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**I**NTERNATIONAL  
**P**ROGRAMME FOR THE  
**D**EVELOPMENT OF  
**C**OMMUNICATION

**NEW PROJECTS SUBMITTED TO THE  
IPDC**

**PART II: ASIA AND THE PACIFIC**

**IPDC BUREAU**  
**Forty-ninth meeting**



**UNESCO HEADQUARTERS, PARIS**  
**27 FEBRUARY- 1 MARCH 2006**

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# REGIONAL PROJECT

<b>A. PROJECT IDENTIFICATION</b>		
1.	<b>TITLE</b>	<b>ABU: TRAINING WORKSHOP FOR THE SETTING UP OF ABU RADIO NEWS EXCHANGE</b>
2.	<b>NUMBER</b>	PDC/49 RAS/01
3.	<b>CATEGORY OF MASS MEDIA</b>	RADIO BROADCASTING
4.	<b>IPDC PRIORITY AREA</b>	PROMOTING PLURALISM, PROMOTING INTERN'L PARTNERSHIP, HUMAN RESOURCE DEVELOPMENT
5.	<b>SCOPE</b> (national, regional, interregional)	REGIONAL
6.	<b>TYPE OF ASSISTANCE REQUESTED</b>	FINANCIAL
7.	<b>TOTAL COST OF PROJECT</b>	US \$ 43 900
8.	<b>AMOUNT REQUESTED FROM IPDC</b>	US \$ 22 900
9.	<b>BENEFICIARY BODY</b>	RADIO BROADCASTERS IN DEVELOPING COUNTRIES OF THE ASIA-PACIFIC REGION
10.	<b>IMPLEMENTING BODY</b>	THE ASIA-PACIFIC BROADCASTING UNION
11.	<b>PROJECT LOCATION</b>	KUALA LUMPUR, MALAYSIA
12..	<b>PROJECT PREPARED BY</b>	MS VIJAY SADHU, SENIOR EXECUTIVE RADIO PROGRAMME DEPARTMENT, ABU
<b>DECISION OF THE BUREAU</b>		

## B. PRESENTATION

### 1. BACKGROUND AND JUSTIFICATION

The ABU has put a lot of emphasis on enhancing radio broadcasting-related activities and providing increased assistance to radio broadcasters within the membership, particularly to those in the developing countries. This is in recognition of the importance of the role radio plays in the Asia-Pacific region, where the listenership is in hundreds of millions, and where many depend on it as the sole means of information. The “2003 ABU Programme Committee” in Istanbul recognised this. To facilitate radio development, a Radio Working Party was set up in 2004 which, together with the ABU Programme Department, deliberated on the possible activities that the ABU should consider. Among many interesting ideas, the following emerged:

#### **Exchange of Radio News**

The participating members could exchange texts of their own local, unique news stories online. These news stories would be those produced for broadcast in the makers’ respective languages, together with the news script in English.

#### **Online Programme Exchange**

The *Online Programme Exchange*, that will allow radio members to exchange their radio programmes through the ABU website in the following categories: education, documentary, features and current affairs.

It was decided that initial radio activities should focus on a daily radio news exchange and a co-production of a radio series. A survey was carried out to gauge the members’ level of interest in supporting this activity, on the ideal frequency, content and duration of items, and on the most suitable way of retrieving and contributing audio files. Many radio members have expressed keen interest in taking part, and have committed themselves to the exchange.

Subsequently, the objective of this proposal to IPDC aims at enabling ABU radio members to contribute radio news items to an ABU Radio News Exchange pool that would be established through a file transfer system using the Internet. The project will have two components: setting up of the Radio News Exchange and training of staff of ABU members in the Exchange. The training will expose the radio news staff to news item selection and editing for exchange purposes, exchange of news, procedures and processes, and to the use of IT facilities for news exchange. In addition, training will be imparted to IT staff of the members in setting up news editing and exchange facilities at their end.

The project involves purchase of software for ABU that will be needed to establish the platform for on-line exchange of news items. This is an essential part of the activity, as it will permit the participating radio broadcasters to make use of their own Internet connection in exchanging news items through the ABU Radio News Exchange.

The file format will have facilities to provide a sound track of the news story in local language, international sound track (ambience effects), text of news item in English, and a metadata packet describing the item. All news items will be archived and made available to members. This will enable the contributors to up- and download all news items at any time by file transfer. A file server will be located in the ABU Secretariat in Kuala Lumpur.

