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**IMPLEMENTATION REPORTS ON
PROJECTS APPROVED AND FINANCED
IN 2004 -2005**

Twenty-fifth session



**UNESCO HEADQUARTERS, PARIS
21-23 MARCH 2006**

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REGIONAL PROJECT

CIRTEF: POST-PRODUCTION AND PROFESSIONAL TRAINING CENTRE IN EAST AFRICA

Project No: PDC/48 RAF/02 (354 RAF 5041)

US\$50 000

TYPE OF PROJECT

In response to the lack of high-performance equipment in African television and cinema industries, CIRTEF has launched a project to create a complete post-production unit with good access to international communication networks in East Africa. Two such centres have already been successfully created in West and Central Africa.

Equipped with a digital film-editing and post-production unit, the centre will make it possible to:

- Make available to African television companies reliable equipment to edit or re-edit a selection of the best programmes featuring their cultural identity as well as the best educational programmes;
- Provide opportunities for high-level training (directors, film-editors);
- Provide opportunities for international broadcast of these productions (via the networks of TV5);
- Make international audiovisual co-productions (UNESCO, UNICEF among others) at less cost ;
- Post-produce the best African productions in Africa rather than in Europe.

The long-term objective of this project is to enhance the visibility of the cultural identity of the countries concerned to empower Africa to develop and promote its own image and its own communication.

IMPLEMENTATION

IPDC approved the CIRTEF Project in 2005 with funding of US \$ 50,000 against the requested amount of US \$ 120,000. Based on the approved funds, CIRTEF was requested to revise their activities and purchase equipment according to the available funds. A contract with CIRTEF was signed soon after, and the process of sourcing for quotations from reputable international suppliers and presenting to UNESCO CIRTEF's recommendations and justifications on the best bids was carried out in the month of September/October. Having fulfilled the terms of reference as per the signed contract, US \$ 45,000 was thereafter disbursed to CIRTEF account and the purchase and installation of the equipment has been ongoing for the last three months. A contract amendment was requested by CIRTEF to allow enough time for the purchasing process. It is expected that by 30th December, CIRTEF will present to UNESCO a narrative and financial report, justifying and detailing the activities and expenditure, after which the last installment will be made. CIRTEF's Secretary General has been very cooperative, making the implementation process smooth and quick

RESULTS:

With complementary funding from CIRTEF it is expected that a modern complete post-production unit will be set up in East Africa as expected.

CONCLUSION:

Africa needs this type of projects as they reinforce the skill base of audiovisual production and greatly contribute to the consolidation of the audiovisual industry in the region.

REGIONAL PROJECT

JED: EXPANDING MONITORING NETWORKS AND LOBBYING FOR THE DEFENSE OF PRESS FREEDOM IN CENTRAL AFRICA

Project No: PDC/48 RAF/03 (354 RAF 5042)

US\$20 000

TYPE OF PROJECT

The Organization of Central African Media (Organisation des Médias d'Afrique Centrale - OMAC) and the Association of Editors of Central African Newspapers (Association des Editeurs des journaux de l'Afrique Centrale) asked « Journaliste en Danger » (JED) in 2003 to extend its monitoring and press freedom promotion activities to all of the 9 countries of Central Africa, i.e. Burundi, Congo-Brazzaville, the Central African Republic, Gabon, Chad, Cameroon, Equatorial Guinea, Rwanda and the Democratic Republic of Congo, and to thereby constitute an « OMAC alert network». JED took on this mission and received support from the IPDC for the defence and the promotion of press freedom, as well as for the improvement of the legal and ethical framework for the exercise of this freedom.

IMPLEMENTATION

A contract has been signed with the organization 'Journalistes en Danger' with a view to carrying out activities focused around 4 strategies:

1. Institutional assistance to JED's Coordination Bureau in Kinshasa in order to deal with the workload both at the level of the RDC and at the level of the 8 other countries of Central Africa.
2. Monitoring press freedom violations in the 9 countries of the Central Africa sub-region in order to put an end to press freedom violations.
3. Raising awareness among media professionals and the population on their rights and obligations as journalists, public authorities or simple citizens, with a view to protecting the journalist profession but also the reputation of public authorities, as well as informing people on their right to information.
4. Carrying out lobbying activities as well as defending journalists and the media in order to reduce the imprisonments of journalists and the banning of media outlets.

To do this, JED will conduct the following activities during the next few months:

- establish regional offices in the countries of Central Africa;
- collect information on press freedom violations and disseminate this information among local, regional and international NGOs;
- defend those journalists who suffer from press freedom violations;
- launch a campaign to inform people on good governance and the right to information.

RESULTS

The project is ongoing. In August 2005, JED signed a convention with a law firm in Kinshasa to defend journalists and media before courts and tribunals. Monitoring activities in Central Africa have improved both in terms of volume and reliability.

REGIONAL PROJECT

MFWA: STRENGTHENING THE COORDINATION AND DEVELOPMENT OF A NETWORK OF FREEDOM OF EXPRESSION ORGANISATIONS IN AFRICA
PROJECT NO: PDC/48 RAF/04 (354 RAF 5043)
US\$30 000

TYPE OF PROJECT

The main objective of this project is to build a network of freedom of expression organisations and by so doing strengthen their collaboration and capacity to increase and intensify advocacy work on the African continent. The Media Foundation for West Africa (MFWA) intends to achieve this by organizing a conference of freedom of expression organisations in Africa and developing a programme of collective campaigns involving all the partners in the network for particular continental issues. Strengthening the collaborative networking of African freedom of expression organisations will advance democracy and help protect journalists from attacks and abuses.

IMPLEMENTATION

A contract was signed with the Media Foundation for West Africa and a Regional Conference was organized in Accra, Ghana, on 28-30 October 2005. A total of 42 participants from 33 organizations dedicated to freedom of expression and media freedom in Africa participated at the conference, which was organized in partnership with Media Rights Agenda (MRA), the Media Institute of Southern Africa (MISA) and Journalists en Danger (JED).

The conference produced; a) a Resolution to strengthen freedom of expression in Africa and a Memorandum of Understanding (MOU) for creating a Network of African Freedom of Expression Organizations (NAFEO).

RESULTS:

- Resolution to Strengthen Freedom of Expression in Africa
- Memorandum of Understanding (MOU) for the Network of African Freedom of Expression Organizations (NAFEO)

CONCLUSION

The project has been fully implemented and has achieved its objectives of bringing together organizations working in the area of freedom of expression in Africa and initiating a collaborative network of these organizations, for information-sharing and joint action.

The final report and the financial statement from the Contractor are still outstanding.

NATIONAL PROJECT

BENIN: VAKON COMMUNITY MULTIMEDIA CENTRE

Project No: PDC/48 BEN/02 (354 BEN 5041)

US\$22 000

TYPE OF PROJECT

This project aims to create an Internet access point for the rural population (farmers and, above all, students) of the administrative district of Vakon, Benin. This cybercafé with a minimum of 20 computers connected to the Internet will also serve as a training centre for the rural populations. In addition to reducing the area's isolation, the cybercafé will contribute to agriculture & rural development by providing opportunities for local people to enter into contact with other farmers, exchange seeds, and seek partners around the world.

CPAAD-BEN, the body implementing this project, also plans to create a community radio that will facilitate communication and the exchange of ideas within the rural community concerned, as well as with the rest of the world. The programmes broadcast will focus essentially on rural and community development issues. They will include civic education-related programmes, but also programmes on new farming techniques and other methods of development, programmes aimed at promoting literacy, and information campaigns on STDs and HIV/AIDS.

IMPLEMENTATION

In August 2005, a contract was established with the Centre de Participer Aujourd'hui et Agir Demain(CPAAD/BEN) to develop the CMC in Vakon. The Vakon community is renovating the building in which the CMC is to be established. In the meantime, the following CMC equipment has been procured: a server and 6 PCs; a scanner; a digital camera; 2 UPS; accessories for local area networking. A 100 W suitcase radio broadcasting unit has been ordered from Wantok Inc, Canada, through the Procurement Division at HQ, but not yet delivered.

RESULTS

- The renovation of the CMC building is underway (about 60% complete)
- Computer equipment for the CMC has been purchased;
- The suitcase radio has been ordered.

CONCLUSION

The preparation of the CMC building was originally planned to take between 1-2 months, but it has taken longer, and this may delay the overall implementation of the project. This is not unusual since communities usually need time to mobilize and to contribute to this kind of projects. However, close monitoring will now be necessary. Additional computer equipment from other donors, such as La Francophonie, has not yet arrived. The late arrival of this equipment will not affect the establishment and functioning of the CMC, as its purpose is only to increase the CMC's capacity.

The broadcasting frequency has not yet been allocated; it is expected that this will be done when the suitcase radio is delivered, as the relevant Ministry needs to inspect the equipment as part of the licensing process.

On the whole the project is on track with slight delays.

NATIONAL PROJECT

**BURUNDI: WOMEN USING MEDIA FOR PEACE IN BURUNDI
(DUSHIREHAMWE «LET'S RECONCILE» PEACE DOCUMENTATION CENTRE
AND CMC)**

PROJECT NO: PDC/23 BDI/01 (354 BDI 5031)

US\$25 000

TYPE OF PROJECT

The objective of this project included three aspects: the involvement of women in the media at the grassroots level in peace-building and disseminating messages of peace; a comprehensive training program for these women on how to best utilize technology to broadcast their messages of peace; and a continuous and participatory monitoring and evaluation system to measure the impact of the activities carried out within the context of this program.

IMPLEMENTATION

IPDC approved this project in June 2004 with funding of US\$ 25,000 against the requested amount of US \$ 79,200. This reduction forced the Dushirehamwe Network to downgrade the project activities. By December 2004, all the activities as per the priority areas presented by the Dushirehamwe network had been carried out with the exception of the purchase of portable radios which could not be done with the approved funds. The US \$ 25,000 were therefore used as follows: Training fees and travel for the consultant - US \$ 5,000, the purchase of equipment amounting to US\$ 10,343; furniture plus stationery - US \$ 4,000, training costs amounting to US \$ 4, 390, and project coordination amounting to US \$ 1,200. All the supporting contracts and documentation are available for easy reference.

RESULTS

This project is placed within the context of Burundi's peace and electoral processes and it has contributed to the strengthening of a gender-oriented Community Multimedia Centre in Bujumbura. In this respect it is important to signal the importance of women's media groups in the peace and electoral processes. This project has been an important contribution from the IPDC to these processes.

RECOMMEDATION:

Dushirehamwe Network has already received partial CMC equipment through this funding. Members of the network who participated in the training workshop conducted in December 2004 agreed that there is need to raise more funds to fully equip the CMC in order to start operating the community radio station. In 2005, a project proposal for the radio equipment was prepared by Dushirehamwe and presented to IPDC for funding.

CONCLUSION

For the reasons mentioned above, Dushirehamwe Network still needs to be supported to acquire the equipment and to develop basic technical skills which will be the object of another project.

NATIONAL PROJECT

**CAMEROON: STRENGTHENING THE INDEPENDENT NEWSPAPER,
LE MESSENGER
PROJECT NO: PDC/23CMR/02 (354 CMR 5032)
US\$23 000**

TYPE OF PROJECT

The project was designed to enable the tri-weekly, *Le Messenger*, one of Cameroon's oldest private press titles founded in 1979, to upgrade to daily frequency and develop its Web site by acquiring new equipment and providing training for its editorial, administrative, financial and marketing personnel in the use of the new tools. This would improve the newspaper's competitiveness vis-à-vis the State-run reference daily, *Cameroon Tribune*, and also enhance its positioning among its rivals in the private press sector in terms of development prospects. It would also be better able to meet the expectations of its readers both inside and outside the country.

IMPLEMENTATION.

With \$23,000 funding provided by IPDC, *Le Messenger* decided, with the agreement of UNESCO, to use the entire amount to purchase IT equipment with a view to upgrading to a daily by September 2004. IT equipment consisting of 25 computers, printers and 5 scanners was acquired and installed in September 2004, and the supplier provided basic training for over 25 journalists from the newspaper's different provincial bureaux on how to use the new equipment. Another training session focused on modern techniques of human and financial management as it relates to newspaper management.

RESULTS.

The daily was launched immediately, but, in November 2004, the newspaper was forced to move to smaller premises, its initial premises having been requisitioned by the owner. What is more, the planned opening of two regional offices, in Garoua and Bertoua, where some of the equipment was to be deployed, had to be deferred for lack of financial resources. The Yaoundé newsroom and the Bafoussam correspondent did have their equipment renewed, however. The provincial bureaux of *Le Messenger* are now computerised and linked up through an intranet system, and the newspaper now has an online edition.

Recommendations: Regarding the IPDC and UNESCO, a project of this kind raises questions about the modalities for supporting private commercial press companies. It would be advisable, on the one hand, to devise specific modalities for applications and support and, on the other, to give priority to collective activities that benefit the profession as a whole rather than provide grants directly to individual companies.

CONCLUSION: Judging from the reactions received by the newspaper, *le Messenger's* transition to a daily was welcomed by all. This has not proved sufficient, however, to stem the steady decline in sales noted over the past few years. *Le Messenger* has, nonetheless, contributed to consolidating pluralism in the Cameroonian daily press, although *Cameroon Tribune* still holds a dominant position. This project has immensely improved the quality and operational procedures of the newspaper and the implementation of the project can be regarded as a success. The project is operationally terminated.

NATIONAL PROJECT

**CAMEROON: MEIGANGA COMMUNITY MULTIMEDIA CENTRE
PROJECT NO: PDC/24CMR/02 (552 CMR 5000)
US\$ 70 060**

TYPE OF PROJECT

In response to the lack of appropriate mass media structures, the objective of this project was to transform *Radio Tikiri FM* into a Community Multimedia Centre based in Meiganga, in the Adamaoua Province of Cameroon. With the financial support of the United Nations System in Cameroon, UNESCO Yaounde, as executing agency, installed fifteen community radios, including Radio *TIKIRI FM*, with a view to strengthening the democratic process and further enriching the media landscape in Cameroon. In this regard, Radio *Tikiri FM* is developing activities that can play a significant role in poverty alleviation. The project was primarily targeted at young people and rural women irrespective of the type of activity they are engaged in or their level of education. The project is prepared to face the challenges related to computer literacy and language issues, which it aims to resolve by organizing free training sessions and producing multilingual radio programmes that promote a democratic culture and encourage sustained participation of rural women and young people in social discourse and decision-making.

IMPLEMENTATION

The initial project proposal, for an amount of \$65,000 and approved by the IPDC in 2004 for funding from a contribution made available by Japan. In line with suggestions from the Japanese authorities, the project proposal was subsequently amended. Greater emphasis was put on training and the original budget amount was increased to \$70,060. The following activities were conducted: (i) Computing and multimedia equipment acquired and installed; (ii) Training seminar held for radio presenters on how to design and produce radio programmes; (iii) Training seminar held for technicians on equipment maintenance; (iv) Training session held for members of the management committee; (v) Training in radio broadcasting and IT organized for young people.

RESULTS

Radio Tikiri FM went on air in July 2004 and broadcasts in the French, Gbaya, Hausa, Foulfoulde and Mbere languages. With its 250-Watt transmitter, Tikiri FM can beam its signal to listeners within a radius of around 80 km and has a potential audience of around 150,000 people. The station is currently off the air, however, as its transmitter has been out of service since November 2005. Programmes are expected to resume by March 2006 when reparations are completed in Yaoundé by UNESCO. The multimedia centre, equipped with 6 computers and a television set, can currently only function as a public secretarial service, since for technical reasons the Internet connection has not yet been established. The initial plan to connect the Internet access point via a fibre optic line in the area did not materialize and no alternative solution has thus far been envisaged. The multimedia centre is however open and already generates considerable revenue. Young people from the surrounding areas have access to basic computer training for a small fee.

CONCLUSION: As the radio station has only been operational for the past 18 months and the multimedia centre is still not fully functional, it remains difficult at this stage to express an opinion on the cost-effectiveness of this project. It is, nevertheless, clear that the presence of the radio station has radically changed community life in Meiganga.

NATIONAL PROJECT

CAMEROON: MULTIMEDIA CENTRE FOR THE YOUNG PEOPLE OF GAROUA

Project No: PDC/23 CMR/01 (354 CMR 5031)

US\$20 000

TYPE OF PROJECT

Initially, the project was aimed at consolidating the spirit of democracy and at strengthening freedom of expression using multimedia tools that make it possible for young people to express themselves freely on subjects of concern to them. The idea was, therefore, to set up a local youth radio station coupled with a Internet access point to serve as a place where young people could be familiarized with ICTs, short training courses could be offered, and a virtual documentation centre could be set up.

IMPLEMENTATION

The original project document, seeking funding for the amount of \$35,500, was first submitted in 2002 proposing the establishment of both a radio station and a multimedia centre for urban youth. However, as a result of a shortage of financial resources, it was not until 2004 that the project was approved and granted support of \$20,000. In the interim, a project involving the setting up of the FM Bénoué women's community radio station came to fruition and received significant support from UNESCO for equipment, technical assistance and training as well as from the Lamido of Garoua who provided land and met the cost of construction of 2 buildings. In view of this, since no particular restrictions were placed on the reduced amount allocated by the IPDC, it was decided that the sum would be reallocated to the «cyber café» component of radio FM Bénoué so as to avoid duplication. The contribution was integrated into the broad community radio development strategy devised by the local UNESCO Office which, mainly by means of extra-budgetary funds, had already established around a dozen or so community radios in Cameroon. Thanks to this IPDC contribution, FM Bénoué became the second radio station in this programme to be able to migrate to the status of a full «CMC».

The computer equipment was purchased in July 2005 and installed in Garoua in October 2005. A 1-week training course in the use of the Internet was offered to the staff of FM Bénoué, as a provisional Internet connection had been established for the few days but, for lack of all of the necessary authorizations, could not be maintained. Thus, although a room has been equipped with 5 computers, a printer, a photocopier and a scanner, the Internet component of the CMC is not yet up and running.

RESULTS: FM Bénoué is currently on air 9 hours a day, focuses on awareness-building and development issues, and broadcasts in Foulfoule, Hausa, Fali, Shuwa Arabic, in addition to French and English. The radio station has limited equipment: a 500-Watt transmitter, used to only half its capacity following a breakdown. Although the project is recent, its impact is already appreciable and can be measured by its growing popularity among people from all sectors of the population.

CONCLUSION: The major challenges facing the Garoua CMC are to strengthen its equipment by adding a back-up transmitter, extend radio coverage, and find a solution to the Internet connection problem. It would be advisable for the CMC to engage in an in-depth reflection on the benefits to be derived from synergy between a community radio and an Internet access point and, on that basis, prepare a multi-annual development plan that could be used to prospect for additional funds to ensure the viability of the project.

NATIONAL PROJECT

CENTRAL AFRICAN REPUBLIC: REHABILITATION OF THE TECHNICAL AND HUMAN CAPACITY OF RADIO CENTRAFRIQUE
PROJECT NO: PDC/24CAF/01 (354 CAF 5031)
US\$50 000

TYPE OF PROJECT

The objective of this project is to foster the enhancement of press freedom and freedom of expression, and the right of citizens to access pluralist information as a basis for democracy. More specifically, this project is targeting the replacement of the production and broadcasting equipment of the national radio ahead of the planned general elections. It seeks to facilitate the conception and production of quality broadcast programmes with a view to promoting and sustaining a national culture of peace, reconciliation and political tolerance, especially at a time when the country is emerging from a series of devastating civil wars. The enhancement of managerial skills and the reinforcement of the professional skills of journalists, with a view to increasing productivity and quality programmes, also constitute a major focus of this project.

IMPLEMENTATION

IPDC approved this project and provided funding of US\$50,000, which was used for the purchase of radio equipment. The equipment acquired through *Radio France Internationale (RFI)* has been delivered to the beneficiary, *Radio Centrafrique*, and is currently being installed at the premises of *Radio Centrafrique*. *Radio France Internationale* carried out the installation of the equipment as well as the training of personnel with the assistance of the French Cooperation Mission in Bangui.

RESULTS

The implementation of this project witnessed the participation of some professional partners like *Radio France Internationale*, which provided technical expertise during the installation and training of the personnel.

CONCLUSION

The recurrent political troubles in the Central African Republic led to an ultimate breakdown of the national media structure, thus cutting off a majority of the national population from news and information sources. With IPDC funding, this project has greatly contributed to the rehabilitation of the Radio Centrafrique, which now contributes to the transitional process through better quality radio programmes that should boost the restoration of constitutional democracy in the Central African Republic. Though the implementation of this project has operationally ended, some difficulties are still being encountered. The Radio's short wave transmitters are all obsolete, with only three functioning averagely. New short wave transmitters are required. There is equally a need to further reinforce and sustain the professional skills of the journalists of the radio.

NATIONAL PROJECT

**CENTRAL AFRICAN REPUBLIC: STRENGTHENING THE TECHNICAL
CAPACITY OF THE INDEPENDENT RADIO NDEKE LUKA
PROJECT NO: PDC/24CAF/02 (354 CAF 5032)
US\$20 000**

TYPE OF PROJECT

This project, Strengthening the Technical Capacity of Independent Radio Ndéké Luka, was designed to reinforce the means by which the radio can contribute to building and sustaining peace and democracy through objective reporting and providing the population with pluralist information. Through this project, this radio sought to establish a positive impact by improving the professional standards of journalists and developing a journalistic culture adaptable to a new democratic environment after the general elections of January 2005.

IMPLEMENTATION

With \$20,000 provided by IPDC during the 47th session of the IPDC Bureau meeting, the implementation of this project focused on the acquisition of radio equipment through ADM/PRO/FPS and the training of radio personnel. The equipment, which was acquired through ADM/PRO, was delivered in May 2005. The equipment was installed and is fully operational.

RESULTS

Equipment for Radio Ndélé Luka, which was acquired through ADM/PRO/FPS, had been installed and programme production has been enhanced. Moreover, the quality of radio programmes broadcast has improved.

CONCLUSION

Project implementation has been terminated and is still to be financially closed. Radio Ndéké Luka now contributes to developing a critical mass of information programmes that focus on the culture of peace, democracy and political tolerance.

NATIONAL PROJECT

CHAD: STRENGTHENING THE CAPACITIES OF AGENCE TCHADIENNE DE PRESSE (ATP)
PROJECT NO: PDC/24CHD/01 (354 CHD 5031)
US\$30 000

TYPE OF PROJECT

Elaborated and submitted for funding by the Chadian government, this project was designed to acquire technical equipment to facilitate the reinforcement of the capacities of the Chadian News Agency, *Agence Tchadienne de Presse (ATP)* to collect, treat and disseminate news in the provinces. It also aimed to provide these provincial bureaux with technical equipment that would facilitate sending dispatches from the provinces to the Central desk in N'djamena. In the long run, this project seeks to ensure a regular production of the Agency's daily news bulletin.

IMPLEMENTATION

The implementation strategy for this project focused on the acquisition of requisite technical equipment and the organisation of a training session for the technical staff of the agency. The first phase - the acquisition of equipment - has been terminated, the equipment having been delivered to the beneficiary through UNDP N'djamena. The consignment included equipment for reporting, production and reproduction. The second phase of the project's implementation consists in training and the modalities for the training have been finalized between the Yaoundé Office and the News Agency's head office in N'djamena. The training will start in September 2005.

RESULTS

The first phase of the implementation of this project has been terminated with the acquisition, delivery and installation of requisite equipment at the Head office of the *Agence Tchadienne de Presse*, as well as in its Provincial bureaux.

CONCLUSION

The implementation of this project has experienced some delay. The reason for this delay are the poor communication links between N'djamena and Yaoundé which caused the project proponents to always be late in responding to official correspondence regarding the implementation of the project. With the first phase having been terminated, the second phase, which is training, will take place in September at the Agency's premises. _

NATIONAL PROJECT

**GHANA: COMMUNITY MULTIMEDIA CENTRE FOR AJUMAKO
BISEASE**
Project No: PDC/48 GHA/01 (354 GHA 5041)
US\$22 000

TYPE OF PROJECT

The project intends to develop a low-cost easy to operate grass-roots community FM station in the rural community of Ajumako Bisease, in Ghana, with programmes designed by local people to help preserve their cultural traditions, bring down the illiteracy rate, alleviate poverty, promote preventive health education, encourage women empowerment, and discuss modern farming methods. A Community Multimedia Centre (CMC), integrating a radio, a library, a telecentre and ICTs will be developed to help empower the community by giving a strong public voice to the voiceless for greater accountability and participation in the democratic process.

