Albania, the project implementers will closely work with the staff of one national TV broadcasting company to apply the gender sensitive indicators in and for media. In addition, the project implementing organization will work with the MA Journalism students and professors to conduct a survey of gender sensitive situation as per the identified set of indicators from the UNESCO publication.

2. DESCRIPTION OF THE TARGET GROUP:

The direct beneficiaries will be the journalists, managers, editors and media executives, members of the Union of journalists, university students and indirectly the public at large.

3. DEVELOPMENT OBJECTIVE:

This project aims to contribute to gender equality and the empowerment of women through print media and television.

4. IMMEDIATE OBJECTIVES:

Review the practices and internal policies within the national TV broadcasting company and other print media in view of promoting their adequacy in terms of ensuring gender equality.

5. PROJECT OUTPUTS:

R.1. Baseline for gender equality in media, journalism schools, journalists Union.

R.2. Qualitative description of gender equality in the journalistic content produced by written and digital media.

6. ACTIVITIES:

R.1. MA students apply the Gender Sensitive Indicators in the Media related institutions

- Create a technical team and a board of experts on gender.
- Translate the document into Albanian.
- Identify the institutions that will be involved.
- Identify the indicators to be used for the survey
- Fieldwork of MA journalism students and professors conduct the survey with the other media
- Process and analyze the information collected.
- Elaborate the final report.
- Present the data to the institutions involved.

R.2 Upgrade the gender sensitive structure and content related situation in the national TV Station

- Select the media to be monitored.
- TV Broadcasting company assigns a focal point to work with the gender media expert
- Develop the main areas of joint work as per the UNESCO proposed indicators
- Conduct peer and group training on gender balance mainstreaming; influence hiring HR and management policies; gender balanced TV debates and other programs.
- Elaborate the final report.
- Present the data to the institutions involved.

7. PROJECT INPUTS:

The implementing organization will provide its premises and facilities for the implementation of the activities

8. WORK PLAN:

ACTIVITIES / MONTHS	1	2	3	4	5	6	7	8	9	10	11	12
1.1 Create a technical team and a board of experts on gender.	■											
1.2 Translate the document into Albanian.	■											
1.3 Identify the institutions that will be involved.		■										
1.4 Identify the indicators to be used for the survey framework.		■	■									
1.5 Fieldwork of MA journalism students and professors conduct the survey with the other media			■	■								
1.6 Process and analyze the information collected.					■							
1.7 Elaborate the final report.						■						
1.8 Present the data to the institutions involved/post on website.						■						
2.1 Select the media to be monitored.	■											
2.2 TV Broadcasting company assigns a focal point to work with the gender media expert	■											
2.3 Develop and agree on the main areas of joint work as per the UNESCO proposed indicators		■	■									
2.4 Peer and group training on gender balance mainstreaming; influence hiring HR and management policies; gender balanced TV debates and other programs etc.			■	■	■	■						
2.5 Elaborate the final report.						■						
2.6 Present the data to the institutions involved/ post on website						■						

9. INSTITUTIONAL FRAMEWORK:

Albanian Union of Journalists (AUJ) was established on October 25th, 2005, with the decision of the Court of Tirana District no.1492, along with the founding acts for the registration as a legal person. It is a non-political, non-religious and non-profitable Association, establishing initially in Tirana branch and then other branches in the main districts in the country, such as Fier, Vlore, Elbasan, Gjirokaster, Korce, Shkoder, Kukes, Berat etc. The main goal of the AUJ is the protection of the rights of journalists - including the journalists of written and electronic media and increasing professional standards of journalists in using factual data in their writing and reporting.

To complete its goal the Association has different -objectives and priorities amongst which are:

- The approval and application of the Ethics Code and Professional Responsibility;
- The realization of activities in regional and national level to raise the awareness of the community in general and the community of journalists in particular on the situation of media informality in Albania;

- Implementing projects, that enable the involvement of different members in trainings, exchange of experiences and knowledge;
- The realization and publication of studies which increase the knowledge and support professionalism of members in regards to media market tendencies and perceptions;
- Cooperation with homologue associations inside and outside the country;
- Realization of activities, which help to achieve the expected goals and objectives of the Association.

