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ARAB REGION

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JORDAN

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	**ENHANCING INTERNET MEDIA FREEDOM IN JORDAN: FROM RESEARCH TO MEDIA ADVOCACY**
2.	NUMBER	**IPDC/58 JOR/01**
3.	MEDIA DEVELOPMENT INDICATORS' CATEGORY	**Category 3**
4.	IPDC PRIORITY AREA	**Promotion of freedom of expression, and press freedom (including the safety of journalists)**
5.	SCOPE	**National**
6.	TYPE OF ASSISTANCE REQUESTED	**Institutionnel capacity building**
7.	TOTAL COST OF PROJECT	**US$ 41,975**
8.	AMOUNT REQUESTED FROM IPDC	**US$ 22,160**
9.	BENEFICIARY BODY	**7iber for Training and Technology**
10.	IMPLEMENTING OFFICE	**Amman – Ma'aly Hazzaz: m.hazzaz@unesco.org, Wencke Mueller: w.mueller@unesco.org**
11.	PROJECT LOCATION	**29 Muhib Al Din Street Jabal Lweibdeh, Right of the Abdali Souk Amman, Jordan**
12.	PROJECT PREPARED BY	**Ramsey George, 7iber for Training and Technology ramsey@7iber.com**
DECISION OF THE BUREAU:		

1. PROJECT JUSTIFICATION:

The Middle East is home to one of the fastest growing Internet populations in the world, and Jordan stands out in particular, with roughly 56% of its six million population now online, compared to only 11% in 2000. Moreover, a rising mobile penetration rate over 100% (with smartphone users representing over 50% of the market), an environment of substantial digital access amongst the Jordanian population emerges. With this accessibility in mind, the Internet has become a prominent space for average citizens (predominantly youth) to access news, engage in discussions, blog, publish content such as videos and photos, as well as organize and mobilize as groups.

With this new digital frontier unfolding, various issues and challenges have subsequently materialized. For instance, with the substantive rise in Internet access has come the prolific emergence of local electronic news (e-news) websites that have reshaped the media landscape in the Kingdom. These e-news portals, which have grown to over 200 in the span of roughly five years, have become the primary source of breaking news for online Jordanians. A recent UNESCO publication entitled *Global survey on Internet privacy and freedom of expression* identifies risks and threats to privacy that have developed due to the immersion of people's lives on the Internet.[1] Not just personal and privacy threats however, many legal and moral questions appear as well. A recent study on media use in the region by Northwestern University in Doha, states that at least 61% of Jordanians believe the Internet is an important source of news, compared to 62% who said the same of traditional newspapers, an indication of shifting trends among news readers. The ability for e-news sites to bypass the conventional process of information dissemination common amongst traditional media - a process that media observers typically note as having been co-opted by the state - has proven problematic for the Jordanian state.

As the situation continues to change and evolve, 7iber is uniquely positioned to address the weaknesses and challenges that exist in this community. With a track history of training, working with professionals and with citizen journalists, having a large community of engaged and informed readers, and a dedicated research, 7iber has the capacity and the knowledge to successfully address these challenges. In order to counter the attempts to censor, we will work with local professionals and citizen journalists to help enable the media community to better respond to threats on media freedom and freedom of expression.

Several efforts to censor or police the Internet in Jordan have been attempted by the state over the past several years, which media observers see as being in direct response to both the rise in the popularity of e-news sites as well as the expanding rates of Jordanians on discussion-driven social media platforms like Facebook and Twitter. In 2010, the government attempted to block over 50 e-news sites throughout government buildings, citing a 30-day official study that claimed public sector employees were wasting three hours a day surfing such sites. This policy was coupled with the introduction of a controversial Cyber Crimes draft law that included articles targeting e-news sites, including the ability to impose fines on media outlets publishing articles deemed to be "defamatory" or allow the authorities to raid offices and confiscate computers. After mobilized pressure from various interest groups that included bloggers, cyber activists and journalists, these articles were removed from the law, and the government's policy of blocking e-news sites was eventually reversed. Nevertheless, the Jordanian state has continued to search for new ways to restrict and/or regulate new media in the country, especially   in   the   post-Arab   Spring   era.

The context of these moves must also be considered, and there is perhaps nothing more that stands out as a

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[1] For full report, follow this link: http://www.unesco.org/new/en/communication-and-information/resources/publications-and-communication-materials/publications/full-list/global-survey-on-internet-privacy-and-freedom-of-expression/

contributing factor to the state's newfound direction than the advent of the Arab Spring and the lingering presence of domestic discontent. Jordanians, especially the increasingly connected youth segment of the population, have taken to Facebook and Twitter to form new groups and hashtags, while using these platforms to mobilize people, aggregate content, create discussion, launch protests, or simply voice discontent with the status quo. According to SocialBakers.com[2], there are over 2.4 million Facebook users in Jordan, and this includes a growth of nearly a quarter of a million in the past six months alone. With some of the biggest Jordanian pages and groups on Facebook being media related or political in nature, both the usage and user base on Facebook alone have changed dramatically since the Arab Spring began, with Jordanians finding a new political voice, and articulating it online.

While past efforts by successive governments to reign in online media through legislation were met with failures, moves to amend the notoriously restrictive Press and Publications law in mid-2012 were indeed successful. The amendments include holding e-news sites accountable for any comments left by their readers, and would allow the Press and Publications department to intervene if a website publishes any comments posted on an article that are deemed irrelevant to the article's content. The amendments also command that online media organizations are required to archive all comments (and user data) left on their sites for at least six months. However, the most troublesome amendment mandates the registration of "electronic publications" with the Press and Publications Department, essentially binding them to the same restrictions traditional media faces. Bringing online news sites in to the folds of the Press and Publications law would therefore require them to be mandatory members of the Jordan Press Association, and undergo the same regulations governing print publications, including appointing an editor-in-chief who has been a member of the association for a minimum of four years. Lastly, the law also grants the government the ability to block sites failing to comply with the new law.

In early June 2013, the implementation of the new amendments to the Press and Publications law went into effect with over 250 news websites being blocked for failing to register with the Press and Publications Department.

While recent legislation continues to pose a major problem from the government side of things, the current environment also presents a unique opportunity to address the media sector's capacity to respond to state interventions. To begin with, there is an obvious lack of a research community examining these new, emerging trends and threats reduces the abilities of activists and media professionals to respond to new attempts to limit free speech and expression. This gap in the research arena was apparent to 7iber and other key digital activists who attempted to mobilize the online community in the midst of the 2012 legislative process to amend the Press and Publications Law. The mobilization culminated in an organized SOPA-style "blackout" of over 400 local websites, which spurred the attention of the international press. Despite the inability for these efforts to stop the law's passing, many lessons were learned, the most prominent of which was the apparent gap in knowledge about rising trends, as well as utilizing such research to raise awareness on the ground amongst a generation of online Jordanians, regarding digital rights, via a dedicated advocacy effort.

Based on the current media environment we see a lack of professional capacity for media workers to report on and thoroughly investigate issues around media freedom and the Internet, digital identity and safety, and how cyber policy impacts the average user. This lack of capacity has limited the media's ability to inform larger audiences on emerging trends that impact free speech and expression in the country, and support the work of activists and organizations in the field. Subsequently, an uninformed public has also made it difficult to mobilize and wield public opinion to curb future efforts by the Jordanian state to impose restrictions on the media sector in the form of legislation and/or public policy.

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[2] http://www.socialbakers.com/facebook-statistics/jordan

In order to address this limited capacity, we propose a comprehensive and focused approach that includes training media professionals, publishing research-driven informative content for publication, and building knowledge through focused research. These activities will help build capacity, increase professionalism and enable the media community to better respond to threats on media freedom and freedom of expression.

2.   DESCRIPTION OF THE TARGET GROUP:

Our target audience will be one group; media professionals working on issues of freedom of expression and press freedoms. We are targeting media professionals in Jordan who are currently working in this field or are interested in working in this field. This group may also include researchers focused on the specific topic as well.

3.   DEVELOPMENT OBJECTIVE:

This project addresses the target group through training and support for investigative reports in order to better establish an environment for free and democratic media to function in Jordan. We envision this project contributing to an increase in professionalism in order for the media sector to include more diverse views and interests, including traditional marginalized groups, such as women, youth and refugees. Our goal is to work towards an environment of self-regulation of the media community so that laws that limit freedoms and expressions are not needed.

4.   IMMEDIATE OBJECTIVE:

Immediate objective is to establish a community of media professionals equipped with the skills and the knowledge to report on and investigate threats on media freedom and the Internet, digital identity and safety, and how cyber policy impacts the average user, in an effort to raise public awareness of rising threats to free speech.

5.   PROJECT OUTPUTS:

- Develop a curriculum for journalists to develop capacity to report on Internet media freedoms, published under a Creative Commons license, and thus made accessible to others
- Train 15 journalists on using data, information and research in investigative reports about Internet media freedom. The group will seek to provide a gender balance (50% men and 50% women)
- Produce and publish 3 content packages about Internet media freedom, to be published on 7iber and other local media organizations. Packages would include a combination of text (articles/features), visualizations and video or multimedia content
- Produce 1 in-depth research report on Internet media freedom in Jordan

6.   ACTIVITIES:

- Develop a curriculum for journalists by aggregating local and international materials; localizing and translating content for Jordanian journalists. (Duration: 2 months)
- Hold a 3-day training to develop skills and increase capacity of at least 15 local journalists in using data, information and research in investigative reports about Internet and media freedom. (Duration: 3 days)
- Develop 3 content packages about Internet media freedom, to be published on 7iber and other local media organizations. Packages would include a combination of text (articles/features), visualizations and video or multimedia content. (Duration: 9 months)
- Research, write and publish 1 in-depth research report on Internet media freedom. (Duration: 6 months)
- Monthly meetings with media professionals (including the core group of those trained throughout the project) to discuss new developments, emerging trends, research findings and exchange knowledge on issues pertaining to freedom of expression, and media independence. (Duration: 9 months)

7. PROJECT INPUTS:

- 1 writer and media expert to adapt and localize curriculum on Internet media freedoms
- 2 trainers, experts in data, information and investigative to conduct 3-day training
- 1 Canon digital SRL camera, for high quality picture and video production for content packages
- 2 researchers to conduct research and background material for content packages
- 1 video producer and graphic designer to design and produce stories for content packages
- 1 editor to edit research, curriculum and content packages material

8. WORK PLAN:

ACTIVITIES / MONTHS	1	2	3	4	5	6	7	8	9	10	11	12
Develop curriculum	▓	▓										
Identify instructors		▓										
Identify participants		▓										
Conduct training			▓									
Conduct research			▓	▓	▓	▓	▓	▓				
Develop/Publish Content package 1		▓	▓	▓								
Develop/Publish Content package 2					▓	▓	▓					
Develop/Publish Content package 3									▓	▓	▓	
Conduct monthly meetings				▓	▓	▓	▓	▓	▓	▓	▓	▓
Publish research report										▓		
M&E				▓								▓
Outreach		▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓
Focus Groups			▓	▓	▓	▓	▓					

9. INSTITUTIONAL FRAMEWORK:

7iber is a company based in Jordan that develops non-commercial digital media projects, conducts research, and organizes consultancies and trainings focusing largely on digital storytelling, communication and social media. We believe in the power of stories and their ability to document, express, and capture the world we live in, as well as the supremacy of social media tools that are helping to shape a new media reality. At 7iber, we help people, in whatever fields they operate in, to navigate the vast waters of social media, finding ways and developing methods that allow them to make the most of these continuously evolving digital tools, while demonstrating ways in which these tools can be used to tell captivating stories for Web consumption.

7iber trainers have been training in the field of digital media and storytelling since 2009. Funding sources and training clients have included: the European Union, Heinrich Boell Foundation, Canadian Gender Fund, Swiss Embassy in Jordan, International Medical Corps, Swedish International Development Cooperation Agency, Arab Partnership Participation Fund.

Regular Staff: 13 full time personnel, including a 6-member content team, 2 researchers, 4 trainers
Date of Establishment: 2007 (website) 2009 (organization)
Annual Income: over $170,000

10.   SUSTAINABILITY:

Content Creation: This project's activities include the production of 3 content packages, 1 research, and 1 training curriculum throughout its duration. All content produced by this project will be published on the 7iber.com website, as well as other media platforms, under a Creative Commons (attribution, non-commercial) license, in order to grant any user, media professional, publication, activist, or civil society organization access to its use. The produced materials will be aggregated on a single, convenient page on the 7iber.com website, and can thus be used as a living reference and guiding tool for interested parties throughout and beyond this proposed project's duration. As 7iber is, at its heart, a citizen media publishing platform, the opinions and contributions of readers and experts will be solicited as a way to keep the page alive, and the information on it updated and relevant to forthcoming developments in the field.

Training: Beyond the 3-day training that a focused number of media professionals will receive during this project, monthly informal meetings will be held with the trainees, and include other interested professionals working in the field, with the purpose of keeping the conversation alive, and allowing those trained (and others) to exchange ideas, stories, data, and knowledge. The long-term goal of hosting such meetings will be to establish the foundations for an open and independent group that can evolve independently and grow to include more actors. The continued hosting of these meetings will allow for greater knowledge exchange, increased cohesiveness and solidarity within the local media community, as well as better reporting on free speech and digital rights related issues. Moreover, 7iber aims to "regionalize" the training and training curriculum to cater to the needs of other countries in the region and their respective media environments, and replicate this project's activities and goals throughout the wider region where similar problems continue to exist.

11.   PRIOR EVALUATIONS CARRIED OUT

Two of 7iber's ongoing projects may provide essential insight as to the needs identified by this proposal. Over the past year, 7iber launched a media analysis project called "Ghirbal", which attempts to document developments in the media sector (both online and offline) as well as carry out a series of citizen journalism trainings that aim to empower average young citizens with the capacity to assess published media materials and contribute to Ghirbal with their varied commentary. The underlying goal is to empower audiences with the analytical skill and the technical know how to hold their media responsible, thus encouraging self-regulation from the citizenry level. Throughout the Ghirbal project, it became evident that one emerging gap was the lack of media professionals who could achieve a similar goal of self-regulation by building their capacity to professionally report on developments within their own industry. Mainstream journalists who observed some of the workshops carried out during the Ghirbal project noted their keenness to receive similar training that catered to their own level of professionalism. (link: www.7iber.org/ghirbal)

"Wireless" is another ongoing project by 7iber, which aims to document developments in the region's digital field, focusing on digital rights, security, and Internet governance. Thus far, the project has established a core team and network of researchers who have the capacity to carry out research in the field. (link: www.7iber.org/wireless)

12.   FRAMEWORK OF MONITORING AND COMMUNICATION STRATEGY:

Our communication strategy will focus on publicizing and promoting content and material produced throughout this project, including the 5 content packages, training curriculum and research. These materials will be produced, published and publicized over the span of 12 months (as they are developed), and will then be aggregated on a single, cohesive page on 7iber for convenient future access. 7iber will maintain a banner on its homepage linking to this page where all the material can be found, and will seek to tap in to an existing informal network of websites and media publications and organization who believe in the cause, and can subsequently

help in promoting the page via their own networks. Facebook ads will be used to promote the content as it is published, as well as the final page. Training materials, in the form of a handbook, will also be printed for further dissemination of the training curriculum content.

Google Analytics tools will be used to monitor engagement with the materials and content posted on 7iber (and other online platforms), in order to assess the extent of information dissemination as well as overall user interaction.

A focus group with the trainees will be conducted mid-way through the project to assess impact of trainings, and another one will also be carried out at the end of the project to assess impact of the monthly meetings.

13.   FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING:

7iber will submit four-month progress reports for the duration of the project, in addition to a comprehensive final report detailing the activities carried out, impact, communication and an evaluation of the extent to which the immediate objectives outlined in section 4 of this proposal, were met. Representing 7iber is Project & Community Architect, Ramsey George, who will be charged with preparing and submitting these reports, and the primary person of contact for UNESCO Field Office.

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)	
3-Day training	
One expert for two months Developing Training Curriculum (2 months X $1,000 per month)	2,000
Meal for 18 people (15 Participants and 2 Trainers and one extra person) ($15 per meal x 18 people x 3 days)	810
Two Trainers (one with an MA degree $150+ one with a university degree $150) (3 days x $300 per day for both trainers)	900
One SLR Camera, including taxes and shipping [Canon EOS 60D 18 MP CMOS Digital SLR Camera with 3.0-Inch LCD and 18-135mm f/3.5-5.6 IS UD Standard Zoom Lens]	1,400
Rental of projector. Purchase of pens, recycled notebooks, for training (3 days x $200 per day)	600
Total Training Expenses	**5,710**
Research Expenses	
Research paper (2 people x $1,000 per month)	2,000
Focus groups ($50 per session x 5 sessions)	250
Translation and transcribing	300
Editor (1 editor x $500 per month)	500
Total Research Expenses	**3,050**
Production of 3-Content Packages	
Writing and editing for text pieces (3 pieces x $500 per piece)	1,500
Pre- and post production for video (3 videos x $1,500 per video)	4,500
Photo Essay (3 photo essays x $600 per essay)	1,800
Infographics (3 infographics x $800 per graphic)	2,400
Total content expenses	**10,200**

Monthly meetings	
Meals $10 X20 people. ($10 per meal x 20 people x 11 meetings) 9 meetings and 2 Evaluation meetings	2,200
Total Meetings	**2,200**
Outreach	
outreach ($100 per month x 10 months)	**1,000**
TOTAL	**US$ 22,160**

BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION (in US dollars)	
Project Coordinator (part time) (12 months x $565 per month)	6,780
Admin and Finance (part time) (12 months x $290 per month)	3,480
Trainers (supplemental: $103 for the MA trainer and $62 for the University degree trainer) (3 days x 165 per day for both trainers)	495
Moderator for the Monthly meetings (9 sessions x 150 per meeting)	1,350
Moderator for the Evaluation (2 evaluations x $200 per evaluation)	400
Total HR Expenses	**12,505**
Admin	
Communication (phone, internet, etc) (12 months x $165 per month)	1,980
Local Transport costs (12 months x $200 per month)	2,400
Venue for events (11 events x $70)	770
Utilities (12 months x $140 per month)	1,680
Stationary and Material (12 months x $40 per month)	480
Admin total	**7,310**
TOTAL	**US$ 19,815**

EGYPT

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	HORYTNA ACADEMY: TRAINING PROGRAM FOR EGYPTIAN YOUTH
2.	NUMBER	IPDC/58 EGY/01
3.	MEDIA DEVELOPMENT INDICATORS' CATEGORY	Media as a Platform for Democratic Discourse
4.	IPDC PRIORITY AREA	Promoting Freedom of Expression and Community Media
5.	SCOPE	NATIONAL
6.	TYPE OF ASSISTANCE REQUESTED	Training - Equipment
7.	TOTAL COST OF PROJECT	US$ 43,770
8.	AMOUNT REQUESTED FROM IPDC	US$ 30,050
9.	BENEFICIARY BODY	Radio Horytna of the Andalus Institute for Tolerance and Anti-Violence Studies (AITAS). Contact: Ahmed Samih, General Manager - Phone: (mobile Mr. Samih) 00201 223574984 E-mail: ahmed@andalusitas.net http://horytna.net/ - http://www.andalusitas.net/
10.	IMPLEMENTING OFFICE	UNESCO CAIRO Office - 8 Abdel Rahman Fahmy St, Garden City, Cairo, Egypt. Marius Lukosiunas: m.lukosiunas@unesco.org Phone: + 202- 27943036
11	PROJECT LOCATION	Cairo, EGYPT
12.	PROJECT PREPARED BY	Laurine Pierre, Fundraising Officer (laurine@andalusitas.net)
DECISION OF THE BUREAU:		

1. PROJECT JUSTIFICATION:

Traditional media as well as citizen journalism have played an important role in setting the stage for change in the country. In the upcoming period and in the context of transition toward democracy, Egyptian media has a higher responsibility to raise awareness on political, social and cultural issues in Egyptian society such as the recognition of an individual's right to freedom of expression. The wide notion of journalism has been reconsidered in Egypt and in the Arab world, with the massive use of non-professional footage by traditional channels such as Al Jazeera and the fast development of citizen blogs and websites to report on the events. The development of this "citizen-journalism" has brought an alternative method to hold the government and authorities accountable. People and especially youth have gained the power to express their opinion freely and can act as a counterweight to the disinformation, censorship and propaganda occasionally present in traditional media. It is also the responsibility of the media, including community media, to allow their audience to scrutinize their work and allow for the possibility to criticize the existing content. Finally, community media generates its own content, offering a democratic corrective to the traditional asymmetry of information between governors and governed and between competing private agents.

In the same time, community media is an important tool that can bring real, grassroots change in a society. It can address specific concerns of a target population or cover issues usually forgotten by mainstream media. Because it is independent, community media programs raise awareness on public interest topics like local human rights initiatives or public campaigns for tolerance. Additionally, they are subjected to less state censorship which allows them to operate more freely. Finally, community radio is organized by community members, predominantly youth, who do not seek profit through their radio programs but rather a more peaceful, shared society. Egyptian youth have demonstrated in the previous 2 years that they are hungry for change, and given some resources, they can capably identify the challenges and overcome them. If Egypt develops into a thriving, robust country, it will be because of its youth.

Young Egyptian citizens must learn media skills and specific community media skills in addition to the ethics of journalism. Moreover, they should be given concrete opportunities to share, comment and discuss information and this is why Horytna is proposing to develop the user-generated content (UGC) of its website. UGC will encourage public debate, social inclusion and, ultimately, improve Egyptian people access to information and right to speech.

2. DESCRIPTION OF THE TARGET GROUP:

"We believe that our future is in the hands of our youth. We are using new media tools and the internet as a new and dynamic platform trying to reach the leaders of tomorrow. We want the new generation to break the silence. We want to give them a voice in important issues impacting their daily lives."(Vision of the organization, from AITAS' Strategic Plan, 2012).
The target audience are 50 young Egyptian people, between the age of 15 to 25 years old, 50% of them will be from outside of the capital with 30% minimum of them women and 10% from religious and ethnics minorities. By extension, 3000 young people from Egypt (expected number of UGC contributors after a year) will also have the chance to express freely their opinion on a web platform.

3. DEVELOPMENT OBJECTIVE:

To help establish a sustainable community of citizen media that will serve Egyptian youth and to strengthen freedom of expression.

4. **IMMEDIATE OBJECTIVE**:

Develop capacity of Horytna Radio Station to train 50 young people from Egypt and create a free online platform for sharing information.

5. **PROJECT OUTPUTS:**

- 50 Egyptian young people have been trained on how to use social journalism and new media to express their freedom and defend human rights.
- 25 articles, photo, audio and video documentaries have been produced by young trained Egyptian citizens and shared over the net.
- Equipment (5 cameras and 5 audio-video recorders) will be purchased for trainings and will be available for free use after the trainings by the community participating in Horytna Radio station (future trainees, volunteers, UGC contributors).
- A platform promoting "interactive journalism" has been created on AITAS' online radio (Horytna) website, giving an opportunity for readers to participate in news making (UGC).
- 35,000 Egyptian people (daily viewers of Horytna's website today) have been sensitized on the right to freedom of expression, and on tolerance and human rights values.

6. **ACTIVITIES:**

Horytna Academy is a current project that Horytna wishes to expand. It aims at training at least 50 Egyptian youth during one year on alternative media and human rights reporting. Horytna have already trained more than 3000 young people on alternative media skills and practices since 2008. Horytna relies on a network of volunteer reporters working from all around Egypt who document and report local events. This will be developed and strengthened through the citizen-journalism trainings and user-generated content added to the website which give the opportunity to people from various regions and communities to raise their voice and use their freedom of expression.

Citizen Journalism Trainings
The project proposes to organize 5 trainings on a period of one year for 10 participants each. Trainings will be held in Cairo. 50% of the participants will be from outside of the capital (with a special focus on Port Said, Bana, Minya, Beni Suif, Assuan and Assiut) with at least 30% of them women and 10% from religious and ethnics minorities. They are given trainings on how to report stories on the ground in a facilitated, flexible and interactive mode, using new means of communication such as blogs and social media to communicate with the public. The trainees will help build a network of volunteer journalists around the country. They will also have the chance, as well as other young Egyptian youth, to comment and share information on the Horytna website through its UGC platform. The recruitment will be done through an online call on social network and recruitment in Universities using AITAS huge network of alumni, volunteers and other NGOs.

Training content:

- First day – News reporting & article writing. The trainees will learn how to build a story. At the end of the day, they will be asked, by group of 2, to choose a story they want to report about.
- Second day – Use of social networks and introduction to community media. The trainees will learn how to share the information on website such as FB, Twitter and Horytna's website UGC page. They will also be given an introduction to community radio work through a tour of the Horytna radio studio and news room and will get to meet the staff and ask them questions.
- Third day – Video & Sound Recording, Photography – The trainees will learn how to use the purchased equipment to report on stories from the ground and how to process information (video & sound edition).

- Fourth day – Ethics of Journalism and Safety of Journalists.
- Fifth day – Field trips. The trainees, in groups of 2 and with the help of the photo and video trainer, will be asked to go on the ground and report about the story they chose on the first day. They will afterwards receive assistance on producing the final material and publishing it online on Horytna's website.

After the training, participants will be invited to participate as volunteer reporters to Horytna's website by writing news articles on their governorates / neighborhood or uploading audio-video content. Or if they wish to open their own community radio or community media outlet, they will be given support by AITAS or/and redirected to local community radios that AITAS have helped launch outside of Cairo (in Bana, Beni Suif, Alexandria and Assiut).

User-Generated Content Production

Horytna wants to encourage listeners to develop their own internet broadcast sequences. Thus, the project proposes to develop Horytna's website into a more dynamic and user friendly site which will allow listeners to upload self made videos and documentaries, comment on the available information and share with others.

A consultant will be hired to upgrade the website and develop one or two pages where users can upload their own text, videos and audio content. The design of these pages will be interactive and user-friendly. These pages will be linked to social networks such as Facebook and Twitter, to make it easier to upload material. A system of control of the news feeds and comments will be created through a simple registration tool and moderator's review.

The launching of the website will be publicized through the distribution of flyers in the universities and in the street and through the online social networks of AITAS.

7.   **PROJECT INPUTS:**

- One website development consultant to create UGC page on Horytna's website
- 4 local trainers (25 training days total) capable of training citizen journalists in news reporting & article writing, use of social networks and community media, video & sound recording, photography, ethics of journalism and safety of journalists.
- 5 field trips in Cairo for 50 trainees under the supervision of one trainer.
- 5 semi-professional cameras "reflex CANON - EOS 600D" with 4 MB memory card SD
- 5 audio-video recorders "Zoom Q3HD Handy Video Recorder"

We are providing 10 computers during the training (See in the budget, in our contribution) for the trainees to proceed their material, write their articles and edit their videos and photos. We also have our radio studio, to which the trainees will have access during one of the training day.

We purchase because we want to use these cameras and video-recorders afterwards for our future trainees and volunteers, working with us. Horytna Academy is a regular program within Andalus and we used to do it with no costs sometimes and it will continue after this project. Also our radio is only employing 5 persons (technicians), all the others journalists are young volunteers and trainees. So having this equipment will allow us to provide better services, better training and better coverage of the events.

8. **WORK PLAN**:

ACTIVITIES / MONTHS	1	2	3	4	5	6	7	8	9	10	11	12
Call for participants		X		X		X		X		X		
Hiring trainers and developing training content	X	X										
Purchasing equipment	X	X										
Training in Cairo			X	X		X		X		X		
Upgrading the website to include UGC	X	X										
Distribution of flyers	X	X										
Launching of the website UGC page			X									
Sending intermediary reports to donor					X				X			
Sending final report to donor												X

9. INSTITUTIONAL FRAMEWORK:

Andalus Institute for Tolerance and Anti-Violence Studies (AITAS) was established in 2004 in Cairo, Egypt as a non-for-profit civil compagny. It is the first initiative of its kind to come from a group of youth in Egypt. The idea was to spread the culture of tolerance towards the youth and to fight cultural, racial, sexual, political and religious intolerance. Today AITAS employs 45 men and women, all of them under 35 years old.

Horytna ("Our Freedom") is a project within AITAS. It is an online community radio station and website[3], created in 2006 that aims at educating the Egyptian youth by promoting human rights values, democracy and tolerance through political and cultural awareness. Horytna seeks to achieve this goal by producing new and innovative programs and by providing non-partisan news and reports. In the same time, Horytna's journalists working from Cairo and from all around Egypt (network of reporters in different governorates) are committed to investigate, report and discuss political, cultural and social issues with a high level of professionalism.

10. SUSTAINABILITY:

The outputs developed by this project will become integrated within Horytna's overall activities as a community radio station. In particular, sustainability will occur because:
The new resources and equipment provided for this project will be available for use in further activities in trainings under Horytna Academy or radio and news stories produced by the staff and volunteers of Horytna. This is considered the second phase of the project.
- The new website page including more UGC launched as pilot project will be integrated to the global online network of Horytna (FB page, Twitter, news website and online radio) and will be continuously run in the second phase of the project.
- Trained citizen journalists with needed experiences will be given the chance to participate as volunteer reporters in news making through the newly developed UGC page of Horytna's website. They will also potentially become journalists in other newly launched community radios supported by AITAS (in Bana, Beni Suef, Assiut and Alexandria.

11. FRAMEWORK OF MONITORING AND COMMUNICATION STRATEGY:

Andalus Institute consists of 1. A Board of Directors, responsible for legal and academic consultation, 2. An Executive Committee, responsible for representation, networking and overall decisions, 3. A Financial and Administrative Department. Beside, each program within Andalus has a Program Manager supported by a

Program Coordinator. Andalus employs 45 men and women, all under the age of 35 and hosts countless volunteers.

The Executive Committee meets regularly once a week for problem solving, strategic decisions and coordination of programs and projects. The Committee consists of the Executive Director, the Head of Financial and Administrative Department, the Fundraising and Marketing Officer, the Executive Secretary, the Program Managers and the Project Coordinators of the five Departments.

The project team will be composed of:

- The project manager, responsible for activities coordination and providing the donor with reports.
- The financial manager, responsible for daily recording and book keeping operations.
- The media officer, responsible for writing and spreading press releases and uploading constantly all new findings on the social network and website.
- The translator, responsible for translation of the material of the website and the preliminary and final reports, as well as press releases and other material.

Numerous volunteers are currently working in Andalus and will be involved as well in the implementation of the project. Andalus will also mobilize its network of students and young people in different governorates to advertize the project and find participants for the trainings. A team of volunteers will spread flyers in the streets and universities and advertize the project in local communities.

To provide proper internal and external evaluation of the project, the team will undertake the following activities:
- Bi annual intermediary reports sent to donors in the middle of the project.
- Yearly narrative and financial reports sent to the donor.
- All material, findings, reports to be made available online.
- Donor access to the web-statistic of the project website and social networks.

12.   **EVALUATIONS CARRIED OUT:**

AITAS' projects Horytna Academy and Horytna Radio Station have been previously funded by EU, NED, MEPI, IMS, OSI, Freedom House, Press Now and other various donors. In this context, regular evaluations have been carried out. The last evaluation carried out was the "NED Compliance Summary Report" submitted to National Endowment for Democracy in March 7, 2012.

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

AITAS is familiar with UNESCO reporting requirements, as it has previously been implementing activities in partnership with the UNESCO Office in Cairo. It can thus commit to regular progress and comprehensive final reporting during and after project completion.

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION **(in US dollars)**			
Items/Activities	**Unit Cost**	**Qty.**	**Total**
Training			
Training room rental – $84 x 5 days x 5 training	84	25	2,100
Roundtrip participants from outside Cairo – $40 x 25 trainees	40	25	1,000
Accommodation participants from outside Cairo – $50 x 5 days x 25 trainees	50	125	6,250
Meals and refreshments during training – $15 x 5 days x 50 trainees	15	250	3,750

Items/Activities	Unit Cost	Qty.	Total
Stationary (block-notes, pens, A4 paper, training bags, flip-charts) – $250 x 5 trainings	250	5	1,250
Local trainer fee – video & sound recording, photography –$250 x 2 days x 5 trainings	250	10	2,500
Local trainer fee – news reporting & article writing – $250 x 2 days x 5 trainings	250	10	2,500
Local trainer fee - ethics of journalism – $250 x ½ day x 5 trainings	250	2,5	625
Local trainer fee - safety of journalists – $250 x ½ day x 5 trainings	250	2,5	625
Equipment			
5 semi-professional reflex cameras (Canon 650D) – $660 x 5	660	5	3,300
5 audio-video recorders (all-in-one) – $230 x 5	230	5	1,150
Others			
Communication fees (internet, telephone) – $100 x 12 month	100	12	1,200
Website UGC development – $3500 x 1 consultant	3500	1	3,500
Printing 100 Flyers – $0,30 x 1000 copies	0,3	1000	300
TOTAL			**US$ 30,050**

BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION (in US dollars)			
Items/Activities	Unit Cost	Qty.	Total
Salaries			
Project Manager @100% - $585 x 12 months	585	12	7,020
Financial Manager @30% - $275 x 12 months	275	12	3,300
Media Officer @30% - $200 x 6 months	200	12	1,200
Translator @30% - $200 x 6 months	200	12	1,200
Training			
Computers rental – $20 x 10 computers x 1 day x 5 trainings	20	50	1,000
TOTAL			**US$ 13,720**

ALGERIA

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	STRENGTHENING THE CAPACITY OF LECTURERS AT THE JOURNALISM AND INFORMATION SCIENCES SCHOOL IN NEW JOURNALISM TECHNIQUES AND HUMAN RIGHTS
2.	NUMBER	IPDC/58 ALG/01
3.	AMOUNT REQUESTED FROM IPDC	US$ 14,160
4.	PROJECT BENEFICIARY	Ecole Nationale et Supérieure de Journalisme et des Sciences de l'Information 11, Chemin Doudou Mokhtar, Alger No. 023230139 Mr. Brahimi Brahim, Director, ENSJSI

B.   PRESENTATION

1.   PROJECT JUSTIFICATION:

At a time when Algerian universities are training thousands of students in Information and Communication Sciences, the media sector has flourished in terms of job opportunities. However, print-media companies, both private and public, have been reluctant in opening their doors to university graduates. Graduates from universities' Information Sciences departments are rarely hired by the many French-language newspapers, which are increasing turning to graduates with diplomas in natural sciences and foreign languages. It is for this reason that the Ecole nationale supérieure de journalisme et des sciences de l'information (ENSJSI) has decided to propose a course aimed at retraining scientists, economists and social-science graduates as journalists specialising in these various fields (organised crime, energy, environment, food requirements, economic reform, culture, democracy,...).

2.   IMMEDIATE OBJECTIVE:

To strengthen the capacity of 12 young ENSJSI lecturers - 6 male and 6 female - in (i) new journalism techniques that are sensitive to gender-equality issues, and (ii) international instruments for the protection of human rights, including those aimed at promoting equality between men and women.

3.   ACTIVITIES:

- A 4-day training workshop for 12 young ENSJSI lecturers - 6 male and 6 female - on new journalism techniques that are sensitive to gender-equality issues. The workshop will be conducted by an international expert and a national expert.
- A 4-day training workshop for 12 young ENSJSI lecturers - 6 male and 6 female - on international instruments for the protection of human rights, including those aimed at promoting equality between men and women. The workshop draw on UNESCO publications on the subject, and in particular the

document entitles, "Civic Education for Media Professionals"4, and will be conducted by an international expert and a national expert.

- Preparation of an awareness-raising brochure on the importance of the role of the media as promoters of human rights.

4. **INSTITUTIONAL FRAMEWORK:**

ENSJSI is a non-university, higher-education institution operating under the supervisory authority of the Ministry of Higher Education. (Executive Decree no. 09-252 of 19 Chaâbane 1430 - corresponding to 10 August 2009 - establishing the creation of the Ecole nationale supérieure de journalisme et des sciences de l'information). Despite its short existence, it already boasts a rich network of national partners, which includes Radio Algérie, Algérie Presse Service, El Watan, El Khabar, Ennahar El Djadid and Le Temps. Training for over 400 students is provided by a team of more than 70 full-time and part-time lecturers.

D. BUDGET

BUDGET CONCERNANT LES APPORTS DU PIDC (en dollars des Etats-Unis)	
Honoraires des 2 formateurs internationaux ($250 *4j*2pax)	2,000
DSA des 2 formateurs internationaux ($170 * 5j*2pax)	1,700
Déplacements internationaux ($600 * 2 pax)	1,200
Honoraires deux formateurs nationaux ($150 *4j*2pax)	1,200
Restauration ($30 *14pax * 8 j)	3,360
Conception graphique et impression de la brochure en 500 exemplaires	3,000
Elaboration vidéo	1,500
2 banderoles ($100 *2)	200
TOTAL	**US$ 14,160**

BUDGET CONCERNANT LES APPORTS DE L'ORGANISME BÉNÉFICIAIRE (en dollars des Etats-Unis)	
Coordination projet (30 jours de travail effectif)	US$ 2,000

MAURITANIA

<table>
<tr><th colspan="3">A. PROJECT IDENTIFICATION</th></tr>
<tr><td>1.</td><td>PROJECT TITLE</td><td>STRENGTHENING THE CAPACITY OF THE MEMBERS OF THE UNION DES JEUNES JOURNALISTES MAURITANIENS IN JOURNALISTIC COVERAGE OF POLITICAL NEWS AND ELECTIONS</td></tr>
<tr><td>2.</td><td>NUMBER</td><td>IPDC/58 MAU/01</td></tr>
<tr><td>3.</td><td>AMOUNT REQUESTED FROM IPDC</td><td>US$ 22,030</td></tr>
<tr><td>4.</td><td>PROJECT BENEFICIARY</td><td>Union des jeunes journalistes mauritaniens Immeuble Nejah, Avenue Bourguiba, Tevragh Zeina, Nouakchott, Mauritanie. Tel: +222 22 65 16 13 e-mail: seyids@yahoo.fr</td></tr>
</table>

B.   PRESENTATION

1.   PROJECT JUSTIFICATION:

The Ecole Nationale d'Administration was established in 1966 to train senior-level Mauritanian government officials, and in this capacity it was entrusted with the task of setting up Journalism Institute. Since 2011, the Institute has been offering a programme of initial training in journalism, as well as a programme of ongoing training aimed at practising journalists. Since then, it has been operating under the name, Ecole nationale d'administration, du journalisme et de la magistrature (ENAJM) (National School of Administration, Journalism and Magistracy). This project provides for a training workshop for pour 40 members of the Union des jeunes journalistes mauritaniens (UJJM - Union of Young Mauritanian Journalists) on the journalism techniques that are deemed essential for effective coverage of political news - including elections -, with particular focus on the issue of the media coverage of female politicians.

2.   IMMEDIATE OBJECTIVE:

To strengthen the capacity of 40 members of the UJMM - 20 male and 20 female - in the international standards and norms that apply to the coverage of political news, including elections.

3.   ACTIVITIES:

- A 5-day, capacity-strengthening workshop for 40 young members of the UJJM - 20 male and 20 female on the principles of journalism ethics and standards.
- A 3-day, capacity-strengthening workshop for 40 young members of the UJJM - 20 male and 20 female on the techniques of observation and advocacy in favour of political pluralism in the media.
- Establishment of the observatory.

4. INSTITUTIONAL FRAMEWORK:

The UJJM is an association of young, professional journalists. It was established on May 4, 2013, and today counts 173 members. The supreme organ of authority of the UJJM is its General Assembly, which meets in ordinary session every quarter. The UJJM also has an Executive Board whose members are appointed by the General Assembly for a 3-year term of office. The Executive Board is composed of the following members: a Chairperson, 2 Vice-Chairs, a Treasurer-General, a Secretary-General, a Deputy Secretary-General, and 3 Heads of Department (Communication and Culture, Private Media, External Relations).

D. BUDGET

BUDGET CONCERNANT LES APPORTS DU PIDC (en dollars des Etats-Unis)	
Atelier 1	
Location salle équipée (rétroprojecteur, ordinateurs, connexion Internet) (200 USD x 5)	1,000
Honoraires formateur international ($250 *5j)	1,250
DSA formateur international ($170 * 6j)	1,020
Honoraires formateur national ($178 /j x 5j)	890
Chemises cartonnées contenant l'intitulé de l'atelier et le logo de l'UNESCO (dossiers) ($6 * 40pax)	240
Pauses-café ($10 * 42pax * 5j)	2,100
Déjeuners ($20 * 42 pax *5 j)	4,200
Interprétariat $160 x 5j	800
Déplacements de 40 participants ($10 *40 pax*5j)	2,000
Sous – total 1	13,500
Atelier 2	
Location salle équipée (rétroprojecteur, ordinateurs, connexion Internet) ($200 x 3)	600
Honoraires expert international ($250 *3j)	750
DSA expert international ($170 * 4j)	680
Chemises cartonnées contenant l'intitulé de l'atelier et le logo de l'UNESCO (dossiers) ($6 * 40pax)	240
Pauses-café ($10 * 42pax * 3j)	1,260
Déjeuners ($20 * 42 pax *3 j)	2,520
Interprétariat $160 x 3j	480
Déplacements de 40 participants ($10 *40 pax*3j)	1,200
Sous-total 2	7,730
Observatoire	
Design et mise en page des deux premiers rapports trimestriels élaborés par l'Observatoire ($400 *2)	800
TOTAL	**US$ 22,030**

BUDGET CONCERNANT LES APPORTS DE L'ORGANISME BÉNÉFICIAIRE (en dollars des Etats-Unis)	
Confection 3 banderoles x $20	60
Honoraires d'un caméraman/photographe $100 x 8j	800
Matériel fongible et reprographie	200
Secrétariat des ateliers	1,000
TOTAL	**US$ 2,060**

MOROCCO

	A. PROJECT IDENTIFICATION	
1.	PROJECT TITLE	**STRENGTHENING THE CAPACITY OF THE MEMBERS OF THE ORGANISATION FOR THE FREEDOM OF INFORMATION AND EXPRESSION (OFIE)**
2.	NUMBER	**IPDC/58 MOR/01**
3.	AMOUNT REQUESTED FROM IPDC	**US$ 24,900**
4.	PROJECT BENEFICIARY	**Organisation for the freedom of information and expression (OFIE) 10 rue My Driss Appt 11 Hassan Rabat Tel. no.: 06 6178 56 83 e-mail: monadamath@gmail.com contact: Mohamed El Aouni, Chairman of the organisation**

B.   PRESENTATION

1.   PROJECT JUSTIFICATION:

Since the birth of the social movement on 20 February 2011, which took to the streets of Morocco to demand policy reforms leading towards a genuine democratic regime respectful of human rights, numerous protesters have been attacked by law enforcement officials. Likewise, a large number of media professionals, both Moroccan and foreign, have suffered and continue to suffer from the violent reactions of a regime which has never ceased to practise a policy of control on information. These reactions range from physical aggression to the withdrawal of journalists' press cards, as well as extortionate fines or even the deprivation of liberty. Since its creation in 2010, OFIE has been aware of a large number of cases and has received complaints from numerous victims. However, despite the commitment of its members, the organisation often finds itself faced with a lack of capacity and appropriate measures and mechanisms to (i) bring them to the attention of the public and the authorities concerned, (ii) monitor them effectively, and (iii) advocate against them in order to stamp them out.

2.   IMMEDIATE OBJECTIVE:

Strengthening the capacity of 24 members of OFIE (12 women and 12 men) on the right to information and on observation, collection, monitoring and advocacy techniques against violations of the right to freedom of expression.
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3.   ACTIVITIES:

- A 2-day workshop aimed at strengthening the capacity of 24 members of OFIE (12 women and 12 men) on the right to information and the international legal instruments enshrining the right to freedom of expression and its consequence.

- A 4-day workshop aimed at strengthening the capacity of 24 members of OFIE (12 women and 12 men) on observation, collection, monitoring and advocacy techniques against violations of the right to freedom of expression.
- Establishment of the observatory.

4. __INSTITUTIONAL FRAMEWORK:__

OFIE is a non-profit organisation created on 10 April 2010, for an indefinite period, **pursuant to the provisions of law no. 75-00 promulgated by Dahir no. 1-02-206 of 23 July 2002.** Its purpose is the protection and promotion of freedom of expression and the right to information.