Radio broadcasting in the Asia-Pacific region is generally pluralistic in nature, as most countries have several radio networks providing different shades of opinion. However, only a few broadcasters can afford purchasing international news from commercial news agencies. This leaves no option to the others but to put out radio news without major international news items when these develop and to take delayed items from newspapers. This ABU project will enhance the pluralistic

nature of radio news. In our view, there is no alternative solution which can match the cost efficiency and ease of access to news resources offered by the method this project aims to implement.

## **2. DESCRIPTION OF THE TARGET GROUPS**

This project is particularly aimed at radio broadcasters in the developing countries who have little or no means of obtaining news from other countries. The two specific target groups of the training related to the project are:

- Radio news producers and editors;
- IT staff engaged in web-based file transfer. Fellowships to attend the workshop will be provided to the staff of radio broadcasters from Afghanistan, Bangladesh, Bhutan, Micronesia, Fiji, Kazakhstan, Kiribati, Kyrgyzstan, Laos, Maldives, Mongolia, Nepal, Pakistan, Philippines, Sri Lanka, Timor Leste, Thailand, Uzbekistan and Vietnam.

## **3. IMMEDIATE OBJECTIVE**

The immediate objective is to build up a vibrant news exchange to assist the broadcasters in Asia in developing their news content, with the audience's interest in mind, and to use this facility to enhance co-operation among broadcasters.

## **4. DEVELOPMENT OBJECTIVE**

The development objective is to increase national radio audiences' access to quality international news (in local languages), as well as to contribute to the plurality of sources in international reporting and information that is available for audiences.

## **5. PROJECT INPUTS**

- ABU server and other facilities to host the news exchange;
- Adequate software;
- ABU expertise to devise the file formats and operational procedures for the new exchange;
- Networking facilities for regular online communication with the stations / producers;
- ABU trainer to conduct workshop in Kuala Lumpur; online refresher courses for participants;
- ABU expertise to set up the Radio News Exchange platform;
- Daily news items for the exchange to be contributed by the radio members;
- ABU expertise to structure and maintain news archives on the ABU server for reference purposes and use by members.

## **6. PROJECT OUTPUTS**

- Network of 40 trained news producers and editors capable of operating the news exchange;
- An operational ABU Radio News Exchange (ARNE) based on use of Internet, which will cater to the needs of radio broadcasters;
- Cooperation among radio broadcasters on radio news and, at a later stage, on radio programming.

## **7. ACTIVITIES AND WORK PLAN**

**Months 1/2:** Adjustment to IPDC funding levels (April 2006); completion of administrative work; publicity on the project among ABU members;

**Months 3/4:** Completion of system set up at the ABU for an ABU Radio News Exchange (ARNE) using Internet for the exchange (uploading and downloading) of news files

- Month 5:** Training workshop for 40 producers/editors in Kuala Lumpur on producing radio news for exchange in the required format;
- Month 6:** Setting up and operating ABU Radio News Exchange;
- Month 8:** Submission of report to UNESCO and further to IPDC.

On-going online communication, followed by refresher training / backstopping.

#### **8. INSTITUTIONAL FRAMEWORK**

ABU with its member organisations will select the participants, conduct training workshop, provide the platform for the News Exchange and supervise its functioning. Expertise will also be sought from other broadcasting Unions.

#### **9. SUSTAINABILITY**

ABU will continue to facilitate the Radio News Exchange, update it as required, encourage more radio broadcasters to participate, and enhance its value to all members.

#### **10. FRAMEWORK OF MONITORING**

The UNESCO Adviser for Communication and Information will monitor the project in close collaboration with professional broadcast organisations in the ABU region.

#### **11. EVALUATIONS CARRIED OUT**

ABU's own evaluation of the radio news situation is that while all radio broadcasters are seeking news from the region, many are unable to receive bulk of the news through the established news agencies because of high costs. The proposed Radio News Exchange will overcome this problem by providing access to radio news on a no-cost basis to the participating members.

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

The ABU shall provide the implementation reports on the projects as required by IPDC. Moreover, it will provide the final report and the certified financial statement on completion of the project.