10. SUSTAINABILITY:

This project proposes the implementation of pilot indicators to measure the focus on gender issues in the media and its related organizations. Mobilizing students and professors of the Tirana University and specifically the MA Program on Journalism in the fieldwork for the application of the GSIMs will ensure not only for their internalization by the near future journalists but also the institutionalization of the indicators as part of the formal curriculum in the graduate studies.

By attaching an expert to the TV national media who will look into the application of the specific gender sensitive indicators both in the organizational structure of this media but also in the content it is offering to the public and how it is offering it from a gender perspective will ensure for establishing a positive attitude and mindset at all the levels of this TV institution. Once converted into an organizational behaviour it will keep contributing to the process of generating greater visibility of gender related issues in media, and become a model to be used as a reference by other peers.

UN Women Albania has already committed to finance the training of a group of Media editors-in-chief on the UNESCO GSIMs.

11. PRIOR EVALUATIONS CARRIED OUT:

Through the support of IREX (International Research & Exchanges Board) project, the Union started to affirm itself in the country's trade union life as the only and largest journalists' organization in the country. AUJ has managed a number of projects since its creation and has been positively evaluated on their management. Detailed information on these projects is available on request.

12. FRAMEWORK OF COMMUNICATION AND MONITORING:

A detailed communication plan will be created by the hired crew; however, the assessment of the final report is seen as a priority. The results will be presented to media, journalists, and to the organizations that were measured, via meetings, conferences, emails and other activities. The activities and results that arise from the initiative will be disseminated through the agency's tools and products, such as its weekly schedule of activities which has about 1,500 subscribers.

Monitoring of activities will take place during periodical meetings of the technical team to monitor the achievement of targets based on the indicators and the operational plan defined in the framework detailed below.

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING:

The person in charge of preparing and presenting the report will be **Mrs.** Ketrina Cabiri, Coordinator, Contact: 00355672791229 and Mrs. Zhulieta Harasani, UNESCO NPO Tirana.

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)

R.1. MA Journalism students apply the Gender Sensitive Indicators in the Media related institutions	
Expert (1 person X 6 months x 600\$)	3 600
Translation of documents (1 doc x 150pages x 13\$ per page)	1 950
Professors (2 personsx 4months x 200\$ each)	1 600
UoJ Support staff (1 personX 6 months x 350\$ each)	2 100
Technician for processing information (2 persons X 2 months x 300\$ each)	1 200
Technician for final report (1 person X 1 month x 650\$)	650
Design and layout of the report (1 product x 300\$)	300
Meetings for sharing (1 x 200Usd)	200
Photocopies/telephones/travel/etc	200
Sub Total R1	11 800
R.2. Upgrade the gender sensitive structure and content related situation in the national TV Station	
Experts (1 person X 6 months x 600\$)	3 600
UoJ Support staff (1 personX 6 months x 350\$ each)	2 100
Meetings for sharing (1 x 200Usd)	200
Photocopies/telephones/travel/etc	200
Sub Total R2	6 400
Total IPDC	US\$ 17 900

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

Institutional Direction (1 person X 6 months x 600\$)	3 600
Office Rental (1 x 6 months x 300\$)	1 800
Communications: internet, cellular phones, telephones (1 x 6 months x 300\$)	1 800
Stationary, supplies, and photocopying (1 x 6 months x 100\$)	600
Basic Services: Electrical Power, Water, Maintenance (1 x 6 months x 200 U\$S)	1 200
Project Administration (1 x 6 months x 700 U\$S)	4 200
Total	US\$ 13 200

MACEDONIA

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	STANDARDS OF PROFESSIONAL REPORTING ON DIVERSITY AND THEIR OBSERVATION IN THE NEWSROOMS
2.	NUMBER	IPDC/ 57MAC/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	Promotion of freedom of expression
5.	SCOPE	National
6.	TYPE OF ASSISTANCE REQUESTED	Support to participatory research and training
7.	TOTAL COST OF PROJECT	US\$ 39 314
8.	AMOUNT REQUESTED FROM IPDC	US\$ 21 750
9.	BENEFICIARY BODY	UNESCO Chair in Media, Dialogue and Mutual Understanding at the School of Journalism and Public Relations Ul. Jurij Gagarin No.17/1-1 1000 Skopje, Macedonia, www.vs.edu.mk Director: Zaneta Trajkoska E-mail: zanat@vs.edu.mk +389 2 3090 004; +389 2 3090 104
10.	IMPLEMENTING OFFICE	UNESCO Headquarters
11.	PROJECT LOCATION	SKOPJE, FYR MACEDONIA
12.	PROJECT PREPARED BY	School Of Journalism And Public Relations (SJPR)
DECISION OF THE BUREAU:		