D. BUDGET

BUDGET CONCERNANT LES APPORTS DU PIDC	
(en dollars des Etats-Unis)	
Atelier 1	
Location salle de formation équipée ($150 * 2j)	300
Honoraires formateur international ($250 * 2j)	500
DSA du formateur ($170 * 3j)	510
Frais de transport du formateur	600
DSA participants régions ($90 * 16 pax * 3j)	4,320
Déplacements nationaux ($60 * 16 pax)	960
Matériel fongible	100
Banderoles + chemises cartonnées (Contenant l'intitulé de l'atelier et le logo de l'UNESCO et celui d'OLIE)	500
Pauses-café ($10 *25 pax * 2j)	500
Déjeuners ($20 * 25 pax *2j)	1,000
Sous-total 1	**9,290**
Atelier 2	
Location salle de formation équipée ($150 * 4j)	600
Honoraires formateur international ($250 * 4j)	1,000
DSA du formateur ($170 * 5j)	850
Frais de transport du formateur	600
DSA participants régions ($90 * 16 pax * 5j)	7,200
Déplacements nationaux ($60 * 16 pax)	960
Banderoles + chemises cartonnées (Contenant l'intitulé de l'atelier et le logo de l'UNESCO et celui d'OLIE)	500
Matériel fongible	100
Pauses-café ($10 *25 pax * 4j)	1,000
Déjeuners ($20 * 25 pax * 4j)	2,000

Sous- total 2	**US$ 14,810**
Observatoire	
Design et mise en page des deux premiers rapports trimestriels élaborés par l'Observatoire ($400 *2)	800
TOTAL	**US$ 24,900**

BUDGET CONCERNANT LES APPORTS DE L'ORGANISME BÉNÉFICIAIRE (en dollars des Etats-Unis)	
Coordonnateur et responsable du projet à raison de 45 jours de travail /100$	4,500
TOTAL	**US$ 4,500**

TUNISIA

	A. PROJECT IDENTIFICATION	
1.	PROJECT TITLE	CAPACITY-BUILDING FOR TUNISIAN JOURNALISTS ON INTERNATIONAL MEDIA-ETHICS STANDARDS AND SELF-REGULATION AND CAPACITY-BUILDING FOR THE TUNIS CENTRE FOR PRESS FREEDOM ON MONITORING AND ADVOCACY TECHNIQUES AND STRATEGIES
2.	NUMBER	IPDC/58 TUN/01
3.	MEDIA DEVELOPMENT INDICATORS' CATEGORY	A system of regulation conducive to freedom of expression, pluralism and diversity of the media
4.	IPDC PRIORITY AREA	Building capacity
5.	SCOPE	National
6.	TYPE OF ASSISTANCE REQUESTED	Training support/ Institutional capacity building.
7.	TOTAL COST OF PROJECT	US$ 28,120
8.	AMOUNT REQUESTED FROM IPDC	US$ 14,520
9.	BENEFICIARY BODY	Tunis Centre for Press Freedom , 4 street of Mexico – Belvédère 1002 – Tunisia Phone number : +216 71 288 655 Fax : +216 71 890 956 Web site : www.ctlj.org
10.	IMPLEMENTING OFFICE	UNESCO Office for the Maghreb
11.	PROJECT LOCATION	Tunis centre for press freedom , 4 street of Mexico – belvedere 1002 – Tunisia
12.	PROJECT PREPARED BY	Ghias Aljundi, member of the Tunis Centre for Press Freedom
	DECISION OF THE BUREAU:	

1. PROJECT JUSTIFICATION:

The post-revolution media sector in Tunisia has entered an uncertain stage where there is a clear lack of regulation and confusion about media-ethics standards. The majority of media professionals does not differ between criticism and defamation, and some media managers incite their employees to go beyond ethical limits in order to increase their audiences and profits. Therefore, there is a general incorrect use of the right of freedom of expression and information by Tunisian media at large. Unfortunately, there isn't any Press Council to ensure self-regulation among media professionals.

The coverage of the murder of the political opponent, Mohamed Brahmi, on July 25 2013 can illustrate the above-mentioned lacks. The coverage of this event and the ensuing political crisis in Tunisia has brought renewed scrutiny to the country's media, which features numerous new media outlets now operating in a largely unregulated post-revolutionary environment. The National Union of Journalists issued a press release urging its members to cover recent events in accordance with professional standards. The union advised its "colleagues to fulfill their national role in transmitting events sincerely and objectively and not to go after pictures and news that would violate in any way human dignity or threaten national security. The High Independent Authority for Audiovisual Communication (known by its French acronym HAICA) has also publicly scrutinized and criticized the Tunisian media's coverage of this event. Particularly, the HAICA's member Hichem Snoussi, said that the fact of interviewing the young nephew of the assassinated Brahmi, who cried on the air violated media ethics and did not respect the rights of children[5].

This is just an example helping explain the unethical behavior of Tunisian media that leads ordinary people to not to trust mainstream media and say that social networks are much better information sources than traditional media. To address this issue, the Tunis Centre for Press Freedom is implementing an e-learning platform through which good journalistic practices and ethics will be disseminated.

Within this context, the present project aims at reinforcing Tunisian media professionals' capacities on international media-ethics standards and self-regulation, including gender equality and women's portrayal and strengthening capacities of the Tunis Centre for Press Freedom to monitor the Tunisian media's behavior vis-à-vis international media-ethics standards and advocate correct media coverage in terms of ethics to contribute to the consolidation of democracy in Tunisia and, eventually, avoid a national escalation of violence issued of the generalized unethical media's behavior.

Moreover, for each activity, the implementation will be carried out trough a gender-balanced approach to guarantee equality of opportunity among the beneficiaries and to ensure that women representation across the media outlets will be more realistic than the current one.

2. DESCRIPTION OF THE TARGET GROUP:

- 20 young Tunisian media professionals, 10 males and 10 females, selected by a call for applications.
- 12 members of the Tunis Centre for Press Freedom, 6 males and 6 females.

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[5] http://www.tunisia-live.net/2013/08/01/tunisian-media-ethics-questioned-in-coverage-of-brahmi-assassination/

3. **DEVELOPMENT OBJECTIVE:**

Contributing to the consolidation of democracy in Tunisia through (i) the promotion of international media-ethics standards among the Tunisian journalists and (ii) the reinforcing of capacities of Tunisian civil society organizations to act as media-ethics watchers and advocates.

4. **IMMEDIATE OBJECTIVE**:

- Reinforcement of capacities of 20 young Tunisian media professionals, 10 males and 10 females, on international media-ethics standards and self-regulation, including gender equality and women's portrayal.
- Reinforcement of capacities of 12 members of the Tunis Centre for Press Freedom, 6 males and 6 females, on monitoring and advocacy techniques and strategies for them to act as media-ethics watchers and advocates.

5. **PROJECT OUTPUTS:**

- 20 young Tunisian media professionals, 10 males and 10 females, trained on international media-ethics standards and self-regulation, including gender equality and women's portrayal.
- 12 members of the Tunis Centre for Press Freedom, 6 males and 6 females, trained on monitoring and advocacy techniques and strategies for them to act as media-ethics watchers and advocates.
- Two 3-monthly reports on ethical behavior of Tunisian media widely disseminated by the Tunis Centre for Press Freedom.

6. **ACTIVITIES:**

- One 4-day training workshop for 20 young Tunisian media professionals, 10 males and 10 females, on international media-ethics standards and self-regulation, including gender equality and women's portrayal, through the use of the Centre's e-learning platform.
- One 4-day training workshop for 12 members of the Tunis Centre for Press Freedom, 6 males and 6 females, on monitoring and advocacy techniques and strategies for them to act as media-ethics watchers and advocates, through the use of the Centre's e-learning platform..
- Two 3-monthly reports on ethical behavior of Tunisian media that will be published on-line.

7. **PROJECT INPUTS:**

- Two international trainers.
- Two national trainers.
- International transport for two international trainers.
- DSA for two international trainers.
- Catering for eight days.
- Design and printing of two 3-monthly reports on ethical behavior of Tunisian media

8. **WORK PLAN:**

ACTIVITIES / MONTHS	1	2	3	4	5	6	7	8	9	10	11	12	13
Selection of participants	▓												
Selection of trainers	▓												
Workshop 1 preparation		▓											

Task	1	2	3	4	5	6	7	8	9	10	11	12	13
Hold workshop 1			▓										
Selection of participants				▓									
Selection of trainers				▓									
Workshop 2 preparation				▓									
Hold workshop 2					▓								
1ˢᵗ report on ethical behavior of Tunisian media									▓				
2ⁿᵈ report on ethical behavior of Tunisian media											▓		
Project Reporting													▓

9. INSTITUTIONAL FRAMEWORK:

The Tunis Centre for Press Freedom gained its license in February 2011 after it was established by professional journalists and activists. The Centre is a continuity of the same institute which worked a few years ago to break through the embargo imposed by the previous regime on freedom of press. Its founding members had put in place the first Tunisian Journalists' Union in May 2004 and the Tunisian Committee to Protect Journalists in December 2009.

The Tunis Centre for Press Freedom aims to:
- Monitor the violations of press freedom;
- Participate in the legislative reform of the media sector;
- Strengthen the young journalist's abilities on media ethics.

The Tunis Centre for Press Freedom was founded by 19 journalists. Its executive committee is headed by nine members.The Centre has now a Board, Management Committee and Executive Committee which together plan and oversee the Centre's activities in the arena of media and human rights. Both the Board and the Committees have a history of fighting for freedom of press and many of them suffered persecution and detention. They continue to work for the same aims.

The Centre developed in July 2011, in collaboration with a Swiss expert, a plan to raise awareness regarding the freedom of press culture and to improve communications with other human rights organizations.

The Centre is running at present monitoring and documenting violations against journalists and freedom of the press with six paid members of staff and several volunteers. In addition, the Centre is running other short projects with both international and local partners.

10. SUSTAINABILITY:

These workshops are part of a three steps project implemented by the Tunis Centre for Press Freedom:

- Development of the e-learning platform : This platform is intended to be a way to disseminate good practices and ethics among journalists and a space of exchange to guarantee the ownership of the several debates about freedom of expression, defamation, etc. Forward, This e-learning platform will include a forum trough which journalists will be able to report and to discuss unethical behavior of media
- Promotion of the platform among journalists and medias
- Workshop sessions

These trainings are gender-balanced and intended for young professionals who are rather more receptive to innovative learning approaches. It should also be borne in mind that the Tunisian media landscape is largely made-up by young journalists. Subsequently, these beneficiaries will be the best advocates of the project and the

dissemination of good-practices through the e-learning platform and the emergence of an online debate around self-regulation.

The journalists selected will come from the wider print and audiovisual media outlets so that the e-learning platform and the questions related to self-regulation find a positive ear in the main Tunisian newsrooms.

The sustainability of this project will be guaranteed, as the Tunis Centre for Press Freedom, further to the second workshop, will program training sessions on monitoring and advocacy techniques and strategies for journalists from all across the country in order to establish a national network of journalists able to monitor and reporting on cases of unethical behavior of media.

For each training, team of two trainers comprising an international and a national one is intended to create synergy combining an international expertise in the area of journalism and an understanding of the Tunisian context.

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

The project will be monitored by the UNESCO Office for the Maghreb. The Tunis Centre for Press Freedom will ensure the visibility of the project by means of:

- Press releases which will be disseminated among the media.
- A press release which will be published on the Centre's website and Facebook page.
- Photos and videos taken during the activities will be also disseminated by all means at the Centre's disposal.

UNESCO's logo will be featured on all supports developed within the framework of the project, such as press releases, workshops' agendas, invitation letters for participants, banners, reports produced etc.

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

Once the project finished, a narrative report and a financial report along with supporting documentation for expenses incurred within the framework of the project will be submitted by the Tunis Centre for Press Freedom to the UNESCO Office for the Maghreb.

C. ADDITIONAL INFORMATION

Three seminars will be held prior to the submission of the proposal in which participants will discuss the media coverage, issues related to violations of code of ethics by media professionals and managers. Participants will be members of public, journalists and media workers and academics.

D. BUDGET

BREAKDOWN OF THE IPCD'S CONTRIBUTION

2 international trainers ($250 * 4 d * 2 trainers)	2,000
2 national trainers ($150* 4 d * 2 trainers)	1,200
DSA for 2 international trainers ($170 $ * 5 d * 2 trainers)	1,700
2 air tickets ($600 * 2 trainers)	1,200
2 banners ($50 * 2 u)	100
Catering for workshop 1 including coffee – break and lunch break ($30 * 4 d * 22 people)	2,640
Catering for workshop 2 including coffee – break and lunch break ($30 * 4 d * 14 people)	1,680
Design and printing of two 3-monthly reports on ethical behavior of Tunisian media (200 copies of each report).	4,000
TOTAL	**US$ 14,520**

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

Project coordinator ($1,500 * 8 months)	12,000
TOTAL	**US$ 12,000**

PALESTINE

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	EMPOWERING FEMALE JOURNALISTS CLUB TO PROMOTE FREEDOM OF EXPRESSION
2.	NUMBER	IPDC/58 PAL /01
3.	MEDIA DEVELOPMENT INDICATORS' CATEGORY	Category #4: Professional capacity building and supporting institutions that underpins freedom of expression, pluralism and diversity
4.	IPDC PRIORITY AREA	PROMOTION OF FREEDOM OF EXPRESSION AND PRESS FREEDOM, PLURALISM (particularly community media) AND INDEPENDENCE
5.	SCOPE	National
6.	TYPE OF ASSISTANCE REQUESTED	EQUIPMENT / TRAINING SUPPORT
7.	TOTAL COST OF PROJECT	US$ 30,700
8.	AMOUNT REQUESTED FROM IPDC	US$ 20,000
9.	BENEFICIARY BODY	Wafa' Abdel Rahman- Filastiniyat West Bank, Al-bireh- Al-Irsal, Qadsieh St., Blg 38. E-mail: wafa@filastiniyat.org- +970599269077 rganization (address, tel, e-mail, name of contact person & designation)
10.	IMPLEMENTING OFFICE	HALA TANNOUS Executive Assistant and CI Focal Point, UNESCO Ramallah Office Communication and Information Sector (CI) Mail: h.tannous(at)unesco.org Tel: +972 2 295 9740 Fax: +972 2 295 9741
11.	PROJECT LOCATION	West Bank and Gaza Strip
12.	PROJECT PREPARED BY	Wafa' Abdel Rahman- Director Hala Tannous- UNESCO Ramallah Office
DECISION OF THE BUREAU:		

1.   **PROJECT JUSTIFICATION:**

Harassment, intimidation and physical threats against journalists and media professionals have increased in the Occupied Palestinian territory (oPt) during the first six months of year 2013 – according to Mada violations report. 113 violations were registered 54.4% of them were committed by the Israeli occupation and the rest were committed by the security apparatuses in Gaza Strip and West Bank. Violations against bloggers and social media activists have increased in the past year. The violations took the form of investigations, imprisonment, prevention of coverage, prevention of travel and physical attack on journalists while covering demonstrations or any other kind of protests.

Although freedom of expression is guaranteed under the Palestinian Basic Law, in recent months PA security forces in the West Bank and Hamas-affiliated forces in Gaza have closed media offices, confiscated equipment, assaulted reporters covering demonstrations, and detained journalists. Israeli restrictions on movement continue to affect journalists' ability to cover events in the West Bank, and numerous Palestinian reporters were injured or imprisoned by Israeli forces during the past two years. Latest victims were Maan news agency office in Gaza, Al-Arabiya offices in Gaza together with a production company based in Gaza as well.

 Palestinian women journalists and media professionals have been affected even more than their male colleagues by the deteriorating political and security situation in the Gaza Strip and the West Bank. Even though Palestinian women have made significant progress in the past years in gaining rights and participating in the public and political life, they still face discrimination in pursuing a career in many professions including the media. A vast majority of newly graduated female journalists are either employed outside media such as in public relations field and secretarial positions or remain unemployed. As a whole, Palestinian women make up only 17.4% of the labour market. In fact, the more educated a woman is, the less likely she is to be employed.

Because of this gender discrimination and lack of women in the media management and the newsrooms, pluralism is lacking in the Palestinian media, both in the work place and in the media content. In general, the portrayal of Palestinian women in the media suffers from the stereotypic roles, negative images and absence in the roles of decision makers and active participants of public life.

In response to this gender discrimination and lack of women's perspective in the media, Filastiniyat established the first network of its kind in oPt "Female Journalists Club" in 2010 and with the support of UNESCO. The club brings together 280 female journalist and media professionals. Since its establishment, Filastiniyat has been working hard to provide the proper and open space for female journalists who have been suffering from factional polarization in the local media outlets including the journalists' syndicate which was officially divided in 2012 into two syndicates; one controlled by Hamas in Gaza Strip and the other is controlled by Fatah in the West Bank. The challenges the club faces are a reflection of the national challenges Palestinians face due to the occupation and its policies in the West Bank and Blockade over Gaza Strip, the separation of the two Palestinian parts, the Palestinian divide and the economic hardship that was clear last year through the un-ability of the PA to pay salaries or pay the private sector for the services they provide, the increase in taxation resulting in the rise of prices which affected the consumer capacity and therefore lead to different strikes, demonstrations and calls for Salam Faiyyadh's government to step down.

Female journalists are affected by this situation on different levels; first on the level of personal security: with the continuation of the Palestinian divide their access to information and decision makers is limited in the two areas as they refused to be part of the factional polarization. The attacks on freedoms and free expression increased by the two governments which weakens the ability of women in general and female journalists in

particular to challenge the existing regimes and their discourses. The Israeli war on Gaza in November 2012 and the attack on journalists that resulted in killing more than 3 journalists and injuring more made it even worse on female journalists who wish to work in the news field.

Second on the economic level; this situation of bad economy resulted in less opportunities available for female journalists to work in their field. As when a media outlet is facing a financial problem it is the female staff that they are willing to sacrifice- women cannot work late hours and have family commitments-. This also means greater competition in the labour market including the free-lance work. A month ago for instance al-hayyat al-jadida ended all the work of free-lancers working with it where it was revealed that 80% of them were women. Looking deeply into the statistics provided by the Central Bureau of Statics- CBS show a drop in the females joining labour force over the past 4 years;

In 2009 women participated with 15.5% of the labour force, while female journalists participated with 15.8% which is above the average of women participation. In 2012, the women participation increased to 17.4, while it decreased for female journalists to 17.1, looking deeper in the given statistics trying to understand why female journalists participation is under the women participation average, one could conclude the following:
The increased participation of women is mainly located in the public sector be it more secure on the financial and long term social security (women participation in the public sector for 2012 is 40.6%). A second conclusion is that fresh graduates from media colleges tend prefer to join a different career that is less competitive and less demanding- public sector working hours are limited and less than the working hours in private and civil society sectors-. Therefore, media outlets prefer to employ males not females.

Fourth on the professional level: despite the training opportunities provided to female journalists, but very little is given to gender reporting. Female journalists don't have the added value for being women and their reporting is the same reporting of a male journalist being exposed to the same curriculums at universities and media outlets that are lead by men.

The club holds assessment meetings every three months through video- conference between Gaza and Ramallah. In the past 4 meetings, female journalists kept raising the issue of their stress and inability to handle the two many tasks they are expected to handle (house hold, work stress, market competition, lack of personal and community security). The second priority that was highlighted is job creation and the need for special skills that could attract media outlets to prefer hiring a woman than a man.

These ongoing situations constitute serious problem hindering the development of free and pluralistic media. They affect female media professionals directly. Thus, this project intends to respond to certain priorities for women in order to contribute to their stronger presence in the media scene.

Providing psychological counselling, awareness raising and capacity building in gender sensitive reporting and production will give them the added value of being women reporters and will enhance their presence and influence in the media.

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

The project targets Palestinian female journalists in the oPt- special attention will be given to female journalists and media professionals in the Gaza Strip where they suffer from the Israeli blockade, the tensed Palestinian divide. Gaza Strip suffer economic hardship, poverty and lack of access to the rest of the world. Female journalists face all kinds of discrimination, lack of access to information, harassment and lack of work opportunities.

- 280 female journalists affiliated with the female journalists club in Gaza Strip and West Bank who are coming from different political and economic backgrounds. Majority of them are Mid-career and newly

graduated media professionals with some being senior journalists and media professionals in different kinds of mass media.

- Media, civil society, women's' and human rights organizations promoting freedom of expression, press freedom and gender equality
- Palestinian Media outlets with special focus on online media promoting gender sensitive reporting and gender equality
- Palestinian general public

3.   DEVELOPMENT OBJECTIVE:

The overall objective is to empower the role of Palestinian Female Journalists in influencing media scene and public discourse in the Gaza Strip and the West Bank.

4.   IMMEDIATE OBJECTIVE:

Provide skills and knowledge for 30 female journalists in gender sensitive press reporting through a 5 days training workshop (targeting women working for online and print media and to provide psycho-social counseling to 15 female journalists in Gaza Strip through group trauma therapy for 4 days all through the project, and to another 15 female journalists in the West Bank for 2 days.

5.   PROJECT OUTPUTS:

- Thirty trained female journalists capable of producing high-quality journalistic stories on violence against women and other issues related to the marginalization of women.
- Psychological well-being of 30 female journalists is reserved and enhanced through equipping them with techniques to overcome stress and conflict situations.
- Fifteen female journalists are able to produce video reports on issues related to women and gender bias with 5 reports that qualify to be broadcasted in local media.
- 120 female journalists are aware of their legal and syndicate rights, their right to freedom of expression.

6.   ACTIVITIES:

- Psycho-social counselling:
  6 days of group counselling held at Filastiniyat offices in Ramallah and Gaza. 15 female journalists from Gaza Strip will be selected to take part in this counselling for separate days with a well-known psychiatrist. Another 15 female journalists will be selected from the West Bank to take part in the group counselling. The two groups will mainly be exposed to de-briefing and stress relief and latter they will be given special techniques on how to manage the stress that comes from home or work place and how to overcome hopelessness and helplessness with the help of peers.

- Two gender sensitive press reporting trainings:
  2 (5 days each) course of gender sensitive press reporting; one in Gaza and one in Ramallah at Filastiniyat's offices.   15 trainees (female journalists) will attend each course which will focus on stereotype of women in the media, gender bias in media outlets, how to produce a story that is gender sensitive. The course will also focus on practical exercises and real production. Towards the end of the training, trainees will be asked to produce stories and reports on issues related to violence against women or any other issue of concern to women. Filastiniyat will pay the expenses of transportation, communication and camera rental for this production. NAWA feminist news agency will publish those reports and share them with other online and newspapers. www.nawa.ps

- One gender sensitive audio-visual reports production

7 days training course of gender sensitive audio-visual production will take place at our office in. 15 trainees (female journalists) will attend the course which will focus on stereotype of women in the media, gender bias in media outlets, how to produce a story that is gender sensitive. The course will also focus on practical exercises and real production. Towards the end of the training, trainees will be asked to produce 5 videos on issues related to women and their exclusion. Filastiniyat will pay the expenses of transportation and communication for this production and will promote them to be broadcasted in local TVs such as Wattan and Al-fajr Al-jadid TVs

- Awareness raising workshops
Four workshops will be organized (3 in Gaza office, 1 in Ramallah office). Each workshop will bring 30 female journalists, males will be welcomed to join if interested. A facilitator will facilitate each workshop and organize the debate amongst the participants. The workshops will raise the legal awareness of female journalists about harassment in workplace, women participation and representation in the Palestinian Journalists Syndicate and freedom of expression in social media.

7. PROJECT INPUTS:

- Project staff costs (filastiniyat contribution)
- local trainers fees
- local transportation and per diem costs
- Training venue costs (filastiniyat contribution)
- Equipment costs
- Hospitality for meetings/trainings/workshops
- Communication cost
- Videoconferencing costs
- Stationary for meetings/trainings/workshops costs
- Reports production costs

8. WORK PLAN:

This project will be implemented over nine months period.

ACTIVITIES / MONTHS	1	2	3	4	5	6	7	8	9
Selection/contracting of instructors and trainers	■								
Selection of equipment and purchasing	■	■							
Purchase and installation of the equipment	■	■							
Psychological counselling		■			■			■	
Gender press training - Gaza		■	■						
Gender press training- Ramallah			■						
Gender audio-visual training- Gaza					■	■			
Awareness workshop: harassment at work place- Gaza			■						
Awareness workshop: freedom of expression in social media- Gaza							■		
Awareness workshop: women Syndicate- Gaza								■	
Awareness workshop: women in Syndicate- Ramallah								■	
Submission of implementation reports				■				■	■

9. **INSTITUTIONAL FRAMEWORK**:

This project proposal builds on a previous support by the United Nations Educational, Scientific and Cultural Organization UNESCO. UNESCO was the main player that helped the establishment and sustainability of the female journalists club in Palestine. The support was given to capacity building of female journalists, internships, conferences, equipment, advocacy and networking.

The implementing organization is Filastiniyat:

Filastiniyat (www.filastiniyat.org) is a Palestinian non-governmental and not-for-profit media advocacy organization, established in 2005 and based in Ramallah in the West Bank with a branch in Gaza, Gaza Strip that supports equitable participation of Palestinian women and youth at public spheres and discourse. Filastiniyat's activities are focusing on women rights and empowerment, media, democracy, youth and coalition and network building. In early 2010 Filastiniyat launched a forum for Palestinian female journalists to enhance gender equality and the role of women professionals in media and public life that is called "Palestinian Female Journalists Club". In 2012, Filastiniyat launched its online feminist news web that focuses on women's perspective in the media and serves promoting human rights including women's rights (www.nawa.ps)

10. **SUSTAINABILITY:**

The focus of action is in the awareness raising, capacity building and psychological well-being of female journalists. The 3 above pillars will contribute to lasting skills and networks, increased awareness on the importance of more women voices in the media. These skills and knowledge will be used by participants after the implementation of the project. The journalists will gain lasting support networks, knowledge, skills and experience that they can continue to use. Follow-up activities will be organized by Filastiniyat through using its wide media network. In addition, Filastiniyat will continue to support female journalists as this is not our target in a single project but in all our programs.

11. **PRIOR EVALUATIONS CARRIED OUT:**

Filastiniyat holds an evaluation/ assessment of the female journalists club every three months. The last video conference between Gaza and Ramallah was done on April 14th, 2013 for 4 hours.

Strong demand to support the club members in Gaza Strip was stressed due to its special situation. In the absence of the journalists' Syndicate- due to Hamas banning them from work there- the club is growing to be the strongest journalist body in Gaza Strip. In the West Bank the situation is different as the syndicate is getting stronger.

In addition, the demand for more trainings, more psychosocial counselling, more round table discussions and more workshops is increasing and not decreasing. And despite all the activities that we tried to utilize to our members in Gaza through the direct funding to the club or through our other funding, it seems it is not enough. According to Majda Balbisi- senior reporter at Al-Quds newspaper, "the club is our only resort, we run to it to do our work, to meet other journalists, to get training and discuss our problems".

12. **FRAMEWORK OF COMMUNICATION AND MONITORING:**

Filastiniyat has a strong communication strategy especially after its launch of NAWA online feminist news agency. We will cover each activity with a press story to be shared with other news agencies and newspapers. Our Gaza Strip activities get covered widely by independent radios- where many of our club members work-. In addition, Filastiniyat will continue conducting its every 3 months evaluation/ assessment meetings over video conference and will be reporting on the outcomes of those meetings.

Final evaluation of the project is always done in a way that brings board-members, club members "target group" and staff in order the assess the impact but as well plan the follow up activities.

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

Filastiniyat will report to UNESCO Field Office in Ramallah according to the agreement. Financial and narrative reports should respond to the UNESCO requirements

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)	
1. TWELVE -DAY COUNSELLING SESSIONS	
Participants' accommodation and meals ($ 20 per day x 15 participants x 6 days)	1,800
Psychiatrist fees (6 days at a rate of $250 per day- psychiatrist- 50$/hour)	1,500
Local travel ($8 x 90 participants)	1,440
Communications	300
Sub-total: counselling costs	**5,040**
2. Gender sensitive reporting (5 days in Gaza, 5 days in Ramallah)	
Participants' accommodation and meals ($20 per day x 15 participants x 10 days)	3,000
Trainer fees (10 days at a rate of $150 per day)	1,500
Local travel ($$ x 30 participants)	240
Stationary ($4 x 30 participants)	120
Production of 10 journalistic stories (10X$50)	500
communication	300
Sub-total: Gender Reporting training	**5,660**
Audio- Visual Gender Sensitive reporting (Gaza office only)	
Participants' accommodation and meals ($ 20 per day x 15 participants x 7 days)	2,100
Trainer fees (7 days at a rate of $200 per day)	1,400
Local travel ($8 x 15 participants)	120
Stationary ($4 x 15 participants)	120
Production of 5 journalistic visual reports (5X$100)	500
communication	300
Sub-total: Audio-visual Gender Sensitive Reporting training	**4,540**
3. Awareness raising workshops:	
Legal literacy on workplace harassment (30 participants X $4 hospitality) + facilitator ($100)	220
Increasing women presence in syndicate- Gaza (30 participants X $4 hospitality) + facilitator ($100)	220
Increasing women presence in syndicate- Ramallah (30 participants X 4$ hospitality) + facilitator ($$100)	220
Freedom of expression in social media- Gaza	350
communications	400
Sub-total: Awareness Raising Workshops	**1,280**

Equipment: (Gaza Office)	
Still Camera: (CANON 7D body – 18.0 Megapixels. 3.0" LCD video recording. high sensitivity (ISO 12800), Self cleaning sensor) Selectable video exposure + frame rates. Dust & weather resistant, 100% Viewfinder, 8ftps Burst Mode	3,200
Sub-total: equipment	3,200
Audit	**280**
TOTAL	**US$ 20,000**

BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION (in US dollars)	
Staff costs (9 months x 5 staff members)	4,500
Hall rental (19 days- $100/day)	1,900
Maintenance (networks, computers, photocopiers, faxes, softwares)	450
Accounting ($250/month)	2,250
Contingencies	1, 000
Project reporting	600
TOTAL	**US$ 10,700**

PALESTINE

	A. PROJECT IDENTIFICATION	
1.	**PROJECT TITLE**	**PROMOTING THE CONCEPT OF YOUNG CITIZEN JOURNALISM THROUGH TRAINING AND OPEN PLATFORM AT WATTAN [NETWORK OF SOCIAL MEDIA ACTIVISTS]**
2.	**NUMBER**	**IPDC/58 PAL/02**
3.	**MEDIA DEVELOPMENT INDICATORS' CATEGORY**	**Category 1, 3, 4 and 5**
4.	**IPDC PRIORITY AREA**	**PROMOTION OF FREEDOM OF EXPRESSION AND PRESS FREEDOM, PLURALISM AND INDEPENDENCE**
5.	**SCOPE**	**NATIONAL**
6.	**TYPE OF ASSISTANCE REQUESTED**	**EQUIPMENT / TRAINING SUPPORT / INSTITUTIONAL CAPACITY BUILDING**
7.	**TOTAL COST OF PROJECT**	**US$ 63,350**
8.	**AMOUNT REQUESTED FROM IPDC**	**US$ 29,150**
9.	**BENEFICIARY BODY**	**Safad Advertising Company/ Wattan TV**
10.	**IMPLEMENTING OFFICE**	**HALA TANNOUS** **Executive Assistant and CI Focal Point, UNESCO Ramallah Office Communication and Information Sector (CI)** **Mail: h.tannous(at)unesco.org** **Tel: +972 2 295 9740** **Fax: +972 2 295 9741**
11.	**PROJECT LOCATION**	**PALESTINE/OPT, WEST BANK AND GAZA**
12.	**PROJECT PREPARED BY**	**WATTAN TV, NASSER AL AYASI** **For more information:** **Mo'amar ORABI, Director General** **Email: muamarorabi@wattan.tv [and] muamarorabi@wattan.tv**
	DECISION OF THE BUREAU:	

1.   PROJECT JUSTIFICATION:

The issue of over emphasis of Palestinian media on politics, on the one hand, and overlook and marginalizing socio-economic needs of local groups is a distinct problem in this sector countrywide. This has consequently led to the absence of the concept of "citizen journalism" as well as at the grassroots level. Media capacity is not being used and employed for lobbying towards development and socioeconomic needs of people at the grassroots/locality/district level. No social media/bloggers synergies for development are formed and built up, even no influential or collective efforts are available.

The transition from classical to modern media denotes on of the most highlighting features of changes and developments worldwide. Modern media became, in the last 2-3 years, very influential in the region indicating that such tools emerged as the best tools for dissemination/advocacy/lobbying and, beyond, for social-political-economic change in the region, especially in Arab countries. For Wattan, we realized this change, adjusted our plans and working since a few months so as to work within this dynamic environment. However, we work to update our systems, news gathering, archiving, and reporters' distribution. One of this is the networking we have done of Wattan news reporters into local communities, far and marginalized localities so as to gather all possible news items, feature stories and humanitarian crises. By this we'll also try to double the outcome benefits through the encouraging freedom of expression of social media activities and press freedom.

At the same time, thousands of journalist writers, social media activists and bloggers spend hard and appreciated efforts discussing very important issues and challenges they, and their society, face. Most of these efforts and actions are more thanks likely scattered with no focus on a certain mission/objective/priority.

In light of the absence of the intended role of youth, males and females, social media activities to integrate as "citizen journalists", and the absence of interventional role in this, Wattan build on this need to capacitize and launch the concept of "citizen journalists" in the Palestine context. Wattan is aware for such need as we have seriously and strongly evidenced the need for citizen journalists through our investigation reports, humanitarian cries, VNRs-Video News Reports in the course of past few years.

The idea for the creation of WCJN [Wattan Citizen Journalist Network] is to establish and provide an open and democratic floor for active social media users, bloggers, journalist writers and reporters in Palestine so as to express their opinion and publish their articles and media items after professional editing treatments. They will primarily act as news gathers from different levels and types to fill in the mission of the network.

The philosophy behind this is to realize and contribute to further ideas and objectives on the long run that is: (a) to contribute to the promotion of a healthy and democratic environment for media work in the West Bank and Gaza Strip and (b) to apply and promote the notion of "citizen journalist" so as to cover all possible areas/news items/feature stories/humanitarian cries/events re the other face of Palestine [cultural and sport events…]. Gaza Strip will be of special concern attention for this project due to the limitations and restrictions faced by journalists there that come from different sides and authorities.

These citizen journalists will form the base and initial base of the promising WCJN network. To facilitate their work and mission, they will act as Wattan affiliates and send their articles electronically to a central server at Wattan. Accordingly, their articles and items will be published in a special web corner at www.wattan.tv

In light of such harsh situation in a country like Palestine, media/bloggers/social media activists/citizen journalists should be assigned and dedicated, even partially and gradually, to play an influential role in reflecting the priorities and needs at the district level.

Wattan believes in this mission, and however our citizen journalists network will be consistent with Wattan's values; namely to advocate for the rule of law, creation of democratic environment for expression, promotion of freedom of expression, access to information, integration and convergence of classical and modern media, capacity building of journalists and media management and manages and justice.

2. DESCRIPTION OF THE TARGET GROUP:

In specific, the project target group is specific in 15 journalists. Namely: 10 journalists to be capacitated and employed for the network plus 5 supportive staff members at Wattan to guarantees the network functionality at maximum level of productivity and quality assurance. In terms of gender equity the project is open for both, but will guarantee a female participation of at least 50% of the network members.

Generally, the project will benefit the local communities from which the network reporters will reports and upload articles and items for further publicity. The project will also benefit further trainees/interns who join Wattan for training internships on monthly basis. We think that 3-3 interns will join this network for practical skills. All possible modern media will be employed in the training, in the work deliverables to come up with quality results

3. DEVELOPMENT OBJECTIVE:

To promote the transition from classical media to modern media through an integrated model of social media, social activists and citizen journalism

4. IMMEDIATE OBJECTIVE:

To open a free space for citizen journalism through integrated efforts of well-trained 10 social media activists/bloggers and writers and to provide 200 influential and up to date news items, feature stories as local voices of community groups, especially at the locality/and district level countrywide

5. PROJECT OUTPUTS:

Through 6 months, the project will come up with 3 intended results:

IR1: 200 news items, feature stories, articles and samples of major societal problems/local voices will have been addressed, reported and published by citizen journalists on regular basis. IR2: advanced skills for 10 citizen journalist will have been invested in young journalist, females and males, with a sustainability vision as ToT.

IR3: a 10-member citizen journalist network will have been formed, harmonized and functional.

6. ACTIVITIES:

Through 6 months, the project will be going through 4 major activities:

- A1: preparation and training, through month 1: select and train 10 social media activists/bloggers, females and males from West Bank and Gaza districts, to be able to act as citizen journalists. Training materials will include:

  Module 1: Social media techniques, communication and networking local communities.

  Module 2: writing skills and storytelling.

  Module 3: filming techniques, basic editing of images, video and text, and uploading items to the host server at Wattan.

- **A2: Physical and technical support, through month 1**: (a) equip the network team with a still-video cameras for each member, and (b) appoint 5 support staff members at Wattan: 1 network producer, 2 news editors, 1 IT specialist and 1 video editor.
- **A3: Run the network for 5 months as a pilot practical phase**: this will denote an important period for the harmonization of editorial concepts and skills of the network members.
- **A4: Monitoring, evaluation and reporting**: to guarantee smooth project implementation, continuous quality control and perfect outputs.

7. PROJECT INPUTS:

- Three trainers to cover the 3 modules described in section (6) above.
- Training material and copies to cover the modules.
- Trainig hall facilities [to be included in the hall rent].
- Ten still-video HD cameras [the cameras will be retained by Wattan after the completion of the project in order to continue the run of the network in a sustainable manner indicating that it will be institutionalized as a unit in Wattan].

8. WORK PLAN:

ACTIVITIES / MONTHS	1	2	3	4	5	6	7	8	9	10	11	12
Preparation and training	■											
Physical and technical support	■											
Run the network: production & dissemination		■	■	■	■	■						
Monitoring, evaluation and reporting	■	■	■	■	■	■						

9. INSTITUTIONAL FRAMEWORK:

In the course of 16 years of experience in variety of media fields especially production, broadcasting, training, social media and highly skilled advertising Wattan TV has provided its partners with experienced and high quality competitive productions, materials and services. Besides the successful accomplishment of widespread integrated promotional campaigns, news coverage, training and social networking Wattan TV has a long history in carrying out communication and awareness campaigns to local and international clients and civil society and local companies in Palestine. Such productions vary through different areas like human rights and humanitarian cries stories, reporting and documentation of capacity enhancement initiatives.

We will follow a pattern of sound planning, and appropriate allocation of best resources, besides organized continuous monitoring, evaluation and quality control in this cooperation project with UNESCO. This will be accomplished through closed coordination and follow up.

Wattan TV has long experience in producing professional news and feature stories, and in internship training and social media. This is being accomplished through meeting the criteria through cooperation and continuous reporting to the partners/donors providing them with progress updates and receiving feedback from them in order to guarantee the best results. The same methodology will be followed with this promising project with UNESCO.

It should be pointed out that we have implemented the project "Capacity building of Wattan news department" and the project "Enviro-magazine". For the both projects, and in precise and smooth implementation in cooperation with UNESCO-Ramallah, we have come up with and feasible output.

10.   SUSTAINABILITY:

This social media and citizen journalist network project builds on the long-standing commitment by Wattan to improve the right of expression and the transition from classic media to modern as well as our commitment to update and build capacities of journalists that we strategized as priorities in our plans.

This commitment is a pillar of all the work done by Wattan in general, on project-based and non-project activities. Since it was founded in 1996, Wattan kept implementing media projects that raise awareness about the right of expression, local voice of marginalized communities, and voice of the voiceless in Palestine.

This network project is highly sustainable because it continues in this tradition; and is consistent with our goals, mission, and objectives. It is guaranteed to be the cornerstone for more such projects/phases in the future as we plan to institutionalize it as a unit/department at Wattan after the completion of this project with UNESCO. Hence, through the promising network, Wattan will continue to cover news, produce feature stories and present floor for local voices. This is in light of the capacities and plans we have in social media, citizen journalism indicating that Wattan, as a pioneer media outlet in specialized social media reporting journalism and further dissemination, will serve as a role model for other Palestinian media outlets to follow in its footsteps. [For instance, Wattan has a full position of "Wattan Social Media Officer" who acts as a full time dissemination and promoter of our news and productions].

Wattan's development methodology is based on ensuring sustainability for each project and initiative. In order to build sustainability for the Wattan-UNESCO project, the trainees will be trained as trainers [ToT]. Hence, during future training, they will be participating as trainers and in subsequent months/years they will assume leadership roles not only in the writing and production of the news but also for the training of incoming new recruits/citizen journalists.
The Wattan's developmental methodology and sustainability assurance takes into account the global [UNESCO and global media concepts] as well as the local aspects of Wattan. Therefore it will strive to build strong connections between other citizen journalist initiatives/local communities/social media activists.

This will be through intensive use of social media to allow all possible platforms for citizen journalists to exchange ideas and to express their opinion, after editing.

11.   PRIOR EVALUATIONS CARRIED OUT:

Data sets related to our website, our YouTube channel, our Facebook page, our twitter account indicate a huge tendency of our readership and target groups to visit the website and use social media. This is a good indication of the growing use of social media as a tool for citizen to act as citizen journalists and serve their local communities.

Table (2): our website and social media statistics show:

Item	On 29/7/2013	Note
Website visits, Google statistical tool:	679,830 unique visits and 1,028,549 page views	During 1-29/7/2013
Facebook page likes:	122,430	Total so far
YouTube channel subscriber:	1,169	Total so far
YouTube video views:	742,385	Total so far

12. FRAMEWORK OF COMMUNICATION AND MONITORING:

For the communication and dissemination of the project and its products, we will use the following methodology:

Table (3): communication and dissemination methodology:

Mean	Address/link
▪ We will dissemination the network deliverables and news through a special web corner on the Wattan website.	www.wattan.net
▪ We promote the network through Wattan News Agency FB page.	www.facebook.com/WattanNewsAgency
▪ We promote the network through our Twitter account.	www.twitter.com/wattan_news
▪ We promote the network through our You Tube channel.	www.youtube.com/wattannews
▪ We disseminate the network and its deliverables through our newsletter.	Through email: وطن للأنباء <news@wattanmediacenter.net>
▪ We disseminate the network and its deliverables through our event-news email address through which we disseminate special programs and events.	Through email: وطن-هام للنشر event-news@wattanmediacenter.net

Methods of monitoring:

Persons in charge of monitoring: Project Manager [as a monitoring and evaluation officer] and Wattan Director General [as the overall quality controller]. Also, the network coordinator will be responsible for monitoring the regularity, frequency and the quality of content.

▪ Time sheets for the project emplyees, network team and supportive staff at Wattan, and interns if any.

▪ Attendance sheets for participants in the proejct activities

▪ Regualar staff meetings and follow ups with the project manager

▪ Trainer reports and trainee evaluations will enable the assessment of the training.

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING:

This task would be the Wattan's Projects' Director Responsibility [Mr. Nasser AL AYASI], but the project coordinator in particular for technical specifics. Close connection will be established between the Projects' Director on the one hand and the Coordinator, with other project team members on the other hand. Reporting will be very essential component of the Project and it will be conducted as follows:

▪ Achievement reports in relation to the master implemetation plan.

▪ Monthly progress report.

▪ Final report with indepth anylysis.

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)	
1. Network staff training, 3 days	
1.1 Training hall [3 days * $ 300]	900
1.2 Trainer fees [rate $ 150]	450
1.3 Training material & stationary [$ 25 per unit]	250
1.4 Travel to training [10 trainee * 3 days * 2 rounds * $ 15]	900

1.5 Refreshments and hospitality [10 trainee * 3 days * $ 25]	750
Subtotal 1	**3,250**
2. Network equipment	
2.1 Still/Video HD Cameras: Canon 60D with lens 18-55. Description in the attached file [10 camera * US$ 1,041]	10,400
Subtotal 2	**10,400**
3. News production cost for network	
3.1 Phone, communication and internet [10 staff * $ 30 * 5 months]	1,500
3.2 Transportation [10 staff * $ 60 * 5 months]	3,000
3.3 Honoraria for the volunteers [$100/months/reporter]	5,000
3.4 Network's web corner: producer [$5, * 6 months]	3,000
3.5 Dissemination & social media promotion of the Network production [$ 500 * 6 months]	3,000
Subtotal 3	**15,500`**
TOTAL	**US$ 29,150**

BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION (in US dollars)	
1. Network support staff	
1.1 Network producer	6,000
1.2 Two news editors	9,600
1.3 One IT specialist	4,800
1.4 One video editor	4,800
Subtotal 1	**US$ 25,200**
2. Network equipment [Wattan's equipment as the project host]	
2.1 Equipment use at Wattan	9,000
Subtotal 2	**9,000**
TOTAL	**US$ 34,200**

IRAQ

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	TRAINING LOCAL WOMEN JOURNALISTS IN INVESTIGATIVE JOURNALISM
2.	NUMBER	IPDC/58 IRQ/01
3.	MEDIA DEVELOPMENT INDICATORS' CATEGORY	Professional capacity building for women journalists working in institutions that underpins freedom of expression, pluralism and diversity
4.	IPDC PRIORITY AREA	Developing Human Resources (within a media framework)
5.	SCOPE	Regional (to include the center provinces in Iraq: Baghdad and the surrounding provinces)
6.	TYPE OF ASSISTANCE REQUESTED	Training Support (in the area of investigative reporting)
7.	TOTAL COST OF PROJECT	US$ 35,352
8.	AMOUNT REQUESTED FROM IPDC	US$ 29,352
9.	BENEFICIARY BODY	Iraqi Women Journalist's Forum; Iraqi General Secretariat for the Council of Ministers/ NGOs Directorate Registration #1J75382 Baghdad, Iraq Contact: Journalist Nibras Almamori Mobile: +964 Email: nbrasalmamory73@yahoo.com
10.	IMPLEMENTING OFFICE	UNESCO – Iraq Office Communication and Information Sector Contact person: Mariam Jaber, Louise Haxthausen
11.	PROJECT LOCATION	Baghdad
12.	PROJECT PREPARED BY	Ms. Nibras Almamori
DECISION OF THE BUREAU:		

1. PROJECT JUSTIFICATION:

The project seeks to win support for upgrading the skills of 40 local women journalists from the regional media houses in the provinces of Center Iraq (Baghdad and the surrounding provinces) in the field of investigative journalism. This will raise the proficiency and professionalism of local women reporters in accordance with international modern standards of investigative reporting.