The immediate objectives of this project are:

- To help local people develop their own information resources;
- To create a framework to discuss various social and other challenges;
- To help create awareness on HIV/AIDS and foster behavioural change;
- To help create awareness on environmental degradation and to redress it.

IMPLEMENTATION

A contract was signed in August 2005 with the Ghana National Commission for UNESCO, which is working with the rural community of Ajumako Bisease to establish the CMC. The renovation of the building is almost (about 90%) complete and the furniture for the centre has been ordered. The Ghana National Commission for UNESCO has held several consultation meetings with the Ajumako Development Association and the communities to ensure their involvement in the project. The purchasing of computer equipment is underway and the 100 W suitcase radio broadcasting unit has been ordered from Wantok Inc. Canada through the Procurement Division at HQ. Correspondence between the Ajumako Development Association and the Ghana National Communication Authority shows that the frequency allocation and licensing of the CMC radio is expected soon (probably before the end of 2005).

RESULTS

- The renovation of the CMC building is virtually complete, about 90% complete;
- The procurement of computer equipment and the suitcase radio is underway.

CONCLUSION

The consultations with the beneficiary community and the preparation of the CMC building have taken longer than the originally planned 2 months, and this may delay the overall implementation of the project. Although this is not unusual, closer monitoring will now become necessary. The involvement of the community appears to be quite strong. Overall the project is on track with slight delays.

NATIONAL PROJECT

**KENYA: AUDIO VISUAL MEDIA TRAINING
PROJECT NO: PDC/24KEN/01 (552 KEN 5000)
US\$ 62 514**

TYPE OF PROJECT

The project aims to provide quality capacity enhancement training programmes for audio-visual media practitioners and artists, with special focus on the production of innovative fiction films with development messages. This will ensure that the practitioners and artists are better placed to take up the challenge of filling the anticipated allocation of quotas for local content. The project will not target entry-level trainees. It will complement other training initiatives currently concentrating only on the production of documentaries, an important stepping-stone for the trainees targeted under this project.

The project will be implemented by the non-governmental organization, Development Through Media, in continuous three-year phases, with each phase broken down into yearly activities. In the first phase, DTM will work at the national level. The experiences and lessons learnt will be used to develop a regional programme expected to commence in the second phase.

IMPLEMENTATION

The plan of operation was signed and a budget code has been created. A contract between UNESCO and DTM was finalised and the first phase of activities has commenced. Presently the following activities are being implemented: Purchase of equipment; identification and selection of scripts by a panel of experts and identification and selection of participants in the training.

This project implementation was delayed due the late release of funds from JFIT; the administrative process of extending the period of implementation from the originally set date to the current extension (Dec. 2006) caused further delay. The implementing agency, DTM, has also been slow in sourcing the project equipment, reference e-mail 23rd Nov. in which DTM explained that the sourcing of the equipment was derailed by their involvement in the production of episodes regarding the just concluded referendum in Kenya. Nevertheless, the project is set to be completed by August 2006.

RESULTS

It is expected that in the course of one year the following three training activities will be carried out; the training of the 12 selected scriptwriters and screenplay directors, as well as the director of photography.

CONCLUSION: The project will be fully implemented by August 2006.

NATIONAL PROJECT

KENYA: COMMUNITY MULTIMEDIA CENTRE, BONDO DISTRICT
Project No: PDC/48 KEN/01 (354 KEN 5041)
US\$22 000

TYPE OF PROJECT

The purpose of this project is to create a community-owned, community-managed and self-sustaining Community Multimedia Centre in the Bondo District, Kenya. The immediate objectives are: To facilitate communication and the processing and transmission of information using electronic means appropriate for a rural setting; To transfer technology with a high potential of development, from radio and television to telephones, computers and the Internet; To develop the human resources capable of delivering a critical mass of information on poverty eradication and socio-economic development to the Bondo community; To develop an appropriate communication and information infrastructure, facilitate Internet connectivity and provide low-cost Internet access to make information and communication a part of the community's daily life.

IMPLEMENTATION

IPDC approved Bondo Community Multimedia Centre Pilot Project with funding of US\$ 22,000 against the requested amount of US \$ 40,726. Due to the limited funds for the project, the ACI/NAI has been mobilising resources to supplement those of the IPDC. It is also seeking collaboration with other donors who have the same interest in the area. By October 2005, the International Telecommunications Union (ITU) through the Kenya College of Communication Technology (KCCT) approached UNESCO to have a joint project in Bondo which would be complementary to the IPDC project. With them on board as well as the government of Kenya, the implementation process was delayed as various discussions had to be held to determine which activities the various parties would take up based on their available funding. Ultimately it emerged that the wireless equipment proposed by ITU would not work well with this project. Discussions with the government of Kenya continued and currently the government, through the Ministry of Information, has undertaken to provide some of the equipment.

The sourcing of equipment within the funding provided by UNESCO began in October and the obligation for this equipment was raised. A reputed international firm that presented the best bid has already been commissioned to supply and install the equipment. An agreement has been signed to ensure the firm fulfils its obligation according to the quotation. It is expected that the installation and commissioning of the equipment will be finished before the end of January 2006.

RESULTS

This is a pilot project and is expected to assist the Government of Kenya in developing a national action plan for the establishment of country-wide community network as a strategy for enhancing universal access to information in remote and disadvantaged community areas. This project will be fully implemented by early 2006.

CONCLUSION: With the active collaboration of GOK and other partners, this project will serve as platform for several others in Kenya.

NATIONAL PROJECT

**TANZANIA: CAPACITY BUILDING FOR TELEVISIYENI YA TAIFA, TVT
PROJECT NO: PDC/24 URT/01 (552 URT 5000)
US\$ 75 710**

TYPE OF PROJECT

Televisheni ya Taifa (TVT) is a public service broadcaster that started formal transmission in March 2002. It currently reaches less than 1/6 of the country, but plans are underway to increase its coverage nationwide. About 80% of its programs are locally produced and the aim is to increase this percentage as more program production equipment is acquired and more skilled producers and journalists employed. This project was designed with to train TVT professionals in producing quality productions and to modernize the production facilities in the TV room, thus enhancing the TVT's capacities.

IMPLEMENTATION

The project proposal had to be revised after the first submission and it was eventually endorsed by the IPDC Council in 2004. Funds for implementation were allocated to the Dar Es Salaam Cluster Office at the end of February 2005, hence the need for a revision of the implementation dates which were extended to the end of 2005. The project is executed by TVT on behalf of the relevant Ministry.

Implementation started with the acquisition of equipment facilitated by UNESCO Dar Es Salaam Office. Given the delay in starting implementation, it was agreed with the counterparts that, instead of procuring the equipment by tendering, following Government procurement procedures, UNESCO would purchase directly, thus making savings on VAT. The equipment consists of: 1 unit of computer network switchers and server; 1 Macintosh workstation G5 processor; 1 AVID software; 1 digital projector; 3 cameras VX2100 - for USD 27,000. Given the unavailability of these items in the country, it was necessary to import them, which further delayed the training by a couple of months. TVT also contributed equipment to the project by providing: 1 40-80 GB computer; 2 laptop computers; 3 video tape recorders; 1 control room mixing control; 1 audio video mixer; 1 camcorder - for USD 31,500.

Training of 27 trainees from radio and TV will take place in early 2006 to ensure the availability of journalists who will be covering the elections on 16 December 2005. Prior to that, the arrival and installation of all equipment will have taken place. The training will be facilitated by two foreign trainers (from Germany and Malaysia) for the 2 initial weeks; thereafter local trainers will take over for the remaining 4 weeks. Contractual arrangements are in place with TVT for the entire logistical and administrative organization of the training that will be held at the TVT facilities.

RESULTS

Expected results are improved skills for 27 journalists on news coverage and program production, as well as an improved newsroom equipped with a modern program production room. All the equipment has been purchased and is currently installed at TVT. The training will only be organized by late February 2006 based mainly on the availability of the two foreign trainers.

CONCLUSION: There is every sign that the project will be successful. It is recommended that UNESCO continue to monitor the performance of TVT and provide technical advice whenever needed. The replication of the training of the journalists, both in terms of refresher training for the current trainees and of expansion to new trainees, is also highly recommended and has been discussed with TVT. This will ensure the long-term enhancement of TVT's performance.

ASIA AND THE PACIFIC

REGIONAL PROJECT

ABU: TRAINING AND COPRODUCTION FOR CHILDREN'S TELEVISION
PROJECT NO: PDC/23 RAS/01 (354 RAS 5031)
US\$ 12 000

TYPE OF PROJECT

The Asia Pacific Broadcasting Union (ABU) is a professional association of 130 broadcasting organizations in 54 countries of the Asia-Pacific region. The purpose of ABU is to assist in the development of radio and television in Asia and the Pacific. Supporting member organizations in their collective efforts to increase the diversity of programmes through mutual exchanges is one of main objectives of ABU. The ABU Children's Item-Exchange Meeting provides an annual opportunity for producers of children's television in the Asia-Pacific region to meet, exchange items and learn from each other since 1992. In an effort to contribute to the development of quality children's drama in Asia, this proposal aims to introduce a new, age-appropriate genre – children's docu-drama - to selected Asian countries.

IMPLEMENTATION

In the framework of this IPDC project, ABU identified six producers from six countries to participate in the training, production and exchange of children's docu-drama programmes. The participating TV organizations / countries were: RTPRC/CCTV China, RTHK Hong Kong, NHK Japan, EBS Republic of Korea, RTM Malaysia and MRTV Mongolia. (Only the three developing country members were sponsored from IPDC funds.) The Executive Producer (EP) of the project came from EBS Korea.

The project consisted of (a) a workshop to develop the programme outlines; (b) a production period during which each producer worked on a 15-minute children's drama episode; (c) hands-on training by the EP in China, Malaysia and Mongolia; and (d) a workshop to critique the rough cuts. The two workshops were held in the context of other meetings to keep the costs down.

RESULTS

The outcome of the project consisted of six children's docu-drama productions. Three of them were supported by the IPDC project: CCTV - Meixiang's Promise; RTM Malaysia - View from the top; MRTV Mongolia - The Foal and Me. The three others were: RTHK – The Breaths Of Trees; NHK - The Omelette; and EBS – My Tooth The Coward.

CONCLUSION :

These programmes were completed in the first quarter of 2005. By mid-2005, five members had broadcast the whole series, which was well received. CCTV intended to broadcast the series in October 2005. Following the success of the 1st series, it was determined that a 2nd series should be held. The 1st meeting for the 2nd series was hosted by NHK in Tokyo from 25-27 April and the 2nd meeting was held in Kuala Lumpur on 1-3 July 2005. This year, there were three new participants, namely, BBS-Bhutan, DDI India and IRIB Iran.

REGIONAL PROJECT

ABU: WORKSHOPS ON LOW COST DIGITAL PRODUCTIONS SYSTEMS
PROJECT NO: PDC/24 RAS/02 (354 RAS 5037)
US\$ 20 000

TYPE OF PROJECT

The Asia Pacific Broadcasting Union is a professional association of over 130 broadcasting organizations. The purpose of the ABU is to assist in the development of radio and television in the Asia and the Pacific. Supporting member organizations in their efforts to enhance the technical capacity and therefore to migrate into digital production is a key objective of the ABU. The purpose of this project is therefore to support less affluent broadcasting organizations in the region to acquire relevant know-how and to design appropriate digital solutions for production suitable for their financial resources.

IMPLEMENTATION

The immediate objective was to organize and conduct two regional workshops on configuring low-cost digital production systems for smaller and less affluent broadcasters. The reduced project funding afforded the organization only one workshop. This ten-day activity was organized in Vientiane, Laos from 2-13 May 2005 and included engineers from seven ABU member organizations, namely: BBS - Bhutan, BPA-Kiribati, MRTV-Mongolia, VOM-Maldives, RNE-Nepal, VOV-Vietnam, and 5 participants from Lao National Radio. Two resource persons from Turkish Radio and Television and Islamic Republic of Iran Broadcasting led the workshop together with the ABU project manager.

RESULTS

The knowledge of participants was enhanced in their exposure to digital technology allowing broadcasters to establish efficient low cost production and play out systems. It also opened up wider possibilities for low budget community broadcasting. A report on this activity is available and information on the workshop was published in UNESCO webworld. Work has already started on the reference manual which is scheduled for completion in October 2005. A copy of the draft manual is available.

REGIONAL PROJECT

AIBD: DIVERSIFYING INFORMATION AND IMPROVING RADIO PROGRAMME PRODUCTION THROUGH THE DIGITALISATION OF RADIO ARCHIVES

PROJECT NO: PDC/23 RAS/04 (354 RAS 5034)

US\$ 15 000

TYPE OF PROJECT

The aim of this project was to improve the status of the sound archives at the national radio stations.

IMPLEMENTATION

Four training workshops were conducted: in Thailand (18-26 November 2004); Samoa (27 January-04 February 2005); Bangladesh (6-14 March 2005), and Laos (28 February - 04 March 2005), as well as a follow-up activity in Bangladesh (16 - 20 October 2005). In Thailand more than 50 managers, archivists and engineers from various electronic media outlets attended. In Samoa, two to five staff members of Samoa Broadcasting Corporation (SBC) participated in the workshop. The Lao National Radio workshop was attended by ten staff from technical, programme and archives sections; and in Bangladesh, 16 participants from the Bangladesh Betar Transcription Service (BBTS) took part.

Each workshop started with a detailed analysis of the current situation of the sound archive. The workshop content and proceedings were carefully adjusted to the situation at the particular radio station concerned. At the end of the workshop the consultant and the participants developed a roadmap, which outlined the further actions required from the station to develop its archive. The consultant took great care that the goals in these roadmaps were achievable and realistic. After each workshop the consultant prepared a detailed report, which summarized all findings and observations, and gave recommendations for the development of the archive. The consultant conducted the workshop as close as possible to the radio station's requirements. (A series of similar workshops were held in Central Asia supported by UNESCO's Regular Programme budget.)

RESULTS

The project went beyond what was originally aimed at in the project proposal. Besides just informing the management and archivists about modern archive solutions, it has initiated changes and developed practical work plans for the development of the stations' sound archives. The training covered such issues as the benefits of well-organized archives; "obsolescence"; the structure of modern archives as multidisciplinary systems; conversions; storage; cataloguing; and metadata schemes. Were also discussed such subjects as descriptive data for electronic media content, analogue to digital conversion technologies, retrieval and distribution methods, strategies for the conversion and preservation of the existing archive material and selection criteria for archive material. In most of the radio stations the planning process for the digitization of the sound archives has been triggered and the stations have been guided to follow modern archival principles. Bangladesh Betar especially has done great progress in its digitization process under this project.

CONCLUSION: The workshops have clearly shown the strong interest in the topic among broadcasters and proved that the broadcasters are aware of the urgency of developing their sound and video archives. IPDC Bureau 2005 decided to select this project for evaluation.

REGIONAL PROJECT

**AMIC: PROMOTING EDITORIAL INDEPENDENCE AND MEDIA
PLURALISM
PROJECT NO: PDC/23 RAS/03 (354 RAS 5033)
US\$ 16 000**

TYPE OF PROJECT

This project proposes to address the aspects of editorial independence of Public Service Broadcasting TV. The proposed research will specifically address the following problems: (i) the extent of freedom of TV in selected Asian countries vis-à-vis government regulations in this regard; (ii) the extent of 'objectivity' of reporting news and events (why certain events are reported and others are not); and (iii) the extent to which public good is kept in focus; and (iv) the extent to which pluralism both in medium and the content is practiced.

A qualitative research methodology will be adopted, where PSB television executives, media critics / scholars and community representatives will be interviewed on the issues, along with a survey of media regulations. The solution proposed by this project is through a process of sensitization of the media and advocacy groups, the concerned government authorities, parliamentarians and others who influence public opinion.

IMPLEMENTATION

Under a contract established with AMIC in May 2005, country specific research was carried out in 8 countries of South and Southeast Asia, including Bangladesh, India, Pakistan, Sri Lanka, Indonesia, Malaysia, Philippines and Thailand, to assess the editorial independence of TV in these countries and to simultaneously sensitize media and advocacy groups on media freedom.

Country researchers in each country who were commissioned to do the field research, have completed the task and written their respective reports. The reports are currently being edited.

Final document consisting of all 8 country reports is expected to be ready by 8th February 2006. This is expected to be published in an electronic book form on the AMIC website, and also incorporated into CD-ROM, both of which are planned for release by the end of March 2006.

RESULTS

Project is still ongoing.

CONCLUSION

REGIONAL PROJECT

AMIC: NEWSPAPER MANAGEMENT FOR WOMEN JOURNALISTS IN ASIA

PROJECT NO: PDC/24 RAS/04 (354 RAS 5038)

US\$ 25 000

TYPE OF PROJECT

This project seeks to address the unequal opportunities in promotion and training among women, and rectify misconceptions about their capabilities. It proposes to hold a five-day workshop on newspaper management for women editors/journalists in the region. It will also facilitate improvement in the investigative capacity of women who will identify, analyze and synthesize management dilemmas and responses. The immediate beneficiaries are women news editors.

IMPLEMENTATION

The immediate objectives are: to train 22 journalists/news editors from 11 Asian countries in a five-day workshop; to publish 700 copies of a book on newspaper management and to distribute the book to selected individuals and media institutions in the region. A contract has been established with AMIC to invite 12 women news editors and senior journalists from six South Asian countries to produce case studies on the issues which women face as news editors in their respective environments; to be followed by a workshop to further elaborate the studies; and an analysis and synthesis of the case studies with best practice models which will facilitate women's access to better positions in newspapers.

The workshop was held on 26-27 March, 2005 in Colombo, Sri Lanka. The workshop proceedings and case studies were published late 2005 in the Asian Mass Communication quarterly, *Media Asia*, Volume 32, No.1. Taking into consideration the high quality of the papers and case studies from this activity, savings accrued on the existing budget have been put towards the publication of a book featuring more indepth summaries of the country situations. The book is presently being edited with a view to publication in the near future.

RESULTS

CONCLUSION

The project is still ongoing.

REGIONAL PROJECT

**AMIC: MEDIA PLURALISM IN ASIA: THE ROLE AND IMPACT OF
ALTERNATIVE MEDIA
PROJECT NO: PDC/48RAS/04 (354 RAS 5043)
US\$ 15 000**

TYPE OF PROJECT:

The Asian Media Information and Communication Centre (AMIC) is a resource organization for communicators in the Asia-Pacific, which aims to spearhead the development of media and communications in the region. Among others, it serves as a clearinghouse of information, an initiator and implementer of research activities and a publishing house specializing in communication issues.

This IPDC project (including a survey-publication and a website) aims to provide an understanding of the best practices and lessons learnt from various alternative media initiatives across Asia. The countries covered for this research project include Bangladesh, India, Indonesia, Malaysia, Nepal, the Philippines, Sri Lanka, and Thailand.

This project aims to encourage greater interaction and understanding among alternative media practitioners across Asia.

IMPLEMENTATION

AMIC is working with independent researchers in the above-mentioned countries to compile the information. Preference will be given to projects which use a combination of traditional media and new communication technologies.

A book will be compiled with an introductory chapter giving an overview of alternative media development in the Asian region and the legal and political barriers they face. Each country chapter will include a comprehensive analysis of at least two alternative media projects and a discussion / description of at least two other “interesting” models / projects. The chapter will open with a discussion on the regulatory environment for alternative media in the country concerned, including such aspects as the laws governing community-based broadcasting and the Internet.

A website will also be created which will form the basis of the planned Asian Alternative Media portal.

Research is due to be completed by the end of February 2006 and the book and the website are planned for launching in August 2006.

RESULTS

There was a slight delay in the launching of the project. It is therefore still early to report on results.

CONCLUSION

The project is ongoing.

REGIONAL PROJECT

ASSOCIATED SCHOOLS (ASP) NETWORK: MEDIA EDUCATION IN THE PACIFIC
PROJECT NO: PDC/24 RAS/01 (354 RAS 5036)
US\$ 15 000

TYPE OF PROJECT

The IPDC-sponsored *Media Education in the Pacific: A Guide for Secondary School Teachers* (2003) is the first Pacific Islands (PI) media education study book. It was developed with the Pacific Islands media to help teachers in the Pacific introduce media education into their classrooms. The objective of this project is to help the new generation of mass media users and future decision-makers to take part in the media and understand its role, functions and diversity. The Guide was launched at the annual ASP coordinators' meeting in June 2003, for use at national levels.

IMPLEMENTATION

This ongoing IPDC project aims at enhancing the use and impact of the Guide. IPDC and supplementary CI Sector regular programme funds were used to conduct a series of national workshops for teachers and a small number of students. Initial activities included the recruitment of the international trainer, building of the workshop programme, and selection of participants. The activity was managed jointly by the Apia CI Sector and National Programme Officer for Education. Reports on all workshops were submitted at the conclusion of each workshop.

RESULTS

The countries were chosen on the basis of their activeness in ASP activities, although the intention was to try and get the same number for the Melanesian, Micronesian and Polynesian groups in the Pacific. For some countries it was difficult to participate in the project as they did not wish to interrupt their schools' schedules; despite this difficulty, most of the countries that participated managed to fit in the Media Education workshops. The countries involved included: Samoa (23-24 Sep 2004), Kiribati (22-24 Feb 2005), Fiji (19-20 April 2005), Tonga (3-5 May 2005), Republic of Palau (11-14 May 2005), Solomon Islands (25-26 May 2005), Cook Islands (21-24 June 2005). The workshops were supported and endorsed by the National Commissions and the Ministries of Education.

Recommendations: 1/ In some countries it was highly recommended that English, Language and Communication teachers be given first priority to attend such workshops; 2/ Organize more workshops of this kind; 3/ Provide a greater amount of audio and visual resources for the workshops to add variety and stimulation to learning. 4/ Grant more time for the workshops; 5/ Develop a students' network on Media Education, especially in Fiji; 6/ Create more copies of the resource book for countries; 7/ Set up a separate workshop for secondary school students; 8/ Organize follow-up workshops; 9/ Extend the workshop to the communities for dissemination of the guide.

CONCLUSION: The workshops' objectives and learning outcomes were achieved. Despite limited resources, the workshops have been very effective in providing secondary school teachers and the workshop students with extensive training in Media Education and with materials to deliver the programme to students, as reflected in the evaluations made by participants at the end of the workshops. The Guide has been planned for easy and immediate use in classrooms. It is hoped that funding will be made available to continue workshops in the remaining Pacific Island Countries.

REGIONAL PROJECT

IMPROVE THE TECHNICAL QUALITY OF *THE PACIFIC WAY*

Project No: PDC/48 RAS/10 (354 RAS 5046)

US\$20 000

TYPE OF PROJECT

Since 1995 the SPC Regional Media Centre (RMC) has been producing a regional television magazine show called *The Pacific Way*. The one-hour show is produced monthly and distributed to 20 television stations around the region. It is one of the few regular local content TV programmes in the Pacific Islands region. As such, it is important for enhancing cultural diversity in the small Pacific Island Countries and Territories (PICT). Financial assistance for this regional project has been provided by IPDC/UNESCO since the inception of the show 10 years ago.

IMPLEMENTATION

To date the status of the two components of the project is about 60% to completion. One of the major obstacles to completing the project earlier was the delay in shipment by the supplier. Below is a summarized sequence of how the project was implemented:

Component 1: Improve the Technical quality of *The Pacific Way*

The two key areas for improving the technical quality of *The Pacific Way* programme are the purchase of reflect media and the purchase of a teleprompter system. So far all payments for the purchase of these items have been made but the delivery of the equipment by our supplier has been delayed. In the meantime, both the video and graphic sections at SPC Regional Media Centre are working on new concepts for the show background.

Component 2: Improve RMC video archiving system

The main areas identified as important to video archiving were: a) the design and development of a customized database for the cataloguing of both Camera and Edit master tapes; and b) the input of information (both raw and edit master tapes) to the database. This component of the project has been more successful, especially with regards the design and development of database, which has now been completed. The input of information into the database is ongoing and requires additional funding to ensure that all materials are properly catalogued, logged, tapes numbered and the library organized professionally to meet international standards.