B. PRESENTATION

1. PROJECT JUSTIFICATION:

Since 1991, Macedonia started building a democratized and pluralistic media environment. In 2012 there were 60 TV and 80 radio stations, 10 daily newspapers and 6 online media. However, while pluralism is provided in quantitative terms, qualitative aspects of reporting and content diversity are still on a low level. As a consequence of political and business pressures, the professional and ethical standards are deteriorating, while media integrity and credibility are significantly derogated, so they can not represent a balancing power, which is their basic role in democracy. The self-censorship which is result of several complex factors (socio-economic situation of journalists, political and economic pressures, lack of knowledge, motivation and professional integrity etc.), has blocked critical and investigative journalism and seriously affected the public role of media as a watchdog over powerful, as an agenda setter and as a civic forum for political debate.

In June 2011 the SJPR established a UNESCO Chair in Media, Dialogue and Mutual Understanding whose main objective is to contribute to fostering social cohesion and intercultural communication among different cultural groups. The results from the analyses of media reporting on interethnic and interreligious issues conducted by the UNESCO Chair so far, showed that the media are “mere” transmitters of the institutional and political discourses without analyzing, investigating and critically contextualizing issues and without giving voices to ordinary citizens. The monitoring detected many violations of the basic principles of professional reporting: deliberate tendency towards open ethnocentrism and negative stereotyping, one-sided “ethnocentric” reporting, sensationalism that frames sensitive issues into interethnic or conflict context, and even elements of racism, stigmatization, segregation, xenophobia and discrimination.

The main aim of this project is to increase the professional standards of reporting on diversity issues and to start changing the situation in the newsrooms with the participation of the journalists themselves. Instead of training them out from their working environment, the School will organize this project as a participatory research with deep involvement of the journalistic community and with intention to bring immediate change. The journalists themselves will observe the process of creation of media texts and application of professional standards while reporting on diversity issues. Then, they will debate the results of their observation together with their colleagues and with the expert team engaged in the project. Thus, on one side the SJPR team can understand the processes of news production and on the other, can directly involve the journalistic community in a self-training activity supported by experts and professors. This method of approaching the newsrooms is more flexible, creative and interactive, by involving journalists in the critical observation of their news production process. At the same time, it will raise the awareness on the principles of professional reporting on interethnic and interreligious issues and will provide a response by the newsrooms on how these principles are being perceived and implemented in practice.

2. DESCRIPTION OF THE TARGET GROUP:

The target group of this project are about 80 editors and journalists in 8 newsrooms of 4 TV, 2 print and 2 online media that publish daily news content (in Macedonian and in languages of ethnic minorities). Among the journalists involved in the project, there will be balanced gender representation.

3. DEVELOPMENT OBJECTIVE:

The project contributes to promoting the news media as a platform for democratic discourse that reflects and

represents the diversity of views and interests in society. The project also contributes towards social cohesion by building professional capacities of the journalists for diversity reporting and for inclusive journalism.

4. **IMMEDIATE OBJECTIVE:**

Build the capacities of the working journalists and editors in 8 newsrooms to critically observe their own practice of reporting on diversity issues and to increase their knowledge, skills and ethical accountability about professional reporting on interethnic, interreligious intercultural topics.

5. **PROJECT OUTPUTS:**

- The SJPR team will organize a (two days) **training workshop** for editors/journalists that will be nominated by their newsrooms to observe the news production process. During the course they will be trained about the basic principles of diversity reporting and inclusive journalism and on the techniques of observation.
- **Participatory observation** (three months) of the journalistic reporting on diversity issues in the selected media outlets. The news production process will be observed on the basis of the Code of journalists and international standards on diversity reporting. The observation will be focused on particular events to be jointly identified with the professors from the SJPR on regular coordination meetings.
- The results of the observation will be complemented with a **qualitative analysis of the media articles on selected topics** (three months). The analysis will be also conducted having into consideration the criteria and standards for professional reporting on interethnic and inter-religious issues.
- A presentation of the conclusions from the observation and from the analysis will be made at (one day) **training workshops** organized in the eight newsrooms. Hence, the violations of the professional standards will be identified and debated by the journalists themselves with participation of the SJPR expert team. During the workshops, emphasis will be given to suggestions how to overcome the problems.
- **Production of a final report** (in the course of two months) that will incorporate all the conclusions, considerations and recommendations given by all the media included in the participatory observation. This report will highlight the negative/positive practices and will educate the journalists and raise the attention of the editors on the importance of these standards in the journalistic reporting on these topics.
- **Presentation of the final report at a round table**, where the main conclusions and recommendations will be shared with a wider audience. On the round table will be invited representatives of all media, journalists associations, NGO's, experts, academics, international community etc.