Transparency International reports Iraq is the fourth most corrupt state in the world. Corrupt officials steal resources, financial and otherwise and in turn rob the Iraqi people of opportunities to improve their lives and the communities in which they live. Investigative journalism exposes corruption, enhances transparency and makes officials accountable to the people. Revealing corruption will improve the performance of government institutions and make government a catalyst for development.

The number of media organizations in Baghdad are increased rapidly after 2003. The majority of these organizations pursue conventional methods of reporting but lack the capacity to professionally investigate the actions of government. Government must serve the people and the only way to start this process is for government officials to be held accountable. Training in investigative journalism techniques will develop the skills of local journalists so that they can more acutely assume the role that is expected of them and demanded by the communities they serve.

The trainers will use and distribute the UNESCO supported Arab language manual for investigative reporting produced by the Arab Reporters for Investigative Journalism (ARIJ).

2. DESCRIPTION OF THE TARGET GROUP:

The direct beneficiaries of the project are women reporters, editors and editors in chief in the local media organizations. It is important to include news managers in the training so that they understand the process of investigative journalism, are comfortable with the outcomes of the reporting and can provide guidance to more junior journalists ensuring that the quality of the reporting meets an international standard.

3. DEVELOPMENT OBJECTIVE:

The project contributes to the promotion of good governance and transparency through building professional capacity of journalists in the field of Investigative journalism in Baghdad, Iraq.

4. IMMEDIATE OBJECTIVE:

Equip women journalists with the skills to work as investigative reporters in order to promote good governance and transparency, holding government officials accountable for their actions, reporting on women's rights in Iraq and its compliance with the international resolutions of women rights.

5. PROJECT OUTPUTS:

- Investigative journalism training carried out for 42 women journalists (women only) working in media organizations in Baghdad and its surrounding provinces.
- Skills in investigative journalism training enhanced for 42 women journalists working in media organizations in Baghdad, Iraq.
- The adoption of methods for investigative journalism by media organizations.
- Awareness in international resolution of women rights is enhanced for 40 women media professionals.

- Equip workspace for the project furnished with related supplies and equipment.
- Open channels of communication between local women journalists in Baghdad and international institutions that support investigative journalism.
- National network of Iraqi women journalists is created to monitor and report on human rights violations.

6. ACTIVITIES:

- Create the team for project implementation.
- Update workplan.
- Develop selection criteria for the participants to ensure they have adequate basic skills for the enhanced training in investigative journalism.
- Arrange for trainer and co-trainer.
- Advertise for participant applications to the training.
- Select participants for the training.
- Organize venues for training.
- Conduct 3 workshops in Baghdad, five days each, for 14 participants per workshop for a total of 42 participants.
- Provide project monitoring and evaluation in consultation with the UNESCO Iraq Office. Evaluations will be conducted during each training session in order to ensure maximum impact of the overall project delivery.

7. PROJECT INPUTS:

- Project manager (full time for four months).
- Project Assistant/Accountant (full time for four months)
- Investigative Journalism Trainer.
- Investigative Journalism Co-Trainer.
- Coordinator for Baghdad trainings.
- Established list of participants 42 in total (100% women representation in the training).
- Training material and stationary.
- Training stationary for each participant.

8. WORK PLAN:

Project implementing period is one year, starting 15 July 2014.

N.B: Dates and locations of workshops training will be set and an updated work plan will be prepared in consultation with the UNESCO coordinator

ACTIVITIES / MONTHS	1	2	3	4	5	6	7	8	9	10	11	12
Select project staff												
Secure trainer and co-trainer												
Hold organizational meeting with staff and trainers												
Prepare project workspace and order supplies												
Prepare selection criteria for participants and application												
Evaluate applications and make contact with the selected participants												
Prepare for available venues in time for the events in all three provinces												
1- First training workshop (first half)												
1-Confirm availability of 14 journalists with a reserve short list for first training workshop												
1.1-Set venue for final date												

1.2- Prepare training material and stationary for 14 participants											
1.3- Conduct first training workshop											
1.4- Monitor workshop and analyze participant evaluations											
1.5 Write narrative reports and send to UNESCO											
2- Second training workshop (second half)											
Repeat 1-1.5 for second training workshop											
3- Third training workshop (first half)											
Repeat 1-1.5 for third training workshop											
Final Progress and Financial Report											

9. INSTITUTIONAL FRAMEWORK:

Iraqi women journalists forum is civil society organization, officially registered with the Department organizations of the number 1J75382, it concerns with women working in media sector.
Goals of the organization:

- Highlight Iraqi women work in all fields by holding specialized seminars which are discussing and shed the light on Iraqi women journalist accomplishment and advancement.
- Build the capacity of women journalists in the various disciplines.
- Monitor different means of violations and abuses against women journalists and report it.
- Preparer specialized researches and studies dealing with Iraqi media and the role of media in political and social reform.
- Raise awareness of women journalists in the fields of human rights, the Iraqi Constitution and freedom of expression and press.
- Maintain continuous relation and cooperation with the Iraqi civil society organizations and organize our work in fighting the corruption and advocating for transparency and good governance.

10. SUSTAINABILITY:

As part of the training course, reporters will be asked to submit an investigative story idea that they will pursue following the training. The organizers, Iraqi women journalists' forum and its Editor Nibras Almamaori, will provide follow-on with editors and reporters in regards to this project related assignment. Additionally, the organizers will continue with periodic follow-up with all trainees, including submission of a questionnaire formatted to track their application in the field of what they have learned. The data will be collected, compiled and analyzed to see what they have utilized of the new investigative journalism techniques and if they need further training. A one-day Lessons Learned follow-up will be scheduled in Baghdad within the first six-months following the conclusion of the last full training.

11. FRAMEWORK OF MONITORING:

The project manager and coordinator will be present at all of the workshops, monitoring and evaluating the daily performance of trainers and participants. Recommendations will be made on a daily basis as needed to improve the quality of the training. In addition, post training evaluations will be analyzed and, as needed changes to subsequent trainings will be introduced.

12. EVALUATIONS CARRIED OUT:

While no assessment has been done regarding the proficiency of reporters to conduct investigative journalism, the basic skills of Iraqi women journalists are only now beginning to take root. Investigative journalism requires

a minimum proficiency with journalistic standards and techniques. It is for this reasons the organizers will prepare an application form for participants to ensure that the trainees meet this minimum standard.

13.   FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING:

As detailed in the workplan the beneficiary agency undertakes to report on project progress following each training and will submit to the UNESCO Iraq Office a comprehensive final report within 60 days of project completion describing the extent to which the immediate objective of the project was achieved. The report will be prepared by Nibras Almamori, the Director of Iraqi women journalists forum.

D. BUDGET	
BREAKDOWN OF IPDC CONTRIBUTION **(in US dollars)**	
1. Workshops Cost Sub-total	
1.1 Venue rental for 3 training workshops, five days each at $250 per day	3,750
◦ Participants transport fares for 42 participants for 5 days, $25 per day per participant.	5,250
1.3 Two daily breaks for 14 participants and 5 staff (including 2 trainers, project manager, staff assistant and UNESCO observer) at $15 each for 5 training days. For each workshop **Baghdad**, the coffee break will cost (19 persons x $15x 5 days =$1,425 per x 3 training workshops =$4,275	4,275
1.5 Daily meals for 14 participants and 5 staff (including 2 trainers, project manager, staff assistant and UNESCO observer) at $25each for 5 training days. For each workshop **Baghdad**, the meals will cost (19 persons x $25x 5 days=$2,375per training)x 3 training workshops=	7,125
1.7 Stationary for 42 participants and 2 trainers at each ($8 X 44)	352
2. Contracts Sub-total	20,725
2.1 Trainer travel fare fro KORDESTAN to Baghdad (return) for 3 training sessions	600
2.2 Trainer hotel accommodation for 21 nights in Baghdad at $100 a night	2,100
2.3 Trainer fees for 19 days at $100 per day (15 training days, 2-days for preparations and 2-days for report writing)	1,900
2.4 Trainer fees for 19 days at $100 per day (15 training days, 2-days for preparations and 2-days for report writing)	1,900
2.5 Trainer hotel accommodation for 21 nights in Baghdad at a night	2,100
3. Operational Support Sub-total	8,600
3.1 Printing Materials	3,000
3.2 Communications and Courier	3,000
3.3 Project Staff Transportation	2,600
TOTAL	**US$ 29,352**
BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION **(IN US DOLLARS)**	
Project manager ($750 X 4 MONTH)	3,000
Project Assistant/Accountant (full time for four months) $500 X 4 MONTH	2,000
Transportation costs for 4 MONTH	1,000

INTERREGIONAL

A. PROJECT IDENTIFICATION	
1. **PROJECT TITLE**	**URTI: TRAINING OF JOURNALISM TRAINERS IN THE PUBLIC BROADCASTING SERVICE ON CONFLICT / POST-CONFLICT JOURNALISM, IN AFRICA AND THE ARAB WORLD**
2. **NUMBER**	**IPDC/58 INT/01**
3. **MEDIA DEVELOPMENT INDICATORS' CATEGORY**	**Category 3: Media as a platform for democratic discourse**
4. **IPDC PRIORITY AREA**	**Freedom of expression**
5. **SCOPE**	**INTERREGIONAL**
6. **TYPE OF ASSISTANCE REQUESTED**	**Training aid**
7. **TOTAL COST OF PROJECT**	**US$ 66,280**
8. **AMOUNT REQUESTED FROM IPDC**	**US$ 39,680**
9. **BENEFICIARY BODY**	**Public broadcasters in Egypt, Democratic Republic of Congo, Tunisia, Libya, Ivory Coast, Rwanda, Burundi, Mali.**
10. **IMPLEMENTING OFFICE**	**URTI- Union Radiophonique et Télévisuelle Internationale- Maison de Radio France-116, avenue du Président Kennedy- 75220-Paris Cedex 16.France Tel. +33 156404976. Fax. +33156401782. Email. ffradi@urti.org** **Contact Person: Feten Fradi** **With the collaboration of UNESCO in Paris** **Mrs Venus Jennings**
11. **PROJECT LOCATION**	**Two seminars in Tunis.** **Radio and television workshops at the target countries radios' and televisions' headquarters: Mali, Egypt, Democratic Republic of Congo, Tunisia, Libya, Ivory Coast, Rwanda, Burundi.**
12. **PROJECT PREPARED BY**	**Feten Fradi (URTI)**
DECISION OF THE BUREAU:	

1.   **PROJECT JUSTIFICATION:**

The project mainly concerns countries that are currently, or have been recently in conflict. Tension, insecurity, social division and sometimes even hatred within the same population are not helping journalists in exercising their job. They are under pressure; they are regularly physically threatened and have often limited access to sources of information. Mali, which slowly emerges from the conflict that has been a real jolt for the country, tries to get back to a regular institutional framework, especially through the organization of elections in July and August 2013. However, following the last events, it is easy to notice that Mali knows an important decline regarding freedom of the press and freedom of expression. Egypt, which is suffering from a political and cultural rift, closely related to the July, 3rd of 2013 coup d'état, is unable to give its journalists a good working environment in a divided country. Libya still fails to curb persistent insecurity since the Ghaddafi ouster. In a place where armed militias maintain their power struggles and commit attacks, journalists are victims of ongoing threats and repeated attacks (Reporters without Borders).Tunisia, which was going on with an important backwardness from the schedule to new elections, and which has been shaken by political assassinations and attacks against soldiers, is currently undergoing a serious political crisis. This crisis is mainly responsible for the actual increasing of violence against journalists. Amnesty International, in its 2013 report, focused on the different restrictions on freedom of expression, considering that this area is subject to "most of the cases of human rights violations". Ivory Coast is struggling to get back its stability since the 2010-2011 post-election bloody crises. In the country, press freedom infringements have increased and the media have been accused of exacerbating the tensions instead of helping to appease them. The Democratic Republic of Congo still lives in an unstable political environment with an alarming deterioration of the Medias situation, especially in the territories under the control of M23 where threats, censorship, editorial policy control, media hostage and sometimes journalists' abductions are the rule. In Rwanda, where the use of medias have been one of the fundamental characteristics of the genocide conduct, the 1994 civil war consequences still disturb the country and the tensions remain between the ongoing regime and Hutu rebels and with neighboring DRC. In Burundi, the media have been accused of exacerbating hatred until 1996, just before that the president-elected suspended several of these organs. The country still suffers from insecurity after a decade of civil war (from 1993 to 2002) despite the holding of elections in 2005 and 2010. In addition to these last exogenous factors, there are other endogenous factors regarding the skills of journalists in these countries in Africa and the Arab World). There is a significant deficiency in terms of journalistic skills in most of those that have been under an authoritarian regime for a while, preventing journalists to exercise their profession freely and effectively. Furthermore, the training of journalists has an important lack of specialization, particularly in conflict and post-conflict journalism. For all these reasons, URTI, which is bringing the values of UNESCO in the field of broadcasting since its creation in 1949, decided to become more involved in the training of local trainers to the rules of conflict journalism and post-conflict. These new trainers will then be able to be specialized themselves in training journalists working for the public broadcasters in the targeted countries. URTI is often requested by its members in training, particularly in the field of journalism. This constant need has led us to develop a "sustainable" training specifically for journalists involved in conflict or post-conflict situations. They will, in turn, train their colleagues, including journalists within their broadcasting organizations into the project and beyond it, if they need it. URTI will appeal to two trainers who are experienced in conflict and post -conflict trainers and to four experts from its member broadcasters. All these project activities will be hold in the Southern countries. Both training seminars that will gather the two trainers, the four experts, the twelve trainers-trainees and the project coordinator will be hosted in Tunis by ASBU (Arab States Broadcasting Union). ASBU is one of URTI's partners, and the Arab world targeted broadcasters in this project are members of it.The sixteen workshops led by the trainers-trainees will take place in their own broadcasters' countries: Egypt, Tunisia, Libya, Democratic Republic of Congo, Rwanda, Mali, Ivory Coast and Burundi.

2. DESCRIPTION OF THE TARGET GROUP:

12 different trainers in radio and television journalism coming from 8 countries, 160 journalists and other public radio and televisions' profiles from Africa and the Arab world.

3. DEVELOPMENT OBJECTIVE:

To create a network of trainers from southern and northern countries, the Arab World, Africa and Europe, of experts, journalists and other professional media profiles. It is also to shape a space to exchange knowledge and best practices about conflict / post-conflict journalism.

4. IMMEDIATE OBJECTIVE:

To train a number of trainers to conflict / post-conflict journalism in the targeted countries subject. These trainers should be able to transmit their expertise to journalists and other radios and televisions' professional figures in their own countries. The results of this multinational training will be used the preparation of the guide on conflict / post-conflict journalism. This guide will be widely distributed.

5. PROJECT OUTPUTS:

- 12 trainers specialized in radio and television journalism from the targeted countries will be trained in conflict / post-conflict journalism.
- 160 journalists from eight targeted countries will be trained about post-conflict and conflict journalism by their trainers journalist colleagues aforementioned.
- A real network of trainers, from southern and northern countries, from the Arab World, Africa, Europe, composed of experts, journalists and other media professional profiles, all specializing in the / post-conflict conflict journalism
- A multimedia guide of conflict / post-conflict journalism will be produced on dvd.
- An exchange of workshops' results will be realized through the virtual platform of URTI.

6. ACTIVITIES:

- Selection of two trainers and 4 experts in post-conflict / conflict journalism
- Selection of trainers-trainees, preparation and organization of the first seminar for 12 trainees
- Preparation and organization of two seminars for trainees in the targeted countries
- Preparation and organization of two workshops in the targeted countries (one radio workshop and a TV one / the two trainers will carry out remote supervision)
- Preparation of the media guide (videos, sounds, texts, and gravure on DVD)
- Online multimedia guide on the URTI's web platform (workshops' products and)
- Trainers -trainees monitoring carried out by two trainers until the end of the year
- Communication about the project on the URTI's ECT web platform and during URTI's events.

7. PROJECT INPUTS:

- 2 experienced journalism trainers in conflict / post-conflict situations (radio and television)
- 4 experts in conflict / post-conflicts journalism (unpaid, except for participation fees to the seminars in Tunis)
- Location and hall required for two seminars in Tunis equipment (3 days / seminar)
- Copy of the multimedia guide about conflict / post-conflict journalism on DVD
- 2 halftime project managers
- 1 project coordinator

- 16 meeting rooms for the 8 targeted countries' working groups (supported by the 8 involved broadcasters)

8. WORK PLAN:

ACTIVITIES / MONTHS	1	2	3	4	5	6	7	8	9	10	11	12
Two trainers selection	■											
Four experts selection	■											
Trainees selection	■											
First training seminar's preparation and organization		■	■									
Workshops preparation and organization					■	■						
Second training seminar's preparation and organization								■	■			
Conflict / post-conflict journalism Multimedia's guide preparation										■	■	
Copies of the guide on DVD												■
Uploading the workshops' products on URTI's ECT virtual platform and exchanges among members												■
Trainers- trainees' work supervised by the 2 trainers											■	■
Communication about the project	■	■	■	■	■	■	■	■	■	■	■	■

9. INSTITUTIONAL FRAMEWORK:

URTI - International Radio and Television Union - is a nonprofit organization created in 1949, under the patronage of both UNESCO and the French Broadcasters. Its first purpose was to organize an international exchange of content. URTI is actually the only international audiovisual association and is gathering 65 different members mainly from public broadcasters. URTI has further widely diversified its activities: more than owing a catalog of more than 5,000 radio and television programs, a web platform ECT (Exchange, co-production, transmission), it organizes the International Audiovisual first Grand Prix (85 countries in 2012), and organizes training activities and co-productions. URTI has a budget of € 300,750 (three hundred thousand seven hundred and fifty euros), which is the sum of its members' annual fees plus partnerships' contribution. The staff is composed of 7 people, with a majority of young women in the general direction (one general manager, Four policy officers for TV / radio and internet / events / development, an audio-visual technician and an accountant).

10. SUSTAINABILITY:

The trainers will be involved in the multimedia guide's implementation and they will carry out the actions monitoring that result from the project in the targeted countries through the network that will be created (trainers, experts, trainers target countries will have received training in conflict / post -conflict journalism, targets public broadcasters journalists). This media guide will be available to broadcasters' targeted countries, members of URTI and broadcasters partners' members such as ASBU (Arab States Broadcasting Union), IBU (Islamic Broadcasting Union), Asia Broadcasting Union (ABU) and AUB (African Union of Broadcasting).

11. FRAMEWORK OF MONITORING:

The UNESCO's National Commissions will be invited to carry out an assessment of the project.

12. EVALUATIONS CARRIED OUT:

Some evaluations have been carried out in several countries among those targeted in this project. Some examples of evaluations: UNOCI (United Nations Operation in Côte d'Ivoire) in 2007; in January 2013, IMS(International Media Support) achieved a report about Mali, the Media Foundation for Africa Western and Panos Institute West Africa highlighted the need to improve the safety of journalists and editorial content. In addition, URTI is regularly approached by broadcasters which ask for trainings in various fields including journalism.

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING:

URTI will present every 4 months, a report on the fulfilment of the project's activities to the office at UNESCO headquarters in addition to a final and exhaustive report showing the extent of realization of the immediate objective.

C. ADDITIONAL INFORMATION

L'URTI has been supported four times by IPDC (1984-1987: $50,000; 1987: $132,000, 1986: $20,000; 2000: $67,000).

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)	
Payment : 2 trainers 2 seminars in Tunis ($200 x 10 jours)	2,000
Per-diem : 2 trainers 2 seminars in Tunis 2 days/seminar ($30 Average)	240
Flights : 2 trainers participation in 2 seminars in Tunis ($350 Average, economic class)	1,400
Hotel : 2 trainers participation in 2 seminars in Tunis (2 nights / $100 Average)	800
Flights : 12 trainees participation in 2 seminars in Tunis ($400 Average, economic class)	9,600
Hotel : 12 trainees participation in 2 seminars in Tunis (2 nights/$100 Average)	4,800
Per diem : 12 trainees participation in 2 seminars in Tunis (2 nights/$30 Average)	1,440
Flights : 4 experts for 2 seminars in Tunis ($350 Average, Economic class)	2,800
Hotel : 4 experts participation in 2 seminars in Tunis (2 nights/$100Average)	1,600
Per diem : participation in 2 seminars in Tunis (2 nights/$30 Average)	480
Renting a hall : 2 seminars in Tunis 2 days $ 250 /day (including the catering/coffee)	1,000
Flights : the project's coordinator for 2 seminars in Tunis ($350 Average, economic class)	700
Hotel : the project's coordinator participation in 2 seminars in Tunis (2 nights/$100 Average)	400
Per diem : the project's coordinator participation in 2 seminars in Tunis (2 nights/$30	120

Average)	
16 workshops in loco : catering and coffee $150/ workshop/day	2,400
Conflict/Post-conflict journalism guide (Copying on DVD, uploading online with videos and on URTI platform)	3,600
Payment of a person working part-time on the project (for 6 months)	6,300
TOTAL	US$ 39,680

BREAKDOWN OF URTI'S CONTRIBUTION (in US dollars)	
Payment of a person working part-time on the project (for 6 months)	6,300
Payment of the project's coordinator	12,600
16 workshops in loco: URTI 's members in the trainees' countries put at the project's disposal, the halls for the workshops	3,200
Communication	2,000
Unforseen events	1,000
Other costs	1,000
Project's reporting	500
TOTAL	US$ 26,600

PART III

ASIA AND THE PACIFIC

REGIONAL

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	CAPACITY BUILDING WORKSHOP ON SAFETY OF JOURNALISTS IN CENTRAL ASIAN REPUBLICS
2.	NUMBER	IPDC/58 RAS/01
3.	MEDIA DEVELOPMENT INDICATORS' CATEGORY	Category 4
4.	IPDC PRIORITY AREA	Human Resource Development
5.	SCOPE	Regional
6.	TYPE OF ASSISTANCE REQUESTED	Financial
7.	TOTAL COST OF PROJECT	US$ 33,835
8.	AMOUNT REQUESTED FROM IPDC	US$ 19,350
9.	BENEFICIARY BODY	Mr Yang Binyuan, Director Asia-Pacific Institute for Broadcasting Development, P O Box 1137, No 16 , Lorong Maroof , 59100 Kuala Lumpur,Malaysia, Telephone : 2282 1046, Fax 6-03 2282 2761
10.	IMPLEMENTING OFFICE	Mr Sergey Karpov, NPO, Communication & Information, UNESCO Almaty, Kazakhstan
11.	PROJECT LOCATION	Kazakhstan
12.	PROJECT PREPARED BY	Ms Manil Cooray Deputy Director, AIBD E-mail : manil@aibd.org.my
DECISION OF THE BUREAU:		

1.   PROJECT JUSTIFICATION:

Globally, the consistent deterioration affecting freedom of expression has become increasingly clear during the recent years. When freedom of expression is suppressed and concerns are voiced out as cited in many sources, the Journalists pay the price for their safety. This scenario is not an exception in the countries of the Central Asian Republics.

Cutting through the different geographic or technological differences, there is a core link as enshrined in the Universal Declaration on Human Rights for freedom of expression ,transparency, judicial independence where broad similarities exists and understanding of the safety of journalists and the need for their radio and television stations to strengthen the safety consciousness in view of new democracies and a much changed media landscape in this region.

Professional capacity building through organized and effective training on safety of Journalists from impunity and training opportunities for working journalists in journalism education seems to be rare in the broadcasting organizations in Kyrgyzstan and Kazakhstan and Tajikistan in the Central Asia Republics. Therefore the training project aims to fulfill a priority training need in order   to create awareness on international standards and the implications on the safety of Journalists among the Journalists themselves and the stakeholders and Institutions as a key to promoting freedom of expression, pluralism in these countries.

The issue of safety on online also concern more than just the individual blogger or the professional journalist. Digitalization also means that more and more information is transmitted and stored online. Instances are recorded (for example ref : IFEX report of Committee to Protect Journalists18 March 2013) where journalists have had their equipment confiscated, (ref Committee to Protect Journalists 18 January 2013) media news websites, Facebook blocked etc. In an environment of this nature Journalists increasingly need to know how to protect important and sensitive data, which will also be considered within the generic term of safety of journalists. The UNESCO on going research on safety will serve as a module during the training after its completion in March

AIBD being an unique intergovernmental organization mandated by its members on media development and capacity building envisage in its continuing efforts to establish safety procedures for Journalists to ensure as a solution to well prepare journalists before carrying-out hostile assignments and safety of online to fulfill its corporate duty with risk assessment of such activities.

Recognizing that a free, responsible and media environment is essential for a democratic way of life for all citizens' the importance of the project is to introduce the tools of risk analysis to benchmark the process for safety of journalists to establish and operationalize safety indicators in media organizations in Central Asian Republics.

2.   DESCRIPTION OF THE TARGET GROUP:

The project will provide training for twenty seven Journalists which includes those from traditional and new media (Journalists who maintain websites, facebook and participate as bloggers) in Kyrgyzstan, Kazakhstan and Tajikistan will be invited to attend the training workshop in Kazakstan.

3.   DEVELOPMENT OBJECTIVE:

At the conclusion of the Project the **twenty seven Journalists (from traditional and new media (Journalists who maintain websites, Facebook and bloggers**) from Kazakhstanб Kyrgyzstan and Tajikistan will acquire knowledge and apply the key concepts of risk analysis to establish safety indicators with   simple procedures

for online and before reporting from hostile venues, establish and operationalize safety indicators in the participating countries in the Central Asian Republics.

4.   IMMEDIATE OBJECTIVE

The twenty seven journalists from traditional and new media maintaining websites, face book and bloggers from Kazakhstan, Kyrgyzstan and Tajikistan will acquire knowledge and apply the key concepts and principles on risk analysis

- to develop simple procedures to ensure that journalists are well prepared for their safety on-line or before reporting from hostile assignments,

- prepare indicators for their media organizations to ensure their safety fulfilling its corporate responsibility for on-line or their safety during hostile missions,

- establish and operationalize safety indicators for online and other hostile journalistic missions in media organizations in the participating countries in the Central Asian Republics.

5.   PROJECT OUTPUTS

Twenty seven Journalists from traditional and new media (**Journalists who maintain websites, Facebook and bloggers**) will have acquired knowledge, skills and techniques to develop a series of simple procedures to ensure that they are well prepared for their **own safety before online and reporting on hostile missions and** will develop ,establish and operationalise the safety indicators for on-line or before hostile assignments.

6.   ACTIVITIES:

- Three day training workshop will be held in Kazakhstan to carry out a 1 days risk analysis and 2 days training for twenty seven journalists
- Introduce the tools of risk analysis to benchmark the process for safety of journalists, using UNESCO 's on going research on safety to serve as a module during the training after it completion .
- establish safety procedures for their own on-line safety on or before hostile assignments,
- operationalize safety indicators that will enable a pathway to a free and pluralist media development that ensures their safety on-line or during hostile assignments in Kyrgyzstan Kazakhstan and Tajikistan.

7.   PROJECT INPUTS:

- Identify a Trainer who is a content specialist to conduct training with expertise on risk analysis to introduce the tools and develop ,establish safety procedures on-line and reporting on hostile missions, **who is also familiar with the UNESCO on going research on safety to be incorporated as a module during the training .**
- Identify a Project Manager to arrange administrative and logistical support required during planning, preparation and executing stages of the training,
- Selection , organise travel , hotel accommodation ,payments of trainers and participants,
- Develop course outline, content and detailed work plan
- Engage translators , arrange a venue for training with training facilities
- Conduct the workshop in Kazakhstan, evaluate and submit the final report to UNESCO

8. WORK PLAN:

ACTIVITIES / MONTHS	1	2	3	4	5	6	7	8	9	10	11	12
Coordinating with Trainer	▓											
Invitations/Selection/contracting participants and trainers/ developing content/engaging interpreters ,arranging travel & accommodation of participants & trainers			▓	▓	▓	▓						
Interim reports							▓					
Final preparation for Implementing /evaluation of the one week training workshop								▓	▓			
Submission of final reports										▓	▓	▓

9. INSTITUTIONAL FRAMEWORK:

AIBD is a regional inter-governmental entity servicing countries of the United Nations Economic and Social Commission for Asia and the Pacific (UN-ESCAP) in the field of electronic media development. The Institute currently enjoys a membership of 26 countries, 80 affiliates and 46 partners in Asia, Pacific, Europe and North America. Established as a UNESCO project in 1977, AIBD is mandated to implement training related to sustainable development through electronic and new media as required by its members. Therefore the institute will be responsible for all planning, coordination and implementation of the project.

10. SUSTAINABILITY:

The sustainability of the project is built upon the long term involvement of those trained utilizing their newly acquired knowledge into practice in their own working environment in which they operate to avoid the dangers which beset their profession as professional journalists to safeguard their safety and to ensure the operationalize safety indicators for both online and traditional media in media organizations to ensure their safety is ensured in the participating countries in the Central Asian Republics .

11. FRAMEWORK OF MONITORING AND COMMUNICATION STRATEGY: (optional)

12. EVALUATIONS CARRIED OUT:

Immediate impact of the project will be evaluated through the AIBD evaluation.

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING:

AIBD agrees to report the status of the project as required by UNESCO with the submission of the interim and final report at the conclusion of the project .

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION
(in US dollars)

Total Number of participants= 27: • Nine Fully funded with travel and accommodation (3 each from Kyrgyzstan and Tajikistan Local 3 – No cost • Eight participants partly funded with only accommodation funded • Ten participants will be invited on self funded basis funded by their own organizations Travel of 2 participants each from Kyrgyzstan, Tajikistan)	1,200
Participants accommodation (6 participants @ US$ 150x 6 persons x 3 nights) Partly funded accommodation (8 participants @ US$ 150x 8 persons x 3 nights)	2,700 3,600
Participants Tea-breaks/Lunch (27 participants include self-funded participants x 3 days @ US$ 50 per person) Dinner only for Nine fully funded participants US$ 25 x 3 days x 9 persons	4,050 675
Consultant's airfare & Visa (US$1,250 + 100) & Perdiem @US$ 307x 5 days Consultants honorarium US$ 250 per day x 3 days (include preparation, onsite teaching	2,885 750
Translator US$ 400 per day x 3 Days	1,200
Local Transport from airport to hotel (6 participants from Tajikistan, consultant, PM @ US$ 50 x 8 persons for arrival and departure	300
Materials (document bag, flipchart paper, markers, USB sticks) @ US$ 35 x 27 participants	945
Rental of venue with training facilities (white board/printer) for 5 days	750
Communication (payment of 4G Internet) during training	300
TOTAL	**US$ 19,350**

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

Administrative costs for project management @US$500 per month for 12 months	6,000
Communication (Fax/mail/telephone) for sending invitation & communications	1,000
Hire of temporary secretary US$ 750 x 6 months	4,500
AIBD PM's airfare & Visa (US$1,350 +100) & Perdiem @ US$ 307X 5 days	2,985
TOTAL	**USS 14,485**

FIJI

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	COMMUNITY RADIO WITH PICTURES FROM RURAL FIJI
2.	NUMBER	**IPDC/58 FIJ/01**
3.	MEDIA DEVELOPMENT INDICATORS' CATEGORY	**Category 1: A system of regulation conducive to freedom of expression; Category 2: Plurality and diversity of media**
4.	IPDC PRIORITY AREA	**Promotion of Freedom of Expression and Community Media**
5.	SCOPE	**NATIONAL AND REGIONAL**
6.	TYPE OF ASSISTANCE REQUESTED	**Build on FemLINKPACIFIC's rural community media network to support a Youth C4D strategy through innovative community media practice for community and political empowerment, and technical and organizational capacity building at local level**
7.	TOTAL COST OF PROJECT	**US$ 51,000**
8.	AMOUNT REQUESTED FROM IPDC	**US$ 19,500**
9.	BENEFICIARY BODY	**FemLINKPACIFIC: Media Initiatives for Women. Level 2, 54 Ratu Sukuna Road, Nasese, Suva. Fiji Islands.**
10.	IMPLEMENTING OFFICE	**Susan Vize, UNESCO Apia Office**
11.	PROJECT LOCATION	**Fiji – Suva, Nausori, Nadi, Lautoka, Labasa; Tonga, Bougainville and Solomons Islands.**
12.	PROJECT PREPARED BY	**Sharon Bhagwan Rolls, Executive Director**
DECISION OF THE BUREAU:		

1.   <u>**PROJECT JUSTIFICATION**</u>**:**

Community based media, and in particular community radio has a high potential to involve and reach large numbers of often illiterate, rural people that often do not speak other than local languages. The importance of community media in particular radio to advance gender equality and human rights within social and political processes to bring about social and community development, basic education, and models of good governance has been widely acknowledged in the international community. Local community radio is a proven effective means of communication that provides people with an inexpensive and effective way of discussing their problems and organizing for the future.

At a time when Fiji's media undergoes severe regulation, the project is an opportunity to demonstrate the role of community media to support the communication rights of rural and young women by equipping them with the skills through participatory processes to enable learning to use traditional media, such as radio as well as new media ICTs to communicate key issues relating to gender justice and peace using a variety of formats including community and social media. This project therefore responds to the need 'to support better governance in the Pacific region' and for Pacific leaders, governments and national women's machineries as well as the media to be more responsive to rural women and young women communicate their vision for a peaceful and gender equitable society.

Project beneficiaries will be supported to demonstrate a model for empowerment which can be replicated in other Pacific Island countries to expand the availability of community based content to promote gender equality, human rights and development concerns. By the end of this project 90 rural women leaders representing membership of 9000 collective women including a cadre of young women producers will be better equipped to not only utilize community radio but also how to access and use new media technologies to communicate their stories to local and national decision makers as well as to their own rural communities.

The activities will therefore support the development of innovative, participatory content through community radio and the combined use of social and digital media which will provide a broad audience with media content that addresses MDG 3, and providing a diverse group of, previously under-represented, women and young people with a voice and developing their capacity to utilize media communication technologies to advocate for themselves as well as inform the Post 2015 Agenda deliberations of governments and civil society.

This project focuses on the following goals:
- To demonstrate increase awareness of and advocacy for communication rights through workshops, roundtables and similar public dialogue targeted at government officials, community leaders, public health officials, agricultural extension officers, youth and women's groups, educators, and similar stakeholders; and
- To strengthen an existing community media network coordinated by FemLINKPACIFIC in liaison with international and regional media associations such as AMARC (the World Association of Community Broadcasters), as well as the World Association of Christian Communications building on FemLINKPACIFIC's Annual Young Women's Media and Advocacy Skills Training to convene rural level training and broadcasts
- To organize and deliver a series of local pre broadcast consultations and trainings and consultation that would include essential information such as funding, organizing and equipping a CR outlet, supporting volunteers, organizing broadcast and production plans and sustainable funding models, and, most importantly, advice on how to successfully work with

local communities and inspire their vision of using community radio for their defined social and community development aims.

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

This project features a total of 90 rural women leaders and young women - representing local women's groups in the Western, Central and Northern Division of Fiji who are too often marginalised from accessing Media and ICTs to communicate their human security and human development priorities.

The immediate audience for this project is listeners in local communities and in the capital city as well as public media. A secondary audience can be expected from the digital content, the episodes with key sections selected as samples of the key topics involved. The project will assist in influencing and shaping government policies. Furthermore, this audience will benefit from an increased understanding of the day to day issues faced by rural women and their priorities for gender equality. Through this project the direct and indirect beneficiaries will benefit from the opportunity to communicate their gender equality priorities.

3.   **DEVELOPMENT OBJECTIVE:**

To support the strengthening of networking and a platform for rural women's participation in defining and utilizing decision making spaces including the media to inform and influence peace, human security and development.

4.   **IMMEDIATE OBJECTIVE**:

- Enhance existing women-led rural community media networks ahead of Fiji's scheduled elections in September 2014 through:
  a. Mobilizing support for community media productions
  b. Enhancing use of community radio as well as social and other community media productions
  c. Make available content for mainstream and public media
  d. Strengthened networking at the regional level amongst community media networks such as the World Association of Community Radio Broadcasters (AMARC) and the World Association of Christian Communications (WACC), as well as (World Catholic Association of Communication (SIGNIS).

5.   **PROJECT OUTPUTS:**

- Baseline assessment on capacity development and production development needs of the target groups
- Local women and young women leaders representing at least 720 members will be supported to develop their key messages through a pre broadcast consultations
- Local women and young women leaders representing at least 720 members will be supported to communicate their priorities during an 8 hour local community radio broadcast
- Radio programmes from the rural consultations will be featured in FemLINKPACIFIC's daily community radio broadcasts in Suva
- Key messages will be produced as digital stories and uploaded to FemLINKPACIFIC's Facebook page as well as made available on CD for the rural women leaders
- 3 press releases / media features will be circulated to the mainstream media and community media networks to highlight the key priorities raised through the consultations, radio programmes, digital stories and community radio broadcasts
- 2 editions of the Community Radio Times will be produced reflecting the project activity as well as the key issues raised during the broadcasts and featured in the digital stories

- 1 policy brief linking communication rights and gender equality will be produced and distributed to national and regional government networks

6. ACTIVITIES:

- ➢ Baseline assessment
  - o FemLINKPACIFIC will work with through its rural community media network and in collaboration with the women's groups involved in the Fiji Women's Forum to prepare for the consultations and broadcasts
  - o Participants will be identified and prepared for the activities
  - o Pre production plans will be finalised with community groups and FemLINKPACIFIC'S community media centre production team

- ➢ 3 Rural Community Media Consultations and Broadcasts/Simulcasts
  - o A cadre of young women producers and broadcasters drawn from FemLINKPACIFIC's rural and regional network will participate in a 3 day pre broadcast consultation and training in radio programme production
  - o The young women will also develop storyboards and produce digital stories which will be uploaded onto FemLINKPACIFIC's Facebook page
  - o 3 community radio broadcasts simulcasts will be staged in the rural centres
  - o Training will result in the production of a radio features as well as which will form the basis of a digital story series

- ➢ Post Production and Distribution
  - o Stories from the radio programmes and community radio broadcasts will be published in editions of the Community Radio Times
  - o Digital stories will be distributed on CDs through FemLINKPACIFIC's regional community media network as well as AMARC and WACC

7. PROJECT INPUTS:

- 1 x 3 day project consultation and planning meeting with rural project partners
- 3 x 5 day Rural Women and Young Women's Media and Advocacy Skills Training conducted for 30 participants in 3 rural centres
- 3 x community radio broadcast in 3 rural centres
- 2 community trainers/facilitators
- 1 Station Manager and Executive Producer-Director of content
- 2 digital story producers
- 1 Community Media / Radio Adviser to assist FemLINKPACIFIC in the development of research, training and publication initiatives
- 1 graphic artist to be involved in the design and layout of the media publications as well as the Community Radio publication
- 1 community media officer for publications
- Community media advocacy and campaigns produced by regional community media network team based at FemLINKPACIFIC
- 10 community radio correspondents and 20 young women producers and broadcasters equipped s to produce monthly community media content
- Production of community media advocacy paper reflecting issues raised from the rural networks
- 1 training and meeting facility equipped with a community radio station

8. WORK PLAN:

ACTIVITIES / MONTHS	1	2	3	4	5	6	7	8	9	10	11	12
Baseline assessment	▓	▓										
Rural consultations and broadcasts/simulcasts				▓	▓							
Post Production and Distribution						▓	▓					
Community Media coverage of elections									▓			
Report writing				▓				▓			▓	

9. INSTITUTIONAL FRAMEWORK:

This project builds FemLINKPACIFIC's efforts to contribute to a strong Women, Peace and Security Architecture through the use of Community Media in particular community radio. In 2004 FemLINKPACIFIC launched its own mobile radio station focusing on women (*FemTALK 89FM*), as well as initiated and managed a rural and regional media network for women. This work entailed intensive advocacy using media initiatives to channel the voices of women to the policy level, from local to national to regional and at international fora. In 2011, despite media regulations FemLINKPACIFIC was able to extend the community radio station network with two more community radio kits including the first for a rural centre in Fiji (Labasa).
FemLINKPACIFIC now has a team of 50 community radio producers/broadcasters and correspondents who are supported to produce and broadcast content and the organisation is incrementally extending its Women's Weekend Broadcast hours as a result of enhanced capacity within its production and broadcast team in Suva and Labasa.
Funds will be managed through FemLINKPACIFIC's financial administrative system using MYOB currently in place for our regional women's media network. This project will be assigned a specific MYOB Ledger. The programme activities will be developed and planned in a consultative and participatory manner with the partners during the initial implementation phase.

10. SUSTAINABILITY:

This is envisioned as a one-year project particularly during the year when Fiji will have parliamentary elections in September 2014 and also prepare for local government elections and will:

- Organize and strengthen FemLINKPACIFIC's existing community media networks so that might they be better positioned to attract regional and international grants to progress the work within the context of Fiji's democratization process
- To raise awareness of community radio among government officials, the general public, the NGO community, and other stakeholders to promote the growth of future community radio outlets. Funding for continued operations would most likely come from future grants or aid donors.
- A capacity building component is incorporated into this project particularly to support the management of the community radio and community media network as well as the production of the community radio handbook.

Broader Sustainability Issues: The strategy to engage around reform of the Media Decree and other regulatory systems to enhance the recognition of the potential for collaboration between community media and mainstream media within current regional and national processes.

11.   FRAMEWORK OF MONITORING AND COMMUNICATION STRATEGY:

A content database will be developed, updated and maintained to document the precise nature and format of the content produced as well as the distribution channels. Participant feedback will be collected from the participants in the content production. This feedback will track changes in skills and knowledge that have taken place before, during and after the project. Furthermore, audience feedback will be collected. This will enable tracking of shifts in knowledge and understanding among women's groups as a target audience. Through the distribution of digital story CDs to 50 women's groups across Fiji and FemLINKPACIFIC media partners around the Pacific will also be aware of the priority issues and the linkages with UNESCO.

12.   EVALUATIONS CARRIED OUT:

FemLINKPACIFIC has been involved in several research projects which continue to inform our Media and ICT initiatives and our work is grounded in these:
- 2003 – 2010 Regional Coordinator of the WACC Global Media Monitoring Project and related advocacy
- 2004 – 2007 Research on People's Communication for Development coordinated by Isis Manila International
- 2009-2010 Communicating a Culture of Peace through the Strengthened Women and Community Media and Advocacy
- 2009 – 2010 Advancing Community Media Policy and Practice in the Pacific for Development, Education and Gender Equality
- 2010 (ongoing) Feminization of Poverty research in collaboration with the International Women's Development Agency and the Australian National University
- 2011 – Baseline media assessments carried out through the GPPAC Pacific network
- 2013 Outcomes of the Pacific Community Radio Roundtable
- Additionally we receive many requests from broader Pacific CSO networks to provide information and support community media network development

12.   FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING:

- FemLINKPACIFIC commits to provide progress reports every four months to the UNESCO Apia based office
- The report will be submitted by the Executive Director of FemLINKPACIFIC – Sharon Bhagwan Rolls

C. ADDITIONAL INFORMATION

FemLINKPACIFIC acts at local, national and regional level in Fiji and the Pacific, giving voices to women across the region through a rural and regional media and policy network. FemLINKPACIFIC works in five rural centres in Fiji (Nausori, Nadi, Ba, Tavua and Labasa) addressing the four thematic areas stated above while Suva has remained to be the main broadcast and community media production centre. Most of the women that femlinkpacific works with are from peri-urban and rural settings.At the regional level FemLINKPACIFIC is the Pacific Secretariat of the Global Partnership for the Prevention of Armed Conflict Pacific network and works with organisations in Fiji, Bougainville, Papua New Guinea, Solomon Islands and Tonga on Peace Building and Conflict Prevention. This is funded by the Global Partnership for the Prevention of Armed Conflict (GPPAC- Netherlands).