RESULTS

Component 1: No results to report at this moment as we have still not received the equipment. However, it is anticipated that the new equipment will greatly enhance the aesthetic quality of *The Pacific Way* presentation.

Component 2: To date we can quantify the work done by two temporary staff hired for 3 months with funds provided by IPDC/UNESCO in the following manner:

- The first phase of the database funded by IPDC is completed. The database is on the SPC network and can be accessed by all members of RMC staff. The next phase, which is being funded by SPC will make the database more multifunctional.
- 8 seminars were conducted to teach RMC staff in the use of the database
- The process of numbering of Camera Master tapes has begun
- Inventory of number of Camera Master (CM) tapes and Edit Master tapes at RMC Library

CONCLUSION

- The new technology in virtual *Reflect-media* is extremely portable. Its portable feature would make it possible to take the set for training and production in any part of the region.
- It is anticipated that all equipment will be received before the end of the February. The inauguration of The Pacific Way's new set is being planned in May. The new look of the show will bring about other changes and stories are expected to be more focused and sharper.
- The database component of the project is a very valuable one for both SPC and member countries. Once the second phase is completed, copies can be offered to small video libraries to improve accessibility of information. RMC will offer training to those who are interested in using the new database.
- It is expected that the second phase of the database will be completed by March this year.

REGIONAL PROJECT

**PANOS: TRAINING ON RADIO, DIGITAL AND ON-LINE
TECHNOLOGIES FOR SOUTH ASIAN MEDIA
PROJECT NO: PDC/23 RAS/05 (354 RAS 5035)
US\$ 14 000**

TYPE OF PROJECT

Regular training of South Asian journalists in radio and digital technology has been incorporated in the programmes of the Panos South Asian Media Centre in Kathmandu. These workshops are designed to enhance the reporting and production skills (programming content, script writing, presentation, editing etc.) of the trainees.

IMPLEMENTATION

A training workshop on conflict reporting in radio, using digital technology, was organized at the Panos Centre, on 20-27 August 2004. The thematic sessions involved the following: understanding and reporting conflict; what conflict stories tell about South Asia; ethical issues and practices in South Asia; community radio experience on reporting conflict; reporting human rights; impact of conflict on women. The technical aspects covered digital and on-line technologies. There were 11 participants from Bangladesh, Bhutan, India (3), Sri Lanka (2) and Nepal (4). Two participants (India and Pakistan) cancelled at the last minute. During the eight-day workshop, participants took part in practical sessions on the use of various digital technology peripherals, hardware, software, and techniques such as digital audio formats. They also visited stations using digital technology and learned about the experience of a satellite FM network in Nepal. Besides enhancing their thematic and technical skills, the workshop helped them to broaden their horizons on radio as a whole.

RESULTS

The workshop was divided into thematic and technical sessions. It helped participants understand conflict issues in media reporting and entailing responsibilities. With hands-on technical aspects and radio production assignments, participants produced actual radio features and news in groups. During the eight-day workshop, participants took part in practical sessions on the use of various audio production related digital technology peripherals, hardware, software, and techniques, such as audio recording using MiniDisc Recorder, audio editing using CoolEditPro and working on various digital audio formats. They learned about the basics of how digital audio is different from more advanced application of digital technology, such as multi-track mixing and editing.

CONCLUSION

Panos South Asia implemented the project very promptly, combining efficiently the learning of skills and issues into one workshop. Reporting on the project was prompt and comprehensive. The feedback from participants was positive.

REGIONAL PROJECT

PINA: PACIFIC TELEVISION PROGRAMMING FOR COMMUNITY DEVELOPMENT

PROJECT NO: PDC/23 RAS/02 (354 RAS 5032)

US\$ 30,000

TYPE OF PROJECT

In 1993 and 2003 UNESCO-sponsored Pacific Islands TV surveys found little evidence of the use of television for national development. They noted that most television services were introduced for entertainment rather than for development or educational purposes. In 12 of 18 countries, content was 80-100 % foreign. The 2003 survey recommended pro-active intervention to promote greater local programming and to empower PI TV stations to develop programming to assist national development.

IMPLEMENTATION

Project implementation was contracted to the Pacific Islands News Association (PINA) and consisted in sub-contracting trainers, building the courses, selecting and inviting delegates, and conducting 2 workshops in Fiji (23–25 March 2005) and Tonga (28–30 March 2005). PINA contracted Mr. Richard Broadbridge, Program Director for Fiji TV and PINA Industry TV Trainer, and Mr. Sean Dorney, a highly experienced TV professional from Radio Australia as lead trainers for the Workshops.

UNESCO, PINA, and the trainers agreed to conduct training workshops on Investigative Journalism and Media Law as significant catalysts for community development. The workshops promoted freedom of expression and information with an emphasis on the role of television in community development; contributed to public awareness and transparent decision-making on development issues; and reinforced media pluralism by helping to empower Pacific Islands TV stations to produce local programming and reduce dependence on imported entertainment programming. The workshops also focused on skills for investigating and reporting on development issues; the principles of good governance and transparency, and the importance of applying these principles in the planning of national development goals and the implementation of development programmes; the key issues related to freedom of information; and the development risks of such malpractices as corruption.

The Fiji Workshop consisted of 10 regional media delegates (3 women/7 men) from Tuvalu, Cook Islands, Solomon Islands, Papua New Guinea, and Fiji. The Tonga Workshop was attended by 10 Tongan nationals from the country's 3 TV stations (7 women/3 men).

RESULTS:

The workshops in Fiji and Tonga went very well and were attended by an enthusiastic group of media personnel. The trainers received good support from the host media organizations in both countries and the feedback from the course evaluation forms indicates a high level of appreciation from the participants for this UNESCO-funded initiative. Very high travel costs and flight cancellations reduced the number of workshops from the original 4 to 2. The trainers provided a detailed report on participants, course content, course evaluation, and the certified Financial Statement.

CONCLUSION: Participants called for an advanced Workshop on Freedom of Information and Freedom of Expression, with a specific focus on the protection of journalists and their families. The Workshop should be repeated for Melanesian and Micronesian journalists.

REGIONAL PROJECT

**SOUTH ASIAN CMC NETWORK: PILOTING DIGITAL SKILLS AND
MULTIMEDIA CONTENT FOR CMCs
PROJECT NO: PDC/48 RAS/09 (354 RAS 5045)
US\$ 20 000**

TYPE OF PROJECT

The project is training CMC workers from South Asia and the Philippines in digital content creation skills, exposing them to multimedia formats and enabling them to start simple multimedia content production programmes at their CMCs. The CMCs will develop better skills to use digital recording, production and sharing tools, and an enlarged sense of how they can create local content through their CMCs. *Digital stories* are the format being focusing on, however the skills to be acquired are transferable and the digital story format itself is adaptable.

IMPLEMENTATION

The project is being run in collaboration with the Queensland University of Technology (QUT), which has strong experience with the digital story format, and with the collaborative ethnographic action research network on content creation as a contributor to achieving MDGs. The main pivot of the project is a regional workshop – February 19-26 (2006) at the Namma Dhvani CMC in Budikote, South India – which will be followed by adapted introductory digital story training and programmes at the participating CMCs. Funds for the workshop have been reserved, detailed plans, including participants' lists, travel arrangements and coordination with the local partner have been made, and terms of reference have been developed for the participating CMCs to run follow-up digital skills and multimedia content programmes. Postponement of the workshop has slowed the overall timeframe of the project down by several months, however the new dates will ensure a more successful workshop in terms of cost-sharing and preparations, especially concerning the technical facility.

RESULTS

- Preliminary materials – samples of digital content, including digital stories – have been distributed to participating CMCs as a basis for sites' conceptualisation of multimedia content and their ongoing work with digital production
- Trainers selected in conjunction with QUT, the project's implementing partner
- Guidelines for technical specification requirements for digital content production are in development
- Digital skills for multimedia content training curriculum are in development
- Workshop plans drafted including participant composition, travel logistics, local facility preparations and coordination with the local partner

CONCLUSION

The workshop has attracted considerable attention from media and ICT agencies, especially in terms of its innovativeness as a content format. The project preparations are in good order. The workshop is (re)scheduled for February 19-26 (2006) and the entire project will be completed by June 2006.

REGIONAL PROJECT

**SOUTH EAST ASIAN PRESS ALLIANCE (SEAPA): JOURNALISM ASIA FORUM 2004; MEDIA ETHICS AND PLURALISM IN ASIA
PROJECT NO: PDC/24 RAS/06 (354 RAS 5039)
US\$ 22 000**

TYPE OF PROJECT

SEAPA is a sub-regional press freedom organization of South East Asia. Based in Bangkok, it has constituent organizations in East Timor, Indonesia, the Philippines, and Thailand. SEAPA has supported its members' efforts to establish the Journalism Asia Forum as an annual event followed by the Journalism Asia annual publication on the state of the press in Asia. The JA Forum and publication provide a yearly occasion to review a media issue from an Asian perspective.

IMPLEMENTATION

The SEAPA Philippine member, the Centre for Media Freedom and Responsibility (CMFR) undertook the preparatory activities for this project, from the conceptualization of themes to the selection of resource persons and ensuring the logistics for the holding of the 4th Journalism Asia Forum. More than 40 journalists and academics from Hong Kong, India, Indonesia, Malaysia, Myanmar, the Philippines and Thailand gathered in Bangkok on 27-30 January 2005, to discuss issues of media and pluralism, and to review the state of the press in their respective countries. This year, CMFR and SEAPA also asked the ASEAN Mass Communication Studies and Research Center (AMSAR) to support the activity as a partner-organization. IPDC provided SEAPA with the funds for the meeting and CMFR sourced a supplemental grant from the Konrad Adenauer Foundation's Singapore office. This year's JA forum focused on the theme of "Media Ethics and Pluralism in Asia." The issues discussed during the JA forum were used to generate and to finalize the articles and reports for the Journalism Asia publication. Articles were written based on the papers presented in the forum.

RESULTS

JA Forum - As designed, the discussions of the JA Forum did not come up with conclusions. Rather, the aim was to start a discussion on a given topic among media practitioners, academics and other stakeholders, as a way of encouraging different organizations to continue the exchange in their own forums. Further partnerships will be sought to help SEAPA-CMFR to continue organizing the Journalism Asia Forum in the coming years.

JA publication - Journalism Asia 2004 has been published and sent for free to the forum participants, who are journalists around the region. In the Philippines, copies were given to the CMFR's board of trustees and to a number of media organizations and practitioners. The contents of the magazine can be accessed at CMFR's website <http://www.cmfr-phil.org>. The publication elicited immediate positive feedback from the participants as well as other parts of the world, also thanks to the publicity gained through the IPDC grant and the subsequent publicity through UNESCO's electronic news channels.

CONCLUSION: With the help of IPDC, CMFR and SEAPA were able to organize SEAPA's 4th JA Forum. The JA Forum has become an important meeting for Asian journalists coming from different political systems, and socio-economic and religious environments to share experiences, and establish a consciousness about the shared values among journalists and members of the academe.

NATIONAL PROJECT

**AFGHANISTAN:
FURTHER DEVELOPMENT OF A WOMEN IN MEDIA NETWORK
PROJECT NO: PDC/23 AFG/01 (354 AFG 5031)
US\$ 20 000**

TYPE OF PROJECT

The aim of this project is to expand the network of the Voice of Afghan Women (VAW) association in provinces through training, capacity building, extension of VAW's radio coverage and cooptation for work in the radio station. Women in Afghanistan continue to suffer severe discrimination, and it is vital that they have a place in the media, in order to ensure that there is a democratic platform for them to voice to their concerns and problems, particularly in view of the elections in September 2005.

IMPLEMENTATION

In January 2005 the implementing organization (VAW) and the Kabul Head of Office signed a contract for 14,200 US\$ for journalistic training for women and the expansion of VAW network.

In June 2005 a new CI Advisor, Ms Jacky Sutton, was appointed in the UNESCO Tehran Cluster, including Afghanistan. At a meeting with the executives of VAW during her first mission to Kabul in October, Ms Sutton advised them that UNESCO's support was conditional upon their adherence to transparent, democratic operating procedures, having been informed of non-democratic editorial and management practices within VAW. In this and subsequent missions to Kabul, she asked the executive officers of VAW to provide to UNESCO Kabul by 15 December 2005 a written constitution and terms of reference for VAW executive officers that were based on the principles of democracy and accountability. She warned that unless such documents were presented, UNESCO's support for VAW would cease and they would not feel in a position to hand over the TV transmitter or broadcasting equipment. This decision was reached in consultation with the Director of UNESCO Kabul and CI in headquarters. In the meantime, Ms Sutton agreed to finance the purchase of a new 1kw transmitter to replace the second-hand transmitter that had originally been bought for VAW. She arranged with the BBC in Kabul to have it installed on Asmai Mountain in December 2005, and paid for it out of Regular Programme funds for 2006/7 – a total of USD10,881.

In January 2006, at a subsequent meeting with VAW executives, Ms Sutton explained that all RP support for VAW would cease as the money allocated for the purchase of the new transmitter represented a sizable proportion of RP funding for Afghanistan and that she wanted to develop relations with other women's media organisations outside the capital, Kabul.

RESULTS

Thanks to this project, VAW-radio's transmitter, earlier located on the roof of the VAW radio studio in downtown Kabul, was moved up to the Asmai ('Antenna'), enabling VAW radio coverage to reach 'the big Kabul' area as well as rural areas of the Kabul province, the Shomali province and the Panshir Valley. The association is developing and comprises an increasing number of professionals from outside Kabul. The first training programme for five women radio-journalists was carried out.

UNESCO Kabul's support to VAW has ceased because the organisation was unable to produce the required evidence of a transparent and democratic management structure. The CI Advisor, in

collaboration with CI HQ, CI Kabul and DIR Kabul, is exploring possibilities of working with women's media organisations outside the capital, and media faculties outside the capital.

NATIONAL PROJECT

AFGHANISTAN: ESTABLISHMENT OF A TRAINING CENTRE AT RADIO-TELEVISION

PROJECT NO: PDC/23 AFG/02 (354 AFG 5032)

US\$ 30 000

TYPE OF PROJECT

The aim of this project was to establish a fully-equipped professional training centre at National Radio-Television Afghanistan (NRTA) to serve as the main training infrastructure for the various capacity building initiatives currently implemented with NRTA by different donors. Without training and reskilling, the quality and quantity of the news, information and entertainment output of NRTA cannot improve. By developing the professional skills of the NRTA staff, better quality educational and development broadcasts can be achieved. The training centre also aims to host seminars and workshops on issues such as freedom of expression and the role of public broadcasters in a democracy. The key development objective of the project is to establish NRTA as an editorially independent and effective national PSB system.

IMPLEMENTATION

The Plan of Operations for the implementation of the project was signed by the Minister of Information and Culture on 3 Feb 2005. Once the premises to host the training centre were identified and approved by NRTA's management and by the Ministry of Information and Culture in March 2005, UNESCO Kabul office started renovation work on the premises and the purchase of equipment.

RESULTS

In early May 2005 the renovation of three rooms was completed thanks to a contract of 3,486 USD with the building company Harowa (best of three quotations). The renovation work included scraping the old paint, repairing and water-painting 18 doors and windows, providing locks and equipping the bathrooms with 12 "wash-hand basins of Iranian quality". After that, furniture for a total of 3,095 USD was purchased by PCP company and installed – 1 Large table for meeting; 10 Computer Tables; 20 Ergonomic Office-Chairs; and 1 white board. Training equipment was purchased from the best of three quotations: 6 desk-top computers (Intel Pentium 4, 2.8 Ghz Processor, 512 MB DDR Memory, 80 GB HD drive, Internal CD writer, 1.44 MB FDD, On Board Sound and VGA, Microsoft Windows XP, 17" monitor with Win Office software/educational license with firewire); 1 Laptop (Intel Pentium 4, 2.8 Ghz Processor, 512 MB DDR Memory, 80 GB HD drive, Internal CD writer, 1.44 MB FDD, On Board Sound and VGA, Microsoft Windows XP, with Office software/educational license with firewire); 2 Network Printers; 1 Projector; 1 TV Set; 1 Photocopy machine; 10 UPS (1.2kw); 10 stabilizers (1.2kw).

The Training Centre was officially inaugurated on 24 May 2005 by Sayed Sangcharaki, Deputy Information and Culture Minister for Publications, by Gulan Hazrati, NRTA's President and Director-General; and by Malama Meleisea, UNESCO Kabul Director.

CONCLUSION

The project has been completed.

NATIONAL PROJECT

AFGHANISTAN: BAKHTAR INFORMATION AGENCY REFORM AND AFGHAN JOURNALIST TRAINING PROJECT
PROJECT NO: PDC/23 AFG/03 (548 AFG 5000)
US\$ 67 000

TYPE OF PROJECT

The project targets Afghan journalists, editors and media organisations, providing training and information sharing, and, in the case of the State news agency (BIA), providing consultancy support in developing plans for its transformation into an independent institution producing reliable reporting and information on the country.

IMPLEMENTATION

Since the approval of the project, IWPR-Afghanistan, the designated implementing agency, has undergone a major reorganization of its Kabul Office which led to the localization of its two main projects: the Panjwok newsagency, and the training branch, called Centre for International Journalism (CIJ). These two entities, initially involved in the drafting of the project proposal submitted to IPDC, are now operating outside the IWPR's umbrella. Taking into account the mentioned developments, UNESCO has negotiated with IWPR, CIJ, Panjwok, BIA and the Ministry of Information and Culture in order to finalize the Plan of Operations. As a follow up, both IWPR and CIJ have proposed alternative plans for the implementation of the project. The responsible PO, in consultation with the beneficiaries, evaluated the two alternative scenarios to ensure the most efficient implementation in coherence with targets set out in the project document.

In June 2005, an Activity-Financing Contract for the amount of 15,000 USD was signed for the preparation of an extensive training of media professionals in view of the upcoming elections. In July 2005 another Activity-Financing Contract was signed with CIJ for the amount of 30,500 USD in order to enhance BIA's journalists professional skills and to prepare an assessment of BIA's skills, outputs, management and market position, developed in a participatory way with the news agency staff, as part of the management training.

RESULTS

1 - 300 journalists trained on election reporting in Afghanistan

In view of the first parliamentary elections which were held on 17 September 2005, more than 300 journalists and media professionals belonging to both governmental and independent media from all over Afghanistan took part in a 3-day workshop which dealt with «*The role of Media in Parliamentary Elections*». From 28 to 30 June 2005, participants from print (50%), radio (45%) and TV (5%) media outlets, of which 2/3 belonged to independent media, gathered in Kabul (110 came from the provinces). The training was organized by UNESCO in cooperation with the Ministry of Information and Culture, BIA, Internews and JEMB. The subjects discussed at the seminars included: the right and duty of balance, accuracy and impartiality; the right and duty to inform during elections; neutrality; non discrimination among candidates; raising voters' understanding through print and electronic media on how to exercise their right of vote; the role of press freedom during elections (watchdog, reporting violations of electoral or media law, etc); the safety of journalists (women's in

particular); clarification of Afghan election statutes and local challenges. During group discussions, one of the most cogent issues among participants was the concern about personal safety. Sead Monovic, a Bosnian journalist and media trainer, encouraged Afghan journalists to take a proactive part in the elections: «Journalists shouldn't be afraid –Mr. Monovic said- because they have more power than they can imagine.» UNESCO made available for participants a translation into Dari of the 'Guidelines for Election Broadcasting' prepared by Article 19, Global Campaign for Free Expression. Internews is preparing the publication of the seminar's proceedings.

2 - BIA towards editorial independence

While finalizing the implementation arrangements for the project, the Afghan Minister of Information and Culture and BIA's editor-in-chief have reiterated their commitment to transforming BIA into a fully independent media organization.

3 - CIJ started assisting BIA

CIJ activities according to the activity financing contract started, and are being monitored.

CONCLUSION

The project is ongoing. We are awaiting the final report from CIJ, which was delayed until the return of the head of BIA to Afghanistan. The first two payments have been made and the final payment is scheduled for disbursement before the end of March 2006.

NATIONAL PROJECT

AFGHANISTAN: WOMEN'S COMMUNITY TELEVISION
PROJECT NO: PDC/24 AFG/01 (354 AFG 5033)
US\$ 60 000

TYPE OF PROJECT

The aim of this project is to establish a community television in Kabul run by the association Voice of Afghan Women (VAW), a voice which will contribute to enhancing media pluralism in Afghanistan. Women media professionals can assist their sisters to become literate, enjoy educational opportunities, understand issues such as human rights and basic health care, and improve the quality of their lives.

IMPLEMENTATION

Nov-Dec 2004: Identification of TV production and broadcasting equipment suitable for a low-budget community television channel in Afghanistan. The determination of the exact type of equipment was a preliminary condition to request the allocation of a frequency.

Jan 2005: Assisted by the UNESCO Kabul Office, VAW officially submitted a request to obtain a TV frequency to the Afghan Ministry of Information and Culture.

April 2005: TV frequency allocated. Registration fee paid by the project (5,00 USD).

May 2005: Purchase, manufacture and shipment to Kabul of the transmitter (28,000 USD, best out of 7 quotations) and of the TV production equipment (for a total of 16688 USD, best out of 4 quotations).

June-Sep 2005: In June 2005 Jamila Mujahed, president of the VAW association, decided to run as candidate for the upcoming parliamentary elections (17 September 2005). This news changed the implementation scenario because UNESCO, of course, cannot interfere with the electoral campaign and give advantage to one of the candidates by providing equipment for a TV channel. Ms. Mujahed was advised that – given the situation - the precondition under which UNESCO Kabul office could provide the equipment to the association was that she and the VAW association should adhere to a strict Code of Practice in view of the elections. The main general provision of this Code was that anybody wishing to contest elections should withdraw from broadcasting operations or management before the elections. Ms. Mujahed's first reaction to this request was evasive. Moreover, it appeared from discussions with other members of the VAW association that Ms. Mujahed's candidature was creating discontent among them and had already led some 'key' staff to leave the association, therefore jeopardizing its very existence. The number two of the Association, Ms. Najeeba, joined by some colleagues, expressed the wish to constitute a new association which would clearly state, in its statutory document, rules to avoid excess of powers and conflicts of interest.

Acknowledging the fact that for five months Ms. Mujahed has refused to find a compromise solution, despite the pressures put on her by the association's members, and as a result of long negotiations conducted with her, the UNESCO Kabul Office is investigating the legal implications of supporting the creation of a new association. In particular, it wants to see *if* and *how* the frequency can be 'transferred' to the new association. Transferring VAW's frequency to the new association is a fundamental condition to implementing the project because: a) UNESCO cannot pay a second registration fee, b) the TV channel cannot have a different frequency from the one already allocated because the transmitter was purchased for that frequency (55.25 MHz - VHF, Band 1, channel 3).

RESULTS

In June 2005 the broadcasting and TV production equipment was ready to be handed over to the VAW association. An international trainer was selected to assist the Women's Community Television start-up over a two-month period.

In June 2005 a new CI Advisor, Ms Jacky Sutton, was appointed in the UNESCO Tehran Cluster, including Afghanistan. At a meeting with the executives of VAW during her first mission to Kabul in October, Ms Sutton advised them that UNESCO's support was conditional upon their adherence to transparent, democratic operating procedures as she had been informed that there was evidence of non-democratic editorial and management practices within VAW. In this and subsequent missions to Kabul, Ms Sutton advised the executive officers of VAW to provide a written constitution and terms of reference for VAW executive officers that were based on the principles of democracy and accountability. She warned that unless such documents were presented to UNESCO Kabul by 15 December 2005, the Organisation's support for VAW would cease and that they would not feel in a position to hand over the TV transmitter or broadcasting equipment. This decision was reached in consultation with the Director of UNESCO Kabul and CI in headquarters.

In January 2006, Ms Sutton went again to Kabul and met with VAW executives. She explained that all RP support for VAW would now cease as the money allocated for the purchase of the new transmitter represented a sizable proportion of RP funding for Afghanistan and that she wanted to develop relations with other women's media organisations outside the capital, Kabul.

CONCLUSION

UNESCO Kabul has decided to cease support for VAW and to develop relationships with democratic women's media organisations outside the capital. The CI Advisor, and the DIR Kabul, will communicate their decision to the donor and offer the donor the opportunity to take back the unused TV transmitter and equipment. However the CI Advisor would urge the donor to consider alternatives and permit UNESCO Kabul to provide this equipment to a democratic and transparent women's media organisation or university media faculty.