6. **ACTIVITIES:**

- Two trainers/professors from the SJPR will lead the first training workshop with 8 observers/journalists and later will participate at the eight training workshops in newsrooms.
- One researcher/professor from SJPR will coordinate the entire project, will communicate with the observers during the three month participant observation and will coordinate the content analysis.
- Seven researchers/analysts (non-active journalists) will be engaged for content analysis
- Appropriate computer equipment, TV and radio receivers, as well as premises of the SJPR will be used for content analysis, for training of the analysts and for and for the overall coordination of the project.

7. PROJECT INPUTS:

- Project Coordination
- Consultative meeting with researchers
- Consultative meeting with stakeholders
- Development of research instruments
- Field Work
- Data Analysis
- Report writing
- Validation Workshop
- Reproduction of Report

8. WORK PLAN:

ACTIVITIES / MONTHS	1	2	3	4	5	6	7	8	9	10	11	12
Training Workshop with 8 editors/journalists that will conduct participant observation												
Participant observation in 8 newsrooms												
Qualitative analysis of media texts and articles												
Preparation of reports from participant observation and from the content analysis												
Training workshops in 8 newsrooms												
Printing of the final publication												
Final round table												
Submission of implementation reports and project completion												

9. INSTITUTIONAL FRAMEWORK:

The School of Journalism and Public Relations (SJPR) was established in 2008 by the Macedonian institute for Media as a not-for profit high education institution with a mission to increase the quality of Journalism education in the Republic of Macedonia. It offers BA programs in Journalism and Corporate Communications and PR providing contemporary and applied education. The study programs are closely connected to the needs of media, business and public sector, thus contributing towards increasing of the professional and ethical standards in both fields. The SJPR hosts prominent professors, professionals and practitioners with significant experience, including Editors in chiefs and senior journalists, as well as PR experts. The study program in Journalism is one of its kind in the country and in the region which is aligned with the UNESCO Model Curricula for Journalism Education from 2007 and with the Tartu Declaration adopted by the members of the European Journalism Training Association in 2006. Starting from June 2011, upon a decision of the UNESCO Paris, the SJPR became a holder of UNESCO CHAIR in Media, Dialogue and Mutual Understanding. The SJPR has two departments with 25 members of the academic staff and over 200 students enrolled at undergraduate and postgraduate level. The highest decision making bodies are the Teaching Council and the Executive Director. The SJPR has annual income of about 370.000 US\$. Its funding sources are coming dominantly from: tuition fees, funds for research projects, mid-career training, consulting and other services.

10. SUSTAINABILITY:

The sustainability of this Project is seen in the skills development and empowerment of each journalist and editor participating in the critical observance of their own processes of news production. Through this participatory oriented approach the project will help the journalistic community to internalize and adopt new standards and practices of reporting while working on producing inclusive stories on real events. This would be in the same time a participatory observance, a training and a long-term adoption of values and standards of professional reporting by the media involved in the Project. The SJPR can easily continue with organization of mid-career training for other journalists because its Journalism program has already incorporated courses in Diversity reporting, Inclusive journalism, Intercultural communication etc. These courses are developed in cooperation with foreign universities and institutes that are partners of the UNESCO Chair. Also, the UNESCO Chair at the School has initiated a long-term research and training program focused on media role in building social cohesion, cultural pluralism and diversity in the society. The IPDC funding will cover just a small portion of this larger program. Significant part of the sources will be covered by the SJPR own income. The SJPR will be also approaching other external sources of funding.