FemLINKPACIFIC seeks to continue to provide an enabling and participatory process to empower and inform the transformation of our own political spaces and processes, including within our own movements and organizations through Action Learning, Public Outreach and Policy Advocacy strategies

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION
(in US dollars)

Baseline assessment visits in 5 rural centres	1,350
3 day rural consultations /training in 3 rural centres with 30 women including interactive dialogue with civil society leaders and government officials	8,500
1 day community radio broadcast in 3 rural centres	4,500
Upgrade of post production and distribution facility at Suva Community Media Centre	1,500
Community radio production kits for 20 rural producers and broadcasters	750
Post production of digital stories	1,500
Production of 2 special editions of Community Radio Times	900
Distribution of Digital Stories	500
TOTAL	**US$ 19,500**

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

FemLINKPACIFIC Community Media Centre is equipped with training facility including 3 suitcase radio stations	12,000
Personnel expenses	1,500
Contribution towards the rural community media network	8,000
Young Women's Media and Advocacy Skills Training	10,000
TOTAL	**US$ 31,500**

PALAU

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	ESTABLISHING TELEVISION BROADCASTING IN THE REPUBLIC OF PALAU
2.	NUMBER	IPDC/58 PAU/01
4.	IPDC PRIORITY AREA	Freedom of Expression
5.	SCOPE	National
6.	TYPE OF ASSISTANCE REQUESTED	Training, Equipment
7.	TOTAL COST OF PROJECT	US$ 67,050
8.	AMOUNT REQUESTED FROM IPDC	US$ 28,550
9.	BENEFICIARY BODY	Oceania Television News Network 1724 Media Lane, Koror, Republic of Palau 96940; 680-488-1838/ fax 680-488-6235 Kassi Berg, Executive Producer bkassi@yahoo.com
10.	IMPLEMENTING OFFICE	Unesco Apia Dr. Susan Vize, AIC
11.	PROJECT LOCATION	Micronesia: Oceania Television Network, Republic of Palau.
12.	PROJECT PREPARED BY	Kassi Berg, Executive Producer Oceania Television Network
DECISION OF THE BUREAU:		

1.   PROJECT JUSTIFICATION:

The Republic of Palau is a developing democratic island nation in the North Pacific. Its media development has been slow since its independence. The nation's media consists of only four radio stations, 2 newspapers, and one local television cable company. There is only one local television station.

Access to media translates to access for only those in the main population area and for television, it is all for pay, cable-based. This means television is only for those with the financial ability to pay for it. Further, the nation's only cable company is owned by the government and as such there are restrictions on local television broadcasting, for instance there are stringent rules on local election coverage.

This project aims at installing and training personnel to operate the first free-to-air television station in the country allowing nearly all of the nation's residents to receive free television. This will open the lines of communication between the TV producers and the viewing public in even the most rural and low-income areas who otherwise do not have access to television. By freeing television from government restrictions, Palau will, for the first time, experience, unregulated speech and in a sense, true media development. With 90% of Palau's population living within the proposed "free-to-air" broadcast range, nearly all of Palau will have access to television for the one time cost of purchasing a small receiver, the same price as the fees for a single month of cable television.

This project expands on previous IPDC awards for training and equipping producers by giving them equal and full access by all viewers to all opinions. 5 women have been identified to be trained under this new television broadcast model.

- There is no television broadcasting in the country
- Cable television is expensive and not available to low cost households or rural areas
- The government-owned national cable company puts restrictions on programming including restrictions on election coverage.
- According to Palau National Communications Company there are currently 3,700 households subscribing to cable. In contrast, nearly all of the population lives in the proposed "free to air" broadcast area so establishing a free-to-air television promises to reach nearly all households in Palau. [6]

2.   DESCRIPTION OF THE TARGET GROUP:

The target group for this project are ten Palauan producers who will have first time access to free to air broadcast. The current selection of participationg producers includes 5 female and 4 male producers with additional spaces open for training and support. We have also been working with the Palau Community College to recruit potential producers. This free to air broadcast will give these young producers freedom to create projects they feel are important to their culture and also allow them to reach new viewers who could otherwise not afford cable televsion. Free to air broadcast in the Republic of Palau will be a new paradigm for both producers and veiwers.

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[6] This data was collected during a 2013 media survey for the Palau Ministry of Health funded by the Secretariat of the Pacific Community. See NCD Strategic Communications Plan, "NCD 2-1-22." 500 random surveys (2.2% pop) were conducted by telephone. The results of that survey are incorporated by reference.

(Current Producers to participate in content development for broadcast: Jill Senior, Rolynda Jonathan, Veronica Fox, Kassi Berg, Lydia Espangel (5 female) and Spis Gordon, Rayven Rengulbai, Ongor Adelbai, Youri Holm (4 male)).

3.   DEVELOPMENT OBJECTIVE:

Category 3: Giving access to televison and information to low income and remote villages in the country.

Category 4: Professional capacity building by training locals on the requirements and technical specifics for television broadcasting.
Category 5: Infrastructural capacity by installing the first free to air broadcast station in the country.

4.   IMMEDIATE OBJECTIVE:

Establish the first free to air televsion broadcast in the country giving local producers the ability to engage community members who cannot otherwise afford cable and remote villages without access to cable televsion.

5.   PROJECT OUTPUTS:

- The first free-to-air television broadcaster in the country.
- Ten Palauans trained in the operation of a broadcast television station.

6.   ACTIVITIES:

- Acquisition and installation of televsion broadcast equipment. Accomplished using OTV's existing studio venue (and broadcast license) in partnership with a broadcast engineer.
- 2 week-in-house training of 10 staff with a broadcast consultant. This will take place using the actual installed equipment and a variety of scenarios to ensure the station is operable under varying conditions/situations.
- Launch and demonstration of the new system to the general public.
- Ongoing support and training for 3 months.

7.   PROJECT INPUTS:

The inputs for successful completion of this project include both hardware and training. Preliminary consultations with broadcast technicians have helped to identify the basic equipment needed for effective and reliable broadcast.

Hardware
- 300 W Television transmitter (working frequency band: VHF 1-12 channel option, UHF 13 ~ and 48channel option, Output: 300 w, Output impedance: fifty, Intermodulation distortion: acuities-50 db)
- 5.6 ghz Repeater for signal transmission from station to broadcast tower
- Digital Encoder - Telvue
- Power supply with battery backup
- Antenna5 db gain with shielding
- Transmission tower
- Broadcast Engineer consulting for acquisition and installation
- Associated shipping/installation consulting expenses

Training

- Broadcast Engineer for staff training (2 weeks in house)
- Additional 3 months remote support
- Training materials: books, projector, computer software
- Training venue: classroom, transportation
- Associated travel and expenses

NOTE: We have not yet identified the broadcast engineer who will take part in this project; however, we will work with the Asia-Pacific Institute of Broadcast Development (AIBD) of which Oceania Television is a member to identify the appropriate candidate.

8.   WORK PLAN:

ACTIVITIES / MONTHS	1	2	3	4	5	6	7	8	9	10	11	12
Broadcast consulting for equipment	�■	▪										
Equipment procurement and shipping		▪	▪	▪								
1st report to IPDC				▪								
Equipment Installation					▪							
Testing						▪						
Training of staff							▪					
Launch of Broadcast							▪					
2st report to IPDC								▪				
Ongoing engineer support								▪	▪	▪		
Community awareness										▪		
Final Reporting to IPDC											▪	

9.   INSTITUTIONAL FRAMEWORK:

Oceania Television Network (OTV) will implement the project with training recommended by the Asia-Pacific Institute of Broadcast Development (AIBD).

OTV was established in 2004 as the first and only local provider of Pacific Island television content in Palau. OTV now broadcasts to 5 islands in Micronesia (Palau, Republic of Marshall Islands, Yap State, Pohnpei State, Chuuk State, and Kosrae State).

OTV has grown from being on-air only 3 hours a day in 2005 to now airing 24 hours a day. OTV's regularly scheduled programs include up to 10 hours of *original* local programming per week (produced in-house) and the remaining hours are comprised of licensed programming.   The local programming covers community awareness, current events, education, news and entertainment. In addition, Pacific Island licensed shows hail from New Zealand, Hawaii, Fiji, Guam and Micronesia.

OTV also airs public service announcements and has a free community bulletin. At this time, OTV produces local and region news twice a week.

The Asia-Pacific Institute of Broadcast Development (AIBD), established in 1977 under the auspices of UNESCO, is a unique regional inter-governmental organization servicing countries of the United Nations Economic and Social Commission for Asia and the Pacific (UN-ESCAP) in the field of electronic media

development. The Institute seeks to fulfill this mandate by mobilizing the intellectual and technological resources available within the national broadcasting organizations of its member countries as well as regional and international bodies through a well-established infrastructure and networking mechanism which includes government agencies, non-governmental organizations, institutions of higher learning, private sector and individual professionals.

10.   SUSTAINABILITY:

Increased availability of local television to the public translates directly into increased support for sustainability. While our station currently struggles with the financial burden of news and local programming, we believe that this move to free-to-air broadcasting -- to reach the most needy -- will encourage more private, NGO and government sponsorship of programs.

11.   FRAMEWORK OF MONITORING AND COMMUNICATION STRATEGY:

Monitoring will be based on surveys and community reaction to the increased availability of the station. OTV will also develop more viewer participation programming that will interest the entire of population, even those in remote, outlying areas.

12.   EVALUATIONS CARRIED OUT:

OTV has surveyed households and cable subscribership to learn that less than 2/3 of the population has access to local television. The primary reason for this is cost. We also found that most of those without cable have or would purchase a television if free-to-air television were available.[7]

13.   FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING:

OTV will submit project progress reports on a four- month basis.

C. ADDITIONAL INFORMATION

Preparatory activities completed prior to submission of the project to IPDC:
- OTV has surveyed the terrain and consulted with engineers to assure the feasibility of broadcasting in Palau.
- OTV has already acquired a television broadcast license.
- OTV has identified possible equipment and associated costs of installation.
- OTV already operates a full function television station ready to broadcast.
- AIBD has been contacted and supports this project.

Contribution foreseen by the beneficiary agency during the project period:
- OTV will install and maintain the mechanism to distribute regional news throughout Micronesia.
- OTV will provide training on editing and Internet FTP transmission.
- OTV will provide the facility and additional equipment needed for training regional news reporters.
- OTV will provide all land transportation during training.
- OTV will provide ongoing training and support to news reporters.
- OTV will promote regional news in all forms of available media.
- OTV will foster the creation of a regional news association.
- OTV will maintain its website for timely uploads of the news.

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[7] See supra footnote 1.

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION
(in US dollars)

I. Television Broadcast Equipment and Installation	
300 W TV transmitter	6,000
5.6 ghz transmitter and receiver with antenna and power supply	3,500
Power supply	4,200
Antenna	650
Transmission tower	5,500
Shipping	2,200
II. Training of Television Crew for Broadcast	
Training - (R.T. Airfare)	2,500
Housing BT	2,250
Daily Allowance BT	1,200
Departure Taxes	250
Airport Transfer	300
TOTAL	US$ 28,550

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

Broadcast Engineer Consulting (10 days)	2,700
Broadcast Technician (6 days)	1,500
Broadcast license	4,000
Legal	1,500
Communications	500
Digital Encoder	4,500
Facility renovation for broadcast	2,500
Studio – testing, training	1,500
Staff x 5	2,000
Monitoring Equipment (additional)	2,300
Project Manager	5,500
Reporting	2,000
Community Awareness Campaign	3,000
Training Supplies	1,500
Training Facility	1,000
Point to Point Relay	2,500
TOTAL	US$ 38,500

TONGA

A. PROJECT IDENTIFICATION		
1.	**PROJECT TITLE**	**EMPOWERMENT OF TBC STAFF ON HOW BEST THEY COULD ENGAGE AND ADVANCE WOMEN'S POLITICAL ASPIRATIONS USING THE MEDIA – RADIO & TV**
2.	**NUMBER**	**IPDC/58 TON/01**
3.	**MEDIA DEVELOPMENT INDICATORS' CATEGORY**	**MEDIA AS A PLATFORM FOR DEMOCRATIC DISCOURSE & FREEDOM OF EXPRESSION**
4.	**IPDC PRIORITY AREA**	**Category 3 – Media as a Platform for Democratic Discourse**
5.	**SCOPE**	**National**
6.	**TYPE OF ASSISTANCE REQUESTED**	**Educational/Capacity Building & Production Equipment**
7.	**TOTAL COST OF PROJECT**	**US$ 28,000**
8.	**AMOUNT REQUESTED FROM IPDC**	**U$ 21,000**
9.	**BENEFICIARY BODY**	**Tonga Broadcasting Commission (TBC)** **PO Box 36** **Tungi Road** **Fasimoeafi** **Nuku'alofa** **TONGA** **Ms. Nanise Fifita** **General Manager** **Radio & TV Tonga** **Tonga Broadcasting Commission** **Tel: (676) 23550 / 786-3304** **Fax: (676) 24417** **EMAIL: naniseffifita@tonga-broadcasting.net or nanisefifita@gmail.com**
10.	**IMPLEMENTING OFFICE**	**UNESCO Office for Pacific States, Apia, Samoa** **Dr. Susan Vize**
11.	**PROJECT LOCATION**	**Tonga Broadcasting Commission (TBC)** **Tungi Road** **Fasimoeafi, Nuku'alofa, TONGA**
12.	**PROJECT PREPARED BY**	**Ms. Nanise Fifita** **General Manager** **Radio & Television Tonga** **Tonga Broadcasting Commission** **Nuku'alofa** **TONGA**
DECISION OF THE BUREAU:		

1. **PROJECT JUSTIFICATION:**

The Tonga Broadcasting Commission (TBC) is the national public service broadcaster - the largest and well-established broadcaster in the Kingdom of Tonga. TBC operates three (3) Radio and three (3) Television outlets. It is owned by the Government of Tonga as the sole shareholder. However, TBC does not receive any financial injection nor any form of assistance from the shareholder – the Government. Instead, TBC is mandated to be commercially viable and to be able to sustain its public service duties at all times. TBC prides itself in being editorially independence from the Government as the sole shareholder. Editorial decision of TBC is made by the News Editor and the Manager for News and Program. Complex editorial decision can be referred upward to the Editor-in-chief who is also the General Manager. The Government does not interfere in TBC's in-house editorial decisions, an independence being enjoyed at all times. This project proposal, if successful, does not envisage any influence nor any interference from the Government in the content and the manner it would be conducted and implemented publicly over Radio and TV.

Of TBC's three (3) radio outlets, Radio Tonga 1 is the only AM station in the Kingdom broadcasting on 1017 KHz. It is the only radio station in the Kingdom that covers the entire Tonga Group – the major source of information and the main means of communication for the people. The other two radio outlets are both FM stations – Radio Tonga 2/Kool 90 FM and Radio Tonga-Vava'u. Like the rest of the four other privately owned radio stations, their coverage is limited to some parts of the main island of Tongatapu and a nearby smaller island of 'Eua. Both FM stations of TBC target the younger audience and those still "young at heart."

On the other hand, TBC operates the only free-to-air public service Television outlet in Tonga with coverage on Tongatapu and 'Eua for TV Tonga 1 and TV Tonga 2. The combined audience of TV Tonga 1 and TV Tonga 2 accounts to about 80 per cent of the population. TV Tonga-Vava'u only caters for the Vava'u Group, Tonga's second largest island. The rest of the smaller island groups – Ha'apai and the two Niuas – Niuatoputapu and Niuafo'ou islands - do not receive TV services. However, they can access the cable Sky Pacific TV services via satellite coming from Fiji.

Under the public services mandate on TBC, various program genres are produced and broadcast on both Radio and TV. They include programs about the wellbeing of the people in the community, various social issues in health, education, schools' brawls, teenage problems, women issues, agriculture, fishery, the economy, politics as well as a host of other issues. These programs serve the core functions of TBC – "*to inform, educate, entertain (and comfort) the people.*"

This project seeks to firstly, empower a target group of the staff of TBC in the News and Program Department and the Editorial staff on how they can use their roles in Tonga's main media platforms to engage women and to help give them a voice in the media to advance their political aspirations. Through this capacity building of the core staff of TBC, they would be able to engage women in the media in more meaningful discourses so women with political ambitions could achieve their aspirations to be well and equally represented in Tonga's politics. This will create an initial solid foundation whereby the media can realize its specific roles by providing a platform for women to elevate their political interests. Additionally, staff of TBC will be more aware of the roles of the media towards promoting better gender representation in the media itself. This could be an initial step towards ongoing engagement of women in using the media platform available in a strategic way. It would be a new territory for TBC staff to venture into especially involving women and gender in a systematic and strategic way. About two-thirds of all TBC staff consists of women and virtually all staff in the News & Program Department and in the Editorial roles are women. In view of the aim of this project, the target group

can speak for themselves that they all need such an empowerment to help them realize the importance of their media roles for the audience of Radio and TV Tonga.

The percentage of women to men at present is 49.5 and 50.5 out of a total population of 103,036, based on the Statistics Department of Tonga's Preliminary Results of the Tonga National Population and Housing Census 2011 (www.spc.int/prism/tonga/). This nearly 50-50 per cent of women and men population is a strong and convincing indication that women can mobilize themselves and vote for women candidates to enter Parliament. Additionally, women are in equal par to men academically and they have proven themselves in virtually all academic and professional areas. But, the fact that over the years women have continuously failed to vote for women to enter the House is quite "deafening." Where are the women of Tonga? What has been the cause/s of their prolonged failure to have confidence and believe in themselves and support female candidates to enter the House? What are their views, ideas and concerns about those failures? Or do they care at all? Or they have failed to understand or even realize that rather "undemocratic" misrepresentation of women in the Legislative Assembly cannot be tolerated any further? What can be done to ensure women are well represented in the House – their voices are heard and to be made known to all of Tonga?

This project aims at empowering targeted staff of Radio and TV Tonga to become more aware of their media roles as a pathway towards helping women to be enlightened about their potentials in the political mechanism of Tonga. The staff should be able to use their empowered knowledge and skills to engage women in various gender related discourses in a more powerful manner that would produce an impact, influence and result on gender and women related aspirations.

2.   DESCRIPTION OF THE TARGET GROUP:

The primary target group in this proposed project to be empowered are the staff in the News & Program Department as well as the Editorial staff of Radio and TV Tonga, totalling 15 altogether.

3.   DEVELOPMENT OBJECTIVE:

This project falls in principally on Category 4 on Professional capacity building and supporting institutions that underpins freedom of expression, pluralism and diversity. Training for empowering of TBC staff would lead to supporting women's groups who can use the power of the media to advance their causes and aspirations. It can be seen as directly and indirectly contributing towards freedom of expression, pluralism and diversity.

4.   IMMEDIATE OBJECTIVE:

To develop the skills and knowledge of TBC staff about women's issues and how Radio and TV can elevate and contribute strategically towards women's political aspirations and causes through a one-week training course for TBC staff. This would enable the staff of TBC to be more gender aware in their media roles in news coverage, program production and making editorial decisions.

5.   PROJECT OUTPUTS:

15 news reporters, producers and editors consisting of 14 females and a male staff will acquire better awareness and skills on covering women's issues. They would be able to appreciate a newfound knowledge and experience on issues regarding women and gender in general and to better reflect that in their news coverage, program production and editorial decisions.

6. **ACTIVITIES:**

- A one-week training for 15 news reporters, producers and editorial staff of TBC on women and gender issues with special emphasis on women's political aspirations;
- During the week-long training, the trainer will discuss key areas that ought to be the focus of programs on women and gender and in politics to demonstrate that participants understand what they have been trained on;
- Program planning and research to identify key themes and key resource personnel to be engaged;
- Development of program content where gathering of information would focus;
- Actual gathering of information and women's views from the outer islands and the main island which should form the basis of the project;
- Conducting audience research through live talk-back shows on Radio;
- Project reporting;

7. **PROJECT INPUTS:**

- 1 trainer from either the Women's Unit of the Forum Secretariat or the Secretariat of the Pacific Community (SPC);
- 1 resource personnel on women issues and aspirations to be sourced from Women's Groups and the Women Affairs' Unit of the Ministry of Internal Affairs of Tonga;
- 2-member Production Team to gather information from women and produce programs;
- 1 video camera (TBC has only three (3) cameras at present which are fully used in news, program production and commercial production)
- 1 editing computer & accessories

8. **WORK PLAN:**

ACTIVITIES / MONTHS	1	2	3	4	5	6	7	8	9	10	11	12
In-house training & demonstration of knowledge and skills through program mapping	▓											
Selection & Purchase of Equipment	▓											
Bi-weekly Live Radio Talk-back shows involving women	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓
Gathering of information from women	▓	▓										
Production & Broadcasting of monthly programs involving women taking part in panel discussions/debates	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓
Submission of implementation reports				▓				▓				▓
Follow-up programs with potential women candidates											▓	▓

9. **INSTITUTIONAL FRAMEWORK:**

The Tonga Broadcasting Commission (TBC) was established in 1961. It now operates as a Statutory Board under the Broadcasting Commission Act, the Communications Act and the Public Enterprises Act. The content of Radio and TV Tonga can be heard live by thousands of Tongans living overseas through live internet streaming. The ability to stream live both Radio and TV Tonga 1 is the latest accomplishment ensuring that Tongans, wherever they may be, can keep abreast with the latest news and information, challenges and development in the Kingdom.

TBC is governed by a five (5) member Board of Directors chaired by the former Hon. Minister of information and Communication. The composition of the Board reflects the major customers and stakeholders of TBC – the community and the business sector, and the General Manager as Secretary. There is no membership from the Government so directors consist of former civil servants, a business woman, a principal and an economist. The Board is responsible for Policy matters of the Commission. The Management, consisting of the General Manager and four Departmental Managers, oversees and makes decisions on the daily operations of the Commission including making editorial decisions. TBC has 68 established staff and eight (12) daily paid workers.

10.   SUSTAINABILITY:

The knowledge and skills of participants in the workshop shall lead to better representation of women in various media content of TBC – be in politics, community, farming and fishing, education, etc. Participants would be able to sustain what they would learn through ongoing production of program content highlighting women and gender issues without further assistance of IPDC. Programs content to be produced under the project to demonstrate what the participants have learnt shall be broadcast from time to time and topics shall be topical at all times. The success of the project from its impact on the audience especially women shall sustain this project.

11.   FRAMEWORK OF MONITORING AND COMMUNICATION STRATEGY:

TBC will make arrangement for external monitoring of the project with the Tonga Media Council and the Pacific Islands News Agency (PINA). Another alternative is to form an advisory group to monitor and advice on the progress of the project. External monitoring shall ensure the project is well executed and the issues to be discussed are within the project specifications and the terms and conditions of IPDC/UNESCO.

12.   EVALUATIONS CARRIED OUT:

TBC is often seen as not helping or being ignorant of women's aspirations, causes or needs. Perhaps the blame can be seen as real though the organization can be defensive to such claim. Previous trainings of staff have been made on health, environment and climate change, business and the economy – among others – though none have been made on how best the media (TBC) could portray women and their causes. The aim is to venture out beyond stereotyping women in cooking and domestic chores, raising families, weaving and making tapas. Instead, there are various expertise, professions and skills that women have and can excel in beyond the house and the kitchen, garden and the sea, etc., even representing and elevating women's ambitions in politics. This can be achieved through the empowerment of TBC staff on how best they can engage and portray women and their causes using the platforms of Radio and TV Tonga.

13.   FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING:

The General Manager of TBC, Nanise fifita, will provide the required progress reports on the proposed project and in accordance with the specific timeframe of IPDC and UNESCO.
Ms. Nanise Fifita, General Manager, Tonga Broadcasting Commission, Nuku'alofa, TONGA.
Tel: (676) 23550 Fax: (676) 24417 Email: nanisefifita@tonga-broadcasting.net

C. ADDITIONAL INFORMATION

The Manager of News and Program has agreed that her staff needs to be better informed and trained on how they could strategically and effectively involve women's causes in the media. This realization can be further pushed forward with vigor and impact if Radio and TV platforms could be used for frank discussion and discourse. Radio Tonga 1 (AM Station) is the only radio station that covers all of the Tonga Group while TV Tonga and TV Tonga-Vava'u covers most of the people in Tongatapu, 'Eua and Vava'u.

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION
(in US dollars)

1-week workshop preparation, implementation, hiring of trainer and resource personnel and related expenses	4,000
Selection & Purchase of Equipment	3,000
Bi-weekly Live Radio Talk-back shows on Radio Tonga 1 (AM station)	3,000
Gathering of information from the outer islands (transport, on-ground expenses, accommodation)	3,000
Production & Broadcasting of monthly Radio and TV Programs	8,000
TOTAL	**US$ 21,000**

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

In-house preparation of 15 participants	500
Re-broadcast of all Talk-Backs programs on Radio	2,000
Re-broadcast of all monthly panel discussions on Radio & TV Programs	3,000
Incidentals	1,500
TOTAL	**US$ 7,000**

REGIONAL

A. PROJECT IDENTIFICATION	
1.	PROJECT TITLE	STRENGTHENING MEDIA AND JOURNALISM ETHICS IN THE PACIFIC
2.	NUMBER	IPDC/58 RAS/02
3.	MEDIA DEVELOPMENT INDICATORS' CATEGORY	Categories 4
4.	IPDC PRIORITY AREA	Promotion of Freedom of Expression and Enhancing Professional Capacity
5.	SCOPE	National, Regional
6.	TYPE OF ASSISTANCE REQUESTED	Financial
7.	TOTAL COST OF PROJECT	US$ 47,560
8.	AMOUNT REQUESTED FROM IPDC	US$ 23,800
9.	BENEFICIARY BODY	International Federation of Journalists (IFJ)
10.	IMPLEMENTING OFFICE	UNESCO Office of the Pacific States PO BOX 615, Matauta-Uta Apia, Samoa +685 24276
11.	PROJECT LOCATION	Vanuatu, Papua New Guinea and the Solomon Islands
12.	PROJECT PREPARED BY	International Federation of Journalists (IFJ)
DECISION OF THE BUREAU:	

1. PROJECT JUSTIFICATION:

The proposed 12-month action will build the capacity of journalists and media association staff from <u>three (3)</u> targeted countries in the Pacific Islands to:

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

The countries of Vanuatu, Papua New Guinea and the Solomon Islands have been chosen because of the existing or emerging institutional strength of their national media associations and/or their potential for maximum project impact. The project will provide journalists and media workers in these three (3) countries with advanced training in media association strengthening skills. A focus will be to promote increased membership and participation of women in journalists' unions and associations and provide journalists with skills in public service journalism and ethics. It will also focus on researching and producing situation reports for each country which can be used for advocacy and as a benchmark by national (and regional) Pacific media associations.

This proposal is framed by rising repression against the media and freedom of expression in some countries as journalists seek ways to act collectively to promote quality journalism and a democratic media environment. The reality for journalists in the Pacific is that being ethical is only feasible when personal safety and well-being is guaranteed. See more examples in the IFJ's inaugural <u>Press Freedom in the Pacific report</u>. The project will work bilaterally with these three countries to advance reform and produce best practice examples which will positively influence the rest of the region.

2. DESCRIPTION OF THE TARGET GROUP:

The **target group** is the wider group of journalists and editors reached via national media associations in the target countries. The project will focus on Vanuatu, Papua New Guinea and the Solomon Islands. The project will aim for a gender breakdown of at least 25% participation by women in training. Note: The IFJ will seek separate support to conduct similar activities in Fiji if the political situation allows.

3. DEVELOPMENT OBJECTIVE:

The project aims to contribute to achievement under Category 4 of UNESCO's media development indicators:
> *Category 4: Professional capacity building and supporting institutions that underpins freedom of expression, pluralism and diversity: Media workers have access to professional training and development, both vocational and academic, at all stages of their career, and the media sector as a whole is both monitored and supported by professional associations and civil society organizations.*

The project's **development objective** is to create a strong, democratic and sustained network of journalists' associations which supports institutions working to improve freedom of expression.
In meeting the immediate objective, the project will support broader aims of promoting a free and diverse media that facilitates democratic discourse and participation.

4. __IMMEDIATE OBJECTIVE__:

The project's immediate objective is to strengthen the capacity of selected media associations in the Pacific to organise effectively and build expertise in the protection of media rights, freedom of expression, journalistic professionalism and economic rights. This includes sharpening the focus on gender equity and recruiting women as leaders as well as improving journalistic ethics in Pacific media reporting through research and training.

5. __PROJECT OUTPUTS:__

- 1 x Media Association Strengthening module, including gender equity materials.
- Up to 75 journalists trained in Association Strengthening and professional training over three (3) workshops.
- Strengthened network of journalists' associations in the Pacific region, including an expanded network of women journalists.
- Improved implementation of membership systems and fee structures to strengthen the internal organisation and viability of journalists' associations in the region.
- Improved harmonisation on freedom of expression campaigns and the local media.
- Three (3) online surveys conducted in Vanuatu, PNG and Solomon Islands to assess existing working conditions, ethical challenges and the press freedom environment.
- Three (3) National Press Freedom and Democracy Situation Reports.

6. __ACTIVITIES:__

The activities are designed to build on the IFJ's work to build the capacity of journalists to act collectively, strengthening media networking and journalism ethics. The **main activities** include the following.
- Design and delivery of **basic training modules** on organising, recruitment and professional development. Training will be conducted with three (3) partner countries, with 20-25 participants per national training workshop.
- **Three (3) online surveys** will be done in each country to assess working conditions, ethical challenges and the press freedom environment.
- Research and publication of **three (3) Journalism in the Pacific Country Situation Reports**
- **National and region press freedom networks** will be strengthened for more effective coordinated press freedom and freedom of expression campaigns in Asia-Pacific.

These activities are expected to achieve the following **results**:

- Targeted media associations in the Pacific have an increased capacity to network and campaign for press freedom, freedom of expression and fair working conditions.
- Professionalism of journalists and the democratic structures of their associations will be improved and strengthened.
- Media Association membership and gender equity will increase.
- Increased awareness among journalists of the role and value of journalists' associations, including working conditions and gender equity.
- Strengthened national and international advocacy to improve the welfare of journalists.

7. __PROJECT INPUTS:__

- One part-time IFJ supervisor to design, coordinate and evaluate project activities, in partnership with local media associations

- Association Strengthening and Public Service Journalism module & materials development
- Administration and financial management
- Advice and guidance for local media associations on all activities, including selection of local trainers, seminar participants, strategy development etc.
- IFJ resources for content of activities
- Communication costs during planning phase
- Website hosting for all materials produced during the project

8. WORK PLAN:

ACTIVITIES / MONTHS	1	2	3	4	5	6	7	8	9	10	11	12
IFJ supervision and financial tracking	X	X	X	X	X	X	X	X	X	X	X	X
Ongoing issue of alerts and statements	X	X	X	X	X	X	X	X	X	X	X	X
Identification of trainers	X	X										
Research and conduct surveys		X	X									
Determine venues, organise national workshops			X		X	X			X	X		
Conduct national workshops						X	X					
Evaluation of national workshops							X	X		X	X	
Identification of local researchers	X	X										
Research National Press Freedom and Democracy Situation Reports					X	X	X	X	X	X		
Write Journalism in the Pacific Situation Reports									X	X	X	
Reports to UNESCO				X				X				X

9. INSTITUTIONAL FRAMEWORK:

The IFJ represents over 600,000 journalists in 131 countries. It has significant experience working with journalists' associations, running campaigns on safety, press freedom, public service broadcasting and editorial independence. The IFJ operates on the premise that journalists must be able to freely organise into associations and trade unions in order to campaign for improvements in their social and professional rights.

The Sydney-based IFJ Asia-Pacific office, which will implement the action, is staffed by a Regional Director, Deputy Director, Projects Manager and Communication Coordinator. A South Asia Coordinator works from India, a China Coordinator works from Hong Kong and country-specific projects employ local coordinators. The office reports to the IFJ General Secretary in Brussels. The office's annual expenditure (notionally equal to its income) is about USD 350,000.

The IFJ will liaise with local journalists' association in the target countries:
- Vanuatu - Media Asosiesen blong Vanuatu
- Papua New Guinea – PNG Media Workers Association
- Solomon Islands – Solomon Islands Media Association

Other organisations to be engaged include the Pacific Freedom Forum (PFF) a regional online network of Pacific journalists and press freedom advocates, the Pacific Media Association; Pacific Media Centre; the Regional Media Centre, at the Secretariat of the Pacific Community; the Media, Entertainment & Arts Alliance and the Engineering, Print and Manufacturing Union (New Zealand). The project will also benefit from linkages with IFJ's broader regional and international networks.

10.   SUSTAINABILITY:

The IFJ's experience in implementing projects around the world is that cooperation with local organisations is essential to sustainability and success of project objectives. The proposed project is focused on activities to address sustained networking among Pacific journalists and press freedom defenders. Local and regional organisations and target groups will be involved in the activities and will fully own results. The action features in-built sustainability via the production of training resources packages and advocacy materials which can be redelivered and reused by training participants.

11.   FRAMEWORK OF MONITORING AND COMMUNICATION STRATEGY:

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

12.   EVALUATIONS CARRIED OUT:

The project will have several evaluation techniques. Participants in activities will be asked to provide feedback, including via written evaluations. Recommendations from the evaluations will be incorporated into the new training module and assist to set the agenda for the seminar and follow-up.

Three (3) online surveys conducted in Vanuatu, PNG and Solomon Islands will assess existing working conditions, ethical challenges and the press freedom environment. These will then be used in the development in three (3) National Press Freedom and Democracy Situation Reports.

Interim and final reports will include evaluation by the IFJ supervisor, and will incorporate feedback from participants in activities as well as organisations that engage closely in the project.

13.   FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING:

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

C. ADDITIONAL INFORMATION

Assistance sought from other sources
The project will follow on from the conclusion in late-2012 of an IFJ project supported by the EU (with UNESCO support for the first 12 months to October 2011). The IFJ will seek support to provide an additional workshop in Fiji. The IFJ and partners will seek additional support from other sources to expand the activities (including number of participants, duration of the seminar and maintenance of the regional coordinator full-time). Assistance will also be sought to continue to publish a regional press freedom report after 2013.

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

Previous IPDC grants to the Asia-Pacific office relate to work in South Asia (2011-2012), to develop the capacity of journalists' organisations (focused on India's conflict zones, Bangladesh and Sri Lanka) and to respond to violations of media rights and build a regional media monitoring network.

Contribution foreseen by the beneficiary agency during the project period

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

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)	
International training expert fee x 4 days x 3 trips @ $250	3,000
Local researcher fee x 4 days x 3 countries @ $200	2,400
International training expert per diems and accommodation x 3 x 4 days @ $250/day	3,000
International training expert air fares x 3 @$1,000 (averaged for region)	3,000
Research, design and conduct online surveys x 3 @ $500/survey	1,500
Venues: National seminars (3 x (3 days@US600/day);	5,400
Writing and Editing of Journalism in the Pacific Situation Reports (3 reports x $ 500/report)	1,500
Association Strengthening and Public Service Journalism module & materials development 1 x @ $2,500/module	2,500
Website and communications	1,000
Printing, stationery, office expenses.	500
TOTAL	**US$ 23,800**

BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION (in US dollars)	
IFJ Project Coordinator (average 2.5 days per month @ $500/day)	15,000
IFJ Financial Administrator (average 1 day per month @ $500/day)	6,000
Communications costs	500
Admin – 5% of total project cost	2,260
TOTAL	**US$ 23,760**

LAOS

**A. PROJECT IDENTIFICATION**	
1.	**PROJECT TITLE**	**INSTITUTIONALIZED KNOWLEDGE FOR SUSTAINABILITY FOR COMMUNITY RADIO STATIONS IN LAO PDR**
2.	**NUMBER**	**IPDC/58 LAO/01**
3.	**MEDIA DEVELOPMENT INDICATORS' CATEGORY**	Professional capacity building and supporting institutions that underpins freedom of expression, pluralism and diversity
4.	**IPDC PRIORITY AREA**	Human Resource Development
5.	**SCOPE**	National
6.	**TYPE OF ASSISTANCE REQUESTED**	Institutional Capacity Building
7.	**TOTAL COST OF PROJECT**	US$ 30,870
8.	**AMOUNT REQUESTED FROM IPDC**	US$ 24,550
9.	**BENEFICIARY BODY**	Community Participation and Communication Support Programme' (CPCSP) (through UNDP Lao PDR) Lane Xang Avenue P.O. Box 345 Vientiane, Lao PDR Lukas.Frohofer@undp.org
10.	**IMPLEMENTING OFFICE**	Rosa M. Gonzalez Adviser for Communication and Information Chief, Information and Knowledge Management Unit a.i. UNESCO Asia-Pacific Regional Bureau
11.	**PROJECT LOCATION**	Six Community Radio Stations in three provinces (Xiengkhouang, Xekong and Oudomxai)
12.	**PROJECT PREPARED BY**	Lukas Frohofer (PO - UNDP) Rosa Maria Gonzalez (UNESCO)
**DECISION OF THE BUREAU:**	

1.   PROJECT JUSTIFICATION:

The new Media Law (2008) in Lao PDR marked a shift in paradigm in that domestic and foreign investors are encouraged to own and operate media outlets in Lao PDR.[8] In this context we have seen the emergence of the first semi private radio and TV stations.

Bottom-up information flows in Lao PDR have traditionally been confined to official reporting channels (through village chiefs, district offices, provincial authorities etc.). However, the Ministry of Information, Culture and Tourism (MICT) has supported several innovative pilots aimed at producing more local content in various local languages.

Community radio (CR) was piloted with support from UNDP in Khoun District, Xiengkhouang in 2006. It introduced genuine ethnic language programming produced by volunteer broadcasters from local communities and paved the way for additional community radios in other parts of the country. This initiative has been so successful that the MICT has requested UNDP to assist up scaling community radios to all 47 poorest districts in Lao PDR, which led to the establishment of the 'Community Participation and Communication Support Programme' (CPCSP). Today there are two community radio stations in Xiengkhouang and two in Xekong province. Another two stations will be functional by the end of 2013 in Oudomxai province.

However, the community radio volunteers lack the capacity to independently run and manage the stations in a sustainable manner. While trainings and coaching can improve the capacity of the volunteers, it is important to assure that the knowledge stays within the community radio stations. Due to its voluntary nature there is a high turnover of the people working for the CR stations, either because their personal or professional situations don't allow enough time to work for the CR or because the volunteers get offered new job opportunities due to the experience they gained working for the CR. It is therefore essential to keep the knowledge within the CR stations in order to avoid capacity gaps caused by the turnover of volunteers.

Therefore, the purpose of this project is to develop a 'Handbook for Volunteers' as well as a 'Training Curriculum', both in Lao language.[9] These tools will enable the volunteers to have easy access to practical instructions on how to best carry out their work in the CR stations and provide guidelines and methodologies on how to train volunteers in the management and operation of a community radio. This will improve the volunteers' capacity and support the independence and sustainability of community radio in Lao PDR.

At present, neither a Training Curriculum nor a Handbook for Volunteers has been published for community radio volunteers in Lao PDR.

2.   DESCRIPTION OF THE TARGET GROUP:

The direct beneficiaries of this project are the community radio volunteers. Currently, there are 194 volunteers in six CR stations (98 of which are women) from eight different ethnicities. Furthermore, these tools can be used for future community radios in Lao PDR.

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[8] The Media Law (2008) allows media ownership by individuals, companies, government, party organizations and other 'organized bodies'.

[9] The 'Handbook for Volunteers' will serve as a manual for CR volunteers. According to our community radio structure, it will cover: Programme Broadcasting, Administration, Technical Support, Mobilization/Outreach, Station Management and also CR station Board.

The 'Training Curriculum' will provide training methodologies and instructions for the use of the 'Handbook for Volunteers'.

3. DEVELOPMENT OBJECTIVE

The project will contribute to the wider development objective of the CPCSP which aims at 'greater people's and community participation in and contribution to public policy, local development and nation building'.
The project's objective corresponds to category 4 of UNESCO Media Development Indicators 'Professional capacity building and supporting institutions that underpins freedom of expression, pluralism and diversity'.

4. IMMEDIATE OBJECTIVE:

Institutionalize the knowledge of the community radio stations in Lao PDR through the development of a 'Training Curriculum' and a 'Handbook for Volunteers' in Lao language.

5. PROJECT OUTPUTS:

- 194 community radio volunteers from six community radio stations in Lao PDR have access to the 'Training Curriculum', which includes methodologies and guidelines on how to train other volunteers in the management and operation of a community radio and the 'Handbook for Volunteers', which enables the volunteers to have easy access to practical instructions on how to best carry out their work in the CR stations;
- 194 community radio volunteers from six community radio stations have the knowledge and competence to run and sustain community radio in Lao PDR.

6. ACTIVITIES:

- Selecting and contracting international and national consultants and graphic designer
- Drafting a template for 'Training Curriculum' (TC) – 1 day (International Consultant)
- Drafting a template for 'Handbook for Volunteers' (HfV) – 2 days (International Consultant)
- Consultation with CR volunteers, project team and other stakeholders – 6 days (International and national Consultant)
- Incorporate feedback, comments and inputs in both, the TC as well as the HfV – 7 days (International Consultant)
- Translate draft version in Lao language – 5 days (National Consultant)
- Share draft version with all stakeholders for further comments and feedback – 7 days
- Write final version of TC and HfV – 4 days (International Consultant)
- Translate final version in Lao language – 2 days (National Consultant)
- Prepare the documents for printing (layout, illustrations) – 6 days (Graphic Designer)
- Print the TC and HfV
- Dissemination of the TC and HfV
- Present TC as well as HfV to key stakeholders and instruct station managers and unit chiefs on the use of these tools – 2 days (International and national Consultant)

7. PROJECT INPUTS:

- One international consultant[10] well experienced with all aspects of community radio and familiar with the media situation in Lao PDR, capable to develop the 'Training Curriculum' as well as the 'Handbook for Volunteers' according to the needs of the community radios in Lao PDR;
- One national consultant with excellent English and Lao writing and speaking skills;
- One graphic designer;
- One meeting room for the presentation of the final version of both documents and for conducting the introduction training[11] *provided by CPCSP*;

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[10] A UNESCO staff could be an option.

- One Lao-English/English-Lao interpreter;
- 50 Headsets;
- DSA and transport for international and national consultants during their mission in Lao PDR;
- DSA and transport for CR volunteers and provincial stakeholders for presentation and training;
- Coffee break and lunch for the presentation and training.

8. **WORK PLAN**:

ACTIVITIES / MONTHS	1	2	3	4	5	6	7	8	9	10	11	12
Selection / contracting consultant	▨	▨										
Draft template for TC and HfV	▨	▨										
Consultation with CR volunteers, project team and other stakeholders	▨	▨										
Incorporate feedback, comments and inputs in both, the TC as well as the HfV		▨	▨									
Translate draft version into Lao language		▨	▨									
Share draft version with all stakeholders for further comments and feedback		▨	▨									
Write final version of TC and the HfV		▨	▨									
Translate final version into Lao language		▨	▨									
Prepare the documents for printing (layout)		▨										
Print TC and HfV			▨	▨								
Disseminate TC an HfV				▨	▨							
Present TC as well as the HfV to key stakeholders and instruct station managers and unit chiefs on the use of these tools				▨	▨							

9. **INSTITUTIONAL FRAMEWORK**:

In partnership with the Ministry of Information, Culture and Tourism, UNDP is working since 2006 towards developing civil society in Lao PDR and the first community radio started broadcasting programs in three ethnic languages in October 2007. After the successful pilot project 'Khoun Radio for Development', UNDP and MICT launched the new program 'Community Participation and Communication Support Programme' (CPCSP) in 2011. This programme will end in 2014 and has a total budget of USD 1'600'000. It is supported by Oxfam Novib.

In line with the National Implementation Modality (NIM) the project will be implemented by the CPCSP project team according to UNDP procedures and rules.

The CPCSP team consists of one Programme Manager, one Programme Manager Assistant, one Programme Coordinator, one Senior Finance Officer, one National Programme Officer, one Communications Officer (vacant) and one Driver. The team is based in the MICT. Currently, there are two Programme Analysts from UNDP responsible for programme assurance and one Chief Technical Advisor to support the programme.

10. **SUSTAINABILITY**:

The purpose of this project in itself is to improve sustainability. This will be achieved through the institutionalization of knowledge. Even after this project, and even after the end of CPCSP, these tools will be accessible and support the community radios in Lao PDR. However, it will be mandatory for new volunteers to

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[11] Please note that this is not a training *per se*, but rather a brief workshop on how to use the newly developed tools.

complete an introductory session using these tools. These sessions will be conducted either by the station manager or by the relevant head of unit.

11.   FRAMEWORK OF MONITORING AND COMMUNICATION STRATEGY:

During spot checks (at least twice a year) the project team will be able to observe to what extent the manuals are in use and what outcomes they could produce. The progress of the implementation will further be monitored and recorded in the quarterly progress report.

In order to communicate this project to a wider audience, not only the beneficiaries, but also other relevant stakeholders will be invited to the presentation of the TC and HfV. Furthermore, this project will be mentioned in all reports related to CPCSP.