NATIONAL PROJECT

BANGLADESH: YOUTH COMMUNITY MULTIMEDIA CENTRE
PROJECT NO: PDC/48 BGD/01 (354 BGD 5041)
US\$ 22,000

TYPE OF PROJECT

The project is developing a community multimedia centre (CMC) from an existing telecentre. The focus is on developing the key media elements – media facility establishment, a range of capacity building skills, media production and distribution systems – of the CMC (already in place) in order to extend the impact of an ICT centre.

IMPLEMENTATION

The project has a strong implementing partner Young Power in Social Action (YPSA) with a solid base in the Sitakund area following over twenty years of local development work. Implementation of the CMC is well underway, although due to delays in reporting on the preliminary/preparatory phase (initiated in early 2005 and funded by the global CMC programme), the bulk of IPDC funds were only contracted in December 2005. The project and the full establishment of the CMC will be completed by July 2006.

RESULTS

- Significant awareness about ICTs, media and their combined potential has been raised; activities included inviting journalists (resulting in a series of local and national publications), orientation programmes, and networking with ICT/media initiatives
- Appropriate audio and video equipment has been commissioned and the multimedia facility has been established. A new CMC facility has been completed and internet connectivity is in place.
- A critical mass of (32) volunteers and key staff – with diverse and pro-active local representation – has been identified and trained in programming and operation.
- Linkages have been made to local youth clubs, women groups, human rights coalition and other local organisations.
- Three major training programmes – introduction to community media, video skills and basic journalism – have been run in order to develop skills among a base of volunteers who can begin to manage the CMC as an independent outlet.
- Computer, video, content creation, technical troubleshooting training programmes have been developed and are ongoing
- Training materials on digital audio have been translated and adapted; a unit on video was also developed in Bangla (the local language).
- Video content is being produced and distributed over a local cable network.

CONCLUSION

The CMC is presently in a very strong position to expand its activities more effectively and provide services to a greater number of community people. The project partner YPSA has also invested significantly in terms of financial support, contributions in kind and technical assistance. YPSA has built a new floor in the previous facility and expanded the CMC facility significantly. Moreover, in the absence of funding support, YPSA has continued the CMC activities along with the project staff. The revenues generated from the CMC were also utilized to maintain the operation and management cost. This indicates the greater possibility of a healthy partnership among the partners involved.

NATIONAL PROJECT

**CAMBODIA: AFFILIATION OF THE CAMBODIA COMMUNICATION
INSTITUTE (CCI) WITH THE ROYAL UNIVERSITY OF PHNOM PENH
(RUPP)
PROJECT NO: PDC/23 CMB/01 (354 CMB 5031)
US\$ 10,000**

TYPE OF PROJECT

The CCI is the only regular training institute working to raise the level of professionalism among journalists in Cambodia. It was set up as a UNESCO-DANIDA project. Since September 2002, the CCI has been affiliated with the RUPP. It operates in parallel with the RUPP Department of Mass Communication (DMC). The merger with RUPP has not enhanced CCI's financial sustainability as such, because the university itself is highly dependent on external aid. However the merger has given the CCI a more solid institutional continuity in circumstances where the media market is still fragile and not able to support the CCI alone. The DMC of the RUPP is running a 4-year BA programme in journalism at the CCI, which started in 2001, supported by donors with an annual grant of E35,000. Some 80 students have enrolled by now, who are newcomers in the media field. This new generation of media workers is highly praised by many. The Institute side of the operation is focusing on the training of working journalists and it continues to run a number of short-term training courses, for which funding is raised from external sources. UNESCO has supported the CCI by seeking its cooperation in UNESCO's communication activities in Cambodia.

IMPLEMENTATION

This IPDC project provided funding for the conducting of a diploma course for working Cambodian journalists, many of whom have received only limited journalistic education. The project is also making a contribution to sustaining other CCI services, such as its library and documentation centre, as well as access to the Internet. Supplementary funding is provided by UNESCO's Regular Programme.

RESULTS

Thirty-six, mostly senior journalists from 31 Cambodian news organizations (government, NGOs, opposition) were selected in early 2005 from among a total of 150 applicants to participate in the course. Eight of the trainees are women. The Minister of Information, the RUPP vice president, the two Co-Directors of DMC/CCI, as well as the Lecturer / Project Coordinator were in the selection committee. The course started on 4 March 2005, and it will be completed in 12 months.

CONCLUSION

There is a clear need for an institute such as CCI in Cambodia and it is operating well taking into account the difficult circumstances.

NATIONAL PROJECT

**EAST TIMOR: NATIONAL COMMUNITY RADIO DOCUMENTARY
PRODUCTION TRAINING PROGRAM
PROJECT NO: PDC/24 TMI/01 (354 TMI 5031)
US\$ 30 000**

TYPE OF PROJECT

This project seeks to enhance media pluralism in East Timor through a community radio journalist-training programme. Trainers would be drawn from different community radio stations throughout East Timor, as would a group of 12 trainees. Training would be carried out by journalists experienced in quality current affairs reporting and documentary production, and the participating NGOs would give the trainees stronger skills in writing, research and analysis. NGO workers would also be given media training through an exchange with the stations.

In the process of training, the trainers and trainees would produce a monthly pre-recorded one-hour radio programme on current affairs, to be distributed to all stations.

Most radio stations in East Timor operate with limited means. Quality equipment is in short supply and shared by many, so the purchase of extra equipment for the objectives of this project is essential.

IMPLEMENTATION

The East Timorese community radio sector is vibrant; some 17 community radios are on-air at the moment. However the institutional framework of the Community Radio Association (ARKTL) - which was the project's intended implementing body - has not developed as it was desired. Their lack of administrative capacity has caused a delay in the project's implementation. An alternative solution has now been devised - the project will be implemented by the Timor Leste Media Development Centre (TLMDC), which has sufficient experience to conduct and report on a project. It will start its operations in March 2005. ARKTL will still be in charge of the overall monitoring. The revised work plan is already in place.

RESULTS

The project is very important for the community radio sector of East Timor. ARKTL's problems are far from unique – they are faced by many small islands NGOs due to the lack of critical mass to draw resources from.

CONCLUSION

The project is ongoing.

NATIONAL PROJECT

FIJI: COMMUNITY BROADCASTING DEVELOPMENT PROJECT
PROJECT NO: PDC/23 FIJ/01 (354 FIJ 5031)
US\$ 25 000

TYPE OF PROJECT

Fiji is a multicultural country with national radio broadcasting aimed at three community groupings: the ethnic Fijians, the Indo-Fijians, and an English-speaking group made up of members of the two main communities, those of other Pacific islands and inhabitants of European descent.

This project is designed to meet and modernize the media communication and information needs of the communities represented through the three main languages - Fijian, Hindustani and English. The breakdown of community representation is 51 percent ethnic Fijian, 43 percent Indo-Fijian and 6 percent other Pacific Islanders and European.

Professional benefits will also accrue to the FBCL personnel who undergo project training. This project aims at continuing the modernization and development of computerized newsroom facilities, programme library operations and archival processes. The modernization plan has been partially realized, but this project is designed to bring the personnel and technology of FBCL into the 21st century, in cooperation with UNESCO. The project involves a considerable national financial contribution in an effort to ensure the successful completion of the development activities.

IMPLEMENTATION

At the request of IPDC, three sub-components were isolated from the original project budget, which are mutually independent, namely: an upgraded newsroom system (USD 38,670); a production and programming system (USD 40,870) and further development of the programme archive and library (USD 27,920). IPDC accordingly provided funding for one of the listed components including the related training; to be reflected in the final workplan adjusted to the IPDC funding level.

RESULTS

Considerable delays have occurred in the implementation of this project and the final revised work plan has yet to be established. One of the main reasons for the delays is the fact that in 2004 FBCL did not win the government's public service programming contract for the Hindi language programmes (which was given to a private FM). It has since been preoccupied by the related consequences and has been seeking solutions to sustain its Hindi services. Incidentally, FBCL was also holding the chairmanship of the Pacific Islands Broadcasting Association (PIBA) which – prior to its recent merger with PINA – had to deal with a number of pending auditing issues which were independent from its own operations but took a lot of its time.

CONCLUSION

The new UNESCO ACI (who took over the vacant post in January 2005) will help FBCL implement the project in the next six months.

NATIONAL PROJECT

FIJI: WOMEN SPEAKING TO WOMEN IN FIJI
PROJECT NO: PDC/24 FIJ/02 (354 FIJ 5032)
US\$ 15 000

TYPE OF PROJECT

The femLINKpacific “Media initiatives for women” has advocated and implemented the concept of community media since it was founded in September 2000 as a women’s response to the civil coup of May 2000. femLINK seeks to provide alternative and additional viewpoints to the mainstream media coverage, particularly on issues that are of concern to Fiji women. The beneficiaries are rural and semi urban women. The aim of this IPDC project was to establish a mobile community radio unit to enhance femLINK’s community outreach work.

IMPLEMENTATION

femLINK acquired the ‘Radio in Suitcase’ unit with the support of UNESCO’s Regular Programme budget and started femTALK’89.2FM in May 2004. The first training programmes were conducted with UNESCO’s Regular Programme support in the course of 2003.

The IPDC grant of USD15, 000 has supported: (i) training for key NGO partners to prepare women’s weekend broadcast segments, including broadcasts geared around a 16-day campaign against gender violence; (ii) missions to the Northern and Western Divisions to sensitize community leaders for the women’s radio project, and to recruit volunteer field focal points equipped with their own audio recording kits to carry out field recordings for upcoming broadcasts; and (iii) four special broadcasts in Suva and three field broadcasts in various divisions.

RESULTS

A mobile community radio unit has been established. Volunteers in Suva and in the field have received training in radio production. A series of women’s radio weekends have been produced. The need for technical backstopping for the Radio in Suitcase field broadcasts has been recognized and addressed.

CONCLUSIONS

femTALK 89.2FM has provided opportunities for women to highlight and address issues relevant to them within their own communities, as well as created a space on the radio waves for community based discussions. FemTALK 89.2FM activities have offered a safe space for women to articulate and exchange their views. “Once people are able to share their opinions freely and safely, we can say we are truly experiencing democracy” (Sharon Bhagwan-Rolls, Director, femLINK). The project was terminated in April 2005.

NATIONAL PROJECT

**INDIA:
TRAINING ON CONVERGING MEDIA
PROJECT NO: PDC/23 IND/01 (354 IND 5031)
US\$ 20,000**

TYPE OF PROJECT

The Indian Institute of Mass Communication (IIMC) is a foundation-based training academy for the Indian Information Services. It offers regular postgraduate diploma programmes in journalism, advertising and public relations, and broadcasting. The IIMC, with more than 36 years of experience in the media-training field, will be implementing this project.

This project has been prepared on the basis of the emergence of a new media environment, which recognizes new ways of using individual media and information and communication technologies. These can increasingly be used for mass media applications, can incorporate interactivity, and wherever possible, generate alternate content and discourses. The proposal involves the purchase of equipment to set up a centre which will allow training in multi-media skills. IIMC already has training studios for audiovisual training and some printing infrastructure. Planned integration of IIMC facilities with necessary hardware and licensed software is needed, as well as multimedia nodes with LAN and WAN connectivity.

IMPLEMENTATION

A contract has been established with IIMC to identify and engage the necessary expertise required for hardware, software and network solutions; identify and engage the necessary expertise to put in place the new media training curriculum; analyze the training needs in the field of new media corresponding to the IIMC mandate; develop the course curriculum; develop the equipment and software specifications as well as purchase and install the equipment; develop the course modules through test workshops, test the course modules and revise them as required; and commence the first regular training programmes. Training is being offered to at least fifty entry-level students, journalists, information officers and development journalism students in convergence and the new media with a view to commencing refinement of course modules early 2006.

RESULTS

CONCLUSION

The project is ongoing.

NATIONAL PROJECT

INDIA: EXPANDING PII COMMUNITY FEATURE NETWORK AND GRASSROOTS PUBLICATIONS
PROJECT NO: PDC/23 IND/02 (354 IND 5032)
US\$ 15 000

TYPE OF PROJECT

The Press Institute of India (PII), an independent non-profit trust, is a national professional body designed to address issues related to the press, such as the insufficient coverage of rural issues in the mainstream media. Although some 70% of India's population live in rural areas and small towns, their development concerns are relatively under-reported by the mainstream press. PII has been addressing this situation and has established the PII Community Feature Network (CFN). The CFN members provide field reporting in newspapers on socio-economic issues concerning rural India. PII's "Grassroots" publication is a monthly selection of these news features from a wide range of local and community newspapers.

IMPLEMENTATION

The purpose of the present project was to initiate a Tamil language version of 'Grassroots' (originally published in English and Hindi), expand its readership among the Tamil-speaking people and policy-makers, and train a group of Tamil journalists to join and contribute to the network. The PII representative in Chennai, Tamil Nadu, interviewed some 15 candidates and selected a senior journalist (Mr. Pa Raghavan) to coordinate the work. He has since been working with a team of journalists who have been trained to meet the requirements of Grassroots and to source articles. The first issue of the Tamil 'Grassroots' was published in early March 2005. A meeting was held at Chennai on November 23, 2005 at the Research Institute for Newspaper Development (RIND) to consider the present status of the Tamil issue of Grassroots and its prospects. Besides the Director of PII, the Associate editor of Grassroots (English & Hindi), the Coordinator of PII Projects, the publisher and editor of the Tamil version and a few journalists were also present.

RESULTS

(i) There are 400 regular subscribers of these monthly newsletters, even though only nine issues have so far been published. (ii) The Tamil edition is being distributed through 165 agents all over Tamil Nadu. To accommodate the feedback the size of the newsletters has been reduced. The 'new look' will help the agents handle the copies easily and display them in shops and on stands. The number of pages is about 40. This space provides for a better layout of columns and pictures as well as advertisements. (iii) Gradually the publication is attracting advertisements also but the scope is limited in view of the nature of the newsletter. (iv) Efforts are being made to contact NGOs and philanthropic institutions to provide grants-in-aid for its publication as has been the case with the English and Hindi versions. The project will continue until the end of February 2006.

CONCLUSION: The Tamil version of Grassroots meets a clear demand for development information from rural areas and small towns. However, it is recognized that this publication may not be commercially viable and in order to sustain it, financial assistance will have to be sought from agencies and institutions which finance efforts of this kind. As of now a sum of Rs. 50,000/ approx (INR) is required to meet the monthly expenditure.

NATIONAL PROJECT

**INDIA: EMPOWERING COMMUNITIES THROUGH ICT USING
COMMUNITY FM AND SATELLITE RADIO
PROJECT NO: PDC/48 IND/02 (354 IND 5041)
US\$ 20 000**

TYPE OF PROJECT

The project is building the capacity of community-based groups in selected areas of Uttaranchal State in India to produce local radio content. Although there is not yet any provision for independent community radio broadcasting on FM, the project is using satellite (the Asia development channel of the WorldSpace system) to distribute locally produced programmes, both to build capacity with practical outputs and as a means of sharing programmes among individuals and listeners' groups. As the Indian government continues to develop its community radio sector, the project aims to lay the foundations for community radio stations and multimedia centres.

IMPLEMENTATION

The Indian chapter of INGO Equal Access is executing the project in conjunction with Uttaranchal community radio groups and other civil society organizations. In addition to developing facilities, the project is developing local capacity to manage local community media operations on a sustainable basis. Two community-based technical and field level coordinators have been hired to oversee the implementation of the project. Repeat broadcasts of the content produced by the communities continue on the Asia Development satellite channel (WorldSpace). The community youth teams have prioritized issues for new content development for future radio production and have designed three content series on (i) youth issues (ii) health concerns at the community level, and (iii) education opportunities and facilities. Some of the group members are also working on a programme series on places of interest and tourism in Uttaranchal. Scripts for new programmes are currently being written. Preliminary discussions around schedules for training community based listening club facilitators from the different villages where digital satellite receivers will be placed are currently ongoing.

RESULTS

- A community media centre, comprising a digital editing facility and accessory audio equipment, has been established in Chamba, in the hills of Uttaranchal State. Equipment has been procured: one computer, two minidisc recorders with microphones and 20 digital satellite receivers. A rudimentary sound studio has also been constructed to enable community groups to create studio-based content.
- Fifteen participants were trained during two content development and script-writing workshops conducted in Oct and Nov 2005. Two professionals were hired as consultants for the workshops, which included training on digital sound editing, use of minidiscs for field recording and use of computer for other administrative tasks. Follow up training included work with community participants on prioritizing their content issues and learning to design story lines for radio and writing scripts.
- Radio content production for satellite distribution and cassette narrowcasting is ongoing.

CONCLUSION: The setting up of the community media centre has provided greater credibility to the community radio groups as well as enhanced their confidence levels. Training on use of a computer not just for audio editing but for other secretarial tasks is seen as a big advantage that provides youth groups in the community with a new avenue for expressing their ideas and concerns, as well as for supporting their everyday needs and creating new livelihood opportunities.

NATIONAL PROJECT

LAOS: ESTABLISHMENT OF PILOT DISTRICT RADIO STATION
Project No: PDC/48 LAO/01 (354 LAO 5041)
US\$22 000

TYPE OF PROJECT

The purpose of this project is to establish a district radio station in Ta-oi, a remote, mountainous district of Saravan Province in the southern part of Laos. The advantage of a district radio station is that it allows for locally produced programmes in ethnic languages providing relevant information and knowledge, as well as entertainment suitable to the local culture and customs. The Ta-oi district radio station will also broadcast pre-recorded programmes from the provincial and national radio, as the communities of the Ta-oi area are beyond the reach of national and provincial terrestrial broadcasting. The project was prepared by the Lao National Radio and the Mass Media Department of the Ministry of Information and Culture of Laos.

IMPLEMENTATION

Pre-project training and local content recording activity was carried out using other sources of funding. An individual frequency was assigned to the new station (100.75 FM) and a board of management set up. Renovations to the selected building in Ta-oi are foreseen. Equipment is foreseen for delivery and installation in January 2006.

RESULTS

Other interested partners such as Oxfam contributed the installation of a transmitting tower and there are plans to use the Ta-oi station as a model to set up a new radio station at Sa Moay district, 70 km from Ta Oi, located near the frontier with Viet Nam.

CONCLUSION

The project is still ongoing.

NATIONAL PROJECT

**MALAYSIA: AIDCOM: SENSITIZING AND EDUCATIONG THE RURAL JOURNALISTS ON PRESS FREEDOM AND PLURALISTIC SOCIETY
PROJECT NO: PDC/23 MAL/01 (354 MAL 5031)
US\$ 18 000**

TYPE OF PROJECT

The Asian Institute for Development Communication, Aidcom, was established in 1986 to promote communication for development. It is a UN accredited organization. Aidcom fulfils its mandate of sensitizing the media through seminars, forums, conferences, workshops, and training in various aspects of development.

Through this project Aidcom planned to train Malaysian part-time journalists on the basic principles of journalism, including freedom of expression.

IMPLEMENTATION

The Asian Institute for Development Communication AIDCOM, in collaboration with the Malaysian National News Agency (BERNAMA), conducted a 5-day workshop on 6-10 December 2004 on "Sensitizing and educating rural journalists on press freedom and pluralist society". The participants were 39 reporters from less developed areas of Malaysia who write for either local or metropolitan newspapers. The aim of the workshop was to broaden the rural correspondents' knowledge on key issues such as the ethics of journalism or freedom of mass media, and develop their skills in interviewing, basic photojournalism, sourcing information from the Internet, news writing and reporting. There was a big demand for such training among participants and wider.

RESULTS

Participants found the sessions very beneficial, particularly since access to training opportunities in rural areas is limited. At the end of the project, participants had enhanced reporting skills and a better understanding of core journalistic issues and of the concept of free press.

CONCLUSION

The project was implemented according to schedule and reported on in line with the revised workplan of the approved project document.

NATIONAL PROJECT

MONGOLIA: MEDIA FOR TRANSPARENT GOVERNANCE
PROJECT NO: PDC/24 MON/01 (354 MON 5031)
US\$ 40 000

TYPE OF PROJECT

How can we fight corruption? How can we encourage investigative reporting? What legal and ethical framework should be put in place to protect and guide journalists working on corruption cases? Those and many other corruption-related issues are in the heart of the “Media for Transparent Governance” project in Mongolia. The main contractor “Globe International” NGO has completed the project. UNESCO Beijing has closed the contract and implemented project funds. All the project information is published on www.globeinter.org.mn.

IMPLEMENTATION

Eight editorial sessions, which ran from November to December 2004, were followed by two months of training. Two members of Parliament, social activists as well as representatives of the Open Society Forum (former Soros Foundation) and the Philippines Centre for Investigative Journalism addressed editors and journalists from more than 15 national and regional media outlets. During the hands-on training sessions, journalists were split into 4 groups, and each group was given the task to produce investigative materials in the field of education, health, environment or agriculture. An international expert from the Philippine Center for Investigative Journalism evaluated the results of the investigation and provided recommendations to each group.

The 8-month anti-corruption media campaign entitled “Corruption is everybody’s concern” has been completed. Twelve newspaper articles were published and nine radio and television slots aired against corruption during the “Corruption is everybody’s concern” contest, which aimed at finding the best anti-corruption media campaign, with an overall prize fund of US\$3000. The daily newspaper “Unen” and the Mongolian National Radio won the final prize. 9 journalists who published anti-corruption articles were awarded for journalism excellence.

Consulted by experts from the College of Mass Communication, University of the Philippines, and the Philippines Centre for Investigative Journalism, two Mongolian researchers conducted content analysis of 6 daily newspapers, 2 ten days’ tabloid and 5 TV channels with specific focus on anti-corruption investigations.

The final project seminar gathered 55 participants representing media, NGOs and foreign embassies for an in-depth discussion on the strengths and weaknesses of investigative journalism in Mongolia. The draft action plan developed by the project partners collectively to recommend further development of investigative journalism and enhancing the role of media in combating corruption was presented at the final seminar and was published in the daily newspaper.

RESULTS

1. 4 groups of 20 journalists received 120 hours of hands-on training on how to prepare investigative media materials in the field of education, health, environment and agriculture;

2. The same 4 groups of 20 journalists had their work evaluated during the 4-day consultancy training by the expert from the Philippine Center for Investigative Journalism;
3. A mid-term report on content analysis of media anti-corruption materials was produced by 2 Mongolian researchers after studying 155 corruption materials from 13 media outlet between 1 January - 1 April 2005;
4. 6 daily newspapers, one weekly national tabloid and the Mongolian National Radio participated in the 8-month media campaign “Corruption is everybody’s concern”. In cooperation with other NGOs, 8 TV and 11 radio spots concerning anti-corruption were aired by Mongolian National Radio and Channel 25 TV. According to the report by the “Globe International”, the media outlets produced 576 anti-corruption materials. News publications reached more than 1 million readers monthly and 78.2% of the population receives the information from the Mongolian National Radio. The daily newspaper “Unen” and the Mongolian National Radio won the prize of the best anti-corruption media campaign contest and 9 journalists were awarded for journalism excellence.
5. 13 media outlets: 8 print and 5 broadcast media were involved in the media trainings and content analysis.
6. A one-hour TV programme on general corruption issues and project activities was produced and aired by Channel 25 TV. A 40-minute TV programme entitled “The 4th Estate and Corruption” was produced and aired by Channel 25 TV.
7. The daily newspaper “Odriin Sonin” published the article “Freedom to Journalists” based on the outcome of this project together with the final content analysis report and the draft Action Plan.

CONCLUSIONS

This project is a good example of a successful IPDC project in support of good governance through media development and journalists’ capacity building. A well-structured action plan was drafted for future actions to combat corruption through media.

NATIONAL PROJECT

MONGOLIA: PHOTO JOURNALISM EDUCATION DEVELOPMENT PROJECT
PROJECT NO: PDC/24 MON/02 (354 MON 5032)
US\$ 23 000

TYPE OF PROJECT

Even though photography and journalism are inseparable, the existing journalism schools in Mongolia do not provide any education in photojournalism due to the lack of qualified staff, facilities and financial means. In the framework of the project, the Press Institute of Mongolia is developing a Photo Journalism course and establishing a Photo Laboratory by purchasing equipment and renovating facilities.