### **C. ADDITIONAL INFORMATION**

#### **Preparatory activities completed prior to submission of the project to IPDC**

The project was mooted in 2004. Since that time, ABU radio members have indicated strong interest in the project. Appropriate one-point contacts have been identified. Operational arrangements are being planned and requisite software is being identified for this purpose.

#### **Assistance sought other than IPDC**

ABU will approach other funding agencies to facilitate the increase of the number of participants, other than those expected to be funded through IPDC assistance.

## D. BUDGET

### BREAKDOWN OF IPDC CONTRIBUTION IN US\$

#### 4-day Radio News Exchange workshop for 40 participants (The travel and DSA of 30 participants will be self-funded)

Travel and DSA (10 participants, US\$ 1 600 @):	16 000
Travel and DSA for 2 resource persons (US\$ 1 500 @):	3 000
Purchase of operating software:	2 000
Hiring of IT equipment for workshop:	900
IPDC monitoring:	1 000
<b><u>TOTAL:</u></b>	<b>22 900</b>

### BREAKDOWN OF BENEFICIARY'S CONTRIBUTION IN US\$

Server, routers and PC for control and coordination:	14 000
ABU staff assigned to set-up and coordinate the exchange project:	4 000
Communications, materials:	1 000
Other workshop expenses:	1 000
Contingencies:	1 000
<b><u>TOTAL:</u></b>	<b>21 000</b>



# AIBD

<b>A. PROJECT IDENTIFICATION</b>		
1.	<b>TITLE</b>	<b>AIBD: CAPACITY BUILDING AND LEADERSHIP DEVELOPMENT FOR CITIZENS MEDIA</b>
2.	<b>NUMBER</b>	PDC/49 RAS/02
3.	<b>CATEGORY OF MASS MEDIA</b>	RADIO AND TELEVISION
4.	<b>IPDC PRIORITY AREA</b>	CAPACITY BUILDING AND BUILDING PARTNERSHIPS FOR MEDIA DEVELOPMENT
5.	<b>SCOPE</b> (national, regional, interregional)	REGIONAL
6.	<b>TYPE OF ASSISTANCE REQUESTED</b>	FINANCIAL
7.	<b>TOTAL COST OF PROJECT</b>	US \$ 56 000
8.	<b>AMOUNT REQUESTED FROM IPDC</b>	US \$ 43 000
9.	<b>BENEFICIARY BODY</b>	NATIONAL BROADCASTING ORGANISATIONS, NGOs AND ACADEMIC INSTITUTIONS IN PAKISTAN, INDIA, NEPAL, BANGLADESH, SRI LANKA
10.	<b>IMPLEMENTING BODY</b>	ASIA-PACIFIC INSTITUTE FOR BROADCASTING DEVELOPMENT (AIBD)
11.	<b>PROJECT LOCATION</b>	FIVE IN-COUNTRY SEMINARS IN PAKISTAN, INDIA, NEPAL, BANGLADESH, SRI LANKA
12.	<b>PROJECT PREPARED BY</b>	AIBD, KUALA LUMPUR, MALAYSIA
<b>DECISION OF THE BUREAU</b>		

## **B. PRESENTATION**

### **1. BACKGROUND AND JUSTIFICATION**

The irrepressible growth in plurality of broadcast channels has unavoidably led to the loosening of state control on media, and new regulatory frameworks have been (or are being) put in place in Asia-Pacific countries, to maintain this newly found freedom. There is however a need to stabilise the systems in some of the countries, and to reduce the interference of the state and the big business houses, which can distort fair and balanced reporting.

In spite of new media regulations, therefore, true Public Service Broadcasting still remains a distant dream for the public at large in most countries of the region. The right to information, freedom of expression and the right to receive, interpret and act on the information received, as well as the responsibilities that these entail, are yet to become internalised in Asian societies.

It is recognized by groups of citizens in countries like India, Pakistan and Sri Lanka, in their attempts to raise standards of Public Service Broadcasting, that citizens themselves remain a weak link in the relationship between the major stakeholders, i.e. broadcasters, governments, big businesses, regulators, and the citizens. The promotion of a constructive dialogue between citizens and broadcasters then appears vital for the improvement of this situation.

This project proposes to assist such emerging pockets of citizens to pilot strong Citizens' Media groups that will monitor the broadcasting sector and serve as watchdogs on policies, programming and scheduling of broadcast, through the organisation of in-country advocacy seminars for broadcasters, NGOs, Academic Institutions and concerned citizens.