12.   EVALUATIONS CARRIED OUT:

A capacity assessment for the CPCSP is in progress and a Mid-Term evaluation is planned for this year.

13.   FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING:

Since this project will already end in the beginning of February 2014, the CPCSP will gladly provide a final report including the extent to which the immediate objectives have been achieved.

C. ADDITIONAL INFORMATION

Selection of activities completed prior to the submission of the project to IPDC:
Establishment of four fully functioning community radio stations in Lao PDR (two more will be functional by the end of 2013): Sensitization of (local) authorities; Outreach to communities; Mobilization of volunteers; Procurement of radio station equipment; Official launching ceremonies
Conducting various trainings for community radio volunteers (e.g. on partnership, programme production, etc.)
Facilitate study visits and exchange visits

D. BUDGET	
BREAKDOWN OF IPDC CONTRIBUTION **(in US dollars)**	
One international consultant (22 working days x US$ 250)	5,500
DSA international consultant (8 days x US$ 150)	1,200
Travel costs international consultant	2,500
One national consultant (15 working days x US$ 200)	3,000
DSA national consultant (8 days x US$ 150)	1,200
Travel costs national consultant	300
One graphic designer (6 working days x US$ 300)	1,800
DSA and transport CR volunteers (30 pax x US$ 30; 2 days)	1,800
DSA and transport provincial stakeholders (15 pax x US$ 30)	450
Printing of TC and HfV (TC: 50 copies; HfV: 200 x US$ 20)	5,000
Coffee break and lunch (US$ 10 per person/day)	800
Headsets (50 sets x US$ 10)	500
Interpreter (1 day x US$ 500)	500
TOTAL	**US$ 24,550**

BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION (in US dollars) *Share of recurrent costs*	
Staff costs	3,860
Communication costs	100
Vehicle maintenance and local transport costs	325
Miscellaneous costs	100
Stationery costs	140
Copy costs	25
IT Maintenance costs	50
General Management Support (GMS) 7%	1,720
TOTAL	**US$ 6,720**

MYANMAR

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	ON-LINE MEDIA FOR PEACE: PROMOTING CROSS-CULTURAL DIALOGUE AMONG MYANMAR ETHNIC MEDIA GROUPS
2.	NUMBER	IPDC/58 MYA /01
3.	MEDIA DEVELOPMENT INDICATORS' CATEGORY	Categories 3, 4, 5
4.	IPDC PRIORITY AREA	Promotion of freedom of expression and knowledge-driven media development
5.	SCOPE	National
6.	TYPE OF ASSISTANCE REQUESTED	Financial
7.	TOTAL COST OF PROJECT	US$ 41,650
8.	AMOUNT REQUESTED FROM IPDC	US$ 27,950
9.	BENEFICIARY BODY	Burma News International (BNI)
10.	IMPLEMENTING OFFICE	UNESCO Bangkok in collaboration with UNESCO/Yangon Rosa Maria Gonzalez, ACI/UNESCO r.gonzalez@unesco.org
11.	PROJECT LOCATION	Myanmar
12.	PROJECT PREPARED BY	UNESCO/Yangon in collaboration with UNESCO Bangkok Office r.gonzalez@unesco.org
DECISION OF THE BUREAU:		

1.   **PROJECT JUSTIFICATION:**

Myanmar was once described as the site of "one of Asia's—if not the world's—longest ethnic-based conflict since the country's independence in 1948". There are some 135 distinct ethnic groups throughout the country with Bamar as the largest ethnic group (68 percent of the population). Others include Shan (10 percent), Kayin (seven percent), Rakhine (four percent) and Myanmarese Chinese (three percent). Two recent studies, PRIO 2012 and PDCA 2013, have cited media among "drivers of conflict" in Myanmar due to inaccurate reporting, misinformation, manifest bias, and preference for conflict stories. It is also possible that news media has also contributed to prejudices due to the stereotyping of some ethnic groups.

News media could play a key role in informing and educating different ethnic groups about their commonalities and differences leading to greater cultural understanding and tolerance. Cooperation and networking among media practitioners, bloggers and citizens from different areas of Myanmar who have different ethnic backgrounds may significantly contribute to fostering dialogue, peace and reconciliation. Thus, the role of ethnic media groups in Myanmar is very critical. *Burma News International* (BNI) is an association of 11 independent media/news organizations as members, mostly ethnic media groups. It was established in 2003. Its main advocacy is the promotion of ethnic media in the country.

The Government of Myanmar has institutionalised in May 2012 the Union Peace-making Central Committee and the Union Peace-making Work Committee. The Myanmar Peace Center serves as the Secretariat to both committees and has an Outreach and Public Diplomacy unit covering media issues.

Peace building has a wide constituency whose voices must be heard. In order to build a sustainable and deep-rooted peace process, it is crucial to involve all stakeholders in conflict-affected communities, civil society organizations and above-ground ethnic political parties including non-state armed groups (NSAG). Community-based ethnic media groups, being at the forefront, can facilitate the expression of these diverse voices.

To maximize the role of ethnic media, there is a need for a common online platform which will facilitate the sharing and exchange of news and information about the different ethnic communities produced by the different ethnic media groups. This platform shall consist of a website, Facebook and twitter accounts and blogs. The advantages of using such platform are enormous – immediacy, unlimited content, rich media content (i.e., text, photos, videos), interactivity, and wide reach. While the intended primary users are the ethnic media groups in Myanmar, they can also be accessed by national and international media groups and of course all netizens.

While ethnic media groups are free to produce, upload and share news and information of their choice, this project shall encourage them to produce and share news and information on the following: (a) stakeholders views and opinions on the peace process; (b) cultural values, beliefs, traditions and practices – inclusive of commonalities with other groups; and (c) successful community-based development initiatives on agriculture, health, education, etc. which can be used as "models" in other communities.

The main objectives of the project are: (1) promote the production and exchange of news and information about ethnic communities which could lead to greater expression by stakeholders of their views and opinions on the peace process and a deeper understanding and appreciation of the history and culture of other ethnic communities and (2) inculcate among ethnic media practitioners culture-sensitive values and practices applied in their news reportage.

The sharing and exchange will not be exclusive to ethnic media groups but national and international media shall be encouraged to access the content of the online platform. The Myanmar Peace Centre may consider the platform as a "listening post" on what the various peace constituents think and feel about peace issues. The Center may even provide leads on interesting story ideas.

2.   DESCRIPTION OF THE TARGET GROUPS:

The primary target groups are the 11 ethnic media groups which organized in 2003 the Burma News International (BNI). These media groups produce and disseminate media content which addresses the distinct information needs of the ethnic communities they each represent. The BNI provides a platform for collaboration. Among these ethnic groups are: *Mizzima News, Narinjara News* (Arakan), *Kaladan Press* (Rohingya), *Karen Information Center*, *Khonumthung News* (Chin), *Network Media Group*, *Independent Mon News Agency*, *Shan Herald Agency for News*, *Phop Htaw News* (Mon),
Kantarawaddy Times (Karenni) and *Kachin News Group*. Many of these media groups operate in state/regions where conflict and peace process are ongoing.

3.   DEVELOPMENT OBJECTIVE:

Promote a media environment in Myanmar that is characterized by freedom of expression, plurality and diversity, and conducive to good governance and sustainable development, as well as media sector which contributes to lasting peace through cross-cultural and inter-cultural dialogue.

4.   IMMEDIATE OBJECTIVE:

To establish an on-line media inclusive of website, Facebook and Twitter accounts and blogs which will serve as a platform for sharing and exchange of news and information among the ethnic media groups on development news happening in the selected ethnic communities. It also serves as a platform to inform and educate the public on the history and culture of these ethnic communities including commonalities and differences of these groups. The platform addresses related issues of pride and prejudices, stereotyping and intolerance of cultural differences.

5.   PROJECT OUTPUTS:

At national level:

-   Setting up and maintenance of an on-line media inclusive of website, Facebook and Twitter accounts and blogs as platform for news and information exchange
-   Production of news and information (in print and broadcast formats) about ethnic communities for uploading, sharing and exchange among the participating ethnic media groups
-   Promotion and advocacy among ethnic media groups on the use of the platform
-   Promotion and advocacy among national and international media to use the platform for source of objective and accurate news and information about ethnic communities
-   Research conducted on the utilization of the platform and its impact on the quality and quantity of news media coverage of ethnic communities
-   Recommendations on the quality and quantity of news media coverage of ethnic communities

6.   ACTIVITIES:

The project is expected to be implemented in three phases:
Phase I: Mobilization and Design of Content Exchange Mechanism

- Orientation of ethnic media groups and determination of interest and willingness to participate in the project
- Workshop to refine the project concept paper including terms of reference for participating ethnic media groups
- Workshop to develop editorial policies and procedures inclusive of: (a) content areas or topics, (b) submission of content, (c) vetting process, and (d) uploading of content materials
- Creation of editorial and admin team in charge of editing and uploading of content and maintaining website, Facebook and Twitter accounts and blogs
- Consultation and execution of preferred webpage design

Phase II: Implementation

- Upload/open and maintain webpage, Facebook and Twitter accounts and blogs
- Regular submission of content by ethnic media groups for uploading in the website, Facebook and Twitter and blogs
- Sustained campaign to encourage ethnic media groups to continuously submit and share content and to maximally utilize content uploaded
- Sustained campaign to encourage national and international news media to visit website/Facebook/blogs and utilize stories produced by ethnic media groups
- Monitor utilization of uploaded content and feedback from users
- Propose mechanisms for project sustainability, e.g., modest subscription fee to be paid by national and international media groups, web pages to be sponsored by development partners
- Regular submission of project updates to the Media Development Thematic Working Group

Phase III: Monitoring and Evaluation, Sustainability Campaign

- Conduct of formal monitoring and evaluation on effects and indicative impact of the project on quality and quantity of coverage of ethnic communities inclusive of peace process
- Campaign to encourage development partners to support the project for sustainability
- Implementation of sustainability mechanisms
- Preparation of project preliminary report for review by UNESCO and the MDTWG
- Revision and submission of project report to UNESCO and MDTWG

7.   PROJECT INPUTS:

One facilitator/editor to conduct the workshops, lead and animate the platform for the first year of operations.
On-line media/platform development, design and maintenance services
Visibility raising materials
One administrative assistant (to be provided by beneficiary)
Technical support for implementation, evaluation and monitoring (to be provided by UNESCO)

8.   WORK PLAN:

ACTIVITY/MONTH	1	2	3	4	5	6	7	8	9	10	11	12
Contract finalized with partner	■											
Mobilization of project team		■										
Development of systems and procedures		■										
Development of on-line media inclusive of Facebook and Twitter accounts and blogs			■									

Production and uploading of contents			▓	▓	▓	▓	▓	▓	▓	▓
Utilization of contents			▓	▓	▓	▓	▓	▓	▓	▓
Monitoring and Evaluation			▓			▓				▓
Submission of Project Final Report										▓

9.   INSTITUTIONAL FRAMEWORK:

Burma News International (BNI) is an association of 11 independent media/news organizations as members, mostly ethnic media groups. It was established in 2003. Its main advocacy is the promotion of ethnic media in the country. Among these ethnic groups are: *Mizzima News, Narinjara News* (Arakan), *Kaladan Press* (Rohingya), *Karen Information Center*, *Khonumthung News* (Chin), *Network Media Group*, *Independent Mon News Agency*, *Shan Herald Agency for News*, *Phop Htaw News* (Mon), *Kantarawaddy Times* (Karenni) and *Kachin News Group*. Many of these media groups operate in state/regions where conflict and peace process are ongoing. UNESCO will partner with Burma News International (BNI) for the implementation of this project. A contract between the two institutions will formalize the partnership. The Media Development Thematic Working Group (MDTWG), co- chaired by MoI and UNESCO, will have oversight functions to ensure smooth implementation of the project. The MDTWG was set up in February 2013 and serves as the coordinative platform for current and future media development initiatives in Myanmar. About 30 organizations representing various sectors – government, international development partners, international (media) NGOs, and national and local (including ethnic) media regularly attend this forum.

10.   SUSTAINABILITY:

BNI in cooperation with UNESCO Myanmar will develop sustainability mechanisms to ensure continuity of the project beyond project term. An option is for BNI to charge subscription fee in Year 2 to national and international media organizations which are interested to access stories (content) carried by the web portal. Specific webpages to be supported by development partners can also be developed. For example, webpage on agricultural innovations and indigenous technologies in ethnic communities can be supported by FAO or UNOPS-LIFT Project.

11.   FRAMEWORK OF MONITORING AND COMMUNICATION STRATEGY:

The project will follow standard UNESCO monitoring and evaluation procedures. UNESCO Media Development Specialist in Myanmar and the Advisor for Communication and Information in UNESCO/Bangkok will be in charge of monitoring and communicating the progress, including challenges and lessons learned. BNI will regularly submit project updates to UNESCO and the MDTWG.

12.   EVALUATIONS CARRIED OUT:

Two recent studies, PRIO 2012 and PDCA 2013, have cited media among "drivers of conflict" in Myanmar due to inaccurate reporting, misinformation, manifest bias, and preference for conflict stories. In addition to existing assessments in this field, this project will be informed by the results of the on-going MDI assessment being conducted in Myanmar by UNESCO in collaboration with IMS and other partners. The project will also use evaluation processes such as mid-term participating media's evaluation, trainers' evaluation and overall evaluation at the end of the project (including end-users evaluation).

13.   FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING:

The partner organization will report on progress in project implementation through regular reports and a comprehensive preliminary final report to UNESCO and MDTWG, describing the extent to which the immediate objective of the project was achieved.

C. BUDGET	
BREAKDOWN OF IPDC CONTRIBUTION **(in US$)**	
One one-day orientation session and two five-day workshops for 15 ethnic media groups (participants meals US$ 30 per day x 15 participants x eleven days)	4,950
Local travel (US$ 100 x 10 participants)	1,000
Facilitator/Editor's fee (US$ 1,000 x 12 months)	12,000
Development of platform, on-line media design and maintenance	7,000
Monitoring and evaluation	1,000
Visibility campaign	2,000
TOTAL	**US$ 27,950**

BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION (in US$)	
Administration costs (US$ 1,000 x 12 months)	12,000
Communication costs	200
Project reporting	500
Contingencies	1,000
TOTAL	**US$ 13,700**

THAILAND

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	ASSESSING GENDER- SENSITIVITY IN THAI PUBLIC MEDIA
2.	NUMBER	IPDC/58 THA/01
3.	MEDIA DEVELOPMENT INDICATORS' CATEGORY	Category 3: Media as a platform for democratic discourse: The media, within a prevailing climate of self- regulation and respect for the journalistic profession, reflects and represents the diversity of views and interests in society, including those of marginalized groups
4.	IPDC PRIORITY AREA	Promotion of Freedom of Expression
5.	SCOPE	National
6.	TYPE OF ASSISTANCE REQUESTED	Financial
7.	TOTAL COST OF PROJECT	US$ 33,300
8.	AMOUNT REQUESTED FROM IPDC	US$ 24,000
9.	BENEFICIARY BODY	Thai Public Broadcasting Service (Thai PBS), 145 Viphavadi Rangsit Rd., Talat Bangken, Lak Si, Bangkok 10120, Thailand Tel: +66 2 790 2000
10.	IMPLEMENTING OFFICE	UNESCO Bangkok Rosa M. Gonzalez, ACI/UNESCO r.gonzalez@unesco.org
11.	PROJECT LOCATION	Bangkok, Thailand
12.	PROJECT PREPARED BY	UNESCO Bangkok Office Rosa M. Gonzalez, ACI/ UNESCO r.gonzalez@unesco.org
DECISION OF THE BUREAU:		

1.   PROJECT JUSTIFICATION:

In the 2013 Press Freedom Index published by Reporters Without Borders, Thailand ranks 135 out of 179. Thailand's media industry faces different challenges such as media conglomeration, concentrated media ownership, lack of competition among media stakeholders and vertical integration. Furthermore, the relationship between media conglomerates and politicians may sometimes result in media's self- censorship on sensitive issues. Major government agencies such as the Royal Thai Army, Royal Thai Air Forces, Mass Communications Organization of Thailand (MCOT) and the Government Public Relations Department (PRD) control the spectrum frequency for broadcasting, some allowing private companies to run the broadcasting business through concession contracts. As of 2012, there are six terrestrial free- to- air nationwide television stations in Thailand: TV3-privately operated under MCOT; TV5-owned by the Royal Thai Army; Channel 7- privately operated under a concession by the Royal Thai Army; Chanel 9 Modernine TV- owned by MCOT; Channel 11 NBT- owned by the PDR; and the Thai Public Broadcasting Service (Thai PBS), an independent public agency and first and only public service broadcaster in the region.

Central to media development is the recognition that if the media are to accomplish their democratic potential then they should reflect diversity in society and ensure plurality and transparency of ownership and content, as reflected in categories two and three of the MDIs. Based on this, there can be no media pluralism until women have an equal voice in the newsgathering and news dissemination processes. One of the greatest challenges that journalists face in Thailand is to bring media accountability into the struggle for gender equality. According to the Global Report on the Status of Women in the News Media (2011), men occupy the vast majority of the management jobs and newsgathering positions in Asia Pacific, women are barely 13% of those in senior management positions, their salaries are generally lower than men's, women remain relegated to the soft news ghetto, qualified women who possess skills and experience for advancement are blocked in their upward mobility by factors such as institutionalized prejudices, and gender stereotyping in media is compounded by commercial advertising and the entertainment industry.

In applying the Gender- Sensitive Indicators for Media (GSIM) to the context of Thai PBS, the purpose of this project is to encourage Thai PBS and subsequently other media organizations in Southeast Asia to make gender equality issues transparent and comprehensible to the public, as well as to analyze their own internal policies and practices with a view to take necessary actions for change. The project will build upon work already commenced in 2012 by the IPDC funded project *Gender Mainstreaming in Broadcasting Organizations in Asia- Pacific Region* carried out by the Asia Pacific Broadcasting Union (ABU), and the *Broadcasting for All: Focus on Gender* project (2011)*,* implemented by ABU, the Asia- Pacific Institute for Broadcasting Development (AIBD), the Friedrich-Ebert-Stiftung (FES) and the International Association of Women in Radio and Television (IAWRT). As a leading broadcasting organization in Southeast Asia, Thai PBS was a key participant in the two projects, and the work that has already been done served as a precursor for the adaptation and piloting of the Gender- Sensitive Indicators for Media prepared by UNESCO. With this project, Thai PBS aims at fully assessing gender equality as stated in categories A and B of the GSIM and formulate and implement a set of internal policies and strategies that will ensure gender equality in work and working conditions, and promote codes and editorial policies in favour of gender equality in media content.

2.   DESCRIPTION OF THE TARGET GROUP:

The target groups for this project will be Thai PBS and Southeast Asian media executives, journalists and media content producers, ensuring gender balance.

3. **DEVELOPMENT OBJECTIVE:**

The project will contribute to strengthening public service broadcasting in Thailand, by improving its capacity to reflect and represent the diversity of views and interests in society, particularly those of women. By strengthening the PBS model in Thailand, it is the whole Southeast Asian region that shall be influenced by the improved gender- equality standards and evidence-based knowledge generation.

4. **IMMEDIATE OBJECTIVE**:

The project contributes to increasing the plurality and diversity of media in Thailand and subsequently in Southeast Asia and enhancing the capacities of media executives, journalists and media content producers to use media as a platform for democratic discourse.

5. **PROJECT OUTPUTS:**

- Research conducted on all aspects of gender and media in Thai PBS context
- Report on GSIM assessment with recommendations drafted
- GSIM manual tailored for Thai PBS developed
- Gender policy with specific reference to media practices (such as sourcing) written
- Code of ethics that includes reference to gender representation written
- 10 media executives at Thai PBS ensure gender balance at decision-making levels through equal opportunity policies
- 20 journalists and media content producers at Thai PBS ensure fair gender portrayal in news, current affairs and advertising
- State- owned media from Southeast Asian countries trained in gender- sensitive policies and practices

6. **ACTIVITIES:**

- Identification of the research team responsible for data collection, carrying out the assessment, drafting the report and tailoring the GSIM manual for Thai PBS
- Finalization of the report and GSIM manual for Thai PBS and review by UNESCO
- Dissemination of results
- Organization and delivery of one seminar and two training courses:

  1) One-day seminar will be addressed to media executives at Thai PBS with a focus on gender balance at decision- making levels;
  2) A five-day training course will be addressed to Thai PBS journalists and media content producers with a focus on fair gender portrayal in news, current affairs and advertising;
  3) A three- day sub regional training course will be addressed to Southeast Asia state- owned media with a focus on gender- sensitive policies and practices.

7. **PROJECT INPUTS:**

- One researcher based in Thailand responsible for conducting the GSIM assessment and producing the GSIM manual tailored for Thai PBS
- Two seminar trainers specialized in Gender and Media issues
- Training venues (provided by Thai PBS and The Academic Institute of Public Media)

- One UNESCO coordinator to follow-up the implementation of the project (provided by UNESCO)
- One Thai PBS coordinator (provided by Thai PBS)

8.   WORK PLAN:

ACTIVITIES / MONTHS	1	2	3	4	5	6	7	8	9	10	11	12
Identification and hiring of one researcher and two trainers	■											
Collection of data, carrying out the assessment and tailoring the GSIM for Thai PBS		■	■	■	■							
Preparation of draft report						■						
Review and finalization of report by UNESCO							■					
Organization and delivery of two seminars								■	■			
Organization and delivery of the sub regional workshop										■	■	
Final evaluation and report												■

9.   INSTITUTIONAL FRAMEWORK:

Thai Public Broadcasting Service (Thai PBS) began broadcasting in January 2008 in the midst of Thailand's worst political crisis. As Thailand's first free-to-air national public broadcaster, Thai PBS has quickly earned a distinctive place in the Thai broadcast industry with its independent news reporting and a wide range of thought-provoking and knowledge-building programmes. Thai PBS is noted for its editorial independence, becoming the most trusted broadcaster during Thailand's most critical times in the past two years. Financed with taxes on tobacco and alcohol amounting to 2 billion baht (US$65 million) annually, Thai PBS strictly abides by the code of ethics that ensures fair, balanced and impartial news coverage, and shares the universal mission of public broadcasting service in promoting good governance in both the public and private sectors. The Academic Institute of Public Media functions under the umbrella of Thai PBS and it is responsible for conducting research, studies and evaluations as well as advancing knowledge of public media. The institute also hosts workshops and activities that provide its staff, civil society and the public with comprehensive understanding of public media. Located within Thai PBS Learning Center, the institute was inaugurated in 2010. So far it is the first and only public media center in Thailand to promote freedom of expression. In the past, Thai PBS often collaborated with UNESCO.

10.   SUSTAINABILITY:

An assessment based on the GSIM will generate findings that will serve as a reference and baseline for the comparison of subsequent applications in Southeast Asia. The compilation of findings into a report will be used to articulate policy and strategic direction, set measurable and achievable targets and carry monitoring and assessment to map progress of gender and media issues in Thailand and subsequently in Southeast Asia. Thai PBS is a consolidated institution in Thailand with predictable funding. Therefore, the long-term effects of this project are guaranteed.

11.   FRAMEWORK OF MONITORING:

The project will follow standard UNESCO monitoring and evaluation procedures. The researcher- expert will be in charge of monitoring and will keep regular reports on the progress of the GSIM assessment. When the final assessments are ready, they will be disseminated with the public. Dissemination of results will also take place at

the UN Global Conference on Women to be organized in 2015 and Media and Gender events and forums organized in the region.

12. EVALUATIONS CARRIED OUT:

The GSIM are an extension of the Media Development Indicators (MDIs), bringing to the forefront UNESCO's global gender equality priority. This instrument bears much relevance to all five categories of the MDIs, and in particular Categories two and three. Similar projects involving the assessment of national media landscapes using UNESCO MDIs have already been successfully implemented in a number of countries, and will serve as reference for this project.

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING:

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)	
Researcher (4 months x US$ 2,000) (or 85 days x US$ 94)	8,000
Seminar and international workshop trainers (1 lump sum fee US$ 1,500 x 2) or US$ 83,33 x 9 days (1 day seminar; 5-day training course; 3-day sub regional training course) x 2 trainers	3,000
Travel/ per diem trainers (US$ 1,000 x 2 + 10 days x US$ 150 x 2)	5,000
Travel/ per diem participants (sub regional workshop) (10 participants x US$ 500 = 5,000 + 10 x US$ 100 x 3 days= 3,000)	8,000
TOTAL	**US$ 24,000**

BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION (in US dollars)	
Project Coordinator (1 x 12 months)	5,000
Venue, hosting hospitality (coffee breaks)	2,000
Communication costs	300
Public awareness events	2,000
TOTAL	**US$ 9,300**

VIET NAM

	A. PROJECT IDENTIFICATION	
1.	PROJECT TITLE	**PROMOTING THE SAFETY OF JOURNALISTS IN VIET NAM**
2.	NUMBER	**IPDC/58 VIE/01**
3.	MEDIA DEVELOPMENT INDICATORS' CATEGORY	**Category 1**
4.	IPDC PRIORITY AREA	**PROMOTION OF FREEDOM OF EXPRESSION**
5.	SCOPE	**NATIONAL**
6.	TYPE OF ASSISTANCE REQUESTED	**Training support**
7.	TOTAL COST OF PROJECT	**US$ 29,900**
8.	AMOUNT REQUESTED FROM IPDC	**US$ 19,400**
9.	BENEFICIARY BODY	**Center for Research on Development Communication (RED)** **48B Trang Thi, Hoan Kiem, Ha Noi** **Tel/Fax: 04.62631763, E:center@red.org.vn** **Mr. Tran Nhat Minh, Director**
10.	IMPLEMENTING OFFICE	**UNESCO Bangkok**
11.	PROJECT LOCATION	**HA NOI**
12.	PROJECT PREPARED BY	**Tran Nhat Minh, RED Director.** **Hoang Minh Nguyet, Communication and Information Programme Coordinator, UNESCO Ha Noi Office**
	DECISION OF THE BUREAU:	

1. **PROJECT JUSTIFICATION:**

In the last 20 years, Viet Nam's media landscape has expanded rapidly in terms of platforms, publications, journalists and audience. As at February 2013, the media landscape comprised a national news agency, a national television broadcaster (VTV), digital and cable television broadcasters (VTC and VCTV), a national and international radio broadcaster (VOV), 64 provincial and municipal radio and TV stations, 812 print media house with more than 1,084 publications, 74 online newspapers, 336 social networks and thousands of portals of associations, unions and enterprises. The media has played an increasing role as a watchdog in monitoring the conduct of government and state officials, particularly in the fight against corruption and wrongdoing.

The legal framework on safety of media of Viet Nam has been promulgated. Article 2 of the Law on Media (1999) guarantees freedom of the media and freedom of speech through the media, prohibiting prior censorship: "*The State shall create favorable conditions for the media to develop its proper role and for citizens to exercise their rights in relation to freedom of the media and freedom of speech through the media. The media and journalists shall operate within the legal framework and be protected by the State; no organization or individual is permitted to limit or obstruct the operation of the media or journalists.*" Decree No.2: Sanctions for Administrative Violations in Journalism and Publishing, issued in 2011, provides fines for acts that, among others, threaten, attack or inflict injuries on practicing journalists. Media management offices from the Ministry of Information and Communications to provincial Department of Information and Communications, Viet Nam Journalists Associations and its chapters have been active in securing the safety of journalists.

Despite this favorable legal environment, the reality is that journalists are not in an environment where they can work safely and independently without the fear of being threatened or even killed. A study on obstruction of journalists in Viet Nam conducted in 2011 by the Center for Research on Development Communication (RED) with assistance from the British & Commonwealth Office, identified that 87,90% of the respondents reported to face some kind of obstruction to their work, including avoidance of information provision, causing difficulties, bribery, indirectly obstructing journalists in their work, seizing and destroying journalists working facilities, threat, detainment of journalists, sexual harassment, defamation, physically assaulting, inflicting injuries and retaliation. In recent cases in April 2013, a male journalist of the Labour Newspaper in Nghe Anh Province was threatened with death and a female journalist of the Youth Newspaper was assaulted with acid. The study recommended ways to tackle these obstructions, including capacity building for media professionals on their right to safety in collection and dissemination of information and enhancement of peer assistance for the protection of media professionals.

This project aims at promoting the safety of journalists through: (i) development of Guidelines for Peer Assistance for Safety of Journalists; (ii) capacity building for journalists and media management officials though two two-day workshops on existing legislations and regulations concerning safety of journalists and the Guidelines; (iii) the establishment of a monitoring network; and (iv) launching an online interactive forum to promote the safety of journalists.

2.   DESCRIPTION OF THE TARGET GROUP:

Immediate target beneficiaries are 60 media professionals and media management officials who will be active members of the network. Gender balance will be advocated for in this group.

3.   DEVELOPMENT OBJECTIVE:

The project will contribute to increasing democracy and freedom of expression through facilitating the establishment and operationalization of a network of monitoring, peer assistance and capacity building of media professionals and media management officials on safety of journalists.

4.   IMMEDIATE OBJECTIVE:

Within the period of 12 months, 60 media professionals and media management officials will acquire knowledge about media laws and regulations, particularly concerning safety of journalist and skills and methodology for peer assistance for the safety of journalists. A Network and an online Forum for Peer Assistance for Safety of Journalists in Viet Nam will be set up and operate in observance of the "Guidelines for Peer Assistance for Safety of Journalists" developed by senior journalists who will also be active members of the network.

5.   PROJECT OUTPUTS:

- Guidelines for Peer Assistance for Safety of Journalists produced.
- Sixty journalists and media management officials have acquired skills, methodology and guidelines on monitoring and providing assistance for the safety of journalists.
- A national network of journalists monitoring and provide mutual assistance for safety of journalists established.
- An online interactive forum on RED Website to disseminate the Guidelines and exchange of practices on safety of journalists established.

6.   ACTIVITIES:

Organizing the Project Management Team
Identification of guideline developers and trainers
Developing "Guidelines for Peer Assistance for Safety of Journalists"
Conducting training for target groups
Establishment of the Network for Peer Assistance for Safety of Journalists
Establishment of an online interactive Forum on RED Website

7.   PROJECT INPUTS:

One project coordinator (provided by the submitter)
Two project assistants (provided by the submitter)
Eight leading media professionals
Two senior trainers capable of training journalists on monitoring and provision of assistance to peers
Training module
Two two-day training workshops

8. WORK PLAN:

ACTIVITIES / MONTHS	1	2	3	4	5	6	7	8	9	10	11	12
Identification of project personnel			▓									
Preparatory meetings of management team			▓									
Identification of guidelines developers and trainers			▓	▓								
Identification of participants				▓								
Development of guidelines				▓	▓							
Organization of training workshops						▓	▓	▓	▓			
Establishment and Operation of Network and Forum							▓	▓	▓	▓	▓	▓
Evaluation and reporting						▓					▓	▓

9. INSTITUTIONAL FRAMEWORK:

The Center for Research on Development Communication (RED) is the sole non- governmental organization established under the Decision No 15/QD-LHH dated 12/1/2011 of the Central Council of the Viet Nam Union of Science and Technology Associations and operates under License No A-954 dated 28/1/2011 of the Ministry of Science and Technology. As a non-governmental organization, RED is a pioneer in development communication in Viet Nam, which facilitates the power of communication/media to maximize the effectiveness and pervasive impacts of development programmes by development partners with a mission to promote changes in: i) Environment for Communication and media; ii) Communication capacity of NGO and businesses; iii) Dissemination of development subjects; and iv) Create linkages between communication/ media and stakeholders. Among its strategic objectives is promoting and enabling environment for communication and media in Viet Nam by:
- Promoting linkages between communication/ media and development
- Improving knowledge on the rights of journalists and their professional skills for development
- Raising awareness and promoting implementation of policies and laws relating to communication/ media
- Researching, applying and transferring new communication/ media solutions and technology

Since its establishment in 2011, RED has organized more than 23 training workshops, seminars and conferences relating to communication development, safety of journalists and capacity building for more than 1,000 journalists, local information communicators, members of local administrations and police.

10. SUSTAINABILITY:

The Network of Peer Assistance for Safety of Journalists will monitor journalist safety during and will provide assistance to practicing journalist which will facilitate a healthy working environment. The impact of the network will be multiplied with the establishment and operation of the online interactive Forum on RED's website, for updating of any malpractices and exchanges of good practices for the safety of journalists. Participants in the training within this project will improve their skills and methodology in self-protection and peer assistance in their endeavour to promote democracy.

11. FRAMEWORK OF MONITORING AND COMMUNICATION STRATEGY:

The Project Management Board will closely monitor the implementation of the project. The project will also be monitored by UNESCO.

12. EVALUATIONS CARRIED OUT:

Findings of a survey carried out by RED on obstructions of journalists in Viet Nam in 2011 showed that 87, 90% of the respondents reported to face some kinds of obstruction to their work. including avoidance of information provision, causing difficulties, bribery, indirectly obstructing journalists in their work; seizing journalist working facilities; destruction of journalists working facilities; threatening, detaining journalists, sex harassment, defamation, physically assaulting and causing casualties, and retaliation. The project recommended solutions to tackle these obstructions including establishment of a network and an online forum and capacity building for media professionals on their rights to safety in collection and dissemination of information and enhancement of peer assistance for protection of media professionals from obstructions.

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING:

The reporting will be done in two stages. Mr. Tran Nhat Minh, Director of RED, will provide an interim report once preparations for the training workshops are completed and a final report will be submitted to UNESCO once all activities are completed.

C. ADDITIONAL INFORMATION

BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)	
Guideline development by eight leading media professionals US$ 200 x 8 persons x 3 days	4,800
Training Module Development (US$ 150 x 1 person x 5 days) + (US$ 150 x 1 person x 4 days)	1,350
Two senior trainers for two 2-day training workshops (US$ 150 x 2 trainers x 2 days x 2 workshops)	1,200
60 participants' accommodation and meals for two 2-day workshops in Ha Noi (US$ 50 per day x 30 participants x 2 days x 2 workshops)	6,000
Air travel for 5 participants from Southern provinces to and from Ha Noi (US$ 370 x 5 participants)	1,850
Local travel for 60 participants from Central and Northern provinces to and from Ha Noi (US$ 30 x 60 participants)	1,800
Material for 2 workshops (US$ 400 x 2 workshops)	800
Communication for two workshops (US$ 400 x 2 workshops)	800
Technical fee for opening of online interactive forum on RED website	800
TOTAL	**US$ 19,400**

BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION (in US dollars)	
One project coordinator US$ 400 x 10 month	4,000
One project assistant US$ 300 x 10 months	3,000
One project administrative assistant : US$ 250 x 10 months	2,500
Office, stationary, equipment, amenities (in kind) US$ 100 x 12 months	1,000
TOTAL	**US$ 10,500**

REGIONAL

	A. PROJECT IDENTIFICATION	
1.	**PROJECT TITLE**	**JOURNALISM TRAINING FOR MULTI-DISCIPLINE GRADUATES IN ASEAN COUNTRIES**
2.	**NUMBER**	**IPDC/58RAS/02**
3.	**MEDIA DEVELOPMENT INDICATORS' CATEGORY**	
4.	**IPDC PRIORITY AREA**	
5.	**SCOPE**	**Regional**
6.	**TYPE OF ASSISTANCE REQUESTED**	**Financial**
7.	**TOTAL COST OF PROJECT**	**US$ 59,500**
8.	**AMOUNT REQUESTED FROM IPDC**	**US$ 23,500**
9.	**BENEFICIARY BODY**	**Asian Institute of Technology Development Management Unit, Thailand.** **Dr Faiz Shah, Head of Dev. Mgt.** faizshah@gmail.com
10.	**IMPLEMENTING OFFICE**	**UNESCO (Bangkok), Ms Rosa Gonzalez**
11.	**PROJECT LOCATION**	**Bangkok and ASEAN Region**
12.	**PROJECT PREPARED BY**	**Dr Kalinga Seneviratne** **Visiting Scholar,AIT Extensions** **sen1954@yahoo.com**
	DECISION OF THE BUREAU:	

1.   PROJECT JUSTIFICATION:

Media and communication systems and networks continue to expand rapidly across the ASEAN (Association of South East Asian Nations) region. Media is a uniquely powerful tool that can bridge the communication gaps in a community and help to build participatory and democratic communication links among communities within the country and regionally. This project is designed on the principle that the media is a mass communication tool and skills needed to make good use of media systems for better communications and community building should not be limited to a small (or elite) group of people with mass communication degrees or diplomas. Graduates of other disciplines should also be trained to communicate better, and basic training in journalism will help to expand the pool of skills available in the community to communicate better.

By 2015, ASEAN is due to be more closely integrated with the establishment of an ASEAN Community. There is much debate in the region on how ASEAN could develop more people-to-people integration. Many argue that for this to occur, the media has to play a major role in this community building. Journalism in its different forms help to create an informed and participatory society.

Often (or always) journalism training in the region is offered mainly to Arts graduates, but this proposal – unique to the ASEAN region - is geared towards offering a contemporary journalism curriculum based on international good practices that includes in-the-field online training components, to graduates who are not necessarily from Arts disciplines.

Most of the curriculum used for this project is mainly based on the UNESCO Model Journalism Curriculum for Developing and Emerging Countries, and the latest Model Curriculum for Journalism Education published by UNESCO.

2.   DESCRIPTION OF THE TARGET GROUP:

The course will be open to graduates of disciplines such as economics, social/political science, pure science, law, engineering, medicine - who aspire to be journalists/publishers or good communicators. They could be working in government agencies, private sector, self-employed, business and non-governmental organistaions in ASEAN countries. This target group is selected because communications is today an important component of most organisations, institutions and businesses. Thus the graduates would contribute to these organisation in producing newsletters, audio-visual material, websites etc to improve their communications with the rest of the community. They may also contribute to traditional media organisations on a freelance or full time basis as specialised reporters / contributors.

3.   DEVELOPMENT OBJECTIVE:

This proposal seeks to make media development a truly empowering force by grooming, especially young graduates in the effective use of current information and communication technologies/tools, and apply professional journalistic skills to enabling their use for the promotion of positive social values, ranging from good governance and responsible citizenship to sustainable lifestyles and social entrepreneurship. Perhaps for the first time in Asia, the curriculum offered will harmonise the West's emphasis on freedom of expression with the East's emphasis on social harmony to offer a regional journalism training program which will be relevant to the region's development needs and priorities. The combined face-to-face teaching (in Bangkok) and follow-up on-line training model will encourage regional collaborations and on-the-job training where trainees will be able to apply what they learn in the classroom to their work, and make it relevant to their social, cultural, business and political environment.

4. **IMMEDIATE OBJECTIVE**:

It is AIT Extension's view that its successful development management training programs in the region needs to be supplemented by related and relevant training in mass communications. Thus, AIT is embarking on introducing a media training components to its work in the field of building capacity for development workers in the Asian region. This flagship journalism training program, closely linked to the UNESCO Model Journalism Curriculum for Developing and Emerging Countries will be introduced in July 2014, at the beginning of AIT's new academic year, targeted mainly at ASEAN countries. AIT proposes to continue this pilot program on an annual basis with a fee-for-service structure.

5. **PROJECT OUTPUTS:**

- 30 graduates of multiple disciplines trained in journalism practices in the first year.
- 7 curriculums based on UNESCO's Model Curricula for Journalism Education compiled into at least 8 powerpoint lecture presentations and associated text and audio-visual material for Blackboard (on line teaching) posting
- 4 workshop powerpoint and associated resource material will be compiled for presentation.
- A 4-week intensive residential course followed by 8-week on-line training programme organized.

6. **ACTIVITIES:**

AIT extensions will offer at its Rangsit campus in Bangkok a 4-weeks intensive residential course for up to 30 participants followed by 8 weeks of on-line training. The course, though focused on ASEAN countries, would also be open to applicants from South Asia, Africa, Middle East and the Pacific Islands. The students will spend 4 weeks in Bangkok and complete the 8 weeks online training back in their home countries. They need to complete successfully all online assignments before a certificate is awarded. Each successful participant will be awarded an 'Advanced Professional Certificate in Journalism' (APCJ) from AIT endorsed by UNESCO. The courses that will form part of the APCJ program will be as listed below and each core module will include over a 4 weeks period five (5) 3-hour lecturer/tutorials, and for electives four (4) 3-hour lecturer/tutorials. The course will be offered through 4 weeks-long face-to-face teaching, followed by 8 weeks of online training where students will submit online set of assignments with strict deadlines. Weekly online lessons will also be available for each subject. Each participant needs to take the three (3) core modules and two (2) elective modules.

Core Modules
- **1: Media and Society -** This module covers the critical analysis of the role the media play in the architecture of democracy and the effect of political, economic, cultural, and technological factors on the operation of the media.

- **2: Reporting and Writing -** This module is a basic introduction to journalism research and writing.

- **3: Feature Writing -** This module will cover basic skills needed to write good feature stories including research skills.

Elective Modules

- **1: Specialist Reporting:Arts and Culture -** This module is specially designed for those who aspire to be arts and entertainment writers/reporters for text and broadcast media.
- **2: Specialist Reporting:Health and Science -** The aim of this course is to train students who will be able to report science and health news and information as part of the efforts to improve the total quality of life.

- **3: Specialist Reporting:Governance, Economics and Business -** Students will learn to research and write on the economy, business and governance issues encompassing both corporate and government sectors.
- **3: Specialist Reporting: Global Journalism and Development Reporting -** This course is designed as an analysis of global journalism issues and is intended to give the students a broad and critical understanding of the principles and practice of journalism on a global platform.

Workshops: Each Workshop will be of 4 hours duration and offered on a Saturday morning.

- **1: Data Journalism -** Introduces students to methods and tools of data journalism.
  2: Reporting Gender Issues - About how strategic gender analysis can be enlisted in journalistic production.
  3: Intercultural Journalism - Aims to develop students' awareness and knowledge of intercultural issues.
- **4: Citizen Journalism -** Discuss issues dealing with Citizens Journalism.

7. PROJECT INPUTS:

- Between 3 to 6 consultants with journalism practice and training backgrounds drawn from the Asian region will be involved in packaging the curriculum material and designing the Blackboard delivery system. *(the budget is calculated by module and the final number of consultants may be adjusted at a later stage)*
- 4 trainers to conduct the training – both face-to-face and online.

8. WORK PLAN:

ACTIVITIES / MONTHS	1	2	3	4	5	6	7	8	9	10	11	12
Packaging Curriculum	■	■	■									
Implementing Training					■	■	■					
Marketing the Course	■	■	■									
Monitoring Trainee Output								■	■	■		
Evaluation											■	■

9. INSTITUTIONAL FRAMEWORK:

The Asian Institute of Technology (AIT) is an institution of higher education, research and outreach that has promoted technological change and sustainable development in the Asia-Pacific since 1959. As an intergovernmental regional university, AIT works actively with public and private sector organizations in all countries of the region, building capacity and expertise in a wide range of areas. AIT's students and faculty represent over 40 countries, and its centres in Vietnam and Indonesia comprise a community of learning that extends far beyond its campus to include an extensive network of outreach work and local partners. AIT Extensions is uniquely placed to provide assistance in building mass communications capacity with its experience in capacity building for development needs across Asia in the past 50 years. Thus, AIT Extensions will partner with the UNESCO office in Bangkok to develop and implement this program where synergies could be created between AIT Extensions development management training and the proposed journalism training that could help to expand peoples' input into development programs in the ASEAN region and beyond.

10. SUSTAINABILITY:

The Advanced Certificate in Journalism Program is designed to be offered as "user-pays" programs with an affordable fee structure for Asia. In addition to targeted marketing in the region to government, business and non-governmental agencies, AIT will also seek donor funding from Foundations in Asia and the West to sponsor trainees from a select number of countries such as Myanmar, Laos, Cambodia, Vietnam and Indonesia. AIT is confident that once the initial course is offered and curriculum material is produced for it, this program could be offered each year at AIT.

11. FRAMEWORK OF MONITORING AND COMMUNICATION STRATEGY:

Training will be monitored at two levels, namely 'learning-level' and 'immediate impact-level'. Pre- and post-assessments will be designed into the delivery mechanism to indicate change in learning as a result of the training. AIT will also follow up with the trainees by requiring them to submit to AIT material they produce after the training. This would be posted in a website AIT's media training program will set up for regional cooperation. The curriculum or content will be revised as a result of the feedback from the monitoring process, to better suit participants' needs.

12. EVALUATIONS CARRIED OUT:

At the end of the course AIT will get all participants to fill up an evaluation form before they are awarded the certificate, to assess the training provided, including the relevance and value of the information/skills provided to their work and environment. These individual evaluations will be balanced by evaluations by the course director and resource-persons. Third party observers would be welcomed from sponsor agencies.

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING:

AIT Extensions undertakes that the Media Program Director Dr Kalinga Seneviratne will prepare report/s as required by IPDC. A final report and the certified financial statement will be submitted upon completion of the project.