IMPLEMENTATION

By the end of August 2005, the Institute had submitted to UNESCO Beijing a detailed description of teaching methodology, lecture and tutorial synopsis, objectives and outcomes of lectures, outline of student assessment as well as the list of lecturers. Student handouts containing reading materials for self-study/course review, were finalized and published following further consultations with and approval by ACI/BEJ. The PhotoLab was refurbished and provided with necessary equipment.

RESULTS

1. The preparation of a detailed course description has been completed.
2. The lecturers for instructions of the course (lectures, seminars, tutoring) have been identified.
3. 300 copies of the students' hand-outs have been printed.
4. 2 computers, 1 scanner, LCD projector, printer, white screen, 8 digital cameras and other related accessories (memory cards, batteries etc.) have been purchased and installed at the PhotoLab at the Press Institute.
5. The official inauguration and opening ceremony for the Photojournalism Course and the Photo Laboratory at the Press Institute of Mongolia took place on 1 November 2005, and was attended by the Mongolian National Commission for UNESCO and well-known Mongolian photojournalists.
6. 16 students of the 3rd semester of the BA program from the School of Journalism had completed the first pilot training session by the end of November 2005.
7. Student assessment and course evaluation were conducted with satisfactory results achieved, even though several students expressed the necessity of more courses devoted to digital editing.

CONCLUSIONS

The project's implementation was terminated at the end of November 2005. With the IPDC funding, this operational project achieved its goal of establishing the 1st professional photojournalism course in Mongolia.

NATIONAL PROJECT

MONGOLIA: COMMUNITY MEDIA FOR MULTILINGUALISM AND CULTURAL DIVERSITY IN MONGOLIA
PROJECT NO: PDC/48 MON/01 (354 MON 5041)
US\$ 22 000

TYPE OF PROJECT

The project focuses on two semi-nomadic minority groups in Northern aimags of Mongolia who live side by side in the Khövsgöl lake area: the Tsaatan and the Darkhad. It aims at building the capacity of those ethnic minorities to produce and exchange information of local importance in local languages, through the establishment of a community radio and two community multimedia centers with provision of training. It will also establish a permanent communication channel between those communities and the rest of the country.

IMPLEMENTATION

The Mongolian National Commission for UNESCO partnered with the Reindeer Foundation and the Press Institute of Mongolia for the implementation of this project. In December 2005 the Reindeer Foundation has obtained a license together with radio frequency for the establishment of the community radio in Rinchlenkhumbé Soum of Khövsgöl province. The license was issued by the Communications Regulatory Commission of Mongolia after several months of application processing. Mr. C.A. Arnaldo, project consultant, has conducted an assessment mission to the project locations and provided recommendations on the launching and configurations of the community radio and multimedia centers. The Reindeer Foundation, the Mongolia Press Institute and other volunteer media organizations concerned by the fate of Darkhad and Tsaatan communities, joined efforts in completing the on-the-spot feasibility study and providing topographical maps of the area and other required parameters. The project stakeholders established a detailed action plan as well the final configuration for setting up and operating the radio station and the multimedia centers.

RESULTS

- A license for the establishment of the community radio station for the Darkhad people was obtained
- Detailed action plans for the setting up and operating of one radio station and multimedia center in Rinchlenkhumbé Soum for the Darkhad people and one multimedia center in Tsaganuur Soum for the Tsaatan people were finalized.
- The final configuration of the radio station and the multimedia centers to ensure maximum geographical coverage was agreed upon by all the project stakeholders.
- Competitive bidding for the acquisition of technical facilities to equip the radio station and multimedia centers has been conducted. The most suitable supplier was selected for the final purchase.
- 22 Tsaatan and 39 Darkhad families were identified for the free distribution of radio receivers.
- Two local residents were selected for the running of the radio station and multimedia centers, and the chief engineer from the Mongolian National Radio was recruited for technical back up.
- A training plan for the radio station and multimedia center personnel was approved by ACI/BEJ.

CONCLUSION: The project's implementation is still ongoing; no concrete conclusion can be drawn at this stage.

NATIONAL PROJECT

PAKISTAN: FREEDOM OF EXPRESSION MONITORING PROJECT
PROJECT NO: PDC/24 PAK/01 (354 PAK 5031)
US\$ 25,000

TYPE OF PROJECT

Through this project, the Pakistan Press Foundation (PPF) aims to expand its press freedom training programme by including rural journalists so that they too may become active participants in the national press freedom monitoring network. The training is expected to raise awareness among some 250 journalists on issues concerning press freedom and to impart skills to monitor and defend freedom of expression; to allow journalists in rural areas to further train other journalists to defend and promote FOE; to increase journalists' capacity to campaign against attacks on press freedom.

IMPLEMENTATION

Ten 3-day workshops were successfully carried out in December 2004 in different provinces of the country viz. Karachi, Kotri, Hala, Gambat, Mirpurkhas, Rahim Yar Khan, Mardan, Darya Khan and Jamshoro with a national one in Karachi, for some 250 male and female journalists working for national, regional and local publications, as well as freelance writers. The facilitators of the workshop came from senior echelons of PPF, while senior local journalists were included in the trainers' panels.

ACI/ASP had the opportunity to participate in one of these workshops where different forms of harassment faced by Pakistani journalists were examined. Methods were proposed for monitoring attacks on press freedom, and supporting victim journalists and media organizations. The workshops included lectures on how to start or join an ongoing provincial or national campaign to draw government or public attention to these issues.

An innovative feature of the workshops was that participants were given explanations and practical exercises on the Freedom of Information Ordinance and Rules that came into effect in 2004. Participants actually completed all formalities of filing a request for information under the Freedom of Information Ordinance, which was then sent to the concerned government department. This is the first such initiative that uses the tools available to ensure transparency and good governance, as well as improving the quality of information provided in news reports. Participants of the programme have so far sent one hundred requests for information under the Freedom of Information Ordinance.

RESULTS

The workshops continue to provide an appropriate platform for strengthening the ongoing networking, monitoring and exchange of information and strategies on freedom of expression. This support from IPDC/UNESCO was a catalyst in the development of longer-term training programmes on freedom of expression and access to information for journalists. The positive experience motivated the PPF to organise over half a dozen of these workshops along with this project. The PPF also plans to continue such training activities in all parts of the country. The project has made a permanent contribution to the promotion of freedom of expression in Pakistan and the development of the PPF programme. A report on this activity was carried in UNESCO webworld.

CONCLUSION: The project is finalized and the final report concerning all the workshops conducted at various places has been submitted along with the certified financial statement and the news items.

NATIONAL PROJECT

PAKISTAN: IMPROVING ACCESS TO INDEPENDENT INFORMATION IN RURAL PAKISTAN

Project No: PDC/48 PAK/01 (354 PAK 5041)

US\$20 000

TYPE OF PROJECT

This project is designed to strengthen the position and influence of 'Nawa-I-Ahmedpur Sharqia', a rural newspaper published in the Ahmedpur East Subdivision of the Punjab Province of Pakistan. Founded in 1989, it is the only ABC-certified newspaper in the district to have been published on a regular weekly basis for 16 years. The eight-page, four-colour paper plays a significant role in stimulating change, passing on information and creating local identity in this impoverished area, which remains profoundly conservative and is still defined by feudal practices and structures. 'Nawa-I-Ahmedpur Sharqia' also acts as a centre for training and advocacy for rural journalists in the area. This project aims to convert the paper from a weekly to a daily format, both in response to local demand and to the increased competition arising from the deregulation of radio and television. The second objective of the project is to launch a free monthly newsletter for rural journalists on freedom of expression issues, published in Urdu language. The newsletter will inform rural journalists of their rights in a democratic society, enhance their networking capabilities and inform of freedom of expression violations.

In the long-term, this project should increase democratic participation, promote transparency of development initiatives in rural areas, and increase awareness of human rights and press freedom issues among rural reporters.

IMPLEMENTATION

This project, implemented by the Nawa-I-Ahmedpur Sharqia has received most of the equipment foreseen, the new facilities duly inaugurated, and training activities of rural journalists and technical staff is envisaged for February 2006.

Sadiq News, the free monthly newsletter covering freedom of expression issues for rural Pakistani journalists, was launched December 20 2005. The first issues of this newsletter are now in circulation. The new daily is to be launched shortly.

RESULTS

The project is well on the way to achieving its objectives fully, even though still ongoing.

NATIONAL PROJECT

**PHILIPINES: IMPROVING THE CONTENT AND EXPANDING THE
OUTREACH OF THE PHILIPPINE JOURNALISM REVIEW
PROJECT NO: PDC/24 PHI/01 (354 PHI 5031)
US\$ 18 000**

TYPE OF PROJECT

The Center for Media Freedom and Responsibility (CMFR) was established in 1989, following the overthrow of the Marcos government, to address critical issues concerning the media and the role of free press in the development of Philippine democracy. CMFR's flagship programmes include the bi-monthly Philippine Journalism Review (PJR) and the Jaime V. Ongpin Award for Excellence in Journalism. With this IPDC project, CMFR sought to increase the scope, volume and reach of the PJR; to include in it an analysis of the coverage of the various regions and minority populations of the country; and to include articles on pluralism in the newsroom and in reporting. The development aim of the project was to enhance the role of free press through professional awareness on the current inadequacies in the media reporting and on the need for an inclusive democracy.

IMPLEMENTATION

To implement the project, the CMFR redesigned the RJP into a PJR Report and is now publishing it on a monthly basis since December 2004.

It conducted a content analysis of 11 Manila-based newspapers to determine their coverage of religious and ethnic minority groups. The findings of the content analysis - showing that minority cultural, religious and ethnic groups still remain underreported in the national press and that the media coverage is very capital-centred - were published in the inaugural issue of the PJR Report.

It also conducted a marketing research to review the distribution base and obtain data for soliciting corporate subscriptions and donations, to help CMFR distribute copies to provincial and other journalists who cannot afford to buy it.

RESULTS

PJR Reports serves as a valuable reference for working journalists who are confronted with ethical and/or other professional issues. They provide a mechanism for self-evaluation and correction. This IPDC project was ongoing until September 2005. By then nine issues of the renewed PJR Report had been published and duly distributed.

CONCLUSION

The most important achievement of the project was to invigorate the image of the only Philippine media monitoring publication that intends to keep up with the changing environment and continue capturing new sectors of readers.

NATIONAL PROJECT

SOLOMON ISLANDS: DIGITALISATION OF SIBC ARCHIVES
PROJECT NO: PDC/23 SOI/01 (354 SOI 5031)
US\$ 33 000

TYPE OF PROJECT

The mandate of the national broadcaster of the Solomon Islands, SIBC (Solomon Islands Broadcasting Corporation) is to inform, educate and entertain the people. It broadcasts a variety of programmes: programmes on women's issues, agriculture and fisheries, human rights issues, governance as well as religious programmes. During the recent civil conflict, SIBC served as a source of non-partisan information for the population of its small islands' nation.

The aim of this project was to initiate a digital sound archive and facilitate archival practice at the SIBC by providing equipment, software and training for the digitizing of the existing sound collection.

IMPLEMENTATION

The first stage of the project was the refurbishing of the archive rooms for housing the sound archives, which has been duly completed. The subsequent steps were : the review and updating of the equipment and software required for the digitization of the sound archive, including their costing and sourcing; the purchase and installation of the equipment and software; the enhancement of the collection and preservation policies, protocols and standards; the training of a technician, a librarian and an IT manager in digitizing material for retention and preservation within the archive; and the inclusion of fields within the existing catalogue system to accommodate metadata associated with digitization. With the exception of the refurbishing, all other steps were implemented in collaboration with the Australian Broadcasting Corporation, which has other collaborative development ventures underway with SIBC, funded by the Australian development agency AusAID.

RESULTS

The new system is expected to save about 7,000 hours of sound materials which are now on open reel tape, vinyl LPs, vinyl singles, audio cassettes and digital audio tapes (DAT). Radio programmes saved through the digitization may now be rebroadcast, thus reducing overall production costs and improving the utilization of quality content.

CONCLUSION

The sound archives of SIBC include invaluable historical and cultural materials which risked disappearing due to the deteriorating quality of the media on which they were stored. The low-cost digital solution provided by the project has solved most of the current preservation difficulties and at the same time has improved access to the existing archival content. The SIBC archive collection will subsequently provide an invaluable resource for programme makers and researchers, in addition to acting as a repository for cultural material, which might otherwise not have been preserved.

NATIONAL PROJECT

SOLOMON ISLANDS: MEDIA TRAINING FOR PEACE AND RECONCILIATION
PROJECT NO: PDC/24 SOI/01 (354 SOI 5032)
US\$ 81 000

TYPE OF PROJECT

The ethnic problem that raged in Solomon Islands from 1998 denied access to training for many of the Solomon Islands media organizations. Therefore the Media Association of the Solomon Islands (MASI) is seeking support to meet the most important training needs of media members. The immediate priority of this project is to have in-country training of trainers' workshops on a number of media skills such as reporting, analyzing, and investigating socially and economically significant issues.

IMPLEMENTATION

The project has the following objectives: (i) To train 10 media workers as trainers in five priority fields, where training is most needed. (ii) To organize and conduct 30 training courses for media workers in the Solomon Islands. (iii) To conduct a survey on the training needs of the Solomon Islands media in early 2005. After having identified the consultant trainers and participants, the project will devise the updated work plan based on the needs assessment.

The project has advanced slowly due to the diminished capacity of MASI to implement the project. As a consequence, the design was changed to ensure the outcomes were met in the time available.

RESULTS

- A Needs Analysis was conducted, identifying five priority areas: Writing for News, journalism (including investigative journalism), IT, Radio presentation (especially for FM), and Sales and Marketing.
- Five specialist courses were designed, as the needs analysis concluded that the future MASI trainers needed to upgrade their skills in these areas while learning to be trainers
- 45 Trainees have been identified to participate in the specialist courses as well as training of trainers
- A Consultant has been identified and has begun developing the ToT manuals for the specialist areas. Delivery of the ToT training has been scheduled
- Consultants have been identified to conduct the specialist courses and the training has been scheduled
- A further 25 trainees have been identified to be trained by the MASI trainers after the first round of training

CONCLUSION

- Despite the very tight time-frame to complete this project, it is anticipated that a significant proportion of the Solomon Islands media community will be trained as trainers in their skill area and will have the opportunity to further train their colleagues.
- Manual production has begun and will conclude in mid-February.
- Training will begin in early December and conclude in early March.
- The training will benefit from access to training materials developed by a press club in the Philippines (Mindanao) for similar purposes, addressing similar problems.

NATIONAL PROJECT

**SRI LANKA: CAMPAIGN TO PROMOTE PUBLIC SERVICE MEDIA AND
PUBLIC SERVICE VALUES IN SRI LANKA
PROJECT NO: PDC/48 SRL/01 (354 SRL 5041)
US\$ 18 000**

TYPE OF PROJECT

The overall objective of this project is to contribute towards a strong democratic public service media culture in Sri Lanka, which serves the community, is independent from commercial and government pressures, and provides for a plurality of voices. The immediate objectives of the project are to: build an advocacy coalition for transforming the state-controlled media into a public service media; encourage professional unity and raise awareness among media practitioners about editorial independence; and build commitment to public service values in journalism.

IMPLEMENTATION

At the first meeting of the Campaign Committee held on 11 August 2005, it was concluded that making the Sri Lankan civil society well aware of the importance of Public Service Media (PSM) should be the first step of any programme that works towards promoting a PSM Culture. Therefore the committee decided to give priority to the proposed awareness programmes among the activities of the campaign, and the work plan was adjusted accordingly. Following the announcement of the presidential election in November 2005, it became necessary to remind the candidates and the civil society about the previously proposed recommendations to reform/democratize the State Media. Therefore, instead of the Campaign Manifesto, it was decided to draft a Public Appeal for PSM and to launch a signature campaign to seek broad endorsement for it. In the interim, it was decided to conduct the two planned 1-day training workshops on PS Values in Journalism, for journalists/media personnel, with the help of a visiting IFJ trainer. The second meeting of the campaign committee was held on 20 September 2005, and the Public Appeal was presented at the meeting. The decision was taken to have a CSO meeting with prominent civil society activists and media trade union activists to obtain their approval on the document. The campaign pamphlet and the poster on PSM were launched at this meeting.

RESULTS

(i) The Sinhala version of the Public Service Media (PSM) campaign pamphlet (2000 copies) and the poster (500 copies) were printed and distributed at the training sessions (point iv) and other related CPA meetings. The Tamil and English translations of the pamphlet have been completed. Printing of the Tamil version will be completed by the end of the December. (ii) A public Appeal for PSM was drafted and is being debated prior to its launch. (iii) A half-day CSO meeting was held in Colombo on 18 October 2005. (iv) A 1-day training module on Public Service Values for Media Personnel was developed by the IFJ trainer. (v) Three 1-day training workshops on Public Service values in Journalism were conducted (in Bandarawela, Uva; Rajarata, Anuradhapura; and Colombo.)

CONCLUSION: The project has stirred keen enthusiasm from the campaign committee and within the media and civil society networks that CPA works with. Furthermore, the project ties in with ongoing projects at CPA and as such enriches them and is enriched at the same time. The project team is currently focusing on the preparation of background material for the impending legal drafting, which will commence in January 2006.

NATIONAL PROJECT

**THAILAND: COMMUNITY MEDIA ADVOCACY AND MEDIA
DEMOCRATIZATION
PROJECT NO: PDC/23 THA/01 (354 THA 5031)
US\$ 15 000**

TYPE OF PROJECT

The aim of this project is to advocate the establishment of a transparent and accountable licensing process and the development of a code of conduct for community radio, in consultation with regulators, civil society groups and grassroots communities. The immediate objectives are to contribute to a community radio policy for Thailand; develop a code of conduct; help establish an acceptable spectrum plan for community broadcasting; and prepare and publish a community radio advocacy handbook in Thai language.

IMPLEMENTATION

The community radio handbook has been translated into Thai by the UNESCO Bangkok Office, with the support of UNESCO's regular programme; it is now in its final phase. The rest of the project has suffered delays, due to the very specific situation of the community broadcasting sector in Thailand. According to various estimates, there are hundreds (up to 900-1000) of FM radios in Thailand, most of which are considered illegal. It is not exactly known how many of the FM stations are community radios, and how many have been established by other entities. Article 40 of the Thai Constitution defines broadcasting frequencies as "national communication resources for public interest" and recognizes that access to the airwaves should be allocated with "utmost public benefit at national and local levels". An independent regulatory body should grant the licenses. However, the members to the body are yet to be nominated. (The first list of nominees was disqualified due to irregularities, some years ago.) Leaning on the democratic application of Article 40, several NGOs have promoted community broadcasting in various parts of Thailand and provided related training explaining the concept, and offering guidelines on basic management and programming issues of community broadcasting. The first community radio stations went on-air in mid-2003. According to some estimates, the Public Relations Department of the government oversees 191 stations which meet its criteria. Those falling short of its criteria but still airing programmes, are deemed illegal. Despite the high number of radio operators, the sector has yet to organize into one forum or association. The key NGOs and individuals involved in the advocacy work have been busy on various fronts in a situation which has fluctuated a lot. The work plan for the rest of the project has been discussed at several occasions but the final version has yet to be materialized. UNESCO is now looking for new local partners to implement the rest of the project.

RESULTS

Too early to report on results.

CONCLUSION

The project is ongoing.

NATIONAL PROJECT

VIETNAM: IMPROVING YOUTH NEWS AT VTV
PROJECT NO: PDC/24 VIE/01 (354 VIE 5041)
US\$ 15 000

TYPE OF PROJECT

Central Vietnam Television (VTV) is telecasting over five channels, with a total daily airtime of more than 60 hours. VTV has additionally a network of both regional and provincial TV stations. Approximately 85 percent of Vietnam's population of 80 million is estimated to have access to VTV channels. However, surveys show that the rating figures of the daily newscasts are low. The focus of domestic news and current affairs programmes has been on reporting central level politics. VTV has recognized the problem and has been urging its news department to have a more down to earth approach and to do more reporting on the ordinary life of people.

Moreover, Vietnam is a very young nation; nearly one third of the population is between 10-25 years of age. However issues and topics that are relevant and important for young people are not given high priority in the existing programming. This project therefore sought to survey and analyze the youth's perceptions on the news and other TV programmes, as well as to use the survey results as support material in training for TV news teams composed of young reporters.

IMPLEMENTATION

The survey on the TV habits of young people (represented in the survey by students from five universities in Hanoi) was conducted by the Faculty of Sociology of the Academy of Journalism and Communication in January 2005. The survey sought feedback from the students notably on the visual aspects and content presentation, and on specific programme topics and issues. The feedback was integrated into the training workshop that followed on 21 February – 4 March 2005.

The training workshop covered such issues as 'the concept of youth news', 'journalistic lessons to draw from the survey', 'skills improvement for TV news and current affairs coverage', 'the choice and conception of reports on / for young people', 'practical exercises', 'analysis of different formats of news and current affairs programmes', and 'screen analysis of the programmes produced by the participants'. The twelve participants in the training session came from the Vietnam New Agency, VTV, as well as Ha Tay, Hanoi, Haiphong, and Danang TV stations.

RESULTS

The participants rated the training as very useful in helping young editors to improve their professional skills in TV news and programme production, as well as in analyzing and targeting a specific sector of viewers. The interactive training methods were found efficient. It was estimated that the training achieved satisfactory results even though it had to be conducted with limited access to production equipment. However a wider survey and longer training would have been preferred.

CONCLUSION

The project was useful in increasing understanding on the needs of a specific audience and in improving the production skills of young TV news producers. It is still premature to assess the long-term impact on the programming of the TV services in question.

LATIN AMERICA AND THE CARIBBEAN

REGIONAL PROJECT

AMARC: COMMUNITY RADIO TRAINING FOR TRAINERS
PROJECT NO: PDC/23 RLA/01 (354 RLA 5031)
US\$17 000

TYPE OF PROJECT

This is a project to train trainers in community radio. Its objectives are the following:

- Carry out a research of community radio training needs throughout the continent.
- Train 20 trainers in two “Training for Trainers” workshops with 10 participants each, one in the Andean region and one in the Cono Sur region.
- Produce a document based on the results of the training workshops and related meetings, which will be systemized to produce training materials in the following formats: CD-ROM, textbook, and audio.
- Develop a database of training program proposals from community radios, national representatives, local networks and AMARC-ALC programs.
- Develop a database of trainers and instructors from partner community radios who can provide training courses and services to broadcasters throughout the continent.
- Create a web page that will serve as a permanent informational database.

IMPLEMENTATION

The contract was signed at the end of May 2004 for a one-year duration, with the first payment made. The contract was subsequently amended in September 2004 upon request from the beneficiary agency, which proposed one regional seminar instead of two and asked that the life of the contract be extended until 30 September 2005. The training seminar, “What We Learn and What We Teach - Training Seminar for Trainers” was held on 6-11 December 2004. The narrative report on this seminar was submitted in April of 2005, and the corresponding second payment was made on June 30th, 2005. AMARC has begun production of the databases and Web page, as well as of the CD-ROM, textbook, and audio formats of the training materials, but they have yet to be completed. The project remains behind schedule.

RESULTS:

23 participants from 11 countries in Latin America were trained in the December 2004 workshop. Themes covered include re-examining the learning process, problems and requirements for the formation of community radios and communication centres, and training strategies via Internet. We have not yet received copies of the training materials etc. foreseen for the project. AMARC says it is in the process of producing them. Until these products are provided and assessed, it is not possible to assess fully results of the project.

CONCLUSIONS

The slow pace of implementation of this project is disappointing. The total amount of activities proposed is ambitious, and the research, databases and web site will be highly useful in the region if they are completed. The project has been extended until 30 June 2006, but hopefully it can be concluded before then.

REGIONAL PROJECT

ANDI: LATIN AMERICAN COMMUNICATION NETWORK FOR CHILDREN'S RIGHTS
PROJECT NO: PDC/23 RLA/02 (548 RLA 5000)
US\$ 31 000

TYPE OF PROJECT

The *Agencia de Noticias por los Derechos de la Infancia* (ANDI), or News Agency for Children's Rights, is a Brazilian NGO defending the rights of children and adolescents through a strategy that includes research, training for media professionals, and the creation of information resources for journalists. ANDI has sought support from the IPDC for the creation of a Latin American Communication Network for Children's Rights with 8 other children's rights organizations in the region, with a view to: (i) Develop strategies to improve journalistic coverage and access to sources of information for the promotion of children's and adolescents' rights; and (ii) promote a culture for the propagation and defence of children's and adolescents' rights in Latin America, through monitoring, research, media training and mobilization that is also consistent with freedom of expression and opinion.