A perceived alternative solution is to lobby for a media law which puts citizens' interest as the priority. Even this approach, however, requires the support of Citizens' Media groups.

### **2. DESCRIPTION OF THE TARGET GROUPS**

The primary targets are broadcasters of five countries in Asia, followed by civil society groups and NGOs, as well as academic institutions

### **3. IMMEDIATE OBJECTIVE**

- To develop awareness among at least 10 broadcasters in 5 Asian countries of their actual status vis-à-vis viewers and listeners and the need to take the citizens into confidence as they evolve from state to public service broadcasters;
- To build partnerships between 10 broadcasters, 15 civil society organisations, NGOs and 10 media activists, 10 concerned citizens and the broadcast media;
- To strengthen this link with at least 5 academic institutions, to reinforce its credibility and acceptability.

### **4. DEVELOPMENT OBJECTIVE**

Completion of such base-line actions with a view to the formation of citizens' media groups, will promote increased dialogue and raise awareness of stakeholders of the importance of their voices in ensuring true democracy in public service broadcasting.

## 5. PROJECT INPUTS

- 3 resource persons;
- Programme manager;
- Participants: broadcasters, scholars, individuals, NGOs and representatives of civil society groups;
- Resource materials;
- Venue and facilities for the seminar;
- Telecommunications in bringing together relevant people and groups.

## 6. PROJECT OUTPUTS

- At least 40 persons in each of the five participating, fully aware and committed to forming and maintaining citizens' media groups;
- Leaders and resources identified in each country for creating sustainable Citizens' Media groups;
- Collaborating broadcasters enlisted;
- Formation of at least three citizens media groups;
- Articles and website postings demonstrating increasing involvement of stakeholders;
- Increased access for citizens to express themselves in broadcast media.

## 7. ACTIVITIES

- Communications with the broadcasters and partners in five countries for seminar preparation;
- Identification of suitable scholars/experts/resource persons/NGOs and individuals;
- Securing and preparation of premises, and confirmation of dates in each country;
- Preparation of background materials for workshops;
- Invitations to scholars/experts, media activists and broadcasters;
- Preparation of agendas for each country;
- Travel and accommodation arrangements for participants;
- Organisation and conduct of seminars;
- Documentation, feedback, evaluation;
- Dissemination of outcome and results;
- Reporting.

## 8. WORK PLAN

**Month 1:** Communications with broadcasters and partners in five countries for seminar preparation;

**Month 2:** Identification of suitable scholars/experts/resource persons/NGOs and individuals; securing and preparation of premises, and confirmation of dates in each country;

**Month 3:** Preparation of background materials for workshops; invitations to scholars/experts, media activists and broadcasters;

**Months 4-6:** Preparation of agendas for each country; travel and accommodation arrangements for participants; organisation and conduct of seminars; documentation, feedback; dissemination of outcome and results;

**Months 7-8:** Reporting; evaluations.

## **9. INSTITUTIONAL FRAMEWORK**

The project will be implemented by the Asia Pacific Institute for Broadcasting Development (AIBD), an intergovernmental institution set up under the aegis of the United Nations to create a vibrant broadcasting environment in the Asia-Pacific region. AIBD has a close relationship with the broadcasters and many affiliate members in these countries, figuring amongst its 26 members. The Institute has extensive experience in organising seminars and training courses in the field of electronic media development. The Institute will be responsible for all planning, coordination and implementation of the project. AIBD will collaborate with respective host member-countries to contribute in terms of local organisation and facilities as may be required.

## **10. SUSTAINABILITY**

The project will be put into operation within the context of AIBD's ongoing programme, in liaison with the national broadcasting organisations, the representatives of AIBD member countries. There are many other activities implemented by AIBD in the five countries and they will continue to support the ideas and strategies evolving from the seminars. Website postings and articles that emanate from the aftermath of the seminars will be circulated amongst the participants to keep the enthusiasm alive in the initial phase. Funds for growth and sustenance of the Citizens' Media groups will be one of the major issues tackled in the seminars. Membership, philanthropy and subscription to newsletters are the suggested sources of revenue, but they would vary depending on the situations in the countries.

## **11. FRAMEWORK OF MONITORING**

Monitoring may be done by the UNESCO regional office in New Delhi, with the help of the individual country offices in the region.