C. ADDITIONAL INFORMATION

Dr Kalinga Seneviratne and AIT Extension's Head of the Development Management Division Dr Faiz Shah will work closely with the UNESCO's Regional Communication Advisor Ms Rosa Gonzales in implementing this project in the ASEAN region. It is intended to develop this program as a flagship project to realize UNESCO's goals for media development in the region with a plurality of voices encouraging democratic participation, not only in the political sphere, but also cultural, social and grassroots development spheres.

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)	
Blackboard Curriculum Packaging (7 on-line modules @ $ 1,500 each)*	10,500
Resource material Development/Packaging (4 workshops @ $ 500 each) **	2,000
Fee for Resource Persons (3 modules @ $ 3,000 each)***	9,000
Fee for Resource Persons (4 workshops @ $ 500 each)	2,000

TOTAL	US$ 23,500

* Minimum 10 days work to produce between 8-12 power point presentations and compile other accompanying resource material for each lecture and post it in a Blackboard created for the particular subject.
** Minimum 3 days work to produce power point presentations and compile accompanying resource material.
*** Conduct 5 face-to-face 3 hour classes over 4 weeks and 8 weeks of online teaching and marking.

BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION (in US dollars)	
Fee for Resource Persons (4 modules @ $ 3,000 each)	12,000
Facility and Equipment for face-to-face teaching	6,000
Project Admin / Management / Marketing	15,000
Setting Up Project website and hosting	3,000
TOTAL	US$ 36,000

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CHINA

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	INTERNATIONAL MEDIA LAW "MOOT COURT" COMPETITION IN CHINA
2.	NUMBER	IPDC/58 CPR/01
3.	MEDIA DEVELOPMENT INDICATORS' CATEGORY	Category 1: A system of regulation conducive tofreedom of expression, pluralism and diversity of themedia
4.	IPDC PRIORITY AREA	Promotion of Freedom of Expression and Press Freedom
5.	SCOPE	National
6.	TYPE OF ASSISTANCE REQUESTED	Training Support
7.	TOTAL COST OF PROJECT	US$ 41,800
8.	AMOUNT REQUESTED FROM IPDC	US$ 22,300
9.	BENEFICIARY BODY	The Civil and Commercial Legal Research Center of Renmin Law School Beijing, 100872 CHINA 59 Zhongguancun Avenue, Haidian District, TEL: 86-01-82500306 Contact: Mr Huanqing Yao yaoyoyo2000@gmail.com
10.	IMPLEMENTING OFFICE	UNESCO Beijing Cluster Office
11.	PROJECT LOCATION	Beijing
12.	PROJECT PREPARED BY	The Civil and Commercial Legal Research Center of Renmin University of China Law School
DECISION OF THE BUREAU:		

1.   PROJECT JUSTIFICATION:

Along with more and more attention paid to the development of media and culture in China, the landscape for the dissemination of information and the promotion of freedom of expression has been changed by technological innovation, legal protection and political encouragement. Although China's media environment has grown explosively over the past few years, the legal framework under which the media operates remains underdeveloped. It is therefore essential to pay more attention on the development of Chinese legal framework for media and freedom of expression.

The Price Media Law Moot Court Programme, which is named in honor of Professor Monroe E. Price who is the founder of the Programme in Comparative Media Law and Policy (PCMLP) at the University of Oxford's Centre for Socio-Legal Studies, was established in 2008 with the first International Rounds in Oxford in order to foster an interest in international law governing freedom of expression issues. The competition consists of two phases: the written round and the oral round. In April 2013, nearly one hundred law schools participated in the competition including Chinese ones, and 40teams from 22 countries won in the written round and entered the International Rounds in Oxford. More than 93 individuals from media, NGOs, academe, law firms and courts were involved as judges for the oral rounds.

The Price Media Law Moot Court Programme is more than a moot court. More broadly, it is also a tool for raising the profile of freedom of expression by bringing informed and effective debate and discussion around the international standards which are also part of the UNESCO's mandate, including as described in recent relevant publications such as "Freedom of Information – a comparative Legal Survey" (available in English and Chinese), "Freedom of Connection freedom of expression: the changing legal and regulatory ecology shaping the Internet" and "Global Survey on Internet privacy and freedom of expression," and the "Freedom of Expression Toolkit" (available in English and Chinese) etc.. The Moot Courts themselves are a training exercise for all involved. Students must do extensive research on cases and law relating to freedom of expression. Participants that come to serve as judges, including actual judges, as well as members of advocacy organizations and practicing lawyers, are required to familiarize themselves with the issues at hand before they adjudicate. Each moot court is also accompanied by a seminar on an issue of international importance.

As the top educational institution in law in China, Renmin University of China Law School (RUCLS) aims at fostering the students' aspiration of care about people and rule by law and improving students' practical ability in law. Since 2010 RUCLS has participated in this competition. In 2012, RUCLS ranked the 13th overall and won the first place among the non-English-speaking countries. In 2013, RUCLS failed behind the first in two quarter-finals and ranked the 14th, while won the forth places in the written round. With the growing influence, in 2013, the first ever Price Media Law Moot Court Competition - National Rounds in China was piloted in in Beijing. This project is to replicate and upscale this experience making its impact more sustainable. It is a joint effort mainly of two organizations: PCMLP and the Law School of Renmin University of China. It has great significance in two aspects: first, it provides the students a platform to improve their professional competence and enhance their comprehensive capacity by arguing cases regarding the rule of law and international norms for freedom of expression. Second, it aims to establish a network of media academics, advocates, officials, judges and professionals in China, and to support this network in enhancing Chinese awareness about the complexity of media issues in contemporary societies and support in dealing with this.

2. DESCRIPTION OF THE TARGET GROUP:

The target group for this project are students from law schools of universities in China, as well as media law scholars and experts.

3. DEVELOPMENT OBJECTIVE:

The project aims to raise awareness on the protection of freedom of expression and press freedom and to support legal scholars, media advocates and judges in developing a protective legal framework for media enterprises and individuals. Since the court will conducted in English and the domestic winner will compete with teams from other countries and regions in the Oxford, it will attract the attention from the world on development of expression and media freedom in China and encourage international exchange and cooperation.

4. IMMEDIATE OBJECTIVE:

The project aims to support more Chinese law school students to participate in the moot court competition by which they can improve their professional competence and enhance their comprehensive capacity by training, researching and arguing cases regarding the rule of law and international norms for freedom of expression.

5. PROJECT OUTPUTS

- 16 teams each consisting of 4 students and 1 adviser participate and traine in the Moot Court national rounds in China, which improved skills on how to research and debate as well as facilitated understanding on the legal issues about media and freedom of expression .
- 4 teams gain the opportunity to compete with other winning teams from other countries in the international rounds in Oxford University.
- Seminars on which the invited experts from media, NGOs, academe, law firms and courts speaking about academic issues relevant to the moot court competition are reported, in orderto attract more attention on the development of media and legal protection of freedom of expression.

6. ACTIVITIES:

- Setting up aproject management team at RUC to manage this project.
- Developing a project execution plan and apply for endorsement from UNESCO.
- Continuing the on-going communication with well-known law schools, experts, media and sponsors.
- Conducting a publicity promotion through websites, televisions, print media, brochures and so on.
- Preparation of materials and venues used in the competition.
- Organizing training courses in RUC to impart essential skills for 36 competition judges byexperts on media and law from Oxford University.
- Organizing seminars on academic issues relevant to the moot court competition.
- Organizing academic saloons to provide communication opportunities for the contestants and participants.
- Organizing one two-day Moot Court national round competition in China.
- Develop a plan for future sustainability of the national moot court and of its advocacy role

7. PROJECT INPUTS:

- Travel and accommodation for 64 players, 16 trainers and 40 judges.

- Two desktop computers with editing features for content editing.
- Venue rent.
- Incentives for winning teams.
- Promotional materials , including banners, brochures, posters and so on.
- Two digital cameras /recorders to record the competitions and seminars.
- Preparation and management of the competition, including flowcharts, seats signs, etc.
- Preparation of training and training modules and materials by experts
- Preparation and printing of training materials, fortrainees

8. WORK PLAN:

ACTIVITIES / MONTHS	6	7	8	9	10	12	11	1	2	3	4	5
Set up a project management team	▓											
Develop a project execution plan	▓											
Communication with well-known law schools, experts, media and sponsors.	▓	▓	▓									
Event promotion				▓	▓	▓						
Application submission			▓									
Application review and selection				▓								
Preparation of venues and materials					▓		▓					
The national rounds in RUC					▓		▓					
The international rounds in Oxford										▓		
Monitoring of project&Project completion report												▓

8. INSTITUTIONAL FRAMEWORK:

The project is submitted and will be implemented by the Civil and Commercial Legal Research Center of Renmin Law School (CCCL). Founded in 1950, CCCL is the first educational and research institution specialized in civil and commercial laws in China. It is recognized as the think tank of legislation and judicature on civil and commercial laws, the legal education and scientific research base, the information center, the cradle of fostering legal talents and the window for international communication and cooperation of the academy. It plays an important role in the prosperity of civil and commercial legal research and the promotion the process of the rule of law. As CCCL pays much attention on the legal research on press freedom and protection of freedom on expression and value the training of students a lot, it will bear some funds, provide academic support and staffs for the project.

9. SUSTAINABILITY:

CCCL will bear the recurrent operational costs of maintaining the national competition through this project. Capacities and the network of experts on media and laws built though this project will contribute to foster the students major in law and the development of legal framework on media freedom and freedom of expression. There will also be long-standing collaboration between CCCL and PCLMP for sustainable skill-training and academic communication beyond the project scope.

10.   <u>FRAMEWORK OF MONITORING AND COMMUNICATION STRATEGY</u>:

The project will be implemented under the guidance and supervision of UNESCO Beijing Office. Besides, as the sponsor of the whole moot court programme, PMCLM will also provide guidance and feedback on the level of our performance and how well we are meeting the set goals and their requirements.

11.   <u>EVALUATIONS CARRIED OUT</u>:

·The judicial manual for media tort cases will be implemented on a broader platform. PCMLP is to work together with Chinese researchers to publish a comparative research book that will outline proposals for a future direction of media law in China, based on strong protection for individual rights.

12.   <u>FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING</u>:

CCCL commits to provide UNESCO Beijing Office at least every six months and at the end of the project reports detailing the progress made toward the goals established and relevant financial statements.

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)	
I. TWO-DAY MOOT COURT COMPETITION IN CHINA	
Participants' accommodation and meals ($ 30 per day x 80 participants x 2 days)	4,800
Judges'accommodation and meals ($ 50 per day x 40 judges x 2 days)	4,000
Preparation, translation and printing of competitionmaterials	3,500
Prizes and presents for the winning teams	500
II. WORKSHOPS AND SEMINARS FOR JUDGES AND MOOT COURT CONTESTANTS	
Training fee for 10 trainers at a rate of $100/day for two days	2,000
Rental of training and competition equipments, including MIC, computers, camera, recorders.	3,500
Preparation, translation and printing of training materials	2,500
Event promotion expenses	1,500
TOTAL	**US$ 22,300**

Breakdown of the beneficiary agency's contribution (in US dollars)	
Staff costs (7 months x 3 staff members)	10,500
Communication costs (7 months)	800
Venue rental	6,500
Contingencies	1,200
Project reporting	500
TOTAL	**US$ 19,500**

MONGOLIA

	A. PROJECT IDENTIFICATION	
1.	PROJECT TITLE	**SUPPORTING THE DEVELOPMENT OF A SUSTAINABLE COMMUNITY RADIO MOVEMENT IN MONGOLIA**
2.	NUMBER	**IPDC/58 MON/01**
3.	MEDIA DEVELOPMENT INDICATORS' CATEGORY	**CATEGORY 4: professional capacity building and supporting institutions that underpins freedom of expression, pluralism and diversity**
4.	IPDC PRIORITY AREA	**COMMUNITY MEDIA**
5.	SCOPE	**NATIONAL**
6.	TYPE OF ASSISTANCE REQUESTED	**INSTITUTIONAL CAPACITY BUILDING**
7.	TOTAL COST OF PROJECT	**US$ 53,600**
8.	AMOUNT REQUESTED FROM IPDC	**US$ 22,000**
9.	BENEFICIARY BODY	**Community Radio Association of Mongolia Chingeltei district, 6th sub-district, Diplomat 95 Complex,Entrance no.5, Office no.59 Ulaanbaatar15141, Mongolia Mailing address: 211238, P.O.B 102, Tel: +976-11-324627, 976-88409576 Fax: +976-11-324 764 Web site: www.communityradio.mn Contact person: Munkhburen Dash, Executive Director: Email: munkhburen@yahoo.com**
10.	IMPLEMENTING OFFICE	**UNESCO BEIJING OFFICE ACI/BEJ a.cairola@unesco.org**
11.	PROJECT LOCATION	**Ulaanbaatar and 10 "soums" territories of 4 aimags/provinces where the community radio stationsare located (Tolbo, Bayannuur, Buyant and Ulaankhussoums ofBayan-Ulgiiaimag, Tsagaannuur, Ulaan-Uul and Tsagaan-Uul of Huvsgul, Altai soum of Khovd, and Zuungobi and Tessoums of Uvsaimag)**
12.	PROJECT PREPARED BY	**Munkhburen Dash. Executive director CRAMO**
	DECISION OF THE BUREAU:	

1.   PROJECT JUSTIFICATION:

Mongolia is a country with a wide diversity of media outlets (more than 400) with the domination of private commercially-run media. The term community media is not widely accepted by the society and it is often associated with public service media. Community media as internationally accepted is not recognized by law in Mongolia, and no spectrum is reserved for the community broadcasters.

Therefore, in Mongolia community radio is still at pioneering stage. Precursors to community radio were some local radios registered last decade with NGOs (such as Visually Impaired People's Radio Best FM, GovvinDolgion FM founded by the Open Society Foundation, and NoyonUul Radio based in Uvurkhangai area established with the support of UNESCO and of the Press Institute NGO). But it is in 2011 and 2012 that the first ten radios self-defining themselves as "community media" were established in ten minority-populated soums (smallest administrative units) in four aimags ("provinces") - Bayan-Olgii, Uvs, Khovd and Khuvsgul – in the framework of a UNESCO implemented project under the UN Trust Fund for Human Security. Most of these radio stations are broadcasting in minorities' languages, and they are working with the population at large in a participatory way, with an elected board, a manager as well as producers and volunteers.

Most of those that self-define themselves as community media are holding a standard license as local radio, and in most cases they are registered NGOs. Under the current legal circumstances, the license application procedure is therefore complex for a spontaneous community initiative, especially if not backed by the support of a specialized organization, and this may prevent the further proliferation of community media in the country. This hybrid status brings also consequences and limitations in terms of possibility for income-generation activities due to the legal and fiscal limitations for NGOs to be involved in profit making activities, even when the income generated is reinvested according to a non for profit model.

Throughout 2012 and 2013, the community media self-determination movement took momentum with the creation of a Community Radio Association of Mongolia (CRAMO) with the technical assistance by Globe International Center and with the support from UNESCO and the SDC. In the first part of 2013, CRAMO also organized a series of advocacy seminars and initiatives to raise awareness about the concept of community radio among legislators in view of the ongoing reform of the broadcast law, as well as among central and local governments and the population at large.

The project seeks to address the following problems hindering the further development of community radio:

- Lack of support and commitment from local governments;
- Limited level of skills and experiences of the community radio managers on further engaging the local community to the radios;
- Scarcepublic awareness on community media in general;
- Absence of a positive legislation explicitly supporting the development of community media
- Relatively low capacity of the newly born CRAMO

Therefore, the objective of the proposed project is to reinforce the sustainability of the community media movement in Mongolia through capacity building of the CRAMO and of its members, whose mission is to advocate for the public and political awareness and lobby for legal support for community media. This project has been drafted looking in particular at the experience of another Asian country, Nepal, where the community

radio movement has been growing progressively in the past decades, therefore it also envisage a component to learn more from this experience and to ideally connect and replicate international best-practices, possibly also with the support of the World Association of Community Radio Broadcasters (AMARC)

2. DESCRIPTION OF THE TARGET GROUP:

The target group is the 10 community radios and the communities where they operate, namely Tolbo, Bayannuur, Buyant and Ulaankhussoums of Bayan-Ulgiiaimag, Tsagaannuur, Ulaan-Uul and Tsagaan-Uul of Huvsgul, Altai soum of Khovd, and Zuungobi and Tessoums of Uvsaimag.

3. DEVELOPMENT OBJECTIVE:

Contribute to the promotion and development of a sustainable community media movement/culture in Mongolia which will increase the plurality and diversity of media in the countryas well as contribute to sustainable development of local communities.

4. IMMEDIATE OBJECTIVE:

Increased sustainability of existing and future community radio stations in Mongolia thanks to higher participation of the communities, increased capacity of the stations' management team, increased awareness about the role of community media, as well as augmented capacity of the Community Radio Association of Mongolia (CRAMO).

5. PROJECT OUTPUTS:

- 10 community radio representatives contribute to the discussion on common problems, challenges and proposed solutions, as well as the development of a strategy and action plan at a CRAMO Extraordinary General Meeting, as well as develop engagement and sustainability plans at local level;
- At least 100 community leaders, local and national decision-makers are sensitized about the role of community media;
- At least four people, including CRAMO executive director, Board members and community radio managers will learn experiences of Nepal and AMARC, share this experience in Mongolia, and work to connect to the community radio international network.

6. ACTIVITIES:

The proposed project will carry out the following activities:
- Develop engagement and sustainability plans for ten community radio;
- Organize ad-hoc raising awareness activities as well as upscale www.communityradio.mn website and make it a national platform to share best-practices on community media;
- Organize an experience-learning study trips to Nepal and one of the AMARC events;
- Organize a CRAMO extraordinary General Meeting to discuss the common challenges that community radio stations are facing, and develop a strategy and action plan on how to tackle them.

7. PROJECT INPUTS:

- 5 CRAMO staffs and Board members
- 10 CR managers
- 1 sustainability expert
- 1 translator
- 2 lawyers

8. WORK PLAN:

ACTIVITIES / MONTHS	1	2	3	4	5	6	7	8	9	10	11	12
Project preparation: detailed work plan	▓											
Meetings with Coordinating/Lobbying Group		▓					▓				▓	
Preparation started for developing of Engagement/sustainability plans			▓	▓								
Engagement/sustainability plans completed					▓	▓						
Study trips organized					▓	▓	▓	▓				
Preparation of the general meeting and plan and agenda developed								▓	▓			
Extraordinary General meeting held										▓	▓	
Submission of implementation reports				▓			▓					▓

9. INSTITUTIONAL FRAMEWORK

The Community Radio Association of Mongolia (CRAMO) is a membership, non-profit-making and tax-exempted NGO founded in May 2012 in Mongolia and managed by a Board nominated by the assembly of its members.

CRAMO's mission is to support citizen`s direct participation in media and to develop community media by:
- supporting and lobbying for community media friendly policy, legal and regulatory frameworks,
- capacity building of associated community media,
- foster social and developmental impact of community media.

In December 2012, CRAMO translated the UNESCO publication "Community media: A good practice handbook", a collection of case studies of good practice in community media, as a mean to inspire support for those engaged in community media and to raise awareness and understanding of community media among policy makers and other stakeholders.

CRAMO cooperates with Globe International Center (GIC), a Mongolian media development NGO founded in March 1999. GIC has pledged to provide assistance to the CRAMO for the next two years until it becomes fully sustainable. GIC is providing CRAMO with not only office, equipment, communication and audio production studio facilities, but it will also support its activities with managerial guidance, knowledge, skills and network. It has a strong reputation for its work and wide experience of working with different groups in the society, organizing workshops, seminars, round tables, festivals, forums, competitions, media campaigns and lobbying for adoption and reform of regulations. GIC's main activities involve free expression monitoring, legal framework of media, access to information, journalism training etc. Organizations that have provided funding include OSF, UNESCO, AUSAID, the US Embassy, the Asia Foundation, The Embassy of Great Britain and North Ireland, IFEX, UNHRHR, UNICEF, UNHCR, UNDP and others. GIC is managed by an independent Board of Management, which consists of 5 members. It has 8 permanent staff led by Ms.NaranjargalKhashkhuu, President. It is a member of four international organizations, IFEX, Inter-news International, GFMD and Forum Asia, regional human rights network. Detailed information on activities can be obtained at www.globeinter.org.mn and www.upr-mongolia.mn.

10. SUSTAINABILITY:

The proposed project is part of strategic program "Supporting the rights of independent community media" which includes projects on journalism education and media legal framework. Therefore, trainings for sustainability of community radios and other capacity building and journalism trainings, and legal advocacy will be sustained beyond the timeframe of the project in various different ways. In addition, all activities of the

proposed project will be implemented with active participation of the local communities to establish local ownership by transferring knowledge and necessary capacity to community members.

11. FRAMEWORK OF MONITORING AND COMMUNICATION STRATEGY:

- Internal performance monitoring and evaluation by CRAMO with feedback from the target communities;
- Progress reports and deliverables as specified in the terms of reference and the schedule;
- Monitoring by a professional organization that could be assigned by in consultation with UNESCO Office Beijing;
- Auditing by a Mongolian auditing company;

12. EVALUATIONS CARRIED OUT:

A number of evaluations and surveys were carried out at different stages of the previous projects and activities contributing to the development of the community media sector in Mongolia. Performance assessment of the community radio stations showed that their operation was regularized with air time ranging from 6 to 12 hours a day, but their success is still very much dependent on the initiative and motivation of radio managers and on further communities' engagement. At the date of this application, an Assessment on Media Development in Mongolia based on IPDC's MDIsis is under implementation, and it includes among the draft reccomandation the need to further strenghten the community radio movement now at its infancy in Mongolia.

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING:

The chief executive director of CRAMO will prepare and submit the following reports:
- Four-monthly progress report and annual report to IPDC and relevant stakeholders
- Monthly, quarterly and annual financial report to relevant stakeholders
- Other relevant reports on outcome of training, workshop, meetings etc

D. BUDGET	
I. CAPACITY BUILDING OF COMMUNITY RADIOS AND CRAMO (in US dollars)	
Extraordinary CRAMO general meeting, exchange experience in Nepal and training	
Participants' local travels($430 x 10 participants)	4,300
Participants' accommodation and meals($40 x 10 participants x 4 days)	1,600
Trainers' fees including the preparation (3 trainers x $100)	300
Training room rentals($40 x 32 hours)	1,280
Training curricula and materials	1000
Travels to Nepal (3 persons x 1,200$)	3600
Accommodation, meals in Nepal and visas ($100 x 3 person x 6 nights + $300 for visas)	2,100
AMARC event travel (1 per. x $ 1,500)	1,500
AMARC event accommodation, meals and visa ($150 x 5 nights + $100 for a visa)	850
Total capacity building costs:	**US$ 16,530**
II. PUBLIC AWARENESS AND ADVOCACY ACTIVITIES (in US dollars)	
Development of Engagement and sustainability plans,	1,200
Lobbying meetings (information kits, rentals and refreshments)	800
Translations of international laws and policy documents ($20 x 40 pages)	800
Public awareness and advocacy campaign (Web site update, online fliers etc)	1,000

Preparation and Logistics	1,670
Total public awareness and advocacy costs:	**5,470**
TOTAL	**US$ 22,000**

BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION (in US dollars)	
Project staff costs (12 months x 3 staff members)	12,000
Communication costs including Internet ($300 x 12 months)	3,600
Audioand e-fliers	2,700
Rental costs ($ 1,000 x 12 months)	12,000
Contingencies	1,000
Project reporting	300
TOTAL	**US$ 31,600**

NEPAL

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	BUILDING PROFESSIONAL CAPACITY OF NEW COMER JOURNALISTS IN FIVE DISTRICTS OF NEPAL
2.	NUMBER	IPDC/58 NEP/01
3.	MEDIA DEVELOPMENT INDICATORS' CATEGORY	"CATEGORY 4"
4.	IPDC PRIORITY AREA	CAPACITY DEVELOPMENT FOR JOURNALISTS AND MEDIA MANAGERS
5.	SCOPE	NATIONAL
6.	TYPE OF ASSISTANCE REQUESTED	TRAINING SUPPORT
7.	TOTAL COST OF PROJECT	US$ 25,580
8.	AMOUNT REQUESTED FROM IPDC	US$ 20,960
9.	BENEFICIARY BODY	17 FM radios and 22 newspaper across 5 districts of Nepal (Khotang, Mahottari, Gorkha, Dailekh And Doti)
10.	IMPLEMENTING OFFICE	Media Advocacy Group (MAG), Kupondole, Lalitpur Contact: 01-5011793 Email: maggroup08@gmail.com, basnetbabita7@hotmail.com Contact Person: Babita Basnet, President
11.	PROJECT LOCATION	KHOTANG, MAHOTTARI, GORKHA, DAILEKH AND DOTI
12.	PROJECT PREPARED BY	BABITA BASNET (MAG)
DECISION OF THE BUREAU:		

1.   **PROJECT JUSTIFICATION:**

Constitution of Nepal, 1990 recognized professional rights of media people for the first time in Nepal. The professional capacity development of media people are related with overall media policy of the country. The current media developed in Nepal shows that there is considerable market of journalist. Professional development is very important to new journalists to increase their professionalism.

There is rapid growth of media sector (both print media and radio) in Nepal. According to Media directory 2069 published by government of Nepal, there are, 13 national television, 313 FM radios and 388 daily newspaper and 21 weekly newspapers currently running in Nepal.

Nevertheless, many of the people enter in media sector without basic training on journalism. Mobilizing such human resources, the standard of journalism is not maintained. There are fewer institutes to produce journalist in Nepal. Nepal press institute is one, which is not sufficient to produce journalist considering the number of media running in Nepal. In many of the media houses, there is less provision of in-house training for newcomer journalist.

Since it is necessary to develop the capacity of journalists to increase the quality journalism, the purpose of the project is to develop the professional capacity of new-comer journalist in 5 districts of Nepal. The intervention will contribute to improve the quality of media sector in Nepal. In target area of intervention, there are significant numbers of media persons needed to develop their capacity in journalism.

Media Advocacy group (MAG) has expertise in media sector and currently implementing right to information and civic education programs for women. The target intervention will be completed in 7 months. The proposed action is in line with MAG's core expertise and objectives such as advocate to promote right to information implementation, capacitate maximum women journalists and encourage them to contribute their effort more towards the social and contemporary issues, advocate and lobby for effective implementation of polices to bridge the gap between media and civil society.

As a contemporary issue, it can be seen that media has always maintained the gender stereotypes trend. Almost everywhere in the world, media always reflects softer part of women rather then their strong ideologies and leadership. If any accidents occurs with women then they are more brought forward as victims, abused and exploited rather then fighters and survivors. The story of how they were exploited, what level of traumatic experience they had to face are story-lined rather then how they coped, fought and never gave up. This type of coverage tends to increase the exposure level of vulnerability, which sometimes ends up with sad results. Women of public figures are made to endorse and advertise things relating to fashion, culinary skills and family and rarely given opportunity come ahead with social message. On a positive aspect, it has been believed and observed that the way women journalists brings up any issues are less violent and conflict centered and if a women journalist covers women's issue or any sensitive events then they can sensitize the issue and bring forward more what is required then what has been coming up all the time. So, MAG's focus on gender mainstreaming will be prioritize issue for the training and it aims to facilitate and enhance the capability of such prominent journalists specially women, who can contribute their effort in changing the facet of media fraternity in positive and persistent manner.

Besides MAG's adopted Information, Education and Communication (IEC) materials, it has decided to partner with Kathmandu University (KU) in preparing the training module. The module will combine MAG's decade

long expertise with KU's standardized developed syllabus along with extracts from UNESCO's new module curricula for journalism education particularly focusing on gender and media. KU is a reputed and recognized institution running since 21 years under groups of known expertise and has proven academic excellence track. It is a non-government institution and has been successfully collaborating with more than fifty universities and institutions of international repute for faculty and students exchange programs, credit transfer and joint research work and exchange information. This has helped KU to establish itself well in the world community. Please visit www.ku.edu.np/university/ if you require any further information of it.

MAG will also use Right to Information tools, which is also one of the lately recognized tools to link it with journalism.

For facilitation of training, MAG will recruit expertise resource person who has already involved in such trainings and with demonstrated working experience in domain of Journalism. To manage project including coordination with stakeholders, logistic arrangement, and documentation and reporting, MAG will be mobilized staff for entire project period. Concerned stakeholders will be involved in the different stages of project implementation (preparation, selection of participants planning and implementation)
Note: The participation ratio will be as 50 female: 25 male – Total 75

2.   DESCRIPTION OF THE TARGET GROUP:

 Target area of the project is five districts of Nepal. The target district covers one district from each development region of Nepal. Direct beneficiaries of project will be approximately 75 journalists (approx.25 male and 50 female) from 39 media organizations. During selection of participants from media organization, special priority will be given for underprivileged, conflict affected, single women and person with disabilities.
Out of 39 organizations 17 will be FM radios and   22 will be print media. Local correspondent of working in national media such as Newspaper, FM, radio, television will be also included in training. At least 5 participants will be local correspondents working for national media. Details of media in target district are given below:

District	FM media	Daily newspaper	Weekly newspaper	Total
Khotang (Eastern region)	2	0	4	6
Mahottari (Mid region)	6	0	4	10
Gorkha (Western region)	5	2	0	7
Dailekh (Mid west region)	2	0	2	4
Doti (Far west region)	2	1	9	12
Total	**17**	**3**	**19**	**39**

Source: Media Directory, 2069

3.   DEVELOPMENT OBJECTIVE:

The development objective of the project is to contribute on development of media organization through strengthening the professional capacity of the new-comer journalists in Nepal mainly focusing on women journalists.

4.   IMMEDIATE OBJECTIVE:

The immediate objective of the project is to provide full course of basic journalism training to 75 new comer journalists across 39 media organizations in five districts of Nepal covering all development regions.
The proposed action aims to increase the capacity of new comer journalist on journalism by promoting innovative approach to develop professionalism.

5.   PROJECT OUTPUTS:

Project outputs are:
- At least 75 new-comer journalists from various media organization are capacitated and able to   work confidently in media sector specially focusing on social issues.
- At least 39 media organizations will have professional journalist and improved the quality of   reporting and programs development
- At least 25 new comer journalist from vulnerable group (marginalized, conflict affected, single women and person with disabilities) are strengthened.
- The participants journalists will be more encouraged to contribute towards contemporary and social issues.

6.   ACTIVITIES:

Major activities of the intervention are:

- Develop full course training manual for new comer journalist (Developed module with coordination of KU and extract from UNESCO's journalism education module)
- Hire qualified and experiences trainer for training conduction
- Select participants from selected media organization for training
- Organise 5 days training in 5 districts
- Documentation and Reporting

7.   PROJECT INPUTS:

Major input of the project is capacity development through 5 days basic journalism training to 75 new comer journalists over 5 districts of Nepal

8.   WORK PLAN:

The project will be completed in 7 months. Action plan is as below:

ACTIVITIES / MONTHS	1	2	3	4	5	6	7
Identification of media and participants	■						
Development of Training module	■	■					
Trainer recruitment process			■				
Training conduction in 5 districts				■	■	■	
Documentation and Reporting							■

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9.   INSTITUTIONAL FRAMEWORK:

Media Advocacy Group (MAG) is a non-governmental organization registered in District Administration Office, Kathmandu in 2008 according to the Institution Registration Act 1977 of Nepal. The organization is also affiliated to Social Welfare Council according to SWC Act 1993. It is established by consortium having expertise in the field of media, advocacy and management. MAG has been particularly established to help and support endeavors to maintain full democracy and freedom of rights of all the people. MAG has executive committee with seven members led by woman having expertise in media, mass communication, gender and development and right to information.

Along many other programs at present MAG is implementing a project "Use of RTI for citizens' awareness for effective Public Service Delivery in selected VDCs of Kailali and Mahottari districts". Radio Jingle, public service announcement and right to information tool kit has been produced by MAG under this project. The project is supported by Centre for International cooperation (CECI) and Program for Accountability in Nepal (PRAN). It has also organized a media campaign on 'violence against women in politics' through both print and electronic media in 2009. MAG has strong network of journalists in all the strategic locations of the country.

10.   SUSTAINABILITY:

The project will ensure sustainability of outputs by involving community based media organizations at district level and by providing capacity building actions targeting new comer journalists. Similarly, the proposed action will be harmonized with current and upcoming projects.

11.   FRAMEWORK OF MONITORING AND COMMUNICATION STRATEGY:

For the monitoring and communication including coordination with stakeholders, MAG will be mobilized staff for entire project period. MAG expert will participate to monitor the quality of training delivered to ensure the quality of training.

12.   EVALUATIONS CARRIED OUT:

 MAG has strong network with media organizations in target districts. During the project implementation (currently implementing *right to information* project), MAG has collected information of media organizations in target districts mobilizing own staff and network in target districts.

13.   FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING:

MAG is responsible to report and will submit narrative as well as financial report to UNESCO in quarterly basis. Since the project duration is of seven month there will be one quarterly report and one final report after completion of intervention.

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)	
CONDUCTION OF 3 DAY- TRAINING BASIC JOURNALISM TRAINING	

Consultant for training manual development @ 500.00 for whole package	500
Training manual printing Lump Sum@ 320.00	320
Lunch and Dinner and Tea/snacks for participants (75persons @ 12.50 x 5 days)	4,690
Accommodation (75 persons @ 10.00 x 5 days)	3,750
Training materials @120.00 x 5 trainings	600
Stationeries for participants (75 persons @ $ 2.00)	150
Hall rent and projector (@ 20.00 x 5 days x 5 trainings	500
DSA for participants @ 10.00 x 50 persons x 2 days	1,000
Local transportation @ 5.0 x 50 persons x 2 days	500
Local coordinator 1 in each district (5 persons @ 100 for 1 month)	500
Subtotal : training Cost	**12,510**
TRAINERS' COST	
Lead trainer (5 days training @ $ 100.00 per day for 5 set training)	2,500
Assistant trainer (5 days training @ $ 60.00 per day for 5 set training)	1,500
Air fare for trainers (@ 195.00 x 2 persons-2 way x 5 set training)	1,950
Local transportation and Vehicle Hire @ 200.00x 5 trips- two way	1,000
DSA and accommodation for 2 trainers (@ 30.00 x 5 days including travel days x 5 set training)	1,500
Subtotal : trainer Cost	**8,450**
TOTAL	**US$ 20,960**

BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION (in US dollars)	
Program Officer salary @ 300.00 x 4 month	1,200
Transportation @ 195.00 x 5 trips x 2 person	1,950
Communication cost @ 20.00 x 7 month	140
Office Rent @ 150.00x 4 month	600
Office suppliers and maintenance @ 20.00 x7 month	140
Finance @ 170.00 x 2 month	340
Project reporting @ 250.00 x 1 month	250
TOTAL	**US$ 4,620**

NEPAL

A. PROJECT IDENTIFICATION	
1.	PROJECT TITLE	BUILDING CAPACITY OF JOURNALISTS FOR THE PROMOTION OF PLURALISM IN NEPAL.
2.	NUMBER	IPDC/58 NEP/02
4.	IPDC PRIORITY AREA	Promotion of Freedom of Expression and Press Freedom, Pluralism (Particularly Community Media, Youth and Gender Dimension)
5.	SCOPE	National
6.	TYPE OF ASSISTANCE REQUESTED	Capacity Building, Training Manual Development Advocacy, and Media Fellowship
7.	TOTAL COST OF PROJECT	US$ 26,886
8.	AMOUNT REQUESTED FROM IPDC	US$ 19,920
9.	BENEFICIARY BODY	Jagaran Media Center(JMC) Human Rights Journalists' Association(HURJA) Journalists of Doti, Dailekh, Kapilvastu, Rolpa, Bara districts
10.	IMPLEMENTING OFFICE	UNESCO Kathmandu Office, Nepal
11.	PROJECT LOCATION	Doti, Dailekh, Kapilvastu, Rolpa, Bara
12.	PROJECT PREPARED BY	Jagaran Media Center (JMC) Human Rights Journalists' Association(HURJA)
DECISION OF THE BUREAU:	

1.   <u>PROJECT JUSTIFICATION:</u>

The advancement and ease of access to information technology has accelerated the already pervasive influence of media to the extent that the media has become a major factor in shaping people's ideas, values, concepts and behavior. In a country like Nepal, which is so diverse in terms of gender, caste, religion, ethnicity and language, Media can be a powerful tool to enable Women, Dalits, and other marginalized and excluded communities to be heard by mainstream society.

In a plural society, every section of society should have the right to express their opinion and it is the responsibility of the media to give voice to these diverse opinions. Media should be the reflection of society by promoting gender equality both within working enviornment and the representation of women in Media. Media should be able to facilitate debate highlighting the issues to better inform society and contribute to overcome any bias, prejudice and stereotypes existing in the society.

A vibrant and sustainable democracy and lasting peace are possible only if the media internalize the norms and principles of pluralism into their published/broadcasted content. However, in recent times, there have been many instances when media has failed to comply with norms of pluralism and gender equality by giving bias information which has resulted in mistrust and conflict between media and excluded communities. Nepal's marginalised communities including women often feel Nepali media does not disseminate their issues fairly and impartially. In this context, capacity of Nepali media sector and media professionals need to be strengthened to promote pluralism which is key to inclusive, participatory democracy as well as resolution of conflict.

Despite the significant achievement of Nepali media in recent times, it has still failed to fully reflect country's diversity. The majority of Nepali society feels that Nepali media is still not sensitive and inclusive as it mostly reinforce patriarchal values and norms isolating gender issues as well as serves a dominant class at the expense of the marginalized social and ethnic groups.

Jagaran Media Center has identified three key problems relating to exclusion of women and marginalized communities in Nepali media; First, the both private as well as government owned media houses haven't developed any management and editorial policies in favor of Women, other marginalized and underprivileged groups. Second, the represntation of women journalists in Nepali media is very low. Due to lack of physical presence in Media houses, the issues and concerns of women are not adequately covered by the media. Third, the program or the content that media houses disseminate do not adequately address issues related with women and other marginalized communities.

In the given context, this project aims to promote gender equality and pluralism in Nepali media by promoting pluralism and gender building capacity of journalists with special focus on gender perspective and sensitizing media persons and policy maker to be more gender sensitive.

Against this backdrop, Jagaran Media Center in partnership with Human Rights Journalists' Association (HURJA) propose a project entitled ***"Building Capacity of the Journalists for the Promotion of Pluralism and Gender Equality in Nepali Media"*** to create increased and balanced coverage on issues regarding marginalized and excluded communities including women, Dalits, Madhesi, indigenous people, and various ethnic communities. This project will contribute to a more objective, free, pluralistic and progressive media that will subsequently help to establish a more vibrant, inclusive and democracy in Nepal.

This proposed action relates closely to UNESCO's commitment to gender equality and women's empowerment, diversity and pluralism in Media as expressed in Media Development Indicators (MDI) and Gender Sensitive Indicators for Media (GSIM). The project directly address the issues emphasized by UNESCO i.e., equality between women and men working in the media, and equality in news reporting on women and men, are of equal importance and are being stridently pursued.This project aims contribute to support and encourage more effective representation of the women in media, so that their issues are adequately represented as well as they are are able to engage meaningfully in decision-making processes;

2. DESCRIPTION OF THE TARGET GROUP:

The primary target groups of this project is the journalists, editors, and specialy women and marginalised communities as identified by UNDAF.

3. DEVELOPMENT OBJECTIVE:

The long-term objective of the project is to promote gender equality and pluralism in media in Nepal increasing and balanced and fairer coverage on the issues of gender and excluded communities in Nepal.

4. IMMEDIATE OBJECTIVE:

- To build the capacity of journalists raising issues of marginalised communities through increased, equal and balance coverage thus promoting pluralism and gender equality and social discourse

5. PROJECT OUTPUTS:

- 100 journalists, including at least 30 women journalists, will acquire the skills to report news more fairly and objectively giving voice to women and excluded communities of the society.
- A training manual
- 50 journalists will be sensitized on issues of women, girls, gender equality, gender sensitivity and social justice;
- 10 journalists including 5 female journaists receive fellowships to write issues related to gender and marginalised communities

6. ACTIVITIES:

Activity 1: Development of Training Manual by a team of experince media trainers for uniformity and create a standard for gender equality and pluralism. This training manuel will build upon already developed UNESCO syllabi on 'Gender and Journalism', 'Safety and Journalism' and booklet on ' Civic education for media professionals' contextualising Nepal.

Activity 2: Two-day Training for 20 journalists in each in Doti, Dailekh, Kapilbastu, Rolpa and Bara districts of the five development region. All those districts are identified as most vlunerable in UNDAF 2013-2017.

Activity 3: Local level one-day seminar with Editors/Senior Journalists in project implementation districts for awareness raising and sensitization on issues of gender equality and pluralism in the media and encourae them to be more gender sensitive, fairer and balanced in their coverage on issues related to gender and marginalised communities.

Activity 4: Fellowship to upto 10 journalists including 5 females to report on issues of women and marginalised communities

Activity 5: National 1-day seminar for editors and senior journalists for awareness raising and sensitization on gender and pluralism in the media and encourage them to be fairer and balanced in their coverage on issues related to geder and marginalised communities.

6. PROJECT INPUTS:

- 1 Consultant
- 4-Training Facilitators
- Meeting halls to be rented

8. WORK PLAN:

ACTIVITIES / MONTHS	1	2	3	4	5	6	7	8	9	10	11	12
Development of Training Manual and Training Curriculum	■	■										
Training for Working Journalists to Promote Gender equality and Pluralism in Nepali Media			■	■	■	■	■					
Local Level Seminar with with Editors and Senior Journalists at District Level			■	■	■	■						
Media Fellowship					■	■	■	■	■	■		
National Level Semiar with Editors and Senior Journalists								■				
Manual Finalization, publication and dissemination									■			
Project Accomplishment and Final Report Submission											■	■

9. INSTITUTIONAL FRAMEWORK:

A). **The Jagaran Media Center (JMC),** established in 2000, is a national NGO working to eliminate caste based discrimination through media and building capacity of Dalit journalists to ensure greater representation of Dalit journalits and issues of Dalit in Media through training, publications. JMC's ongoing activities include: radio programs to combat caste and gender discrimination, media mobilisation and media advocacy, the Dalit Human Rights Monitoring Program; and journalism trainings for Dalit and non-Dalit journalists.

B.) **Human Rights Journalists' Association (HURJA)** is a non-profit forum of journalists dedicated to protect human rights, rule of law and democracy. The organization was formed with the objective of launching a media campaign for the protection and promotion of human rights and social justice.

10. SUSTAINABILITY:

A training manual for journalists will be made available for continued use to all stakeholders involved in the project. Trained journalists will share their learning with their fellow colleagues, which will contribute for the sustainability of the project. Following the conclusion of UNESCO/IPDC funding, JMC and HURJA will continue to build the capacity of through their training workshop using the training manual developed during the project.

11. FRAMEWORK OF MONITORING AND COMMUNICATION STRATEGY:

The JMC and HURJA will use following different tools for the evaluation of the project:
- **Quarterly report**: JMC will produce 2 quarterly reports for UNESCO, using indicators to record outputs and outcomes (below).
- **Evaluation mission**: JMC will undertake an external evaluation and the result will be shared with UNESCO and other supporters.
- **Feedback interviews :** 50 % participants will be interviewed for the final report.

12. **EVALUATIONS CARRIED OUT:**

Jagaran Media Center (JMC) conducted a survey in 2010 and in 2012 on the status of journalists and the issues of marginalized communities including women and Dalit found that the physical representation of these communities in mainstream Nepali Media is quite nominal. In addition, the coverage of the issues they face was underrepresented in mainstream media. JMC provided different levels of journalism training targeting the Women, Dalit and excluded communities.

Following the training, JMC will carry out the content analysis study for the evaluation of the news and reports prepared by trained journalists and fellows of this project. Study will also make comparative study of the coverage on media pre and post training. A report will be shared to multiple stakeholders for advocacy.

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

JMC will conduct regular monitoring of inputs and outputs in collaboration with HURJA and the project management committee. JMC as a lead organization will prepare progress reports and submit it to UNESCO on quarterly basis and a final report will be submitted within one month of project completion.

C. ADDITIONAL INFORMATION

The project will be jointly implemented by Jagaran Media Center and Human Rights Journalist's Association (HURJA). For the implemention of the project, JMC will lead the project where as HURJA work as partner organization. Project management team will be formed comprising chairperson of both HURJA and JMC, directors of JMC and Hurja and Program Coordinators.