IMPLEMENTATION

Training workshops on ANDI methodology have been carried out for the team leaders of the network members: 27 journalists and interns have been trained. The ANDI network has been strengthened through a prospecting mission for new members in Ecuador. A Network operational Manual on the ANDI methodology is nearly completed, with just a few chapters still under review. The manual should be ready in early 2006. The website for the Latin American network (www.redandi.org) was launched in October and ANDI is training its network members to upload material directly on to it.

More than 25 electronic bulletins for journalists and organizations dealing with child issues have been created and are being distributed on a regular basis. All network staff has been trained on Module I of ANDI's methodology. Approximately 3,500 journalists and NGO representatives are engaged and receiving information produced by the network's agencies. A total of 12 agencies in as many countries will be participating in the network by 2006, adding two country members to the 10 originally foreseen by the project. Twenty-one partnerships, including the 12 network members plus other NGOs, foundations and UN agencies – including UNESCO - have been established throughout ANDI's network. Over 2,000 sources of information on children's rights issues have been identified.

RESULTS

The network advocating children's rights has been established. ANDI has begun measuring the impact of the project on building awareness among governments and the society at large, and in improving media coverage of children's rights; the information collected so far is very positive. ANDI recently sent a report on how the project has improved coverage of children's rights issues in the countries covered by the network, and this report also noted that the network member in Paraguay reported that it had succeeded in changing some areas of government policy concerning the welfare of children.

CONCLUSION : The national agencies participating in the Latin American network have improved their own dissemination of news and information on children's rights. Feedback from the network participants show that it is making a positive impact on policies and on improving media coverage of this critical issue and therefore the project is achieving its main development objective.

REGIONAL PROJECT

**CARIBBEAN REGION:
ETHICAL PRACTICES, JOURNALISM TRAINING AND MANAGEMENT OF
FREEDOM OF THE PRESS
PROJECT NO: PDC/23 RLA/01 (354 RLA 5041)
US\$20 000**

TYPE OF PROJECT

The Eastern Caribbean Press Council is instrumental in developing media in the Eastern Caribbean. Many journalists in the region are young, eager, and willing to work, however at times that eagerness and a certain over-enthusiasm tend to affect their good judgment and lead to infringements on the rights of the public or of specific individuals. The challenge for the Eastern Caribbean Press Council (ECPC) is to train and guide such professionals so that they may function with the appropriate knowledge, skills and a sense of responsibility. This project therefore aimed at raising the professional standards of journalists in the region and teaching them the responsibilities that come with freedom of the press.

IMPLEMENTATION

IPDC approved this project to the tune of US\$20,000. Funds were used to conduct a series of capacity development activities, including two workshops and the packaging and distribution of the Code of Ethics and Practice for Journalists in the Caribbean.

The first regional workshop was combined with World Press Freedom Day 2005 and focused on freedom of the press as well as on reporting on crisis situations, such as natural disasters, instances of terrorism, and narco-trafficking, and national elections. Community-based, participatory public awareness sessions were also conducted to educate the public about their media rights during these workshops. Two national workshops were also organized. The second regional workshop took place in November 2005 and focused on raising awareness among journalists about the recently completed Code of Ethics and Practice for Journalists in the Caribbean.

RESULTS:

- 30 Journalists have been trained on the Code of Ethics and Code of Practice for Caribbean Journalists;
- Enhanced Awareness of Caribbean Journalists on the Code of Practice;
- Code and practice packaged and distributed to all media houses in the Caribbean;
- Greater awareness of and public support for freedom of the press in the Eastern Caribbean

CONCLUSION

The project did not receive the level of funding requested and therefore had to be re-scoped. The project is still not completed as ECPC is still taking steps to develop databases in matters relating to freedom of expression and freedom of the press in the Caribbean for public access. In assessment the project as achieved planned expected results thus far.

REGIONAL PROJECT

CBU AND CMC: IN-SERVICE MULTI-MEDIA TRAINING TO UPGRADE THE PROFESSIONAL SKILLS OF PRACTICING JOURNALISTS IN THE CARIBBEAN

PROJECT NO: PDC/23 RLA/05 (354 RLA 5034)

US\$30 000

TYPE OF PROJECT

Regional information flow requirements particularly as they concern issues critical to the very fabric of integration continue to baffle journalists and media decision-makers alike. It is expected that renewed in-service training and up-skilling of these players as foreseen in this project will engender the adaptation and understanding necessary for a breakthrough in resolving this dilemma. Use of existing equipment and technical infrastructure at the CBU, CMC and individual stations will be maximized in the delivery of the project's outputs.

It is also expected that the practical challenges to be tackled will contribute to on-going efforts to chart an updated strategy for media and communication within the integration process of the region. The focus of this training intervention is on working journalists whose skills need to be upgraded in keeping with new global trends and developments in the industry, as well as media decision-makers who need to become more pro-active in responding to policy issues and developments.

IMPLEMENTATION.

IPDC approved this project to the tune of US\$30,000.

Research on training options and modes was completed and was used as a basis to designing the training programme.

Subsequently a multimedia training programme was designed and carried out for a group of regional participants from over 8 Caribbean countries who in addition to receiving training provided feedback on the training approach employed and its usefulness as a model for in-house training.

The entire training programme was captured on digital video for distribution and used across the region. The issue of copyright with regards some of the presenters has still to be finalized.

RESULTS.

The project has yielded the follow results;

- 20 media professionals trained in multimedia news production and dissemination;
- Research on a suitable training mode for in-house media training completed and distributed;
- Media houses benefiting from greater efficiency through better skilled media practitioners.

CONCLUSION

This project was successfully completed.

REGIONAL PROJECT

**CODE FOUNDATION: NEW COMMUNICATION AND INFORMATION
TECHNOLOGIES FOR THE IMPROVEMENT OF RADIO PRODUCTION
PROJECT NO: PDC/23 RLA/03 (354RLA5032)
US\$ 16 000**

TYPE OF PROJECT

This is a regional project with the objective of training 250 radio practitioners (50 per country for the five Andean countries) in advanced digital audio production and editing. The project included the creation of a web site to serve both as a centre of information on new radio digital technologies and as a Virtual Training Center.

IMPLEMENTATION

The project is completed. It has developed a Web page (www.code-virtual.com). A survey on digital audio needs was designed, as well as the matrix for the online course (subjects, chapters and specific objectives for each of the six modules). Entitled “New Audio Digital Technologies for the Improvement of Radiophonic Production in the Andean Region” the online course was launched in August 2005 and completed in September. Graphics, photos, audio and video resources were also produced for the course. Databases with the electronic addresses of media and universities in the Andean region were also completed. An informative brochure on the project was printed. The proposed information and training centre website have been completed.

CODE made an agreement with the University of Loja in Ecuador to use the university’s e-learning platform for the online course.

RESULTS

The online course provided training to 139 participants – from Bolivia, Colombia, Ecuador, Perú, Venezuela, Paraguay and Brazil – which increased their capacity to use the new digital audio technologies in their productions. However, the amount of the people trained fell short of the original proposal of 250. The project also created a website, an online training centre, and a database on training needs.

CONCLUSIONS:

The online training centre, Centro de Capacitación Virtual, and web site will contribute to the Andean region’s training resources on new digital technologies. The online course that is part of the training centre will continue to benefit both radio practitioners who can access the course and training institutions which can use the modules, as well the information from the survey, for designing future capacity-building programmes.

REGIONAL PROJECT

IIHR: STRENGTHENING THE INDIAN COMMUNITY THE RADIO STATIONS IN COSTA RICA
PROJECT NO: PDC/23 RLA/04 (354RLA 5033)
US\$ 15 000

TYPE OF PROJECT

The IIHR has been engaged in activities to promote the implementation of Article XIII of the American Convention on Human Rights since 1997, and has positioned itself as a key organization specialized in this issue. IIHR has identified a number of obstacles impeding the exercise of the freedom of expression and of the press, including the existence of: a) Legal provisions that permit journalists to be prosecuted for reporting information about the behaviour of public officials; b) Legal provisions that hinder access to information held by public institutions; c) Many judges, public defenders and attorneys who are ignorant of international norms concerning freedom of expression and of the press; d) The continued existence of threats and the use of force against journalists, against which no effective legal protection exists or which go unpunished.

Through this regional project, IIHR plans to explore and promote solutions to these problems, as well as train key actors in the corresponding standards established within the Inter-American System of Human Rights. This IPDC project seeks to complete and update the studies in national legislation on freedom of expression carried out by IIDH in Mexico, Dominican Republic and Central America.

IMPLEMENTATION

The implementation of this project began in November 2004. The beneficiary has already finished the studies proposed in the workplan and printed the book that contains all the research carried out in this project. The main product of this project was already finished by September 2005, but UNESCO granted an extension of the contract until December 2005, so that the main Reps of both UNESCO and IIDH could attend the Regional Seminar “New Challenges for the Promotion and Protection of the Right to Freedom of Expression” at which this book will be launched. The seminar, to be held on 12 December, will put an end to this project.

RESULTS

The book “The situation of Freedom of Expression in Central America, México and the Dominican Republic” contains the studies carried out and printed by means of this project: 1/ A study on the situation of Freedom of Expression in Mexico; 2/ A study on the situation of Freedom of Expression in the Dominican Republic; 3/ An update of the studies formerly prepared by IIDH on the situation of the Freedom of Expression in Central America; 4/ A proposal of Principles to achieve Free Access to Information in Central America; 5/ A proposal of Criteria for the distribution of official advertising in the region. The book also includes the UNESCO proposal for a Framework Law on the Right of Access to Public Information.

CONCLUSION

The results of this project are of an outstanding quality. The publicity granted by the IIDH webpage and the wide distribution of the book in the region guarantees visibility and impact in the region.

REGIONAL PROJECT

UDELAS: FREEDOM OF EXPRESION AND PRESS IN THE CONSOLIDATION OF DEMOCRACY

PROJECT NO: PDC/24 RLA/01 (354RLA 5035)

US\$ 19 000

TYPE OF PROJECT

This IPDC project intends to promote the exercise of ethics in journalism, the defence of freedom of the press and the conservation of freedom of expression as a mechanism to strengthen democracy in the Central American region.

The beneficiary is the UNESCO Chair of Freedom of Expression based in the Universidad Especializada de las Américas (UDELAS), under the coordination of the Rectory Adviser for communication matters. The Chair and the Rectory Adviser Unit form a work team for the execution of the Project.

UDELAS is an innovative educational institution. Since its foundation it has managed to incorporate in the university ambit perspectives and educational actions which address the integration of historically isolated social groups in the development of the society.

IMPLEMENTATION

The execution process began in December 2004. The beneficiary encountered some difficulties that have held up the implementation of the project. In September 2005, UNESCO granted an extension of the contract until April 2006. So far, the beneficiary has successfully completed two high-level training seminars for Central American journalists on the “Implications of New Technologies for Radio production and broadcasting”, which took place in Nicaragua and Panama. This accounts for 50 % of the seminars foreseen in the chronogram.

RESULTS

35 radio journalists and radio directors have been trained in the ethical use of new technologies of information and communication in Radio Broadcasting. The Seminars carried out were able to gather together radio broadcasters from all the countries of Central America. Currently, the beneficiary is preparing a study on the “Access of different social actors in Central America to the Media” and a set of radio programmes on Freedom of Expression in Central America.

CONCLUSION

The new chronogram established after the awarding of the extension is being implemented according to schedule. The project will be concluded by April 2006.

NATIONAL PROJECT

**ARGENTINA: COMMUNITY MEDIA AND HUMAN DEVELOPMENT
TRAINERS
PROJECT NO: PDC/23 ARG/01 (354 ARG 5031)
US\$20 000**

TYPE OF PROJECT

This is a media training project for 10 communities in the primarily rural interior of Argentina. The project originally intended to carry out 10 workshops in video production, but finally 13 training sessions were held. The main participants were local school teachers who learned video production in order to use the video medium for various classroom teaching projects.

IMPLEMENTATION

The training courses began in April 2005, and a total of 13 have been carried out – three more than originally planned. The workshops took place in 13 different towns of the province of Cordoba, and 167 people received training. However, this number fell short of the 250 originally planned. The workshops finished in June, and covered theoretical subjects such as video production and scripting, while also involving practical training. The scripts were developed by the participating teachers and sent by email to instructors for correction. The instructors will be providing feedback to the teachers on their video productions in order to provide ongoing training beyond the project's timeframe. The project was completed at the end of November. A final event was organized on 25 November to present all of the video productions to UNESCO and provide an opportunity for the project results to be evaluated.

RESULTS:

Twelve videos have been produced so far; the thirteenth is behind schedule. The videos are to be used for educational purposes and deal with a variety of subjects. Many focus on historical subjects, such as the history of the town or the school, or on cultural subjects. The aim is to create a video archive. The videos were made by the teachers in cooperation with their students. The technical capacities of the teachers were enhanced through the acquisition of skills in video production, and as a result, video has become a new tool for education and cultural preservation.

CONCLUSIONS: The project produced quality videos and the teacher-participants felt they benefited greatly from the training. The project did not deal with capacity building for the media itself, but rather in providing media training to teachers for a pedagogical purpose.

It must be noted that there was conceptual confusion in the presentation of this project. The implementing body, Radio Universal/Televisora Color originally said in its proposal that it would produce 500 videos and train about 250 people, indicating that the people receiving training would make two videos each. The proposal submitted to IPDC specifically stated that the project would "Produce 500 videos (documentaries, educational and/or institutional) on the history of the town, colony (rural zone), the neighbourhood, the typical inhabitants of the place." However, the project produced only 12 videos – one per workshop (with one missing) – that were collaborative efforts of the participants. The implementing body now has explained to UNESCO that by 500 videos it meant total copies, not total productions. This confusion should have been clarified at the outset. However, this change in output should be taken into account when making the final assessment of this project.

NATIONAL PROJECT

**BAHAMAS: BUILDING COMMUNITY MEDIA CAPACITY
ENVIRONMENTAL STEWARDSHIP
PROJECT NO: PDC/23 BHA/01 (354 BHA 5031)
US\$25 000**

TYPE OF PROJECT

The Bahamas Environment, Science and Technology (BEST) Commission was designed after the National Inter-Ministerial Committee on Science and Technology (NIMCOST). This Committee was created in 1989 to coordinate the response of The Bahamas to environmental, scientific, and technological matters referred to the Government by international organisations.

The project's aim was to build the capacity of media practitioners to report on environmental issues with a view to developing and strengthening environmental stewardship in Bahamas.

IMPLEMENTATION.

IPDC approved this project to the tune of US\$25,000. The project was delayed due to the recent hurricane in the Bahamas as well as other challenges. Funding has been used for the purchase of necessary multimedia equipment. A survey on media and environmental issues in the Bahamas has been completed and will inform on further related media activities in that country. A Workshop on Building Community Media Capacity for Environmental Stewardship was organized early February 2005 in collaboration with BEST and a number of media houses in Bahamas.

BEST has begun developing a web portal thanks to which individuals and the media will be able to access a greater amount of information on the environment. The first version of the website can be viewed at http://www.best.bs/env_index.htm.

A Workshop on On-line Journalism Techniques was also organized.

RESULTS.

- Through the development of an Environmental Awareness Website, access to local environmental information has been enhanced.
- 25 Media Personalities and Educators have received Action-oriented training on promoting good environmental stewardship;

CONCLUSION

Plans are afoot for cooperation with UNESCO's Science Sector to strengthen his project as well as explore similar activities in the region. This project will offer valuable lessons for similar activities in other countries of the Caribbean. The project is scheduled to end in February 2006.

NATIONAL PROJECT

BELIZE: REINFORCEMENT OF HAMALALI GARIFUNA COMMUNITY RADIO

PROJECT NO: PDC/48 BZE/01 (354 BZE 5041)

US\$20 000

TYPE OF PROJECT

The Hamalali Garinagu community radio station began broadcasting in 1995 with the objective of preserving and promoting the Garifuna language. This project aims to allow the Hamalali Garinagu community radio to reach all 10 traditional Garifuna communities in Belize. A radio station devoted to the Garifuna culture and to community development issues will provide its target audience with unfettered access to the airways with a view to stimulating self-expression.

IMPLEMENTATION

IPDC approved this project to the tune of US\$20,000. This money was used to (i) purchase equipment which resulted in the expansion of the signal range from 25 to 600 watts; (ii) obtain standard production equipment for quality programming and digital archiving, as well as (iii) to organize capacity development training. For greater impact and considering that the Hamalali Multimedia Centre serves several indigenous communities, this IPDC project was linked to the Communication and Information cross-cutting project entitled “Integrated community media for the sustainable development of remote/rural Indigenous communities in the Caribbean” as well as the Youth Poverty Alleviation through Heritage Tourism (Youth PATH). Community residents also benefited from a Regional Workshop on Integrated community media and Indigenous Peoples held in May 2005, Belize as well as Technical Training of Trainers Workshop on community journalism and multimedia scheduled for end October 2005

RESULTS

- Capacity of Garifuna Community Radio enhanced
- 6 representatives from Garifuna Community Radio trained on various concepts relating the application of ICTs to the development of their community.
- 10 community residents trained on community journalism, as well as multimedia community radio production techniques.
- Income generation stimulated through the digitization of local music and the development and broadcasting of local content;
- Self-expression stimulated through the development and broadcasting of local content. More residents are encouraged to participate in the civil and national affairs of their country.
- This centre has become a member of the *Caribbean Network of Multimedia Centres* thereby strengthening information and knowledge sharing as well as dialogues among different cultures.

CONCLUSION:

Through the IPDC funding, this project has reinforced the role of the Hamalali Multimedia Centre in uniting the Garifuna people in Belize and in fostering dialogue with other cultures, in particular the Mayans of Belize who have also established a similar centre (Tumul Kin Learning Centre – Community Radio, Computers, Internet...) with the help and experience of the heads of Hamalai.

NATIONAL PROJECT

**BOLIVIA: DEVELOPMENT OF A MOBILE TRAINING UNIT FOR
RURAL COMMUNITY TELEVISION CENTRES
PROJECT NO: PDC/23 BOL/01 (548 BOL 5000)
US\$ 31000**

This project is being carried out by SECRAD, a training centre in audio-visual production that is part of the Communications Department of the Universidad Catolica Boliviana in La Paz. SECRAD is creating a mobile training unit for TV and video production that will travel to rural and indigenous communities in order to provide on-site training at community television stations and educational centres.

The project seeks to strengthen the television and video production capacities of these community centres in rural Bolivia, including indigenous communities, and intends to establish among these centres networks for mutual cooperation and programme sharing. The idea is to build up community television as a major news and information source for rural and indigenous communities, as is already being done with community radio, and to use community television programming as a means of promoting the preservation of indigenous cultures and languages. The project, therefore, is contributing to multiculturalism and to the constitution of a participative democracy through the media.

IMPLEMENTATION:

The project is nearing completion of its activities. SECRAD has equipped the mobile unit and put it into operation. Although training activities were delayed due to the political situation, the five training courses in Tiwanaku, Bolivia, and the five training courses in Yanacachi have been completed and were attended by members of rural and indigenous community media centres. The project has developed a network among the community TV centres that received the training and has produced a documentary on the activities and material on audio-visual training. The project still has to send its final report and copies of productions from the training.

RESULTS

The project has equipped the mobile video training unit and is using it to provide training to rural indigenous communities. A network among the participating audiovisual centres has also been established. The training manual has been elaborated but not yet received by UNESCO. The full impact of the project cannot be fully assessed until copies of the productions and the training manual are received.

CONCLUSION :

The project is living up to its potential, and the beneficiary communities have benefited from the training. Most importantly, the equipping and putting into operation of the mobile training unit has provided the potential for the training to continue after the project itself has been completed. The project has also contributed to the preservation of indigenous cultures through the production of videos on cultural themes and at times in local languages.

NATIONAL PROJECT

BRAZIL: STRENGTHENING WOMEN'S LEADERSHIP ROLE IN COMMUNITY DEVELOPMENT THROUGH RADIO INTERNET
PROJECT NO: PDC/23 BRA/01 (354 BRA 5031)
US\$20 000

TYPE OF PROJECT

This project, carried out by CEMINA based in Rio de Janeiro, provided training in community radio production and programming to poor women in Brazil living in marginalized urban areas, as well as in rural ones. A total of four communities in three Brazilian states are being served by this project.

The training included uses of new digital radio technologies for both programming production and distribution, including use of the Internet to facilitate co-productions, sharing of programming and networking. The project also experimented with bringing Internet connectivity to these four communities via wireless means such as satellite.

Among the objectives were to:

- Train twelve female radio communicators (four from each community) in digital technology and use of ICTs for radio production purposes and community development.
- Produce 500 training manuals on the use of ICTs.
- Provide quality information and education on gender, human rights, and local development issues to the community.
- Train 45 facilitators (15 in each community) in the use of ICTs for community development.

IMPLEMENTATION

The project has been completed. Eight female radio communicators have been trained in ICTs and digital technology as part of a 6-day workshop. In two different 4-day workshops, 9 facilitators in San Goncalo and 22 facilitators in Pernambuco were trained to offer courses on ICTs in their communities. The Brazilian government has cooperated with the contracted agency in providing satellite connectivity to 18 community radios, allowing the project to exceed the three community multimedia centres foreseen in the contract. 13 radio telecentres have been installed and are functioning. Banco do Brazil Foundation has contributed computers to the project. The training of 45 female facilitators and the production of 500 training manuals, was also completed.

RESULTS:

The project has achieved one of its main objectives, that of bringing Internet connectivity via satellite to community radios. It is also expanding women's participation in radio in Brazil through its training activities, thereby increasing their freedom of expression. Given the difficulties currently being experienced in Brazil by traditional broadcast community radios, this project has the potential to make a significant contribution to exploring the use of digital transmission technologies for the dissemination of community radio programming. The training manual and CD have been produced and distributed.

CONCLUSIONS: This project was well executed. CEMINA recently won a prize from Telemar in Brazil for this project, citing its activities to promote women's participation in communication and community development. The project is also being evaluated by an independent evaluator, whose report should be completed by mid-December.

NATIONAL PROJECT

**BRAZIL: BRAZILIAN NETWORK FOR PRESS FREEDOM
PROJECT NO: PDC/24 BRA/01 (354 BRA 5032)
US\$25 000**

TYPE OF PROJECT

The aim of this project, carried out by the Brazilian Association of Newspapers (ANJ) was to create a national Network for Press Freedom, with a view to exchanging information and cooperating in favour of press freedom in Brazil. This network would provide a tool for recording aggressions to press freedom and campaigning against impunity for crimes against journalists.

IMPLEMENTATION

The project is completed. A website addressing freedom of the press and freedom of expression issues and cases has been created. Five seminars on press freedom were carried out in five different cities in Brazil in the first half of 2005. It should be noted that Quito provided \$4000 in funds to the Brasilia office which were used to finance some of the preparatory activities for this project, including the development of a database that became part of the website, as well as some of the work on the Web design and network planning. The free press network is operational and was launched officially in each of the five regions of Brazil, including Brasilia (Center-East region and the Capital City).

RESULTS

Through its website and electronic workshop this project is contributing to protecting press freedom in Brazil and to building awareness on the need to end impunity for crimes against journalists. This was particularly noticeable in the five launching workshops, where the local media coverage, quantity and quality of attendance indicated the importance of this subject for local communities. Each workshop dealt with specific aspects of press freedom that were effective in mobilizing local communities. The electronic network is already making a contribution to promoting press freedom and freedom of expression. Its web interface has information on 174 cases of threats, aggressions, censorship, legal suits and deaths registered since 1997. The website had 722,210 hits and 34,147 page viewers from July 2004 to June 2005. We have requested ANJ to provide updated information concerning its Website data.