11. FRAMEWORK OF MONITORING:

Projects goals and all activities will be regularly publicized on the UNESCO Chair Web site (www.unescochair-vs.edu.mk), but also on the SJPR Web site (www.vs.edu.mk) and on the Web platform Res Public (www.respublic.edu.mk) which is already created educational online resource for journalists. Having in mind that 8 media outlets will voluntarily take participation in the project, they will also publicize the planned, ongoing and completed activities and results in their regular content or programming or on their web sites. The SJPR will also print the final publication and will disseminate conclusions, recommendations, press releases etc. The successful implementation of the project will be evaluated according to the following indicators:

- Increased use of innovative ways of reporting diversity issues in the newsrooms
- Increased number of positive stories on diversity issues
- Strengthened exchange of information and consultations between the editors/journalists observing the news production process and the entire newsrooms
- Improved standards in the reporting on diversity issues
- Greater awareness and knowledge on the professional standards of diversity reporting

12. EVALUATIONS TO BE CARRIED OUT:

This project is based on the conclusions and results from the UNESCO Chair projects implemented in 2011 and 2012. The journalists and editors themselves stressed the need for organizing in-house training for diversity reporting and inclusive journalism. The SJPR is an accredited high-education institution subject to formal evaluations from the Ministry of Education and Science. The SJPR has also conducted bigger projects with external evaluation carried out by experts who assessed the SJPR capacity and successfulness. Such projects were: *Improving the Capacity of Macedonian Parliament for Transparency and Communication* (with the Westminster Foundation) and *Developing Inclusive and Diversity Sensitive Media through Education and Monitoring* (with the UNESCO Venice Office).

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING:

The SJPR undertakes the responsibility to report on project progress on a four-month basis and to submit a comprehensive final report describing the extent to which the immediate objective of the project was

achieved. The person responsible for preparing and submitting the reports is Snezana Trpevska, PhD, Head of the UNESCO Chair in Media, Dialogue and Mutual Understanding.

C. ADDITIONAL INFORMATION

This project will be carried out within the UNESCO Chair in Media, Dialogue and Mutual Understanding. The SJPR created a team of prominent experts to implement different activities aimed at increasing the quality of journalism education and training in Macedonia and initiating research studies that will qualitatively help the journalistic community to change the current situation with media freedom and professional standards. The SJPR has approached directly to the IPDC program in UNESCO Paris and prepared this application in cooperation with the UNESCO officials in charge for communication and media. No previous IPDC support was granted to the School of journalism and public relations.

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)				
Item	No. of units	Price	Cost	Total
HUMAN RESOURCES - SALARIES (GROSS AMOUNT,LOCAL)				
1.2. Senior Researchers (3 persons x 10 months)	30 months	250	7 500	
Subtotal Human Resources				7 500
PROGRAM EXPENSES				
3.2. Participatory observation				
3.2.1. Journalists/ Observers (8 participants x 6 months x 200 USD)	8 participants	1 200	9 600	
3.3. Costs for analysis of the contents of the media articles and reports on selected case studies				
3.3.1. Honoraria local expert-Editor (final report)	1 report	700	700	
3.4. Publishing publication				
3.4.1.Honoraria-Local expert proof reader	1 publication	500	500	
3.4.2.Printing costs (100 pages, 100 copies)	100 copies	8	800	
3.4.3.Translation costs	100 pages	8	800	
3.5. Costs for round table				
3.5.1. Honoraria Local Experts – Speakers	2 experts	120	240	
3.5.2.Honoraria Translator	2 translators	120	240	
3.5.3. Honoraria Cameraperson	1 cameraperson	120	120	
3.5.4. Rent of premises with equipment	1 event	800	800	
3.5.5. Coffee break with refreshments	50 participants	4	200	
3.5.6. Working materials	50 participants	5	250	
Subtotal Program Expenses				14 250
Total IPDC:				US\$ 21 750

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

Item	No. of units	Price	Cost	Total
HUMAN RESOURCES-SALARIES				
Project Manager	10 months	300	3 000	
Senior Researchers (3 persons x 10 months)	30 months	100	3 000	
Administrator	10 months	250	2 500	
Subtotal Human Resources-Salaries				8 500
ADMINISTRATIVE EXPENSES				
Vehicle costs	10 months	50	500	
Rent an office	10 months	600	6 000	
Consumables-office (Bank taxes, office materials)	10 months	200	2 000	
Other services (tell/fax, postage)	10 months	50	500	
Subtotal Administrative Expenses				9 000
PROGRAM EXPENSES				
Training for journalists/Observers				
Working materials	8 participants	8	64	
Subtotal Program Expenses				64
Total beneficiary's contribution:				US\$ 17 564