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)	
1. Training Manual Development, Publication & Distribution (1 mannual-500 pieces):	
a. Consultant Cost/Draft (1 person × US$ 527.70 per person)	527.70
b. Editing/Proof Reading	527.70
c. Designing/Printing	1,266.49
d. Distribution	580.47
Sub Total 1.	**2,902.36**
2. Training for working journalist to promote gender equality and pluralism in Nepali media: 5 Region-2 days-20 journalists	
a. Trainer Cost (2 trainers ×5 times×2 days × US$ 126.65 per day)	2,533.00
b. Transportation for Trainers (2 trainers × 5 times × US$ 26.39 per training)	263.90
c. Local Transportation for participants (20 journalists+3 JMC/HURJA× 5 times × US$ 21.11 per training)	2,427.65
d. Lodging/Food (20 journalists+2 trainners+3 JMC/HURJA×5 times× 2 days× US$ 21.11 per day)	5,277.50

e. Stationery/Banner (5 training × US$ 73.88 per training)	369.40
f. Communication Cost (5 times × US$ 31.66 per training)	158.30
Sub Total 2.	**11,029.75**
3. Local Level Seminars with editors and senior journalists in 5 districts– 5 region	
a. Tea/Snacks/Lunch (5 times × 25 persons × US$ 2.64 per persons)	330.00
b. Local Travel (5 times × 22 persons × US$ 5.28 per persons)	580.80
Sub Total 3.	**910.80**
4. Media Fellowship – 10 Journalists-6 months:	
a. Fellowship (10 journalists × US$ 263.85 for 6 months)	2,638.50
Sub Total 4.	**2,638.50**
5. National Level Seminar with editors and senior journalists	
a. Local Transportation Cost (1 times × 35 persons × US$ 5.28 per persons)	184.80
b. Tea/Snacks/Food (1 times × 35 persons× US$ 10.55 per persons)	369.25
c. Stationery/Banner (1 times × US$ 59.10 per times)	59.10
d. Communication Cost (1 times × US$ 31.66 per times)	31.66
Sub Total 5.	**644.81**
6. Report Publication – 500 pieces:	
a. Editing/Proof Reading	527.70
b. Designing/Printing	1,266.
Sub Total 6.	**1,794.19**
TOTAL	**US$ 19,920**

BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION **(in US dollars)**	
1. Salaries:	
a. Program Officer (50%) -JMC-1/HURJA-1 (12 months ×2 program officers × US$ 316.62×50% per month)	US$ 3,799
b. Admin/Finance Officer (50%) -JMC-1/HURJA-1 (12 months × 2 admin/finance officers ×US$ 263.85×50% per month)	US$ 3,166
TOTAL	**US$ 6,965**

BANGLADESH

<table>
<tr><td colspan="3" align="center">A. PROJECT IDENTIFICATION</td></tr>
<tr><td>1.</td><td>PROJECT TITLE</td><td>PROMOTING THE RIGHT TO INFORMATION AT THE LOCAL LEVEL IN BANGLADESH USING COMMUNITY RADIO</td></tr>
<tr><td>2.</td><td>NUMBER</td><td>IPDC/58 BGD/01</td></tr>
<tr><td>3.</td><td>MEDIA DEVELOPMENT INDICATORS' CATEGORY</td><td>Category 3: Media as a platform for democratic discourse
Category 4: Professional capacity building</td></tr>
<tr><td>4.</td><td>IPDC PRIORITY AREA</td><td>Community Media / Human Resource Development</td></tr>
<tr><td>5.</td><td>SCOPE</td><td>National</td></tr>
<tr><td>6.</td><td>TYPE OF ASSISTANCE REQUESTED</td><td>Training support and institutional capacity building of community radio stations</td></tr>
<tr><td>7.</td><td>TOTAL COST OF PROJECT</td><td>US$ 35,000</td></tr>
<tr><td>8.</td><td>AMOUNT REQUESTED FROM IPDC</td><td>US$ 18,800</td></tr>
<tr><td>9.</td><td>BENEFICIARY BODY</td><td>Centre for Communication and Development (CCD)
Tasib Palace, Holding No. 418/1, Ward No. 25
Monafer Mroh, Rajshahi-6204, Bangladesh
Tel: +880 721 751001, Fax: +880 721 751348
E-mail: ccd@ccdbd.org
Contact Person: G M Mourtoza, Director, CCD</td></tr>
<tr><td>10.</td><td>IMPLEMENTING OFFICE</td><td>UNESCO New Delhi Office</td></tr>
<tr><td>11.</td><td>PROJECT LOCATION</td><td>The district towns of Rajshahi and Zehnaidha in Bangladesh. The radio programmes and reports will be produced and broadcast by 14 CR stations in 13 districts of the country.</td></tr>
<tr><td>12.</td><td>PROJECT PREPARED BY</td><td>CCD in cooperation with UNESCO New Delhi Office</td></tr>
<tr><td colspan="3" align="center">DECISION OF THE BUREAU:</td></tr>
</table>

1.   PROJECT JUSTIFICATION:

In 2008, the Caretaker Government of Bangladesh passed the RTI Ordinance. The subsequent ratification of the Ordinance resulted in the adoption of the RTI Act 2009 by Bangaldesh's present Government. One of the most important and potentially far-reaching legislations enacted by the Parliament of Bangladesh, the Act was a major step towards enabling access to information and promoting freedom of expression, press freedom, good governance and transparency. The campaign for the right to information (RTI) in the country has been a long and ongoing one, waged by journalists, development workers, human rights activists and members of civil society. Although it has been over four years since the RTI Act was passed, unfortunately no significant steps have been taken by the Government and NGOs to effectively implement and promote the Act. Access to information is still very limited in Bangladesh. As a result of the lack of campaigns and awareness-building activities, journalists and the general public are still largely in the dark about the Act, and do not know how they might utilize it or benefit from it. A media campaign could play an important role in building public awareness and ensuring the implementation and promotion of the Act. Community radio (CR) is rapidly emerging as an important media form and development tool in Bangladesh. At present, the country has 14 operational CR stations and 2 more are in the process of being set up. The CR stations (CRS) have already made a strong contribution in terms of meeting the information needs of people at the grassroots level. Given their local reach, CRS could be a particularly useful medium for sensitizing communities about RTI, and motivating them to seek any information they might require from the relevant Government departments or NGOs. A recent survey conducted by the Centre for Communication Development (CCD) found that the promotion of and awareness-building regarding the RTI Act and its principles is a thematic area that has been thus far neglected by CR broadcasters. The present IPDC proposal seeks to rectify this oversight, and to use CRS to facilitate action related to RTI at the local level. This project seeks to enhance the professional capabilities of CR producers and reporters by equipping them with knowledge about RTI in Bangladesh and training them to report and produce programmes on the subject, thereby building awareness among local communities and a wide range of stakeholder groups. The radio programmes produced and broadcast as part of the project will educate people about the relationship between RTI, informed citizenry and good governance. CR could empower citizens (particularly members of poor and disadvantaged communities) by making them more aware of their rights and entitlements; enabling their access to information about Government and NGO programmes, schemes and benefits; making people aware of their potential political choices; and drawing attention to prevailing institutional failings. The proposed project will also train CR journalists in techniques of information gathering by drawing on the RTI Act. In doing so, the project will contribute to strengthening the freedom of expression in Bangladesh.

2.   DESCRIPTION OF THE TARGET GROUP:

64 programme producers and reporters from 16 CRS in Bangladesh will be the immediate and direct beneficiaries of the project.
The indirect target audience of the project will be of two types. The first category will consist of representatives of government and non-government organizations, members of civil society and different stakeholders who will participate in the radio programmes and reports to be produced under the project. The second category will consist of a large number of listeners of CR stations (numbering about 3,200,000 people) who will be sensitized to the RTI Act by the radio programmes and reports produced and broadcast under the project.

3.   DEVELOPMENT OBJECTIVE:

To build the capacity of CR broadcasters how to produce and broadcast effectively programmes and reports related to RTI that will enhance people's awareness, understanding, and application of the RTI Act. The project will also use the RTI Act to promote access to information, freedom of expression, transparency and good governance at the local level in Bangladesh.

4.   IMMEDIATE OBJECTIVE:

The project's immediate objective is to enhance the reporting capacities and skills of 32 CR producers and 32 CR journalists on RTI and related issues, so that they can successfully promote the RTI Act and sensitize the general public about RTI and its uses.

5.   PROJECT OUTPUTS:

- 32 CR producers and 32 reporters will acquire the necessary skills to produce and broadcast RTI-related radio programmes, features, documentaries and reports.
- The trainees will produce a total of 64 weekly radio programs and 64 reports related to emerging RTI issues and broadcast them through their respective CR stations.
- Through these radio programs and reports a large number of people at the grassroots level in Bangladesh will become aware of their rights, their ability to access information, and the means of utilizing the RTI Act.

6.   ACTIVITIES:

- **Training on Radio Programme Production on RTI Issues**: Two identical training workshops will be conducted in the district towns of Rajshahi and Zhenidah. Each workshop will be attended by 16 programme producers (two from 8 radio stations). Therefore, a total of 32 producers (2 from each of Bangladesh's 16 CR stations) will be trained. The workshops will be five days long. They will be practical in nature and will include a field trip. Each participant will produce two programmes during the course of the workshop, which will subsequently be broadcast by her CRS.
- **Training on Radio Reporting on RTI Issues:** Two identical training workshops will be conducted in Rajshahi and Zhenidah. Each workshop will be attended by 16 reporters (two from 8 radio stations). Therefore, a total of 32 reporters (two from each of Bangladesh's 16 CR stations) will be trained. The workshops will be each three days long, and will be practical in nature. Each trainee will produce two reports during the workshop, which will subsequently by aired by her\his CRS.
- **Producing and Broadcasting Radio Programmes and Reports on RTI Issues:** As mentioned above, 64 weekly programmes and 64 reports related to RTI issues will be produced and broadcast as a result of the project.

7.   PROJECT INPUTS:

Trainers and resource persons (two trainers and two resource persons every day); 2. Training venue; 3. Training materials such as the RTI Act, analytical papers, subject related templates, booklets, clippings and supplies; 4. Laptop, OHP and multimedia projector; 5. Studio equipment, comprising mixer, recording facilities, microphones etc. capable of broadcasting radio programmes and reports; 6. 4,480 minutes of airtime at CRS for broadcasting the programmes and reports.

WORK PLAN:

ACTIVITIES /MONTHS	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
Selection of trainees (key participants)	X	X	X													
Arranging 2 Radio Programme Production Trainings on RTI			X	X	X											
Arranging 2 Radio Reporting Trainings on RTI issues							X	X	X							
Producing and broadcasting radio programmes on RTI issues					X	X	X	X	X	X	X	X	X	X	X	
Producing and broadcasting radio reports on RTI issues			X	X	X	X	X	X	X	X	X	X	X	X	X	
Preparing programmatic financial reports								X							X	X

9. INSTITUTIONAL FRAMEWORK:

CCD will be solely responsible for implementation of the project. CCD, a specialized organization working at the grassroots level in Bangladesh, works to enhance the professional skills and capacity of journalists and media managers. Since its inception in 1999, CCD has been promoting the free flow of information, and creating public awareness on different socio-economic and development issues through media campaigns and advocacy. CCD has implemented a number of projects (chiefly related to media and communications) with the financial assistance of international organizations such as UNESCO, UNICEF, WHO, UNAOC, UN Trust Fund, WACC, Hoso Bunak Foundation-Japan etc. CCD has implemented IPDC projects for UNESCO in the past.

10. SUSTAINABILITY

As a result of the proposed project, for the first time in Bangladesh 64 CR producers and reporters will have developed the necessary skills to produce programmes and news reports on RTI-related issues. The trainees will be able to make a specific contribution to media pluralism, freedom of expression and the freedom to information in the country by producing and broadcasting RTI-based programmes and reports. The CRSs will be able to play an important role in strengthening awareness about and the implementation of the RTI Act in Bangladesh.

11. FRAMEWORK OF MONITORING:

The project's activities will be monitored closely as per the rules and recommendations of UNESCO New Delhi. CCD officials will use their monitoring and evaluation tools to ensure the smooth implementation of the project and will regularly submit intermediary reports as may be required.

12. EVALUATIONS CARRIED OUT:

A recent survey conducted by CCD has revealed that most of CR gatekeepers and broadcasters in Bangladesh have a poor understanding of the RTI Act, its principles and related issues.

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING:

During the project implementation period, a progress report will be prepared on a six-monthly basis. The final programmatic and financial report will be submitted upon completion of the project activities within the stipulated time. All reports will be sent to UNESCO New Delhi.

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)		
I. Programs Support Cost		
Cost Head	**Sub Total**	**Total**
A. Training on Radio Programme Production on RTI Issues		
A.1. Transportation cost of 16 trainees to travel to district town ($20 x 16 trainees)	320	
A.2. Accommodation cost for trainees ($10 per day x 16 persons x 5 days)	800	
A.3. Food and refreshments of 16 trainees, 2 trainers and 2 staff members ($10 per day x 20 persons x 5 days)	1,000	
A.4. Daily conveyance to venue for trainees ($5 per day x 16 trainees x 5 days)	400	
A.5. Transportation cost to district town for trainers and staff ($ 50 x 4 persons)	200	
A.6. Accommodation cost for 2 trainers and 2 staff members ($25 per day x 4 persons x 5 days)	500	
A.7. Honorarium for trainers ($50 per day x 2 trainers x 5 days)	500	
A.8. Daily conveyance to venue for trainers and staff ($20 x 4 persons x 5 days)	400	
A.9. Cost of training venue ($75 per day x 5 days)	375	
A.10. Training material ($20 x 18 training kits)	360	
Cost of Workshop on Programme Production	**4,855**	
Therefore, Cost of 2 Workshops on Programme Production		**9,710**
B. Training on Radio Reporting on RTI Issues (2 Trainings)		
B.1. Transportation cost of 16 trainees to travel to district town ($ 20 x 16 persons)	320	
B.2. Accommodation cost for trainees ($10 per day x 16 persons x 3 days)	480	
B.3. Food and refreshments of 16 trainees, 2 trainers and 2 staff members ($10 per day x 20 persons x 3 days)	600	
B.4. Daily conveyance to venue for trainees ($5 per day x 16 trainees x 3 days)	240	
B.5. Transportation cost to district town for trainers and staff ($50 x 4 persons)	200	
B.6. Accommodation cost for 2 trainers and 2 staff members	300	

($25 per day x 4 persons x 3 days)		
B.7. Honorarium for trainers ($50 per day x 2 trainers x 3 days)	300	
B.8. Daily conveyance to venue for trainers and staff ($20 x 4 persons x 3 days)	240	
B.9. Cost of training venue ($75 per day x 3 days)	225	
B.10. Training material ($20 x 18 training kits)	360	
Cost of Workshop on Radio Reporting on RTI issues	**3,265**	
Therefore, Cost of <u>2 Workshops</u> on Radio Reporting		**6,530**
C. Producing and Broadcasting Radio Programs and Reports on RTI Issues		
C.1. Cost of producing and broadcasting weekly radio programs on RTI issues ($20 x 64 programs) (Note: This is the cost of field visits and local travel to conduct interviews / research for the programmes)	1,280	
C.2. Cost of producing and broadcasting radio reports on RTI issues ($20 x 64 reports) (Refer to note for C.1)	1,280	
Therefore, Cost of Producing Programmes and Reports		**2,560**
TOTAL		**US$ 18,800**

BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION (in US dollars)		
II. Operation Support Cost		
A. Local transportation ($25 per month x 16 month)	400	
B. Communication cost (Telephone, courier, fax, email etc.) ($25 per month x 16 months)	400	
C. Documentation cost (Photography, audio, visual, papers clippings etc.) ($25 per month x 16 months)	400	
D. Office supplies ($25 per month x 16 months)	400	
E. Project reporting	300	
F. Audit fees	300	
Total - II	**2,200**	

III. Cost of Editing Equipment and Production Support

Cost Head	Unit Price	Qty.	Sub Total	Total
Editing, production and broadcasting equipments support costs	Bulk	Bulk	14,000	
Total - III			**14,000**	
TOTAL				**US$ 16,200**

BHUTAN

<table>
<tr><td colspan="3" align="center">A. PROJECT IDENTIFICATION</td></tr>
<tr><td>1.</td><td>PROJECT TITLE</td><td>SUPPORT TO THE DEVELOPMENT OF A COMMUNITY RADIO SECTOR IN BHUTAN</td></tr>
<tr><td>2.</td><td>NUMBER</td><td>IPDC/58 BHU/01</td></tr>
<tr><td>3.</td><td>MEDIA DEVELOPMENT INDICATORS' CATEGORY</td><td>Category 2: Plurality and diversity of media
Category 3: Media as a platform for democratic discourse;
Category 4: Professional capacity building</td></tr>
<tr><td>4.</td><td>IPDC PRIORITY AREA</td><td>Promotion of freedom of expression and media pluralism;
Human resource development</td></tr>
<tr><td>5.</td><td>SCOPE</td><td>National</td></tr>
<tr><td>6.</td><td>TYPE OF ASSISTANCE REQUESTED</td><td>Financial</td></tr>
<tr><td>7.</td><td>TOTAL COST OF PROJECT</td><td>US$ 19,415</td></tr>
<tr><td>8.</td><td>AMOUNT REQUESTED FROM IPDC</td><td>US$ 19,415</td></tr>
<tr><td>9.</td><td>BENEFICIARY BODY</td><td>Department of Information and Media, Ministry of Information and Communication
PO Box 1373, Thimphu, Bhutan
Tel: +975-2-331300
Fax: +975-2-331-299
Email: doim@doim.gov.bt
www.doim.gov.bt</td></tr>
<tr><td>10.</td><td>IMPLEMENTING OFFICE</td><td>UNESCO New Delhi</td></tr>
<tr><td>11.</td><td>PROJECT LOCATION</td><td>Thimphu, Bhutan</td></tr>
<tr><td>12.</td><td>PROJECT PREPARED BY</td><td>Department of Information and Media, Ministry of Information and Communication, Royal Government of Bhutan</td></tr>
<tr><td colspan="3" align="center">DECISION OF THE BUREAU:</td></tr>
</table>

1.   PROJECT JUSTIFICATION

Community media or the third tier of broadcasting is increasingly being regarded as an essential tool for good governance, transparency, accountability and a means for reaching less accessible social groups. The potential contribution of community media is particularly significant in land-locked countries like Bhutan, with mountainous and sometimes inaccessible terrain, a modest but scattered population, and marked urban-rural disparities.

In 2010, the Royal Government of Bhutan partnered with UNESCO to conduct a Media Development Assessment (MDA) to assess the country's rapidly changing media climate. While the MDA noted the rapid increase of media organizations in the country as the result of a more liberal media policy, it emphasized the absence of community media and observed that 'there are no laws facilitating its establishment'. The MDA recommended undertaking a feasibility study for the institution of a community radio (CR) sector and piloting a few community radio stations (CRS). It also suggested formulating policies and regulations to create an enabling environment for CR, based on the feasibility study.

Accordingly in March 2013, UNESCO commissioned two experts to prepare a feasibility report based on field visits, interviews with key players in the media development space, and the analysis of secondary materials. The report observed that there is a clear consensus among different stakeholder groups that CR would substantially deepen and accelerate Bhutan's development programme. Government officials, and particularly officials of the Ministry of Information and Communications, have expressed their willingness to promote CR in Bhutan. The report asserted that the formulation and legitimization of a CR policy would be the right way forward. Other key recommendations included the need to build the capacities of potential CR personnel; pilot three CRS; and organize a National Consultation.

A pool of trained manpower to manage and operate CRS is a prerequisite for the initiation of a CR sector in Bhutan. It is also necessary to increase the number of operational CRS (the campus radio station at Sherubtse College is currently Bhutan's only CR). The present project will engage the Tarayana Foundation to set up and pilot a CRS at Wangdue district, near Thimphu. (Tarayana Foundation is well placed to launch a CRS: two of its members have been trained in CR operations in the Philippines, and its members have also worked with Radio Bundelkhand in North India. Tarayana has already conducted a study covering 21 rural households on the feasibility of launching a CRS in a remote region in Wangdue district.) The project will also train 24 potential CR practitioners in (a) basic radio journalism and reporting; (b) programme production and presentation; and (c) broadcasting and CR operations, through a series of four-day workshops. The participants will produce 48 broadcast-quality programmes on local development, governance and women's issues which will be aired weekly by the radio stations at Wangdue district and Sherubtse College.

The effects of the proposed project will be far-reaching. Having acquired the necessary skills, the 24 trainees will be in a position to lead the incipient CR sector in Bhutan. The country will also have launched its first exclusively community-owned radio station, which could act as a model for subsequent CR startups.

2.   DESCRIPTION OF THE TARGET GROUP

The UNESCO–AMARC feasibility report has identified the organizations which could support the establishment of Bhutan's first generation of CR stations. Besides the campus radio at Sherubtse College which is already operational, the Tarayana Foundation has already conducted an independent feasibility study to establish a CRS in Wangdue District; the Institute of Language and Culture Studies (ILCS) has expressed its

eagerness to launch a CRS; and the Community Information Centre at Kanglung has the advantages of existing infrastructure and community participation and could institute a CR within its precincts. Therefore six trainees (two each for radio journalism, programme production, and broadcasting / operations respectively) from each of these four organizations and their surrounding communities will constitute the pool of participants for the proposed training workshops. Trainees will be from the age group 20–35, and at least 10 of the trainees will be women.

3.   DEVELOPMENT OBJECTIVE

To contribute to media pluralism in Bhutan by initiating the launch of a CR sector in the country. The establishment of CR will greatly strengthen the freedom of expression, freedom to information, and good governance at a local level. The pilot station established under the project could become a model for subsequent radio stations in the country, and the aspiring CR practitioners trained at the three workshops are likely to lead the growth of CR in Bhutan. Having completed the training programme, the participants will be expected to train their peers, and the programme will thus eventually have a multiplier effect.

4.   IMMEDIATE OBJECTIVE

The programme's immediate objectives are to set up a community radio station at Wangdue district in partnership with the Tarayana Foundation; to train 24 aspiring CR practitioners in radio journalism, programme production.

5.   PROJECT OUTPUTS

- A fully equipped mid-level CR station set up at Wangdue district
- 24 potential CR practitioners from four target communities trained in radio journalism, programme production and broadcasting
- Training materials and other resources for the workshops
- 48 radio programmes on local development, governance and women's issues to be aired by CRS at Sherubtse College and Wangdue district

6.   ACTIVITIES

- **Setting up a CR station at Wangdue district**, at the site identified by Tarayana Foundation in their independent study
- Preparation of **training materials** for three training workshops
- **Workshop 1 – 'Basic Radio Journalism and Reporting'**: This workshop will impart a thorough understanding of journalistic techniques, methods of news gathering, conducting research, checking facts, framing the story, presentation, analysis and in-depth reports.
- **Workshop 2 – 'Programme Production and Presentation':** This technical workshop will focus on imparting editing and production skills for converting 'raw' field reportage and programme content to a form that is ready for broadcast.
- **Workshop 3 – 'CR Broadcasting and Operations':** This workshop will combine a knowledge of broadcasting functions (archiving, tagging and creating a searchable database of content, creating playlists, broadcasting live, etc) with modules on the overall management and administration of the CRS. (Workshop 3 will be conducted by the same international trainer who will conduct Workshop 2.)

7.   PROJECT INPUTS

- Equipment for setting up a basic CRS (the necessary equipment is listed in the 'Budget' section)
- 2 international trainers and 3 local resource persons
- A workshop space / venue for 12 days
- Supplies related to the creation of training materials, manuals, teaching aids and evaluation forms
- A laptop for presentations, and related audio-visual equipment

8.   WORK PLAN

Activities / Months	1	2	3	4	5	6	7	8	9	10	11	12
Identification and selection of the participants, trainers and preparatory logistics	▓	▓	▓									
Setting up the CR station		▓	▓									
Workshop 1				▓								
Workshop 2					▓							
Workshop 3												
Evaluation of the training programme							▓	▓				
Submission of quarterly project reports				▓				▓				
Submission of project completion report											▓	▓

9.   INSTITUTIONAL FRAMEWORK

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

10.   SUSTAINABILITY

As a result of the proposed project, for the first time in Bhutan 24 CR reporters and producers will have developed the necessary skills to produce programmes on local development, governance and women's issues. Additionally, Bhutan's first community-owned radio station at Wangdue district will provide an important platform for local communities to make their voices heard. More broadly, the trainees will be able to contribute to media pluralism, freedom of expression and the freedom to information in the country by producing and broadcasting programmes and reports through the stations at Wangdue and Sherubstse College. The fact that trainees will subsequently train their peers working at either of these two stations will ensure that a multiplier effect is achieved, and the sustainability of the nascent CR movement in Bhutan is not threatened.

11. FRAMEWORK OF MONITORING AND COMMUNICATION STRATEGY

All the activities of the project will be monitored by the UNESCO Office in New Delhi and the Department of Information and Media (DoIM), Ministry of Information and Communication, Royal Government of Bhutan in accordance with the work plan and strategy of the project. The DoIM will publicize the capacity-building workshops for CR personnel, and oversee the selection of trainees. Local promotional efforts for the training programme will also be carried out by Sherubtse College, the Institute of Language and Culture Studies, the Tarayana Foundation, the Community Information Centre at Kanglung, and their networks.

12. EVALUATIONS CARRIED OUT

The 2010 Media Development Assessment (MDA) in Bhutan (based on UNESCO's Media Development Indicators) had recommended conducting a feasibility study for the establishment of CR in Bhutan, and had suggested piloting a few CR stations in the country. In keeping with the MDA's recommendation, UNESCO and AMARC Asia Pacific partnered to conduct a feasibility study in March 2013. The feasibility report observed that there is a clear consensus among different stakeholder groups that a CR sector would substantially accelerate Bhutan's development programme. Government officials, and particularly officials of the Ministry of Information and Communications, have expressed their willingness to promote CR in Bhutan. The report asserted that the formulation and legitimization of a CR policy would be the right way forward. Other key recommendations included the need to build the capacities of potential CR personnel; to pilot up to three CRS; and to organize a National Consultation.

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING

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

D. BUDGET		
BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)		
Workshop 1: 'Basic Radio Journalism and Reporting'		
Air fare (round trip) for international trainer	1,000	
Consultancy fee for trainer (@ $150 per day X 4 days)	600	
Accommodation for trainer (@ $100 X 4 nights)	400	
Food and refreshments (@ $15 per day X 10 persons (i.e. 1 trainer, 1 resource person & 8 participants) X 4 days)	600	
Per diem for participants (@ $10 per day X 8 participants X 4 days)	320	
Provision for four participants' in-country travel (@ $75 X 4 persons)	300	
Daily conveyance for trainer to venue (@ $20 per day X 4 days)	80	
Daily conveyance for trainees and resource person to venue (@ $10 per day X 9 persons X 4 days)	360	
Remuneration for resource person (@ $20 per day X 4 days)	80	
Rental for venue (@ $50 X 4 days)	200	
Rental for audio-visual equipment (@ $20 per day)	80	
Training material, teaching aids, photocopying of documents	150	

Sub-total		**4,170**
Workshop 2: 'Programme Production and Presentation'		
Sub-total (Cost structure of workshop is the same as Workshop 1)		**4,170**
Workshop 3: 'Broadcasting and Operations'		
Sub-total (Cost structure is the same as Workshops 1 and 2, <u>minus the round trip air fare for the trainer</u> as the same trainer will conduct both Workshops 2 and 3)		**3,170**
Additional Workshop Costs		
Cost of producing and broadcasting 48 programmes (@ $25 X 48 programmes) (Note: This is the cost of field trips and local travel required to conduct interviews and research for the radio programmes)	1,200	
Communication costs (advertising the workshops, preparation of publicity materials, recruiting participants)	250	
Sub-total		**1,450**
Therefore, Total Cost of Capacity Building Workshops (I)		**US$ 12,960**

Cost of setting up Community Radio Station at Wangdue district			
Equipment Description	**Brand Model**	**Quantity**	**Price**
Mixing Console, 1 mono mic 4/3 stereo line	Behringer,Eurorack, UB502	1	150
Microphone (dynamic)	Shure, SM 58	3	360
Professional headphones	Behringer,HPM1000	4	15
PC Computer as DAW - Intel Core 2 Duo 2.16/ 512 MB RAM/160 GB HDD/Combo drive/ 17" CRT monitor/Creative Audigy 256 Sound card/Intel motherboard/ATX cabinet/Creative speakers/Windows XP SP2	Assembled, Mixed	1	450
Compact Digital field recorder	Microtrack or Zoom	4	960
100W VHF FM transmitter; Dummy Load; 5/8 Vertical Omni Directional Antenna; RF Cable; Compressor Limiter D&R	Webel / Nomad India	2; 1; 1; 50 metres; 1	3,570
UPS with backup maintenance free batteries	Microtek	1	450
Antenna mast / tower with guyed wire		1	230
Audio connectors XLR, RCA, Phono jacks etc		50	30
Audio cables	50 mtrs		15
Cost effective acoustic treatment – simple curtains, egg cases etc		As per requirement	150
Miscellaneous--USB connectors, transmission monitors etc		As per requirement	75
Therefore, Total Cost of Setting up CR Station (II)			**6,455**
TOTAL			**US$ 19,415**

INDIA

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	STRENGTHENING VOICES FOR ACCESSING RIGHTS BY INTEGRATING A MOBILE PLATFORM WITH RADIO BROADCASTING
2.	NUMBER	IPDC/58 IND /01
3.	MEDIA DEVELOPMENT INDICATORS' CATEGORY	Category 2: Promoting plurality and diversity of the media Category 4: Professional capacity building
4.	IPDC PRIORITY AREA	Community Media
5.	SCOPE	National
6.	TYPE OF ASSISTANCE REQUESTED	Training Support
7.	TOTAL COST OF PROJECT	US$ 26,370
8.	AMOUNT REQUESTED FROM IPDC	US$ 16,460
9.	BENEFICIARY BODY	Debarun Dutta (Programme Director) DRISHTI 4th Floor, Mistry Chambers, Nr Cama Hotel, Vidyaguri Neelkanth Marg, Khanpur, Ahmedabad-380001 phone: 91-79-25601660 E.Mail: debarun.drishti@gmail.com Website: www.drishtimedia.org
10.	IMPLEMENTING OFFICE	UNESCO New Delhi
11.	PROJECT LOCATION	Dangs, Gujarat, India Kutch, Gujarat, India
12.	PROJECT PREPARED BY	Debarun Dutta (Program Director) DRISHTI
DECISION OF THE BUREAU:		

1.   **PROJECT JUSTIFICATION:**

In 2006 a Community Radio Policy was brought into effect in India. In the last six years, approximately 40 NGOs and 110 educational institutions has been granted licenses to launch operations. However, there are another 400 community radio stations (CRS) who have applied, but whose applications are still awaiting clearance from various Government departments. Of the 150 operational CRS, about 110 are run by educational institutions, and the participation of local communities in the management and programme development of these stations is negligible. There is a significant deficit in capacities related to the production of locally relevant content, and the ability to generate revenue to ensure financial sustainability.

A closer look at India's Community Radio Policy reveals a number of clauses which deter the growth of the country's community media sector. First, organizations who want to apply for a CR license must have been registered for a period of at least three years. Second, one must purchase a transmitter with minimum 50 watt ERP. Third, the license requires five clearances from five different ministries, making the process of obtaining approval two to three years long. As a result of these deterrents, the full potential of CR is yet to be realized in India.

In order to take India's community media movement forward, the present project aims to use the existing All India Radio (AIR) broadcasting platform and a mobile platform to create and disseminate community media content in six districts of the state of Gujarat. These six districts (Dangs, Valsad, Navsari, Kutch, Rajkot and Surendranagar) have a high percentage of members of the Scheduled Castes (SC), Scheduled Tribes (STs) and the minority religious (Muslim) community. The Human Development Indicators concerning income, education, health and nutritional status, show acute poverty and deficiency in this region, particularly with regard to the SC/ST and Muslim populations. Also, these districts are largely media dark, and local communities have very limited access to information and the means to make their voices heard using the media and ICTs. Drishti, the proposed partners for this project, had received a UNESCO grant in 1999-2002 for developing community media (the CRS of the Kutch Mahila Vikas Sangathan (KMVS)) and a UNDP grant for promoting access to justice through radio in 2006-08. *The present project will pilot the integration of community-based content of community-based and community-produced content with the AIR and mobile platforms, developing an innovative broadcasting model that could subsequently be piloted in other parts of India.*

The project will use the mobile and radio platforms to ensure that information regarding various rights, schemes and entitlements reach the communities that need such information the most. These communities will also be allowed to provide feedback, voice their concerns and articulate their demands for improving services and schemes. The mobile technology is license-free and is a many-to-many platform, thus allowing participation from every corner of the catchment area. The mobile platform will be used by community members for the following functions:
1. To listen to pre-recorded programs on any particular issue
2. To record a concern, opinion, report or feedback
3. To speak to an expert
4. To conduct surveys or opinion polls, or to provide information through SMS

The recordings and feedback will be used to create the broadcasting content for All India Radio. The broadcasts will take place once every week for 6 months. The broadcasting will also help generate popularity for the mobile platform.

2.   DESCRIPTION OF THE TARGET GROUP:

The primary target group of the project will be young people from the community (in the age group 21-35) who are aspiring to become community media professionals. They will receive training on radio productions for broadcasting, and using mobile telephony. The secondary target group for the project would be the community callers to the mobile radio network and listeners of the aired programmes. Both groups would consist of people from areas with a major concentration of Dalits, tribals and religious minorities. The training sessions and programmes will target issues specific to women, hence 60 per cent of the participants are expected to be women.

3.   DEVELOPMENT OBJECTIVE:

The project will increase awareness and strengthen the service delivery of rights, entitlements and welfare schemes, and will create redressal mechanisms for marginalized communities (SC, ST, Muslims and women) through the use of mobile phones and their integration with community and public media.

4.   IMMEDIATE OBJECTIVE:

To build the capacities of young aspiring community media professionals to reach out to marginalized communities through mobile phones and public radio broadcasting on issues of health, livelihood, education, and other rights and entitlements.

5.   PROJECT OUTPUTS:

- 20 aspiring community media professionals trained in radio production and mobile radio operations
- 25 hours of production based on user-generated content broadcast and made available through on-call service
- 100,000 calls to register opinions, concerns, feedback and seeking expert advice
- 200,000 people reached through broadcasting and mobile radio service

6.   ACTIVITIES:

- Identification and selection of community reporters: 20 community reporters will be identified on the basis of their prior experience as a community reporter and the skills they possess. They will be identified through network partners and selected through interviews.
- Training of community reporters: 20 days of training will focus on empowering the reporters through public speaking skills, knowledge of technology, learning presentation techniques and honing their leadership skills. Central to the training programme will be an understanding of the role and purpose of community media, issues and problems affecting the community, cultural contexts and production trainings on an 'enter-education' mode.
- Production and broadcasting of audio programmes for mobile radio and All India Radio: All 20 community reporters will be responsible for producing culturally relevant audio content on a regular basis, feeding it into a mobile radio setup, and broadcasting it through All India Radio, thereby reaching a population of about 200,000 people across six districts.
- Impact Assessment in Community Media: An impact assessment will be conducted to collect impact data from the field to capture and measure some of the impacts (qualitative/quantitative) that the programme has created in the community and also in the lives of the community reporters and volunteers engaged with the project.

- National Consultation on Integration of Community Media and ICT: A one day consultation will be organized to share the initiative of the project to government, civil society and other stakeholders for the purpose of advocating its impact and to identify support for possible replication.

7. PROJECT INPUTS:

- Four trainers capable of training community members in issues and perspectives related to local development; recording; editing; managing mobile platforms and broadcasting programmes respectively.
- **Equipment: 2 x 4-SIM Matrix GSM gateways** (SETU VGFX8440): These units enable the phone-to-computer interactivity which will drive the mobile radio platform, and are not available for lease.
- **Software**: The proposed 'mobile radio' solution has the following software requirements: Freeswitch-based IVR software + Django and python backend scripting + GWK admin interface + Data compatibility, optimized for MS Excel + Audacity for audio editing. These features are included in the Gram Vaani 'vApp' suite proposed.

8. WORK PLAN:

Activities /Month	1	2	3	4	5	6	7	8	9	10	11	12
Identification and selection of community reporters	X											
Training of community reporters on basics of Journalism and radio		X	X									
Training on mobile radio and scripting ,recording and editing techniques		X										
Equipment installation (GMR –IVRS)		X										
Inauguration of mobile radio				X								
Productions of audio programs				X	X	X	X	X	X	X	X	X
Broadcastings begins through mobile radio				X	X	X	X	X	X	X	X	X
Broadcasting begins on All India Radio						X	X	X	X	X	X	X
Listnership Study							X		X		X	X
Impacts Assessment /Success story											X	

9. INSTITUTIONAL FRAMEWORK:

Background of Organization: Drishti is a media, arts, and human rights organization established in 1993 and based in Ahmedabad (Gujarat), India. We work with communities through our collaboration with the local NGOs, to document alternative histories, provide expression to their voices, mobilize people to action, lobby with structures of authority, create public awareness and build public opinion. Drishti's mission is to build empowered communities and promote human rights values to realize a just and equitable society using media and arts.
Annual Income (2012-13; last audited report): 4046782 Rs/ (equivalent to 63865US$)
Partners: Gramvaani, New Delhi Centre for Social Justice, Ahmedabad, Gujarat; Kutch Mahila Vikas Sangathan, Bhuj, Gujarat

8.   SUSTAINABILITY:

1. **Financial Sustainability**: There are two major sources of revenue generation from the two channels of distribution: (i) Selling two minutes of Free Commercial Time (FCT) of the All India Radio public broadcasting system, which is provided to those who buy airtime for 30 minutes. The other source is taking advertisements to be played during calls to the mobile number. So, the revenue that can be generated from these two sources are as follows:
   (a) FCT – 1 episode – 2 minutes=120 secs, total 120X 52 episodes= 6240 secs , price of radio spots 8 $/10 sec. So, total revenue that can be generated = 6240/10*8=4992$
   (b) Revenue from selling mobile ads: 200$/advertiser X 20 advertisers = 4000$
   The **Total Revenue** expected to be generated is approximately 9000$, which is sufficient to sustain 80% the running costs of the two units after the project ends.
2. **Social and Institutional Sustainability**: To make these community media units independent, with the support of partner NGOs Drishti will form a community media management committee (CMMC) to manage funds, oversee content, administration, governance etc .

9.   FRAMEWORK OF MONITORING AND COMMUNICATION STRATEGY:

The project will be publicized by Drishti and its network partners across the six target districts. These awareness-building exercises will be used to generate interest about the programme, and ultimately identify (through interviews) 20 trainees. The project will be monitored through the following mechanisms:
1. Monthly MIS reports indicating quantitative and qualitative outputs (no and quality of productions completed, no of people reached, no of feedback calls)
2. Documentation and publication of impact through quarterly newsletter, operational manual and impact assessment report

10.   EVALUATIONS CARRIED OUT:

Two evaluations have been carried out on the basis of Drishti's earlier community media initiatives and the assessment of the efficacy of mobile phones in improving community media and public media content. Drishti's community media program ran from 2008-2011, and was evaluated in Jan-Feb 2012 by Mr Ashish Sen and Amar Kanwar. Drishti and Udaan's 'Videoshala' programme was evaluated by the Centre for Media Studies in 2009.

11.   FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING:

Debarun Dutta (Programme Director, Drishti) will be responsible for submitting the reports.

D. BUDGET	

Activity Description	TOTAL
Food and Accomodation for Training of 20 reporters @4$/day X20 reporters X 20 days	1,600
Trainers fee @ 100$ for 20 days	2,000
Travel of trainers and reporters during training @ 50$/person for 20 persons	1,000
Honorarium of Community reporters during production @ 10 $/day X 20 reporters X 20 days	4,000

Buying airtime for All India Radio; @30$ per slot X 26 episodes X 2 locations	1,560
Mobile Platform License fee; 1000$ per station X 2 setups	2,000
Equipment Cost (4 Sim Gateway for 2 units) @ 600$ X 2 units	1,200
Listnership Study; Fee of Researcher @ 50$/ day X 20 days, honorarium and travel for data collection to volunteers @ 4$/day X 10 persons X 5 days	1,200
National Consultation; Travel, Accomodation and Food for resource person and program staff @ 800$, Venue and Food for participants @ 900$, Stationaries and Printing @ 200$	1,900
TOTAL	**US$ 16,460**

BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION (in US dollars)	
Coordination and Monitoring of one person 10 days in every month @50$ X1 person 10 days x12 months	6,000
Equipment (Computer) 455$x2 computers	910
Communication and stationary 50$ X12months	600
Office rent 100$ X12months X 2 locations	2,400
TOTAL	**US$ 9,910**

MALDIVES

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	SECURING LEGISLATIVE PROTECTION FOR JOURNALISTS AS A FORGING LINK BETWEEN JOURNALISTS' ORGANISATIONS AND CIVIL SOCIETY GROUPS
2.	NUMBER	IPDC/58 MLD/01
3.	CATEGORY OF MASS MEDIA	All categories
4.	IPDC PRIORITY AREA	Promotion of Freedom of Expression and Media Pluralism and Enhancing Professional Capacity
5.	SCOPE	Regional
6.	TYPE OF ASSISTANCE REQUESTED	Financial
7.	TOTAL COST OF PROJECT	US$ 16,750
8.	AMOUNT REQUESTED FROM IPDC	US$ 12,750
9.	BENEFICIARY BODY	Maldives Journalists' Association (affiliate of the International Federation of Journalists)
10.	IMPLEMENTING OFFICE	Maldives Journalists' Association in association with International Federation of Journalists, Asia Pacific.
11.	PROJECT LOCATION	Male, national capital of the Republic of the Maldives. Other centres where media workers are present in numbers and the Maldives Journalists' Association has a presence.
12.	PROJECT PREPARED BY	Maldives Journalists' Association in consultation with the International Federation of Journalists
DECISION OF THE BUREAU:		

1.   PROJECT JUSTIFICATION:

Since the historic elections of November 2008, the Republic of the Maldives was widely seen to be on a rapid path towards democratisation, with attendant benefits expected to accrue to press freedom and journalists' rights. The media however, was never able to establish a firm charter of rights for itself, despite constitutional provisions safeguarding its freedom and even affording it the rare privilege of an explicit clause on the protection of sources. Disputes between the various political parties and their backers in the business sector persisted over the conversion of the state-owned broadcaster to a public service trust. A decision to withdraw government ads from privately owned media and reserve these exclusively for the official gazette, was seen as a means of curbing independent media. This meant that the media became more dependent on business backers.

In February 2012, a state of mutiny by elements of the national police force forced the resignation of Mohammad Nasheed as president. He was immediately succeeded by the vice-president in accordance with constitutional process. The day after, Nasheed declared that his resignation had been triggered by an anxiety to avoid violence orchestrated on the streets by "powerful networks".

The environment of deepening political polarisation since then, which has been posing its own challenge to journalists seeking to do their jobs, has been described in "Building Resistance, Organising for Change", the IFJ's Eleventh Press Freedom Report for South Asia, released on 3 May 2013 and available here: http://asiapacific.ifj.org/en/pages/ifj-asia-pacific-reports. (See chapter on the Maldives titled "Journalists become targets of contentious politics".)

The current state of relations between the media and the government and its official agencies, speaks of a high degree of mutual suspicion. Government officials were known to boycott media platforms seen to be editorially sympathetic to the opposition. And opposition leaders were known to not miss any opportunity to return the favour, often withholding any form of cooperation or participation in news coverage by the public broadcaster and channels aligned with prominent supporters of the government. Journalists in the Maldives recently won a significant victory, when through their registered association – the Maldives Journalists' Association (MJA) – they secured an order from the civil court in the Maldives that official agencies including the office of the president should cease this manner of partisanship towards media outlets. But the attitude of mutual suspicion remains.

These attitudes are often manifest in acts of violence against journalists who seek to do their jobs. Working conditions in the media industry remain unregulated, with journalists having no assurances of job security or decent wages.

Journalists in the Maldives have constituted themselves into a registered body, the Maldives Journalists Association (MJA). The law under which the body is registered pertains to non-governmental organisations (NGOs) since the Maldives does not have a trade union law. The MJA believes that a law protecting the rights of working journalists is a necessary part of the defence of press freedom in the country. This is a proposal to bring into existence such a law. The relevant experience from neighbouring countries would be drawn from. And the principal consultant for the project would be the International Federation of Journalists (IFJ).

2.   ESCRIPTION OF THE TARGET GROUP:

The MJA was registered on 1 April 2009. On 3 May 2009, it
gave honorary membership to founders of media organisations in the Maldives (excluding media owners). It finalised a code of practice for journalists in the week preceding the World Press Freedom Day observance on 3

May 2010, with the U.N. system being principal sponsor of the process. The official release of the code of practice, scheduled for World Press Freedom Day 2010, was postponed because of the sentiment among some members that it needed to be discussed in greater detail within the executive of the organisation. The code includes proposals on an institutional framework guiding press functioning. An Editors' Guild is proposed, which in turn will constitute a Press Complaints Commission that will act as a self-regulatory body. These initiatives however, have been placed on hold on account of the unsettled political environment that has since prevailed. The MJA now believes that their best option, going forward, is to seek a Working Journalists' Act that will ensure safety and security on the job. The MJA believes it can draw on the experiences of neighbouring countries, particularly India, Pakistan, Bangladesh and Nepal, which already have such laws protecting journalists, though with mixed results. The IFJ is involved in this project as a facilitator and adviser.