CONCLUSIONS:

This project is also being evaluated by an independent evaluator, who should send his report by mid-December. The project has so far been achieving good results that redound to the credit of the IPDC, and it is expected that these results will continue. The network itself was first launched at a high-profile event in February held at the headquarters of Folha de Sao Paulo, one of Brazil's leading newspapers. Subsequent regional launchings had the same format and same high profile. The last one, held in Brasilia, was attended by the President of the Brazilian Chamber of Deputies, members of the Supreme Court of Justice, a representative of WAN, CEOs of major national and regional newspapers, Deputies and Senators, and journalists.

NATIONAL PROJECT

BRAZIL: WOAV – PREVENTION OF WOMEN’S PARTICIPATION IN ORGANIZED ARMED VIOLENCE

Project No: PDC 48/BRA 01 (354 BRA 5041)

US \$16 000

TYPE OF PROJECT

The project aims to increase the quality and quantity of coverage on women and the related issues of armed violence, human security and development:

- Developing accurate and analytical content on women and organized armed violence in Rio for dissemination in the media, including TV, radio, newspaper and electronic outlets;
- Training women from affected communities to build capacity for media advocacy and develop skills for working with journalists from all media, taking into account safety considerations;
- Training representatives of civil society organizations working on women’s issues on the relationship between armed violence, human insecurity and underdevelopment to develop a unified message and raise the profile of this issue in the media;
- Holding training sessions with Rio-based journalists, particularly women, to provide information and new approaches to covering the city’s armed violence problem, with an emphasis on gender sensitivity; training women and professional journalists is a key priority and goes to the heart of communication development.
- Building an international database of contacts and other useful information on women, human security and development, in order to help journalists and others in networking and researching the topic; and
- Monitoring media coverage on these issues in the print media and through an electronic clipping service.

IMPLEMENTATION :

The project is on track with the workplan and chronogram. Viva Rio is developing the database containing information and resources relative to women and armed violence, and intends to have it completed for dissemination by early next year. The workshops are scheduled for April and May 2006, and Viva Rio has begun identifying possible participants and elaborating the training materials. The participants in the training will be women who have in some manner suffered from armed violence, as well as journalists concerned with the issues.

RESULTS:

The project is in the early stages of implementation and it is too soon to assess results.

CONCLUSIONS:

NATIONAL PROJECT

**COLOMBIA: ORGANIZATIONAL STRENGTHENING AND COORDINATION
WITH COMMUNITY MEDIA IN COLOMBIA
PROJECT No: PDC 48 COL (354 COL 5041)
US \$18 000**

TYPE OF PROJECT

The project has as its development objective to contribute to the strengthening of community and civic media organizations in Colombia, at both the regional and national levels, by means of carrying out three preparatory regional workshops and a subsequent national forum.

Its immediate objectives are:

- To support the interchange of experiences and coordination among the networks through four regional encounters.
- To strengthen the communication processes, giving priority to diversity, citizen participation and the construction of peace, by convoking regional leaders so that together with the media they can analyze the present situation and challenges through participation in the four regional encounters noted in the previous point.
- To generate a space for dialogue among the social organizations, community communicators and government agencies that will make it possible to discuss current topics and to create the conditions for permanent arrangements for coordination.

IMPLEMENTATION

One of the four regional workshops within Colombia has been carried out. The project organizers have begun meeting with technical experts about drafting a new law on community radios. The project has also begun organizing the regional networks among community radios for interchanging programming and information. In August 2005 a meeting was held for network members in the Northern region of Colombia, and a second regional forum, for the South, was also scheduled for November but information on this meeting has not yet been received.

RESULTS:

This project, which runs until May 2006, has just begun implementing activities and it is too early to assess results.

NATIONAL PROJECT

**STRENGTHENING THE INDIAN COMMUNITY THE RADIO
STATIONS IN COSTA RICA
PROJECT NO: PDC/24 COS/01 (354 COS 5035)
US\$ 19 000**

TYPE OF PROJECT

This IPDC project is a contribution to the development of indigenous communities in Costa Rica. It intends to train young indigenous communicators in the application of ICTs to Radio production. The support provided to the indigenous communities is complemented by the renewal of the outdated installations and technical equipment of the country's indigenous radio stations. This includes 23-year-old transmitters that have been in continuous use over the years.

The beneficiary is the Costa Rican Institute of Radio Teaching (ICER). ICER is a private non-profit, non-commercial association that was founded in 1973. Through its project "Small Cultural Radio Stations", ICER has reached remote communities offering distant educational opportunities that combine radio programs, textbooks and tutorial presence. This project supplies indispensable means of communication to the rural and indigenous regions of Costa Rica.

IMPLEMENTATION

The implementation of this project began in November 2004. The beneficiary has successfully implemented all the activities foreseen in the work plan. ICER has purchased and installed a set of computers with the necessary software to digitalize the broadcasting and communication systems of the 5 radio stations involved in the project; at the same time the Institute has carried out three workshops intended to train indigenous communicators in the use of the new technology and the production of radio programmes.

RESULTS

35 young indigenous communicators have been trained in the use of the communication technology necessary to broadcast with the digital equipment acquired by means of this project. These communicators have also received high quality training in the production of radio programs. 5 indigenous Community Radio Stations already have modern software and high quality equipment to produce and broadcast their own programs.

The results of this project have been shown in the 17-minute video documentary "The Voice of the Community". This production publicizes the achievements and changes experienced by the community radios involved in this project. At the same time, it makes ample acknowledgement of the contribution of the IPDC and UNESCO.

CONCLUSION

The project has been executed successfully and according to schedule. The activities carried out have been received enthusiastically by the indigenous communicators and communities involved in the project.

NATIONAL PROJECT

DOMINICA: REINFORCING THE CAPACITY TO PRODUCE AND DISSEMINATE LOCAL CONTENT MASS MEDIA MATERIAL WITHIN THE FRAMEWORK OF COMMUNITY MULTIMEDIA CENTRES
PROJECT NO: PDC/23 DMI/01 (354 DMI 5031)
US\$20 000

TYPE OF PROJECT

There are number of telecentres in Dominica that offer various services to the communities in which they exist. One of them is Radio em ba mango/Dubique Integrated Community Telecentre, supported by UNESCO.

The aim of this project was to build the capacity of managers and participants in these centres to use multimedia in the production and dissemination of all kinds of local content, particularly for publication through mass media. The infrastructure of three of these centres will also be upgraded.

IMPLEMENTATION

IPDC approved this project to the tune of US\$20,000.

A contract was established with the Dominica National Commission for the implementation of this project. Unfortunately the project has experienced considerable delay because of internal challenges at the National Commission. There is now a new Secretary General in place. Action has been taken to ensure acceleration of project implementation.

The purchase of equipment has begun, which should be installed by the end of February 2006.

While the managers and representatives of these centres have received some basic training within the framework of other UNESCO-supported programmes, a technical training workshop on Multimedia and Local Content Development is scheduled for early March with a focus on youth. The project is scheduled to end by 31 March 2006.

RESULTS

When completed, the following results should have been achieved;

- 40 youths trained in various multimedia skills and content development;
- Local content developed, packaged and disseminated;
- Alternative training opportunities and income generation presented to youth through the use of ICTs and community media;
- Foundations laid for the development of a National Community Multimedia Centre Network to include greater application of community radio/broadcasting and community journalism.

CONCLUSION

When successfully completed, this project could benefit from the experience of the Suriname National Network of Community Multimedia Centres and would be the second National Network to be established in the Caribbean.

NATIONAL PROJECT

ECUADOR: RESTRUCTURING OF THE RADIO STATION OF THE CASA DE LA CULTURA ECUATORIANA
PROJECT NO: PDC/23 ECU/01 (548 ECU 5000)
US\$ 31 000

TYPE OF PROJECT

This project sought to strengthen the production and programming capacities of the Casa de Cultura Ecuatoriana, to improve and diversify programming content in order to promote pluralism and freedom of expression.

The Casa de la Cultura Ecuatoriana Benjamín Carrión Radio Station has a regional coverage, reaching the provinces of Pichincha, Imbabura, and Cotopaxi; in addition to music, it broadcasts information about national news (art, tourism and culture) and about educational, scientific and technological initiatives. Through its archives, it exchanges both national and international productions, in addition to providing spaces for public participation on current topics.

In order to fulfil CCE's goal of promoting cultural values and development in Ecuador, the current Administration wants to restructure the radio station, with a view to facilitating cultural broadcasting to the largest possible audience and fulfilling the role of democratic communication.

IMPLEMENTATION

The project has been completed. Thirteen training activities have been successfully carried out, on "Strategic planning in communication", "Radio management", "Radio production", "Digital editing", "Radio contribution to education, science and culture", two on "New technologies for radio", "Popular Reporting," "Radionovelas," "Dramatization," "Vocalization and Elocution," and two on news reporting. Each one was attended by 12 to 19 participants, and lasted between 20 and 40 hours. Three documents were produced as a result, and dealt with the restructuring of CCE. The project also carried out a series of eight educational seminars about the history of public service radio in Ecuador and Latin America, under the general heading of "Citizen Radio in the 21st Century"

RESULTS

The training programmes carried out have improved the technical and production capacities in the radio of the Casa de la Cultura. In fact, CCE carried out more training sessions than originally foreseen. CCE has also provided the Quito office with copies of programming content produced as a result of the training, as well as evaluations of the participants, which were generally positive. CCE recently presented its final report.

CONCLUSION :

This project basically achieved its objectives. CCE claims that with the new equipment and improved programming content, their radio station is reaching more people. However, a statistical survey is needed to fully analyze the impact of this project and evaluate it using objective data.

NATIONAL PROJECT

**ECUADOR: CAPACITY STRENGTHENING OF THE COMMUNITY
RADIO “THE VOICE OF IMBABURA”
PROJECT No: PDC 48/ECU 01 (354 ECU 5041)
US \$18 000**

TYPE OF PROJECT

This project aimed to strengthen the technical and human resource capacities of the Voice of Imbabura, a public-service radio station located in Ibarra, capital of Imbabura Province, with the ultimate goal of encouraging civic participation in the decision-making processes. Among its objectives were: modernizing the radio station through the installation of new digital equipment; improving the programming by means of restructuring and the production of informative, educational and cultural programmes; and creating radio spots for the participation of youth and women (through journalism clubs).

In addition, the project sought to:

- Develop a training program for radio personnel and communicators who work with the station.
- Develop educational programs that contain information on health, rights, human relations, etc.
- Promote the development of programs that enforce cultural identity, promote cultural diversity and motivate artistic and musical activities in the region.
- Develop informative radio programs based on local priorities with information that responds to the listeners' needs.

IMPLEMENTATION

The project has recently been completed - at the end of October 2005 - and all three planned workshops have been carried out. At least 20 local communicators participated in the workshops. The equipment approved for the project has been purchased and installed. The radio also created a Web page in order to make the radio's programming available through the Internet.

RESULTS:

The project achieved its intended results of improving the capacities and programme offerings of Radio Imbabura to include both local news and programmes on education, culture and community affairs.

CONCLUSIONS:

Considering its scope, the project has done well in meeting its immediate objectives. Feedback from the workshop participants has been positive. The long-term impact will depend on whether or not the improved programming will lead an increase in listeners.

NATIONAL PROJECT

**GRENADA: GRENCODA COMMUNITY MULTIMEDIA CENTRE
PROJECT NO: PDC/48 GRE/01 (354 GRE 5041)
US\$20 000**

TYPE OF PROJECT

GRENCODA is an NGO that has been working in rural development with the women and youth of Grenada since 1985 through the application of computer technology. The organization felt that examples of community media addressing the needs of the rural poor, in particular women and youth, were minimal. These same rural groups also lacked general access to information and communication facilities, which contributed to their marginalization from democratic process.

The project aimed at addressing these issues through the expansion of a rural community multimedia centre enhancing opportunities for rural women, youth and micro-entrepreneurs living and working in rural Grenada.

IMPLEMENTATION

IPDC approved this project to the tune of US\$20,000. The project was delayed due to the recent hurricane in Grenada. Activities are now on track. Funding has been used for the purchase of additional multimedia equipment as well as Radio in a Suitcase. With this small-scale broadcast the centre is experimenting with community radio as a means to facilitate social inclusion and expression. A training workshop on Multimedia Skills and Community Media was held in January 2006.

The manager of Grencoda also had the opportunity to participate in a Regional Workshop on ICTs for the development of rural, remote and otherwise marginalized communities, held in Suriname within the framework of the Multimedia for the Caribbean Community project. This project is now a member of the Caribbean Network of Community Multimedia Centres and has been linked to a regional discussion group.

Two community outreach activities on issues of concern to the community and the development of local content are still outstanding.

RESULTS

- 20 persons trained with particular focus on youth and women;
- Local content being produced;
- Lives of marginalized youths impacted through access to alternative means of livelihood;

CONCLUSION

With the IPDC funding, this project has reinforced Grencoda's ability to contribute to the sustainable development of rural communities in Grenada through community media.

NATIONAL PROJECT

**GUYANA: TRAINING IN MULTIMEDIA PRODUCTION FOR
COMMUNITY RADIO
PROJECT NO: PDC/48 GUY/01 (354 GUY 5041)
US\$23 000**

TYPE OF PROJECT

The University of Guyana Centre (UoG) for Communication Studies has for a number of years had a transmitter and solar energy supply in preparation for the granting of a permission to go on air as a campus community radio. The Centre now has multimedia and digital radio production facilities.

The objective of this project was to build the communicative capacity of rural people and students through training in radio and multimedia production using community participatory techniques. The project will also deepen a working partnership between the University of Guyana and its outlying rural communities.

IMPLEMENTATION.

IPDC approved this project to the tune of US\$23,000. Due to Summer Break at UoG, this project commenced implementation late last year and therefore has experienced delays. The first of two workshops on Multimedia skills and Community Media have been held. Additional equipment has been purchased. A website on multimedia in Guyana is being developed - Turkeyen Community Media at the Centre for Communication Studies at the University of Guyana.

The website can be viewed at <http://fns.uog.edu.gy/ugccs>

RESULTS.

When completed the project will yield the following results;

- 24 students, potential trainers and community members trained in radio production and multimedia skills;
- 10 radio programmes streamed on-line;
- 10 digital audio programmes produced in CD-ROM format, disseminated and broadcast on topics relevant to rural communities.
- The University's Centre for communication studies enhanced through greater access to practical training
- A member of the *Caribbean Network of Community Multimedia Centres*.

CONCLUSION

This project, when completed, will have afforded a second option for formal training and certification in community media in the Caribbean in conjunction with another campus radio on the grounds of the Barbados Community College in Barbados.

NATIONAL PROJECT

**HAITI: ESTABLISHMENT OF COMMUNITY MULTIMEDIA CENTRES
PROJECT NO: PDC/48 HAI/01 (354 HAI 5041)
US\$25 000**

TYPE OF PROJECT

Since 1992, Foundation SAKS has been working with grassroots organizations to help the Haitian people break their isolation and overcome the inadequacies of the communications network. Some twenty local and regional community radio stations have been set up throughout the country. However there is great need for Internet access and the use of modern technologies to enhance these community radios and thereby strengthen access to information.

The aim of this project was to transform two community radios, situated in Cayes, in the South and Mare-Rouge in the North-West, into community multimedia centres giving greater information access to a large number of young people and grassroots organizations that were cut off from the rest of the country, lacking access to telephones and to the Internet.

IMPLEMENTATION.

IPDC approved this project to the tune of US\$25,000. This project is being implemented in cooperation with UNESCO Offices in Kingston and Haiti. The project has experienced delays due to the remoteness of the communities. However all necessary equipment has been purchased and is being installed at the two centres.

Plans are underway for training workshops in basic ICTs skills as well as management of the centres. Communities have been mobilized and centre managers as well as other trainees identified for upcoming training.

RESULTS.

When completed the project will have yielded the following results;

- Establishment of 2 multimedia units accessible to around 1,000 young people from two regions of the country
- Empowerment of 12 young people through training in ICTs
- Offering at least 200 young people distance learning opportunities through the use of ICTs
- Providing people in remote areas with access to national and international news and information

CONCLUSION

The project is scheduled to end in the third quarter of 2006. At the end of and after evaluation of this pilot project, IPDC should consider creating a National Network of Community Multimedia Centre in Haiti in collaboration with the 20 + community radios in the country.

NATIONAL PROJECT

JAMAICA: BUILDING MOBILE, MULTIMEDIA CAPACITY FOR RURAL YOUTH
PROJECT NO: PDC/48 JAM/01 (354 JAM 5041)
US\$20 000

TYPE OF PROJECT

The Container Project was established in 2003 and is essentially a 40 ft container retrofitted into a 14-computer laboratory; training in various new ICT skills was made possible for a number of marginalized youth. In the community where the Project exists, there is a need for more education and focus on the discipline of multimedia and its relevance to strengthening youth's position on the job market and facilitating job creation. This project aims to train a core group of managers/trainers in fields such as multimedia centre management and leadership skills, videography, digital art and music production for use on local radio and cable channels and community/public education, and repair and maintenance of multimedia equipment. It also intends to build capacity within the Container Project to develop local content training materials for multimedia skills.

IMPLEMENTATION

IPDC approved this project to the tune of US\$20,000. To date funds have been used to purchase and install additional multimedia equipment for the centre. Two of three workshops have been carried out. The first was hands-on training mainly in Digital Art, Video and Music production, and web/broadcast dissemination. The second focused on Multimedia centre management and leadership skills. The third workshop, on Repair and maintenance of multimedia equipment, is scheduled for March 2006.

Additionally, through funding from UNESCO's Regular Programme, the Container project has been able to undertake a series of on and off site exhibitions for youth in the surrounding secondary and primary schools as well as adults in the community, stimulating interest in and awareness of community multimedia and their use in personal, social and economic development. Support was also provided for the centre to complete a self-evaluation which will be printed and distributed to similar media centres as a model.

RESULTS

- 40 community residents trained; 15 trained as Trainers;
- 15 residents will have received training in repair and maintenance after the third training seminar;
- Container project's capacity enhanced;
- Access to information and knowledge of the Palmer's Cross community improved;
- Income generation at the Container project enhanced;

CONCLUSION: The container project is a very unique concept, with the "repatriation" of technology and thus information and knowledge at the basis of its genesis. This centre has become a lighthouse for the Palmers Cross Community. The project could be considered as adopting an *ethnographic approach* to the application of ICTs to enhance livelihood in a poor, crime prone, rural community of Jamaica. The main advantage of this project is that it is truly mobile, with the opportunity to move the centre from one rural community to the next with live broadcast etc. IPDC could consider giving further support in this regard.

NATIONAL PROJECT

**PARAGUAY: YOUNG CORRESPONDENT NETWORK FOR JAKU'ÉKE
INFORMATION AGENCY
PROJECT NO: PDC/24 PAR/01 (354 PAR 5031)
US\$ 25 000**

TYPE OF PROJECT

The project was designed to provide journalism training, in both print and radio formats, to 85 young correspondents, between the ages of 15 and 29, in Paraguay – both in Asuncion and the outlying 17 departments – with the goal of having them participate in the Jaku'éke Information Agency network. This network of young journalists has national reach and is a source of objective and accurate reporting on national affairs.

The project included: (i) Two week-long training courses in journalism for 85 participants, and 17 follow-up and evaluation workshops, one in each outlying department, each for 5 participants; (ii) Production by the participating youth correspondents of a monthly magazine, electronic news bulletins, print press dispatches and radio programmes; (iii) Dissemination of the news and information produced by the participants to national communication media; (iv) Production of 400 copies of a Manual for Youth Journalists that will be distributed free to the participants of the project, libraries of schools of communication, radio stations, newspapers and other publications, as well as non-governmental organizations involved in communication and development.

IMPLEMENTATION

The project has been completed. Through a national application process publicized through radio, Paraguayan young communicators (15-29 years old) were chosen for two week-long journalism workshops—22 participated in an October 2004 workshop, and 26 participated in a January 2005 workshop. These young correspondents were trained to find, edit, produce, and send information via media computer programs, and were trained in the basic components of journalism. They subsequently became part of the Jaku'éke Correspondent network. 14 follow-up training sessions have since been realized, and 3 more are anticipated. A Manual for Young Journalists was prepared by professional journalists with input from the workshop participants.

RESULTS

The project has not only strengthened the skills of the young journalists, but is also contributing to the overall availability of quality news and information in Paraguay. News produced by the young journalists in the remote interior of the nation has been made available nationally. Additionally, the Jaku'éke electronic news bulletin, received regularly in Quito, is a highly reliable source of news and information about Paraguay. This project has helped create a cadre of well-trained young journalists in the country who will be the future torch-bearers for press freedom and freedom of expression.

CONCLUSIONS : The project achieved its intended objectives and results, and is certainly strengthening freedom of expression and press freedom in Paraguay, as well as promoting the participation of youth in the news and information gathering process.

NATIONAL PROJECT

PERU: STRENGTHENING PRODUCTION CAPABILITIES OF LOCAL TV STATIONS

PROJECT NO: PDC/24 PER/01 (354 PER 5031)

US\$ 25 000

TYPE OF PROJECT

The project, carried out by TV Cultura in Lima, Peru, sought to upgrade the audio-visual programming production skills of journalists working in 30 local television stations in Peru. The project will organize two training workshops and intends to produce TV news and information reports utilizing what is being taught in the workshops.

IMPLEMENTATION

This project concluded in October 2005. The first workshop for 42 television journalists was held in August 2004. Participants signed agreements for institutional collaboration and joined the RED TV NOTICIAS network. Follow-up monitoring missions to the participants' stations took place and continue. In October 2004, a workshop on management was held for the network's channels. In February 2005, 35 journalists from 27 RED TV member stations were trained in a three-day workshop focused on strengthening democracy through citizen vigilance and decentralization. On 30 August 2005 TV Cultura completed its web site, which provides information on its history and on the projects the network is carrying out. There are also three virtual workshops on the website. TV Cultura has provided on DVD a video record of the workshops.

RESULTS:

The project met its objective of improving the news and information reporting of TV journalists working in local stations, mostly in rural Peru, as well as upgrading their technical production skills. The DVDs of the workshops are useful in helping to evaluate the project and one can conclude that the workshops were well done. Red TV Noticias is facilitating co-productions and programme sharing, thus strengthening the participating stations' ability to provide both local and national news to their communities.

CONCLUSIONS:

This project was executed and achieved its anticipated results of strengthening the technical and news reporting capacities of local TV stations in Peru.

NATIONAL PROJECT

PERU: RADIO AND DEMOCRACY: PARTICIPATION OF THE DISADVANTAGED AND EXCLUDED SECTORS OF THE PERUVIAN SOCIETY IN THE DECENTRALISATION PROCESS

PROJECT No: PDC/48 PER/01 (354 PER 5041)

US \$20 000

TYPE OF PROJECT

The project is being implemented by the Lima-based Coordinadora Nacional de Radio (CNR), a non-profit civil association that coordinates more than 70 communal and educational radios, and whose members include both broadcasters and production centres.

The project's objective is to provide training in order to increase the production capacities of 16 community and educational radios of the CNR network and strengthen their role as social actors offering information to citizens and promoting dialogue and civic participation. A manual will also be created for producers and radio journalists on civic monitoring and decentralization.

The project will, moreover, produce a series of weekly, 30-minute radio programmes, which will widen access to information and promote citizen participation. The programmes will include news, information, analysis and debate on the decentralization processes taking place in Perú and civilian monitoring mechanisms.

IMPLEMENTATION

CNR has already carried out four training workshops in the North, East, Center and South of Peru. The workshops, which were for both Spanish and Quechua speaking radio practitioners, covered themes related to the decentralization process in the country and citizen participation in local development and decision-making. CNR has also begun producing electronic bulletins on the decentralization process and regional integration, as well as opinion and analysis programmes. Finally, CNR has begun compiling information for the training manual envisaged by the project.

We have two progress reports and the project is moving ahead well. The final report should include recordings of radio programming produced during the training, as well as the training manual.

RESULTS:

From the reports received so far, the project is advancing and achieving its objective of improving the reporting abilities of the participating journalists. The training manual foreseen for the project should also contribute capacity building for radio journalists in Peru.

CONCLUSIONS:

If the project can sustain this pace of implementation, it should easily conclude at the end of February 2006 and be successful.