## **12. EVALUATIONS CARRIED OUT**

AIBD will evaluate the outcomes of the seminars, since this is a pilot project. AIBD will also actively seek feedback reports from participants on impact seminar by seminar and monitor follow-up action by NGOs and academics in the participating countries.

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

Progress report as per the work plan, on a three-monthly interval or reporting on contractual basis is suggested.

# **C. ADDITIONAL INFORMATION**

## **Preparatory activities completed prior to submission of the project to IPDC**

AIBD has organised two workshops on the subject of Citizens' Media, one in 2004 and the other in 2005, which had helped in the identification of interested individuals and organisations in the Asia-Pacific region. AIBD is also in close contact with other successful Citizens Groups such as the Friends of Canadian Broadcasting and Voices of Viewers and Listeners of the United Kingdom.

### **Contribution foreseen by the beneficiary agency during the project period**

AIBD contribution to this project is as follows: local transportation, part of the communications costs, coordination and management staff, part of the costs of seminar materials and photocopies, venue costs, rentals of microphones, projection system etc., and backdrops for the seminars.

### **Assistance sought other than IPDC**

None.

## **D. BUDGET**

### **BREAKDOWN OF IPDC CONTRIBUTION IN US\$**

#### **Five 2 ½ day in-country seminars**

Airfares for programme manager and 3 resource persons:	12 000
Per diem for programme manager and 3 resource persons:	1 200
Seminar package (lunch, tea breaks for 40 participants – 2 ½ days):	20 000
Honoraria for 3 resource persons (3 days × 5 seminars):	7 500
Materials,(stationery, seminar bags, name tags):	1 000
Communications:	300
Monitoring:	1 000
<b><u>TOTAL:</u></b>	<b>43 000</b>

### **BREAKDOWN OF BENEFICIARY'S CONTRIBUTION IN US\$**

Project management support (8 months):	4 000
Communications:	350
Stationery:	1 650
Local transportation:	3 000
Rental of equipment (microphones, projectors etc.):	1 000
Backdrop for the seminars:	500
Venue charges:	2 500
<b><u>TOTAL:</u></b>	<b>13 000</b>

# REGIONAL PROJECT

<b>A. PROJECT IDENTIFICATION</b>		
1.	<b>TITLE</b>	<b>AIBD: TRAINING OF RADIO JOURNALISTS IN ETHICS, STRATEGIES AND CONCEPTS FOR PUBLIC SERVICE AND DEVELOPMENT PROGRAMMING</b>
2.	<b>NUMBER</b>	PDC/49 RAS/03
3.	<b>CATEGORY OF MASS MEDIA</b>	RADIO
4.	<b>IPDC PRIORITY AREA</b>	DEVELOPMENT OF HUMAN RESOURCES; PROMOTION OF FREEDOM OF EXPRESSION AND MEDIA PLURALISM; PROMOTION OF INTERNATIONAL PARTNERSHIP
5.	<b>SCOPE</b> (national, regional, interregional)	REGIONAL
6.	<b>TYPE OF ASSISTANCE REQUESTED</b>	FINANCIAL
7.	<b>TOTAL COST OF PROJECT</b>	US \$ 51 900
8.	<b>AMOUNT REQUESTED FROM IPDC</b>	US \$ 35 000
9.	<b>BENEFICIARY BODY</b>	RADIO BROADCASTING ORGANISATIONS IN AFGHANISTAN, BANGLADESH, CAMBODIA, INDIA, NEPAL, PAKISTAN, LAOS, THAILAND.
10.	<b>IMPLEMENTING BODY</b>	THE ASIA-PACIFIC INSTITUTE FOR BROADCASTING DEVELOPMENT (AIBD), KUALA LUMPUR, MALAYSIA
11.	<b>PROJECT LOCATION</b>	THAILAND, CAMBODIA AND PAKISTAN
12.	<b>PROJECT PREPARED BY</b>	THE ASIA-PACIFIC INSTITUTE FOR BROADCASTING DEVELOPMENT (AIBD).
<b>DECISION OF THE BUREAU</b>		

## **B. PRESENTATION**

### **i. BACKGROUND AND JUSTIFICATION**

Radio broadcasting, the special focus of this project still remains the only mass medium with the deepest penetration of rural communities in the region, thanks to its affordability and accessibility. Developmental problems can therefore be addressed in a far simpler manner through radio. In this context, women journalists tend to have wider awareness of issues relating to family and development, and could command greater influence on their listeners if given the opportunity through training.