3.   DEVELOPMENT OBJECTIVE:

The project will contribute to a strong, vibrant and free media across the Republic of the Maldives. It will foster a greater collective strength among the journalists in the republic to resist undue pressures on their profession from political and commercial actors.

4.   IMMEDIATE OBJECTIVE:

Legislative protection for journalists in the Maldives in terms of job security, decent working conditions and protection from physical hazard.

5.   PROJECT OUTPUTS:

A Working Journalists Act that addresses the multiple objectives of providing job security, decent working conditions and protection from physical hazard for journalists in the Maldives. The legislation will also put in place the machinery to enforce its provisions, with participation from the country's journalists and media workers.

6.   ACTIVITIES:

The IFJ will work with the MJA and competent legal advisers based in the Maldives who are familiar with the enabling legal framework, to draft an act that reflects the current concerns of the country's working journalists in regard to their working conditions on the job and overall professional environment. This effort would include the following specific activities:

A two-day meeting in Male, capital of the Maldives, at which the MJA membership would be present and extensive discussions would be held on the experience of India in particular in regard to the implementation of its Working Journalists' Act. The experiences of Bangladesh, Nepal and Pakistan would also be drawn upon. The deficiencies that have become apparent in the implementation of the law in these countries would be reflected in the approach to drafting a similar law for the Maldives.

Members of Parliament would be lobbied through this process to underline the importance of this law and to ensure that there is a cross-partisan bloc of support for it by the time it is ready for legislative consideration. Half-day long consultations will be organised with the leadership of the four principal political parties of the Maldives to explain the need for a Working Journalists' Act and secure their endorsement of this object.

A set of consultations with legal experts based in the Maldives, to draft a law both in English and in Dhivehi, ensuring that the wording is precise and mutually consistent in the two languages.

7.   PROJECT INPUTS:

- Invitation of suggestions from MJA membership.
- Legal experts identified and briefed thoroughly on requirements of legislative protection for journalists.

- World standards in professional safeguards for journalists assessed; specific attention devoted to South Asian model of legislative protection for journalists.
- Draft monitoring guidelines for the region to be discussed at the conference
- Materials and equipment for workshops, such as LCD projector, stationery, and so on.
- Project coordinator's supervision and coordination of project activities

8. WORK PLAN:

Activities	M.s 1-2	M.s 3-4	M.s 5-6	M.s 7-8	M.s 9-10	M. 11	M. 12
Contacts established with members of parliament from all main political parties. Case for a working journalists' act made	▓						
Consultations carried out with legal expert; existing laws from other South Asian countries studied. Specific clauses assessed for their legislative intent and for consistency with the basic law framework in the Maldives	▓	▓	▓				
Survey conducted among journalists through questionnaires, recording perceptions on working conditions with special emphasis on wages and working conditions	▓	▓					
Preliminary drafts of working journalists' act prepared and circulated; comments obtained			▓	▓			
Interim report to UNESCO					▓		
Two-day meeting in Male; draft law discussed in all its provisions and assessed for potential efficacy, with experience from the rest of South Asia being backdrop. Advocacy round-tabe conducted in Male with main political parties in the Maldives					▓		
Final draft law written and circulated. Arrangements made for introduction in the Maldives' parliament.						▓	
Publication of final report, financial and narrative report filed.							▓

9. INSTITUTIONAL FRAMEWORK:

The MJA represents 150 journalists in the Maldives and has since its foundation become a broadly representative and inclusive body of journalists, with a recognised international profile. The MJA has been affiliated to the IFJ since 2010. The IFJ, representing 600,000 journalists in 131 countries, has much experience working with national journalists' associations and campaigning on safety, press freedom, public service broadcasting, editorial independence and working conditions. IFJ Asia-Pacific, which will support the MJA in its action, is staffed by a Regional Director, Projects Director, Program Manager and Project Coordinator. The South Asia Coordinator works from India. The office reports to the IFJ General Secretary in Brussels. The office's annual expenditure (notionally equal to its income) is about US$ 350,000. The South Asia Media Solidarity Network (SAMSN) was established in 2004 as a network of journalists' organisations and media rights bodies. SAMSN is coordinated by the IFJ. SAMSN is a network through which information sharing takes place on a regular basis. This institutional network will be the supportive frame for the implementation of the project.

10. SUSTAINABILITY:

The Republic of the Maldives is in the process of a transition to democracy, which despite contingent difficulties and seeming reversals of course, is believed to be irreversible. The media and individual journalists have had a major voice in driving this process, often undergoing incarceration during the years of one-party rule that ended in 2008. With its image as a body without partisan loyalties and equal credibility with all sides in the Maldives' delicate political equations, the MJA is ideally situated to drive a process of consolidating free media

practice and journalistic independence as an integral element of the democratic future that the Maldives is seeking to fashion. Public support is strong and will be consolidated through strategic alliances with other civil society groups working for strengthening democratic values. The MJA has an elected leadership which enjoys broad support within the country's media community and a secretariat that functions out of Male despite the difficulties of sustaining a permanent office space in a city with among the highest real estate values in the world. It is expected that the campaign to bring in legislative protection for journalists will itself lead to a consolidation of the MJA's representative status among media workers..

11. FRAMEWORK OF MONITORING AND COMMUNICATION:

- The IFJ South Asia office will be available at all times to render necessary support to the MJA in assessing that the progress of the project is in line with committed milestones.
- The IFJ South Asia office will take on the commitment of reporting on project progress to the UNESCO office in Delhi.
- Through early months of consultation, the MJA will file regular reports with the IFJ South Asia office, on the individuals who have been spoken to and the substance of the discussions. These will be written up into a number of talking points which will inform the next series of consultations.

12. EVALUATIONS CARRIED OUT:

Several evaluation techniques will be used. Participants will complete evaluation forms at the conclusion of the workshops, evaluating the project coordinator's performance and the quality and content of the materials put together under the project. The interim and final reports will include evaluation by coordinators, and will incorporate feedback from meeting attendees and publication recipients as well as local organisations.

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING:

The IFJ will regularly report on the project's progress to UNESCO. Trainers will also be responsible for providing reports to the IFJ following each of the training sessions.

C. ADDITIONAL INFORMATION

Previous IPDC grants have related to work in South Asia, including two grants for *Capacity building in response to media rights violations and the safety of journalists in South Asia (2007-08) and Strengthening South Asia journalists' safety and Media Monitoring initiatives and networks* (2008-09). In 2011, the IFJ began implementing another project titled Strengthening Journalists' Safety and Media Rights Monitoring Initiatives in Insurgency Prone Areas in India; Extending and Consolidating Existing Media Monitoring Networks in Sri Lanka and Bangladesh. This project is due to be completed at the end of August 2012.

In 2005-2006, the IFJ provided support to the Centre for Policy Alternatives (CPA) in Sri Lanka to implement activities under a grant to CPA to implement an IPDC program promoting public service broadcasting in Sri Lanka.
Elsewhere, the IFJ secured an IPDC grant in 2010 to initiate and develop a new regional media rights monitoring program for the Pacific Islands (co-funded by the EC) in 2010-11.
The IFJ will contribute project supervision, training expertise, travel costs, and office resources, as well as contacts and organisational networking within SAMSN, affiliates and partners.

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION
(in US dollars)

Venue hire for two-day consultation	500
Travel for MJA participants to Male (15 x US$ 90)	1,350
Accommodation (bed and breakfast for one IFJ expert x 3 days)	300
MJA participants in two day consultation (30 participants x 2 days x US $ 45 accommodation + food)	2,700
Advocacy round-table with cross-section of civil society, media and government representatives (60 participants x US $ 25 for lunch and one coffee pause)	1,500
Production and printing of consultation kits (US $ 10 x 60)	600
Fees for IFJ expert (USD 250x 10 days)	2,500
Travel for IFJ expert (Delhi to Male return)	8 00
Fees for legal expert (USD 100 x 20 days)	2,000
Briefings with political parties/government representatives (venue hire +printing of leaflets/materials + coffee)	500
TOTAL	**US$ 12,750**

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

Administrator/Project manager x 3months	3,000
MJA cost for IT, Phones, postage, photocopies, etc)	500
Briefing lunch with political parties/government representatives	500
TOTAL	**US$ 4,000**

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SRI LANKA

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	**ENHANCING THE RAVAYA NEWSPAPER OF SRI LANKA**
2.	NUMBER	**IPDC/58 SRL/01**
3.	CATEGORY OF MASS MEDIA	**Category 1: Promoting Freedom of Expression** **Category 3: Media as a Platform for Democratic Discourse**
4.	IPDC PRIORITY AREA	**Freedom of Expression**
5.	SCOPE	**National**
6.	TYPE OF ASSISTANCE REQUESTED	**Equipment and training**
7.	TOTAL COST OF PROJECT	**US$ 95,900**
8.	AMOUNT REQUESTED FROM IPDC	**US$ 20,900**
9.	BENEFICIARY BODY	**Ravaya Newspaper of Sri Lanka**
10.	IMPLEMENTING OFFICE	**UNESCO, New Delhi**
11.	PROJECT LOCATION	**Colombo, Sri Lanka**
12.	PROJECT PREPARED BY	**Victor Ivan (Editor)** **Ravaya, No 89, Piliyandala Road, Maharagama, Sri Lnka** **Tel: + (94) 11 2842064** **e-mail: Ravaya@slt.lk**
DECISION OF THE BUREAU:		

B. PRESENTATION

1.   PROJECT JUSTIFICATION:

Ravaya is a, journalist-owned newspaper in Sri Lanka that has, for over a quarter century, has withstood the political pressures to which almost all the vernacular press has capitulated to. Ravaya has a proud record of standing – and fighting – for justice, fairness and equality in the finest traditions of journalism with peer scrutiny and responsiveness to the readers. It continues to do so during the post conflict turbulent period where authorities and privately owned newspapers have been arousing triumphalist anti-minority attitudes among the majority Sinhala community. In an atmosphere of increasing authoritarianism and diminishing space for democratic dissent and independent opinion, Ravaya remains to be the only unbiased vernacular language newspaper available to masses. Ravaya deserves all the support it can get to build on the high standard of journalism, the integrity of its journalists and the independence of its editorial policies in the interests of the reading public of Sri Lanka. This is especially important when the state controlled media echoes the views of the Establishment and the private vernacular media is self-censored and avoid asking pertinent questions.

Being a weekly Ravaya currently has a circulation of 25,000 and could have a much larger market segment. But due to the weakness in the distribution system and other technical incapacities, its outreach is not entirely satisfactory. Unlike all comparable Sunday Sinhala language newspapers in Sri Lanka, Ravaya is printed entirely in black and white (front page of a recent issue, left). Ravaya has a basic website, located at www.ravaya.lk, but does not adequately reflect the content in the print editions and remains to be streamlined and revamped. With its public service orientation Ravaya is not a profit motivated operation, but nor does it run at a loss. The most income of the Ravaya comes from its newspaper sales and the other occasional publications it produces.

Thus Ravaya needs external support to improve its outreach. Therefore this proposal is submitted to seek support to improve Rvaya's productivity and outreach by improving its printing, computerization of its newsroom and enhancing Ravaya online presence. Ravaya has made its own arrangements to improve the printing facilities so it could to be printed in colours. It has taken steps to address the weaknesses of the distribution. The IPDC support is requested to obtain equipment for newsroom computerization and Ravaya online and related training expertise enhance content quality, variety and online outreach.

2.   DESCRIPTION OF THE TARGET GROUP:

Immediate target group is the Journalists and media workers of the Ravaya newspaper consists of 23 regular staff members. Eventually the prposed improvements through the project would enable Ravaya to exapand its outreach to a much larger readership within and beyond Sri Lanaka.

3.   DEVELOPMENT OBJECTIVE:

To provide an unwavering media paltform for an inclusive democratic discourse based on meaningful information needed to reflect diversity of views and interests in society, including those of marginalized groups.

4.   IMMEDIATE OBJECTIVE:

To improve the delivery capacity of the Ravaya newspaper by improving its outreach through enhancing printing, newsroom operation and online presence.

5.   PROJECT OUTPUTS:

- An adequately computerised newsroom with facilities for journalists to improve their news and information gathering, analysis, archiving and retrieval
- An attractive, useful and vibrant online presence of the Ravaya newspaper
- Capacity to improve the printing of the newspaper

6.   ACTIVITIES:

- Purchase and delivery of equipment
- Installation of equipment and networking
- Improving the printing facilities
- In house training on online journalism
- Revamping the website

7. PROJECT INPUTS:

- Computer equipment (12 Desktop Computers and licensed software 03 Laptop computers and 2 Video capable Digital cameras to enhance online content with recorded debates on issues, Networking accessories).
- Expert Trainer on website management
- Expert trainer on online journalism.
- Revamping of the website to improve the online presence of Ravaya.

8.   WORK PLAN:

ACTIVITIES / MONTHS	1	2	3	4	5	6	7	8	9	10	11	12
Purchase and installation of the equipment	▓											
Training on online journalism			▓									
Training on website improvement and management		▓										
Launch of new website with multimedia capacities				▓								
Submission of implementation reports			▓			▓						

9.   INSTITUTIONAL FRAMEWORK:

The project will be implemented by Ravaya Newspaper Organisation under the guidance of UNESCO Communication Adviser based in New Delhi.

10.   SUSTAINABILITY:

With the improvement gained through the project the Ravaya will be able to increase its target readership and online presence. Ravaya's current income level is sufficient to maintain its operations.

11.   FRAMEWORK OF MONITORING:

Ravaya will engage representatives of the Free Media Movement of Sri Lanka and a professional organization recognized by UNESCO to independently monitor and evaluate the progress made through the project

12.   EVALUATIONS CARRIED OUT:

Ravaya's development needs were identified through a collective evaluation carried out in consultation with Ravaya editorial staff and concerned professionals who has interacted with Ravaya on information needs for a meaningful and democratic post conflict reconciliation.

13.   FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING:

Ravaya will provide quarterly implementation reports to UNESCO Communication Adviser and a final accomplishment report prepared by a professional Sri Lankan recognized by UNESCO

C. ADDITIONAL INFORMATION

Four years ago the Sri Lankan government's military forces crushed the 25 year old armed resistance of the Tamil militants, who fought to create an autonomous administration in the northern Sri Lanka, where the majority of Tamils were living. After the war, all the reasonable Sri Lankans expected the authorities to work towards a negotiated settlement with the Tamil community and to provide meaningful political solutions to root causes of the conflict. But irrespective of the various pledges at national and international levels, the practice has being to arouse triumphalist anti-minority attitudes among the majority Sinhala community and to continue with the ongoing distrust. The vernacular media were coerced to serve this purpose and to create a fear psychosis among the Sinhala population about the legitimate aspirations of the minorities. The Media are continue to be discouraged to investigate on pertinent questions including on, rule of law, human rights violations, resettlement, human security, democratic governance, corruption and graft. A number of journalists whose lives were threatened had to leave the country, while few courageous journalists continue to use the Ravaya newspaper to investigate and enlighten the Sinhala readers in order to sustain an inclusive and informed democratic discourse.

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)	
10 HP Computers with software to improve the newsroom (at the rate of $750 per unit)	7,500
HP Internet Server, software and the Networking peripherals for online Ravaya	2,500
3 HP laptop computers for journalists ($ 1200 including software)	3,600
Adobe C6 Design and Web premium software for page making, publishing and online presence	2,000
2 Sony Alpha Nex 6 Digital cameras with the lens accessories ($ 900 a unit)	1,800
2 HP laser printers ($ 750 a unit)	1,500
2 Professional Trainers for on the job training ($ 1000 per trainers of each for	2,000

two weeks intensive training in each area)	
TOTAL	**US$ 20,900**

BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION (in US dollars)	
Enhancement for printing facilities with four color printing capacity	67,000
Training venues and related costs	2,000
Additional staff requirements for website (yearly contribution)	6,000
TOTAL	**US$ 75,000**

REGIONAL

A. PROJECT IDENTIFICATION		
1.	**PROJECT TITLE**	**MAINSTREAMING GENDER IN THE MEDIA - LINKING CSO'S & THE MEDIA IN THE DEVELOPMENT SECTOR**
2.	**NUMBER**	**IPDC/58 RAS/03**
3.	**MEDIA DEVELOPMENT INDICATORS' CATEGORY**	**IPDC category 2 – Media as a platform for Democratic Discourse**
4.	**IPDC PRIORITY AREA**	**Professional Capacity Building**
5.	**SCOPE**	**REGIONAL**
6.	**TYPE OF ASSISTANCE REQUESTED**	**Training support**
7.	**TOTAL COST OF PROJECT**	**US$ 37,460**
8.	**AMOUNT REQUESTED**	**US$ 24,460**
9.	**BENEFICIARY BODY**	**Commonwealth Broadcasting Association (CBA)17 Fleet Street London EC4Y 1AA, Jasmine Chandler , Project Manager jas@cba.org.ukTel: +442075835550**
10.	**IMPLEMENTING OFFICE**	**UNESCO New Delhi Cluster Office Iskra Panevska Advisor for Communication and Information**
11.	**PROJECT LOCATION**	**New Delhi, India**
12.	**PROJECT PREPARED BY**	**Jasmine Chandler , Project Manager and Iskra Panevska Advisor for Communication and Information**
DECISION OF THE BUREAU:		

1.   PROJECT JUSTIFICATION:

Thirty years after the adoption of the Convention on the Elimination of All Forms of Discrimination against Women (CEDAW), many girls and women in the Commonwealth do not have equal opportunities to exercise rights recognised by law. In many countries, women are still not entitled to own property or inherit land. Social exclusion, "honour" killings, female genital mutilation, trafficking, rape, restricted mobility and early marriage among others, combine to deny women the right to health and increase illness and death for women throughout their life-course.

Under-representation, insufficient media coverage, and the prevalence of stereotypical information are all cited as obstacles to the equal enjoyment of freedom of expression for women. Global Media Monitoring Project (GMMP) studies have consistently revealed that women are grossly under-represented in the media in contrast to men [1995, 2000, 2005 and 2010]. In 2010 this survey showed that 77% of stories in the media reinforced gender stereotypes, almost eight times higher than stories that challenge such stereotypes (5%). This project seeks to contribute towards achieving MDG 3 by organizing a regional workshop with three core focus points:

- Mainstreaming gendered and women-oriented content in the broadcast media, and promoting gender parity among the workforce at media organizations;
- Creating a mutually beneficial system whereby broadcasters acquire content produced by women at the grassroots (who have been empowered by NGOs and development organizations). Such content would otherwise have had a very limited audience.
- Fostering a dialogue between broadcasters and the NGO sector on building awareness about urgent women's issues, and representing women more sensitively in the media.

Evidence indicates that Media can act as both a perpetrator and as a protagonist – it can either be an accomplice to gender based discrimination by portraying stereotypical, sensational images of women or it can provide balanced coverage that empowers women while exposing acts of gender bias.

This project is innovate as it will explore and debate lack of guidelines regarding coverage of women and women's issues It will illustrate how gender images are constructed in the media and the factors that contribute to this.   It seeks to look at the wider picture of how positive gender perspectives can improve not only programme quality but change mindsets of audiences. The CBA will collaborate with new partners and audiences for this project by way of introducing the media to a new resource in their community (CSO's/NGO's) with which they can collaborate with and form partnerships to generate new ideas and formats on gender portrayal.

The purpose of this project is to build capacity and receptiveness of South Asian Media to broadcast quality gender sensitive content. This can be achieved by developing a gender analysis framework for the media and examining good and bad practices in the Media.   It will further examine how culture and religion impacts gender portrayal and how the media can be advocators of equality through the stories they produce.

This workshop will assist the media to produce content which will create gender awareness that is conductive to freedom of expression, pluralism and diversity of media (IPDC Category 1), helps make the media accessible for democratic discourse (IPDC Category 2) and supports institutions that underpin freedom of expression,

pluralism and diversity (IPDC Category 3). Over the years, the project will support professional capacity building (IPDC Category 4) and also encourage public access (IPDC Category 5).

2.   DESCRIPTION OF THE TARGET GROUP:

The project will target employees of CBA broadcasters in India, Bangladesh and Sri Lanka and also specialists from NGO's/CSO's who are working to empower women in India, Bangladesh and Sri Lanka.   Gender breakdown of participation in this project will be on a 50/50 basis for both men and women and the general age group of participants would be between 25-40 years. There will be a total of 24 participants; this will include 18 Journalists (6 from each country) and 6 Women representatives from CSO's/NGO's (2 from each country) from India, Bangladesh and Sri Lanka

3.   DEVELOPMENT OBJECTIVE:

This project will specifically address and contribute towards the third MDG to "Promote gender equality and empower women" by building capacity and create a network of PSB's and CSOs with a specific emphasis on gender development stories. The project also aims to raise the awareness on gender discrimination and gender-based censorship within the media, including highlighting the misrepresentation of women's issues in the media, address cultural and social stereotypes and their impact on media portrayal of gender.

4.   IMMEDIATE OBJECTIVE:

Facilitate and develop a closer working relationship between the mainstream media and those working to empower women by giving them a voice to disseminate good practice in terms of gender portrayal and reporting.

5.   PROJECT OUTPUTS:

- 24 participants, 18 Journalists (6 from each country) and 6 Women representatives from' NGO's (2 from each country) from India, Sri Lanka & Bangladesh trained on how to promote production of gender-sensitive content.
- A network of journalists and participants from Women NGO's (50% women and 50% men) with an interest or specialism in women issues.

6.   ACTIVITIES:

- Two days seminar held for 18 journalists and 6 participants from Women's Non-Governmental Organizations on the how media can be used to address women issues. (12 women & 12 men)
- Two and a half days workshop held for 18 journalists and 6 Participants from NGO's to impart them with skills need on gender sensitive programming. (12 men and 12 women)
- Two and a half days training for 18 journalists and 6 Participants from NGO's on how to produce and share content aimed at educating the public and raise awareness about gender and women's issues. (12 men & 12 women)
- Field visits of participants to local projects in India
- Discuss & Debate gender representation, good practices and content guidelines.
- Discuss International best practices in reporting on women and children issues
- Discuss local Laws and regulations on gender, culture and media in each country represented and the role of media in social change and influencing issues

7. **PROJECT INPUTS**:

- Two facilitators (Local & International)
- Broadcasters TV & Radio
- NGO's /CSO's from India, Bangladesh and Sri Lanka One Regional trainer
- Production materials and manuals
- Rental of training rooms/equipment
- 1 x Project Manager
- 2 x Air tickets International workshop facilitator, and Project manager.
- 16 flights for participants
- Accommodation for Participants
- Accommodation for Facilitator and Project manager
- Refreshments and lunches for 7 days for all attending workshop
- Transport for field visits.
- Per diems for participants

8. **WORK PLAN**:

The Workshop will take place in October 2014

ACTIVITIES / MONTHS	1	2	3	4	5	6	7	8	9	10	11	12
Selection / contracting of consultants	▓	▓										
Logistics for workshop/ Research and selection of participating broadcasters	▓	▓	▓	▓								
Workshop						▓						
Submission of implementation reports							▓	▓				

9. **INSTITUTIONAL FRAMEWORK**:

The Commonwealth Broadcasting Association [CBA] is the largest global association of public service broadcasters. Its members are the broadcasters that communicate daily with the 2 billion citizens of the Commonwealth. Research shows that the websites of these broadcasters are increasingly the most frequently used portals for Commonwealth citizens to access information and share their views experiences and opinions.

The CBA continues to support and facilitate high standards of media production and broadcasting, including the promotion of arts, science and diversity, throughout the Commonwealth. However, digital media technology has created a new opportunity for the CBA to work with members as they 'Go Digital'. Broadcasting is no longer 'top down, it is interactive rather than passive. Broadcasters have the capacity to engage audiences in new ways. How this new interactive relationship between broadcasters and audiences develops and is managed is crucial to citizen engagement throughout the Commonwealth. Broadcasting organisations now have the potential to engage Commonwealth citizens in debate about all areas of governance and policy.

We work closing with our funders and partners when developing and implementing training and in India we would draw upon support from CBA member stations to implement the project.

10. SUSTAINABILITY:

This project will influence the mainstream media on content production which will empower and bring about change for women.

The project aims to create an ongoing collaboration between CSO's/NGO's and broadcasters enabling them to work together in partnership to produce more transparent, relevant, responsive and accessible content on gender issues. Participants' from broadcasters and participating NGO's/CSO's will be supported to continue to communicate with each other and exchange and learn from each other's experiences, so that mistakes are not repeated and future successes in gender equality may be scaled up.

11. EVALUATIONS CARRIED OUT:

Despite the progress achieved in promoting gender equality and narrowing gender gaps over recent decades, the persistent under-representation and negative representation of women in public life and decision-making remains one of the most important threats to gender equity. Media is undoubtedly central to the representation of women in society, through the ways it reports and reflects them, their roles and their lives. Women also make up at least half of the potential audience of any mainstream broadcaster and therefore the need for producing the right type of content is essential

12. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING:

Ms. Jasmine Chandler, the CBA's Project Manager ensures that accounts and reports, describing the extent to which the objectives were achieved, are submitted within three months of the completion of the project.

13. FRAMEWORK OF MONITORING AND COMMUNICATION STRATEGY:

The project will target the most relevant individuals and groups to enable maximum dissemination and uptake of the ideas and values of the programme. The CBA will develop and enhance its organisation wide focus on gender equity and mainstreaming in the media via all of its web platforms and communications outputs. With the use of online social interaction tools, the CBA will be able to share information on the project and exchange stories and content for wider use. The CBA's "Your World View " platform will give NGOs as well as broadcasters the opportunity to showcase and share content on gender portrayal to people beyond their own personal spheres of influence thus facilitating an exchange of information and experience to a wide global audience.

D. BUDGET	
BREAKDOWN OF IPDC CONTRIBUTION **(in US dollars)**	
1 International Facilitator Travel $1000 x 1 flights	1,000
1 Regional Facilitator Travel $200	200
Subsistence $300 x 2 Facilitators	600
Accommodation $ 100 x 10 days x 2	2,000
Participants (Travel)) $300 x 16 (flights) =	4,800
Accommodation $80 x 16 x 8 days	10,240
Per Diems $10 x 24 x 8 days	1,920
Seminar – equipment, room, field visits, lunches & refreshments	3,000

Local Facilitator Fee $100 x 7 days	700
TOTAL	**US$ 24,460**

BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION (in US dollars)	
CBA Administrator/Project manager x 3months	7,000
CBA Office Costs (incl IT, Phones etc)	500
Local Content Monitoring & Evaluation	500
Project Manager Travel & Subsistence	2,500
Facilitator fee International $250 x 10 days	2,500
TOTAL	**US$ 13,000**

PAKISTAN

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	"SAFETY OF JOURNALISTS WORKING IN HOSTILE ENVIRONMENT IN RURAL PAKISTAN"
2.	NUMBER	IPDC/58 PAK/01
3.	MEDIA DEVELOPMENT INDICATORS' CATEGORY	Category 4: Professional capacity building and supporting institutions that underpins freedom of expression, pluralism and diversity
4.	IPDC PRIORITY AREA	Human resource development
5.	SCOPE	NATIONAL
6.	TYPE OF ASSISTANCE REQUESTED	FINANCIAL
7.	TOTAL COST OF PROJECT	US$ 26,876
8.	AMOUNT REQUESTED FROM IPDC	US$ 14,376
9.	BENEFICIARY BODY	RURAL MEDIA NETWORK PAKISTAN,535-536 Sarwar Shah Street. AhmedpurEast, District Bahawalpur. Phone+92 62 2273092Fax +92 62 2272560 www.ruralmedianetwork.org.pk
10.	IMPLEMENTING OFFICE	UNESCO FIELD OFFICE ISLAMABAD
11.	PROJECT LOCATION	Bahawalpur,Bahawalnagar,Muzzafargarh and other districts of South Punjab.
12.	PROJECT PREPARED BY	Ehsan Ahmed Sehar, President RMNP
DECISION OF THE BUREAU:		

1.   **PROJECT JUSTIFICATION:**

Ninety four journalists have been killed in Pakistan during last decade out of which 38 were shot dead in target killing. In 2012, eleven journalists including one TV channel driver were killed in three provinces, Balochistan, Sindh and Khyber Pakhtunkhwa of the country as impunity against Pakistani media rises to unacceptable levels. According to the figures compiled by the Rural Media Network Pakistan (RMNP) eight Pakistani journalists have been killed up to June this year. Due to this alarming situation, Pakistan has been identified as one of the focus countries for the UN's Plan of Action on the Safety of Journalists and the Issue of Impunity in 2013-2014.

   The biggest challenge apart from direct threat to the life of journalists in Pakistan is a culture of impunity."The killers of not a single of the 94 journalists killed in Pakistan excluding US journalist Daniel Pearl have been arrested, tried and convicted. This promoted impunity and allowed anyone to threaten and target journalists because they know they can get away with murder. Journalists often complain about receiving threats, including from the country's intelligence agencies which can lead to violent attacks against them.

 South Punjab, a home of 50 million people is in the grip of religious extremism and sectarian violence now days. Law enforcement agencies have arrested dangerous terrorists from various areas of South Punjab who are activists of banned religious organizations including their mastermind a PHD degree holder. Suicide jackets, hand grenades, mine, and explosive material in heavy quantity was also recovered from an area seven kilometers away where RMNP is based. This situation demands strict safety precautions from media men. They put their life in danger to cover different assignments. Religious extremism is spreading in different parts of the country. There are many sectarian organizations fighting for domination. South Punjab is a part of the country's biggest Punjab province where militants have strong base. Religious extremists force journalists to cover their speeches and pressurize them to publish their news word by word.

The security of the media persons remained a big question during current, and no proper steps have been taken to provide security by the authorities and even by the media houses. The attitude of media houses was more indifferent towards the safety and security of journalists as compare with the authorities. The journalists who are involved in their professional duties in the conflict areas are more vulnerable and exposed before the law enforcement agencies, militant groups and other non state actors. The majority of the journalists are under paid or allowed only to use ID cards of the channels they work for and have to arrange their own earnings.

This RMNP project aims to increase the safety of Pakistani journalists working in hostile environment through training, adoption of safety procedures and bringing religious parties leaders and feudals in training sessions helping to create a space for dialogue among these three groups so that every one better understands the situation and the roll and needs of other in democracy. It will enable the participants to discuss the challenge of maintaining public order while respecting human rights. The project will see establishment of safety mechanism for journalism practitioner, to lobby for greater protection of journalists, and to train journalists to adopt practices that can keep them safe. The proposed safety mechanism includes up gradation of website, fast track responses to journalists under threat, safety training and secure communications for journalists. A total twelve workshops are planned to be organized .At least 15 rural journalists are expected to participate in each workshop, which will bring to 180 the number of participants who will benefit from the training. Other activities include the creation of a national database on media rights and violations encountered by media professionals in Pakistan, and publication of an upgraded manual on safety issues for journalists.

2. DESCRIPTION OF THE TARGET GROUP:

The project's target group is both print and electronic media journalists working in rural areas of South Punjab and other areas of rural Pakistan.

3. DEVELOPMENT OBJECTIVE:

Building capacities of rural journalists and promoting mutual understanding among extremists' religious leaders and feudals to create a space for dialogue among three groups for better understanding of the situation and the roll and needs of others in democracy. By providing training and support for media rights in some of the most vulnerable areas in South Punjab and other area of rural Pakistan, the project aims at ensuring the existence of a free and vibrant media, where journalists are free from fear of intimidation and violence and can report accurately, fairly and in a balanced way.

4. IMMEDIATE OBJECTIVE:

To train a total of 90 journalists in media rights monitoring and advocacy techniques through 6 workshops, held in different parts of South Punjab and other areas o (Rural Pakistan).

5. PROJECT OUTPUTS:

- Centralized database on media rights violations in Pakistan;
- Constitution of press freedom monitoring committees and dialogue among religious extremists, feudals and journalists.
- 12 trainers trained in media rights monitoring and to deliver media rights and advocacy workshops; 90 journalists trained in media rights and advocacy.
- Publication of new safety of journalists training manual in Urdu Language

6. ACTIVITIES:

- Selection of 90 participants to be trained from various rural areas;
- Production of a 2-day training module on media rights and advocacy by RMNP
- Six 2-day workshops conducted on media rights and advocacy

7. PROJECT INPUTS:

Selection of trainee journalists;
Development of training module and up gradation of website
Materials and equipment for workshop:
Training of 90 journalists in twelve 2-day workshops
Coordinator's supervision and coordination of activities.

8. WORK PLAN:

ACTIVITIES / MONTHS	1	2	3	4	5	6	7	8	9	10	11	12
Selection of the participants, resource persons and completing other related works.												
Safety for journalists training												
Submission of Project completion report.												

9. INSTITUTIONAL FRAMEWORK:

Rural Media Network Pakistan (RMNP) with the collaboration of National Press Union, Rural Daily **Nawa-e-AhrnedpurSharqia,** Rural Press Clubs and individual journalists committed to press freedom, will implement the project. in rural Pakistan.

10. SUSTAINABILITY:

 The selection of 12 trainers will ensure that the expertise of the project will exist long after the project funding and activities have finished. The training module in country Urdu language will be used for regular use in further training workshops. The establishment of regional networks feeding into a centralized database and system will continue operating after the project is completed.

11. FRAMEWORK OF MONITORING:

Monitoring will be carried out by RMNP with the involvement of officer from UNESCO.

12. EVALUATIONS CARRIED OUT:

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

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING:

The reporting of the training sessions will be done to the UNESCO office in Islamabad on four-month basis. The final report will be submitted on the completion of the training programme. The report will be prepared by President RMNP.

C. ADDITIONAL INFORMATION

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

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)	
Training fee for two trainers $150 each (for 2 days)	300
Honoraria for three resource persons/experts $100/- per person	300
Lunch tea 20 persons $10/- p/person/day (total 2 days)	400

Accommodation 4 single rooms $50 p/night for 3 nights for two trainers and two staffers	600
Travel for 2 trainers + 2 staffers ($100 each)	400
Workshop material, photography, banners, certificates, training venue	200
Food bill for 2 trainers and 2 staffers x 3 days x $8/day	96
Sub-total for one workshop	2296
Total cost of 6 workshops (15 district correspondents in each workshop will be trained in one workshop)	----------------
	13,776
Cost of training manual and website up gradation	
Publication of training manual (500 copies)	600
TOTAL	**US$ 14,376**

BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION **(in US dollars)**	
Institutional support(includes project coordinator and instructor)	9,000
Administrative expenses	1,500
Telephone, communications	1,000
Electricity	1,000
TOTAL	**US$ 12,500**

PAKISTAN

	A. PROJECT IDENTIFICATION	
1.	PROJECT TITLE	SECRUITY TRAINING AND DEVELOPMENT ON ONLINE TRAINING PORTAL FOR PRINT AND ELECTRONIC MEDIA JOURNALISTS IN PAKISTAN
2.	NUMBER	IPDC/58 PAK/02
3.	MEDIA DEVELOPMENT INDICATORS' CATEGORY	CATEGORY 1
4.	IPDC PRIORITY AREA	Security of Journalists
5.	SCOPE	National, Provincial
6.	TYPE OF ASSISTANCE REQUESTED	Human resource development
7.	TOTAL COST OF PROJECT	US$ 32,700
8.	AMOUNT REQUESTED FROM IPDC	US$ 20,400
9.	BENEFICIARY BODY	Dr. Anees Ahmed, Frontline Post, 128 Block C, TECH Society, Lahore, Pakistan. Contact Information: 0300- 400-1012. anees@frontlinepost.com , www.frontlinepost.com
10.	IMPLEMENTING OFFICE	UNESCO- Islamabad
11.	PROJECT LOCATION	Pakistan
12.	PROJECT PREPARED BY	FRONTLINE POST WITH UNESCO, ISLAMABAD OFFICE.
	DECISION OF THE BUREAU:	

1.   PROJECT JUSTIFICATION:

Pakistan has emerged as one of the deadliest countries for local journalists in last couple of years. The journalists face various dangers not only during covering assignments, but also the digital security of the journalists is constantly under threat. This loophole in digital security was widespread when the journalist Saleem Shehzad got murdered brutally. Saleem Shehzad was a contributor to an international online publication, and as reported his browsing records and information of sources was leaked through the hacking of his account, which looked suspicious to particular groups; resulted in abduction and death , which is still a controversy, and one of the most brutal example of journalist killings in Pakistan.

There are a number of prominent journalists who have been victim of cyber crimes, and ratio increased as the assault on free press has increased in the country. Other than investigative journalists, of whom the sources, records, and previous browsing records had been hacked, many female journalists faced hacking incidents, in which their private life in the form of photos and videos had been leaked and released. One of the cases was of Meher Bukhari, a prominent female news anchor. Her personal and private life photos were leaked to public and she had to face utter embarrassment in media and masses, the assault was on her private life and personal integrity. The above examples clearly underline the lacking of digital security in everyday journalism in Pakistan. The journalists at large are unaware about how do cyber criminals make their way, what they look for what they don't, how digital communication leaves it footprints, and how journalists can be secure while using ICT in present world and while doing their jobs.

The project aims to develop a comprehensive manual for the journalists in Pakistan, with the details of security laws and cyber policies the country in place and lacking for general public as well as for journalists. Based on this manual, digital security training would be offered to journalists in Lahore and Islamabad training around 150 journalists in both cities with the cooperation of press club with at least 15 % participation of female journalists. Further the course would be taught to journalism students in Fatimah Jinnah Women University to the mass communication students, as well as to the students of Punjab University and National University of Science and Technology (NUST) so the future journalists specially females are trained and aware how to use ICT while preforming their job. Along with that, the security training would be extended online to a wide number of journalists with the collaboration of 4 press clubs. There would be a focal person trained on the security training, who would act as resource person for the online security training for the members of press clubs. These resource persons will be local resource persons for the local journalists taking security training online especially in FATA and Peshawar areas.

2.   DESCRIPTION OF THE TARGET GROUP:

Senior and midlevel investigative journalists, news anchors and producers of news would be the target audience, along with female news anchors and investigative journalists. Another target audience would be the students of mass communication in leading Women University in Rawalpindi in Pakistan, along with Mass communication Departments of Punjab University, Lahore and National University of Science and technology (NUST) in Islamabad. The online security training would be offered to anyone interested, with maintaining the data of the online training takers.

3. DEVELOPMENT OBJECTIVE:

The project contributes to protect the freedom of expression by security training of media personnel by enhancing the capacity of journalists to report in and on disaster(s) in more prepared manner in Pakistan.

4. IMMEDIATE OBJECTIVE:

700 journalists (200 in- person training, approx. 500 though online training) and 100 mass communication students will be trained to use protection in digital communication including appropriate software's and other precautionary systems, which build awareness on digital dangers and protection measures.

5. PROJECT OUTPUTS:

The project shall have the following outputs:

- Digital security manual for journalists in Pakistan, both in print and online form
- 150 investigative journalists trained on cyber and digital security through six in-person training sessions.
- 60 mass communication students trained on cyber and digital security through one- training in each of three universities.
- Approx 500 journalists trained through online training forming a network of journalists trained.
- Four local resource persons trained in each of four press clubs in FATA, Peshawar, Khyber Agency and Punjab.
- Protective software's and apps made available to the journalists in training to use them for their digital security.

6. ACTIVITIES:

- Six (1) day security training arranged in Lahore, Islamabad and Peshawar (each with 25 journalists) including women journalists of the region specially part of the training activities;
- Three (1) day security training (20 in each training session) arranged for mass – communication students, with one training exclusively for female students;
- A Digital security manual for journalists developed and further distributed in Press Clubs, Mass communication schools, Tv Channels and Print news rooms, along with softwares and apps to be downloaded by approx. 500 journalists who take part in training.

7. PROJECT INPUTS:

- One (1) Coordinator for project;
- Three (3) Trainers per workshop;
- One (1) Training workshop module per workshop;
- Training materials;
- Two support staff for project;
- Two resource persons to develop and maintain the online training portal.

8. WORK PLAN:

ACTIVITIES / MONTHS	1	2	3	4	5	6	7	8	9	10	11	12
Preparatory meetings	■											

Task												
Recruitment of trainers/instructors	▓	▓	▓									
Setting up M&E strategy for the Project		▓										
Signing MOU with Journalism Schools			▓	▓								
Preparation of training material		▓	▓	▓								
Selections of workshop participants			▓	▓								
Security Training (session starts) for local print and electronic media journalists				▓	▓	▓	▓	▓				
Development of the manual in digital form to be uploaded online along with softwares			▓	▓								
M&E carried out for the project											▓	
Final report												▓
Distribution of Manual to press Clubs and Journalism schools in Pakistan					▓	▓	▓	▓				

9. INSTITUTIONAL FRAMEWORK:

Frontline Post is a Not for Profit organization which covers a vast range of communication sector – from capacity building for journalists to the security issues, both for developed and underdeveloped area in Pakistan with a major focus on the unrepresented areas. Frontline places a heavy focus to develop woman participation in the communication and information sector.

Frontline trains the journalist's hones skills of the seasoned journalist's through humans training and the incorporation of technologies like web and other electronic mediums where expert resources could be pooled and delivered to the journalists.

Frontline's staff has carried out trainings and interviews to evaluate the need for the development in the difficult areas like D.I. Khan, Swat and Mardan while the troubles were brewing out of controls.

Frontline is steered by a Board of Directors with vast experience and fine education. Frontline is resourced a human capital of multi-ethnicity and gender with hands-on experience of serving different nations.

Frontline is privileged to earn the donor's confidence that generously support our cause.

Frontline Post visions the philosophy of diversification with inclusive knowledge societies to foster sustainable development while shaping a global perceptive of politics and people of Pakistan.

Having the staff of eight professionals in head office Lahore and two in Islamabad, the organization works closely with Press Clubs and Media channels with whom it draws its power in terms of value addition from all four provinces with 16 voluntarily journalists. Frontline Post is leading capacity building organization in conflict areas of Waziristan area in FATA, and Khyber Union of Journalists catering to Swat and other region.

10. SUSTAINABILITY:

The training foreseen in this project will be part of Mass communication studies in journalism schools, with the material to be handed over to them for the future training if and when needed to be carried out by them. Also manual developed will be distributed among press clubs, where as lead persons from Press clubs would be part of the training in Lahore and Islamabad, who would further act as resource persons and Trainers if and when press clubs would need to get the training done for other members in Lahore and Islamabad. In each of press clubs, neccassary material such as training guides, USBs, softwares and material in the shape of CDS will be made available for the online training takers. The press clubs will form digital security cell, with handing over necessary resources to be owned and used for the press club members, with keeping close liaison with Frontline

Post. The similar mechanism will be used in each of three departments of mass communication in 3 universaties.

11. FRAMEWORK OF MONITORING:

Frontline Post will do pre and post training evaluation surveys with the target audience regarding their level of security preparedness in digital world. Also the online digital security manual would keep a data of journalists who would take the training online and also in person, further developing baseline for the effectiveness of the online training VS in person training. The results will be collected and provided.

12. EVALUATIONS CARRIED OUT:

The project will build a self-accountable M&E strategy in the project, including pre and post testing of participant's level of preparedness to respond to hacking and other cyber threats. In addition the web traffic on the online interactive training portal will serve as a mechanism to report on effectiveness of the project.

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING:

The project will be reported on project progress on a 3-month basis.

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)	
Honorarium, Expert Security Trainer 1 trainers per/day @$100 per day for 9 work shops	900
Honorarium, Sr Trainer $80 per day for 9 wk shops	720
Honorarium for one resource person @$50 for 9 workshops	450
Lunch, tea, refreshments 210 ppl $20/ wk shop for 9 wkshops	4,200
Travel $ 90 for 6 wk shop for 3 ppl	1,620
Room and Board $100 for 6 nights and 3 ppl	1,800
General purpose help for workshop 1 person 25 per day	80
Transport, local for 9 workshops $50/wk shop	450
Stationary and helping material for 9 wk shops - $200/wk shop including rented computers	1,800
Electric/Power Generator for 9 wk shops 50/wk shop	450
Consultant, Graphic designer for online training on digital security	450
Development of Web Portal, through development companies	4,000
Consultant, content writing for 2 months	1,500
Resource Material for four (4) press clubs and 3 universities, as digital security cell.	2,000
TOTAL	**US$ 20,400**

BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION (in US dollars)	
Salary of Project Coordinator (S 450 X 12)	5,400
Salaries of two Staffer ($ 200X 12)	2,400
Communication ($ 100 X 12)	1,200
Space and utilities ($ 150 X 12)	1,800
Contingencies	1,000
Project Reporting	500
TOTAL	**US$ 12,300**