NATIONAL PROJECT

ST. LUCIA: TRAINING FOR THE DIGITAL NEWSROOM AT RADIO ST LUCIA

PROJECT NO: PDC/48 STL/01 (354 STL 5041)

US\$15 000

TYPE OF PROJECT

Radio St. Lucia is state-owned and one of six radio stations that operate in this country. There is a need in St. Lucia to enhance the skills of journalists, particularly in the field of new technology. As a national radio station, it is of particular significance that Radio St. Lucia provides the citizens of the country with reliable and timely information while fostering citizens' inclusion and participation in their governance. The aim of the project is to facilitate media development in St. Lucia through training of journalists and news correspondence, particularly in rural areas of the country.

IMPLEMENTATION

IPDC approved this project to the tune of US\$15,000. This project has been delayed due to efforts to solicit additional funding from Japan FIT. This was necessary to ensure a project with greater impact on the Eastern Caribbean. Having received commitment from Japan FIT, a contract was established with Radio St. Lucia to undertake preparatory activities in anticipation of the disbursement of funds from Japan FIT. Necessary equipment for conducting training and upgrading Radio St. Lucia has been purchased and installed. A digital newsroom has been established at Radio St. Lucia.

Two one-week workshops on News Production – Practice and Processes are scheduled for March and April 2006. One will focus on the principles, processes and practice of electronic news gathering and production paying attention to technological convergence and reporting for multiple media platforms. The other will be mainly on the principles, processes and practice of website design and creating multimedia web content. All preparatory activities have been completed.

RESULTS

- Radio St. Lucia has been upgraded making it better able to serve the citizens of the country. According the Managing Director efficiency has increased six-fold.
- New public service radio programmes have been developed and broadcast;

The following results will have been yielded once the project is completed:

- At least 20 journalists and 10 news correspondents trained;
- Training modules packaged on CD-ROM;
- Improved newsroom facilities and equipment;
- Training materials including modules, manuals, CD-ROMs, and/or videos available for continuous in-house training.

CONCLUSION: The IPDC funding was used as leverage to solicit additional partners, creating a greater impact on media development in St. Lucia and the Eastern Caribbean. The newly established newsroom has already attracted support from the Commonwealth Broadcasting Association which contributed to initial training on news production.

NATIONAL PROJECT

ST. VINCENT & THE GRENADINES: ENHANCING BROADCAST AND PRODUCTION CAPACITY AT NBC RADIO
PROJECT NO: PDC/48 STV/01 (354 STV 5041)
US\$15 000

TYPE OF PROJECT

The overall objective of this project is to build the communicative capacity of NBC staff and of the organization to deliver quality audio programming that mettes the public's demands, using state-of-the-art digital technology. NBC is the state-owned National Broadcasting Corporation, which provides coverage to about 95 % of the population of the 32-island chain of St. Vincent and the Grenadines. This project aims to train the technical staff and newsroom professionals at NBC in the skills needed for them to competently interface with new technology.

IMPLEMENTATION.

IPDC approved this project to the tune of US\$15,000.

On 30 January - 3 February a training workshop was held in Kingstown, SVG. This training was also open to other stations in the country that experience similar problems in professional preparedness.

The packaging of course material, preparation of an in-house maintenance manual and production of new radio programmes are now underway.

RESULTS.

When completed the project will have yielded the following results;

- 8 technical staff and 13 professional staff trained in various ICT skills directly related to there function and profession;
- Training materials packaged and shared;
- In-house maintenance manual produced in multi-media format;
- New programming materials produced and broadcast quarterly;

CONCLUSION

Thanks to the IPDC funding, NBC will be better able to serve 95% of the population on SVG.

ARAB STATES

REGIONAL PROJECT

**IFEX: CAPACITY BUILDING, TRAINING, AND MONITORING
SUPPORT FOR GROUPS CAMPAIGNING FOR FREE EXPRESSION
PROJECT PDC/48 RAB/01 (354 RAB 5041)
US\$ 25 000**

TYPE OF PROJECT

IFEX's main development objective is to help create a strong and vibrant free expression community in countries across the Middle East, North Africa and beyond. The project aims at having a positive impact on the future of media pluralism in the region. More voices will be heard and greater diversity will occur if threats to media are reported widely and if freedom of expression awareness is increased among journalists, students, lawyers, civil society, and various professional groups.

The following objectives will be implemented:

- 1.) To increase the capacity and effectiveness of independent free expression organisations in the MENA region by providing them with various forms of support.
- 2.) To support monitoring and reporting of free expression violations by about 3 national and regional groups, and help with the establishment of an Action Alert Network within MENA that will distribute Alerts in Arabic (regionally) and in other languages (globally) through the IFEX network.
- 3.) To substantially increase the flow of key free expression information between the MENA region and the rest of the world by supporting translation (Arabic-English-Arabic) and developing communications systems for the distribution of action alerts and press freedom reports.

IMPLEMENTATION

A contract has been signed with IFEX in August 2005 and with its counterpart organization in the MENA region, the Egyptian Organization for Human Rights (EOHR).

IFEX shall provide 3 partner groups with Organisational Development Support, such as ICT assistance, networking support, and help with organisational development; support for IFEX's new MENA Action Alert system, including operational resources and program operational support; and increase the ability of MENA groups to investigate and report on free expression/human rights violations by providing them with comprehensive training in the areas of monitoring violations and writing alerts reports.

EOHR will coordinate the new MENA Action Alert system being coordinated through its office, including operational resources and program operational support; maintain the Arabic IFEX Communiqué on its website each week, in addition to other information in Arabic about IFEX campaigns and human rights issues; and support translation services, specifically for the Arabic translation of the weekly IFEX bulletin, the IFEX Communiqué, which is distributed throughout the region and available on-line at hrinfo.net/ifex

RESULTS

The contract is ongoing and the results should be achieved by March 2006.

INTERREGIONAL PROJECT

**IFEX: NARROWING THE DIGITAL DIVIDE: INCREASED PRESS FREEDOM CAMPAIGNING THROUGH ICT CAPACITY BUILDING PROJECT N°PDC/23 INT/01 (354 INT 5031)
US\$ 23 000**

TYPE OF PROJECT

The overall goal of this project is to support and strengthen the work of the free expression community – especially in developing countries – through the effective use of ICTs. Specific activities include:

- 1) **Online Training and Support Resource Centre:** The IFEX Clearing House began developing an online training and support resource centre in three languages throughout the fall of 2004, which was launched in February 2005.
- 2) **ICT Training and Support Grants:** The IFEX Outreach Programme provides ICT support to groups in developing countries and countries in transition
- 3) **IFEX Website – Clearing House Capacity Development:** In early December, IFEX Clearing House members were trained in EZ-Publish, the open source content management system used to load material, in order to enable them to maintain and customise the routine site functions, namely the on-line resource centre, as well as Action Alerts, the *Communiqué*.

IMPLEMENTATION

During the project, IFEX helped groups in developing countries to protect free expression and independent media in their respective regions. Support was provided to improve access and networking, website development and Internet-based campaigning training. Finally, visits to the IFEX website have doubled with the site now currently over 1.5 million page views per month. It is the first “hit” of most major search engines for “freedom of expression.”

RESULTS

One resource to be available on-line is the new Campaigning Handbook. The Campaigning Handbook compiles the most up-to-date and effective campaigning methods used by human rights groups within and beyond the IFEX community.

Groups from developing countries have received ICT support from IFEX which allowed them to broaden their communications skills. It includes: training and website re-launch for MRA in Nigeria, access to Internet of the National Association of Independent Mass Media in Tajikistan (NANSMIT), and Web support to Mongolian group Globe International.

The technological development of web access for IFEX members allows better campaigning, such as international alerts and solidarity statements circulating on the IFEX network.

CONCLUSION: IFEX has demonstrated its ability to promote press freedom as well as its efficiency to support ICTs in order to narrow the digital divide. A better free flow of information on violations of freedom of expression has been enhanced.

REGIONAL PROJECT

**TRAINING OF JOURNALISTS
PROJECT PDC/48 RAB/03 (354 RAB 5042)
US\$ 50 000**

TYPE OF PROJECT

The primary target of the project, carried out by the Al Jazeera Network, is to train broadcast professionals from Palestine in modern professional skills. The project aims to provide training to 12 journalists in writing and reporting news for television in a first phase; this number could later be increased to a total of 36 persons through additional workshops that will be designed and budgeted separately. Training on the use of new communication technologies for international news reporting will also be provided. These actions will strengthen the free flow of information and improve the quality of news programmes in the region.

IMPLEMENTATION

The Aljazeera Media Training & Development Centre (AMTDC) has designed, developed and conducted a two-week training programme on Professional TV Journalism for 12 Palestinian women broadcast journalists originating from Gaza and the West Bank. The training programme covered such topics as: the essential principles of journalism; television news versus print journalism; working with the camera-operator and the role of the reporter as the director on location; selection of camera shots and moves; interviewing techniques with practical exercises; general scripting principles and the technique of professional shot-listing. The course included also some production of rights stories with a final test for each one of the participants to produce and edit a final video story to be viewed and evaluated by al, the trainees. The training programme was conducted in a highly professional manner with excellent training facilities. The trainees were given an opportunity to visit the Aljazeera channel and had a discussion with the editor-in-chief.

RESULTS

The training programme sought to train participants in the essentials of journalism, its professional practice, standards and ethics; to teach them the basic principles of film-making and to address the particular needs and challenges of women journalists working in Palestine. Each participant has received detailed course notes and a copy of a 'Guide to Video Journalism', both in English and in Arabic to take away – together with a VHS tape of the final 'showcase' program and CD-ROM of still photos taken during the course. Each participant has been evaluated and certified by the trainer at the end of the programme with clear recommendations for further professional development. At the end of the training all participants completed a questionnaire evaluating how the training offered would be useful in their future work.

CONCLUSION:

The project has been successfully implemented due to the synergy and very good cooperative efforts between all the stakeholders involved: the Aljazeera media Training and Development Centre, the UNESCO Office in Ramallah and local broadcasters. The Aljezeera Media Training and Development Centre has excellent training facilities and is emerging as a regional centre of excellence for the Middle East.

REGIONAL PROJECT

MODERN BROADCASTING MANAGEMENT IN THE ARAB COUNTRIES
PROJECT PDC/48 RAB/05 (354 RAB 5043)
US\$ 20 000

TYPE OF PROJECT

The purpose of this project is to sensitize media managers in selected Arab states on modern practices and methods in order to make them better equipped to deal with the complex structural, administrative, financial and policy challenges they face in this increasingly commercial era. The Al Jazeera Network, the body implementing this project, plans to organize workshops designed to train broadcasting managers on a range of media management issues and help them adopt innovative strategies to achieve greater independence, autonomy, self-reliance, productivity, and accountability. At the end of each workshop, a team of managers will be established that will be well equipped to oversee the implementation of new management methods and practices. Best practices in some of the broadcast organizations may be used as models for others to follow.

IMPLEMENTATION

The project was implemented in partnership with the Aljezeera Media Training Centre. Two training workshops have been designed and conducted for senior television and radio managers from 13 Arabic-speaking countries across the Middle East, most of them from state broadcasting organizations (Bahrain, Morocco, Jordan, Iraq, Djibouti, Sudan, Mauritania, Egypt, Saudi Arabia, Qatar, Syria, Palestine and Lebanon). The training programme included modules on Management Principles, Strategic Planning, Programme Planning, Editorial & Production Management, Financial Management & Marketing, Managing People, Risk Management & New Revenue Streams. In the course of the training the media managers were exposed to various practical exercises which enhanced their management skills and deepened their perspective on the media industry.

RESULTS

Media managers from 13 state-controlled electronic media were exposed to practices techniques applied in commercial media. They have acquired knowledge and examples of competitive management structures and procedures that will teach them to manage more effectively their media institutions in order to keep their viewers and listeners; and learned about ways in which they can reform their internal management structures and systems to make them faster-moving, more flexible, and more efficient in an increasingly globalized media environment.

CONCLUSION

The project was successfully implemented. The original project schedule has been fully respected. The Aljezeera Media Training and Development Centre has proven to be a solid and reliable partner. In the course of the project there was a strong need identified by the media practitioners for a handbook on media management procedures which is currently being prepared by UNESCO. The Aljezeera Media Training and Development Centre has excellent training facilities and is emerging as a regional centre of excellence for the Middle East.

NATIONAL PROJECT

MAURITANIA: START UP OF TWO RURAL RADIO STATIONS IN TWO HISTORICAL CITIES OF MAURITANIA: TICHITT AND OUALATA
PROJECT NO: PDC/48 MAU/01 (354 MAU 5041)
US\$ 16 000

TYPE OF PROJECT

Conscious of the contribution of Rural Radios to development, Mauritania has already started a process of decentralization of Local Rural Radios, mainly in the historical towns of Chinguetti, Ouadane, Oualata et Tichit.

Two of these towns (Chinguetti et Ouadane) have already benefited from an IPDC grant for the creation of two rural stations in 2002.

Such stations, together with other local radios, have started several proximity programs in cooperation with different development agencies (UNFPA, UNICEF).

The impact of the local radios in Chinguetti and Ouadane has been reflected substantially in the preservation of the cultural heritage of those towns. The local radios have become real communication channels for the populations of the region.

IMPLEMENTATION

On the basis of the actual approved budget, the project has been reformulated by Radio Mauritania with the supervision of the Rabat UNESCO Office. It was decided that only one radio station would be equipped instead of two, in the historical town of Oualata. Some recent improvements in infrastructures (the national electric power grid was extended to Oualata in July 2005) have allowed further reducing the material to be purchased and a new final budget has been prepared for the equipment of one radio station in Oualata.

After some delays due to the sudden political changes in the country after August 3rd 2005, the material was purchased and delivered to Radio Mauritania on September 6th, 2005. After an overall testing carried out by RM technical staff, the material was delivered to Oualata for installation in November 2005. Unfortunately, due to some delays in the deployment of the electric power grid in the town of Oualata (which are independent of the will of Radio Mauritania), the radio is still not operational. Its official inauguration is scheduled for the period December 2005 – March 2006.

RESULTS

The material for the equipment of one radio station in the historical town of Oualata has been successfully delivered to Radio Mauritania and installed in Oualata.

CONCLUSION

The project is still ongoing. The original schedule has been respected so far. Radio Mauritania has proven to be a solid and reliable partner.

NATIONAL PROJECT

**MAURITANIA: STRENGTHENING THE OPERATING CAPACITY OF
L'AGENCE MAURITANIENNE D'INFORMATION (AMI)
PROJECT NO: PDC/23 MAU/01 (354 MAU 5031)
US\$ 25,000**

TYPE OF PROJECT

In order to assist government efforts in the modernization and capacity building of the press and media sector in Mauritania, the Rabat Office has financed the mission of two international consultants, Mr. Ridha NAJAR et Mr. Jamal Eddine NAJI, to elaborate a Five-year Strategic Development Plan (2004-2009) proposal for the Mauritanian Information Agency (Agence Mauritanienne d'Information – AMI). The mission was organized in close collaboration with the executive staff and managerial team of AMI. The two consultants were in Nouakchott from 16 to 26 September 2003 and presented their conclusions in the form of a study handed to UNESCO in January 2004.

A mission of the Rabat Office in Mauritania in February 2004 made it possible to officially deliver this study to the authorities concerned (Ministry of Communication and Relations with the Parliament, Management of AMI) and to discuss its implementation. Thus, direct assistance (15.000 USD – regular programme 32 C/5) from the Rabat Office as well as a contribution following a request transferred to the IPDC (25.000 USD - project 354 MAU 5031) was received for the main recommendations. These recommendations concern in particular the strengthening of AMI's training unit (equipment + training of trainers).

IMPLEMENTATION

These initiatives led to several activities:

- Strengthening the ICT capacities of AMI's training unit (6 PC COMPAQ Pentium IV, 2 Laser Printers HP 1300, 2 scanners BENQ, 2 digital photo cameras) (January 2005);
- A training session for 15 journalists from AMI on computer-assisted editing and publishing (February 2005);
- A training session for 15 to 20 journalists from AMI on techniques for journalistic investigation and reporting (March 2005).

RESULTS

On the one hand, the project directly contributed to strengthening the capacities of AMI, especially those of its new continuing education unit, recently created in the framework of the Strategic Development Plan of the Agency. The expertise and equipment provided should make it possible to ensure better skills among and the scaling up of journalists and media professionals. The quality of the human resources of the Agency will thus be greatly improved. On the other hand, IPDC's contribution created a framework of enhanced cooperation for other potential fund donors. Some have already taken up this opportunity to assist AMI in its efforts by financing training programmes within the framework of the specialized unit recently established.

CONCLUSION

The activities of the project have ended.

NATIONAL PROJECT

PALESTINE: EMPOWERING THE MEDIA SECTOR IN HEBRON
PROJECT NO: PDC/48 PAL/03 (354 PAL 5041)
US\$ 28 000

TYPE OF PROJECT

The overall goal of this project is to establish a specialised media centre in Hebron, which will provide free training and empower local TV and radio stations as well as journalists and civil society organizations to design, implement and broadcast community development programmes. In addition, it will enable the media to expand their outreach projects to larger audiences. Developing and building the capacities of civil society organizations will also allow them to raise their voices and exist in areas in which they were absent before.

Specific immediate objectives include

- Establishment of a small media resource centre in Hebron
- Purchase of equipment and use for the centre work
- Creation of 3 new media posts (gender-balanced)
- Training (transferable skills and civic society issues) of 40 practitioners from the local 9 radio and TV stations

IMPLEMENTATION

The first phase of the activity began in late May 2005, once additional extra-budgetary (UK) and regular programme (CI/INF) funds had been identified to enable the project to be fully operational. Equipment was purchased by July and has been fully installed and tested. The training manuals were prepared, following visits and a questionnaire addressed to all local radio and TV stations, to exchange impressions on the proposed training programme. Trainers were identified and sessions scheduled.

The project implementation is now drawing to an end. Training has now all been completed, the last trainer left for Spain at the beginning of November 2005. Some forty participants from different backgrounds - local radio and TV stations, free lance journalists, students, and people concerned with community media and journalism - took part in the training. Some participants continue to visit the media centre to carry out extra work and to keep practicing on different software and multimedia programmes, while some radio stations are using the facility to record, edit and film programmes for their stations. Four short video documentaries were produced by the participants on the following subjects: Obstacles facing women at work, the Wall, Early Marriage and Music in Palestine. In addition the two training manuals of the project have been completed and are in the process of being printed, both in soft and hard copy.

All work is strictly on line with the detailed work plan schedule. UNESCO is now awaiting receipt of the copies of the videos, the training manuals, and the detailed final and financial reports

RESULTS

- This project is providing the missing dimension of the civil society work in the district – communication with the grassroots and the marginalized population.

- **Empowering the media sector in Hebron district is the tool to bridging the gap and building trust between different sectors inside the society.**
- **By rebuilding the media sector in a modern and coherent way, and then mobilizing towards the development real community programmes, the level of participation of the people in public life (elections, voluntary work etc.) will increase significantly.**

CONCLUSION

Although the project is still under implementation, in line with the work plan schedule for the activity, and should be completed by end of 2005, feedback from the activity is very positive, as shown not only by the active participation but also by the well-received support of the Hebron community as a whole. The International Palestinian Youth League implemented the project promptly and professionally, handling efficiently the creation of the centre, the purchase of the equipment and the scheduling and high-quality content of the training component. Reporting between UNESCO/IPDC and the project coordinator was prompt and comprehensive, and open communication was maintained throughout the implementation period. Further pilot projects involving media and the Hebron community have been proposed, where UNESCO funding and expert assistance would be extremely beneficial.

NATIONAL PROJECT

**PALESTINE: LITERARY AUDIO LIBRARY FOR RADIO, EDUCATION
AND THE BLIND PERSONS
PROJECT PDC/48 PAL/01 (354 PAL 5031)
US\$ 25 000**

TYPE OF PROJECT

In a country where radio programmes are largely religious or political, with 10 of the 31 radio stations in the West Bank and Gaza being exclusively religious, this project seeks to diversify media content by enhancing cultural content for radio stations.

Radio listeners will thus learn about their very rich culture, and schoolteachers and pupils (of classes 6-11) will have the opportunity to enjoy literary works in Arabic produced by professionals in an audio format. The project also aims to establish a kernel for an audio library and start a tradition of audio books in the country, which will be particularly useful for blind people.

IMPLEMENTATION

Upon signature of the revised work plan in early June and receipt of additional extrabudgetary funding from the UK and Finland, a revised workplan was approved. Literary works were identified, such as Al Ayyam (The Days, Taha Hussein) and al Bukhalaa' (The Miser, Al Jahiz), and speakers were interviewed, tested and chosen for the readings. All of the recordings have now been completed and editing and preparation of the CDs followed directly upon completion of the readings. An agreement was reached on the presentation and make up of the CDs as well as a solid methodology was established for their distribution. A booklet has also been printed to explain the literary audio library.

UNESCO is now awaiting receipt of the CDs and booklets and a detailed final and financial report.

RESULTS

- Cultural content of radio stations is enhanced
- A basis for an audio library has been established and a start up of a tradition of audio books created in the country
- Creation of a strong literary diversity will change the perception of people's lives and demonstrate the richness of the nation's culture.

CONCLUSION

The project is near completion and should be finished on schedule by end December 2005. The activity has been carried out efficiently, within time schedules and with high quality and professional levels of execution. UNESCO/IPDC maintained good communication channels with the project coordinator throughout implementation, reporting was efficient and prompt, and the project was well budgeted within the original financial breakdown. Although UNESCO, at the time of writing, is awaiting copies of the CDs and the booklet, reports have been received from the region on the high quality and positive achievements of this activity. Due to the high standards imposed by the project team, it is felt that a further proposal to broaden the audience to a more regional platform would be welcomed by the Arab world.

NATIONAL PROJECT

**PALESTINE: STUDIO FOR CHILDREN'S PROGRAMMES AT THE
PALESTINIAN BROADCASTING CORPORATION (PBC)
PROJECT NO: PDC/48 PAL/02 (354 PAL 5041)
US\$ 33 000**

TYPE OF PROJECT

The Palestinian Broadcasting Corporation and Voice of Palestine will play an important role in helping children's development through a plan that covers all aspects of development: education, health, social development and entertainment. Specific activities will aim:

- to assist in the reconstruction of the studio, and remodernize the remaining primitive equipment, all destroyed in the recent past.
- Prepare and produce some programmes targeting children and youth up to 18
- Target parents and family groups who will benefit from the above-mentioned programmes
- Provide access to facilities and network with associations and organizations concerned with children who wish to produce and broadcast special programmes.

IMPLEMENTATION

Upon signature of the revised work plan in early June, and receipt of additional extrabudgetary funding from UK as well as the IPDC, the procurement process was undertaken by the Ramallah Office in cooperation with the PBC. Upon the request of the PBC, the purchase, delivery and installation of the studio equipment was delayed as the Corporation was at that point planning to move to new premises, and wished to install the equipment directly in the new location. However because of the uncertain political situation in the region and forthcoming elections, the decision to move the studios was put on hold and the equipment will be delivered to PBC's present premises at the beginning of 2006.

In parallel with the above procurement, preparations for the production of weekly children's programmes, documentaries, and talk shows are underway. A detailed training plan was prepared. Contracts to set up a specialized library for children, and provisions for five training sessions on programme production and broadcasting techniques for children between 10 – 18 years of age have also been undertaken. As a first part of the training, a group of 10 children of age 9 -14 were selected from different schools and children's organizations, and are now being trained within the programme.

A networking process with children's organizations has been initiated by introducing the idea of the programme to different groups and discussing with them the possibilities of cooperation.

Children related magazines, books, and other materials have begun to be collected as a first step towards creating a specialised library.

RESULTS

The production of programmes will be a tool in improving the situation of children, in terms of personality, education, skills, health and social habits, and help them overcome the difficult situation presently surrounding their lives. The improvement of children's and youth welfare constitutes an important part of community development, and will play a major role in the future generation's

building of Palestine through gain in self-confidence, acquiring positive attitudes and overcoming difficulties.

CONCLUSION

The project is still being implemented and should be completed by early Spring 2006. UNESCO/IPDC have however already received positive evaluations from those involved in the project and members of the media community. This project has been carried out professionally and efficiently, with due respect to scheduling wherever possible and strictly in line with the budget breakdown. Reporting by the coordinators has been prompt and comprehensive, and a good communication relationship was established between Headquarters, UNESCO Ramallah and the PBC team.