Radio, like other mass media has been characterised by a lack of ethical standards and practices, and in particular the failure of journalists to be truthful and unbiased in their reporting. They have often also been accused of too much dramatisation of information and insufficient knowledge of crucial subject areas, particularly those relating to development. Therefore, while shifts in mass media development may be discernible, the need to educate journalists remains a priority.

The major issue to be addressed in this project is the training of radio journalists so that they could more adequately cope with their roles of providing information in the public interest, being a tool in the process of lifelong education of citizens, and supporting advocacy and freedom of expression in matters relating to social and economic development. The project also proposes to facilitate a mechanism for networking and programme exchanges for the trained journalists.

Regional and in-country training workshops are foreseen in journalism ethics, strategies and concepts for radio production and programming on issues relating to rights and lifelong learning, for radio journalists, those in information sectors dealing with education and development matters, and particularly women journalists from Afghanistan, Cambodia, India, Bangladesh, Pakistan, Laos, Nepal and Thailand.

This particular proposal does not envisage any purchase of equipment.

### **2. DESCRIPTION OF THE TARGET GROUPS**

The target groups consist of radio journalists and those in communication and information sectors dealing with education and development matters, with a particular emphasis on women journalists.

### **3. IMMEDIATE OBJECTIVE**

- To train 30 radio journalists in one regional and two in-country 5-day workshops from participating countries/institutions in journalism ethics, appropriate strategies and concepts for production and advocating in lifelong education and development;
- To put in place a suitable system/mechanism for networking and programme development and exchanges.

### **4. DEVELOPMENT OBJECTIVE**

In training radio journalists as quality information providers, they may effectively take the lead in motivating citizens to express themselves freely in advocacy situations such as those relating to the development subjects.

## **5. PROJECT INPUTS**

- 30 trainee radio journalists;
- A trainer;
- A programme manager;
- 2 local resource persons;
- Training materials (handouts and audio clips);
- Equipment;
- Training facilities and personnel.

## **6. PROJECT OUTPUTS**

- 30 radio journalists trained;
- Sample programmes produced;
- Programmes produced locally upon the participants' return home;
- Networking and exchange mechanism established.

## **8. ACTIVITIES**

- Identification of trainer;
- Contact with participating countries;
- Selection of trainee journalists;
- Travel and accommodation arrangements;
- Confirmation of locations and required facilities;
- Preparation of course outline, content and identification of local resource persons;
- Conduct of training workshops, regional and in-country;
- Project review and report writing.

## **8. WORK PLAN**

- Months 1-3:** Planning: preparation for workshops in Bangkok, Phnom Penh and Lahore; identification of trainers and contacting participating countries;
- Months 4-5:** Carry out pre-project requirements: contact with participating countries; selection of trainee journalists; travel and accommodation arrangements; confirmation of locations and required facilities;
- Months 6-7:** Preparation of course outline, content and identification of local resource persons;
- Month 8:** Conduct of regional training workshop; review evaluation and report writing;
- Months 9-10:** Conduct of two in-country workshops; review, evaluate and report writing;
- Months 11-12:** Overall review of the project and final report.

## **9. INSTITUTIONAL FRAMEWORK**

The Asia-Pacific Institute for Broadcasting Development (AIBD) is a regional inter-governmental organisation 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, 32 affiliates and 46 partners in Asia, Pacific, Europe and North America. AIBD will be responsible for all planning, coordination and implementation of the project, given its extensive experience in organising training courses in this field. AIBD will collaborate with the respective host countries to contribute in terms of required local organisation and facilities. The Institute will designate a programme manager who will organise, document,



evaluate and collaborate with participating radio broadcasting organisations in the follow-up to this activity.

**10. SUSTAINABILITY**

The project will be implemented within the context of AIBD's ongoing training and supervision programmes with its member states and institutions. Viable networking mechanisms put in place during the workshop by the journalists among participating countries will be closely monitored.

**11. FRAMEWORK OF MONITORING**

Monitoring may be performed to a certain extent by AIBD and/or by international institutions, independent consultants, in co-operation with the beneficiary organisations.

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

The AIBD will evaluate and provide reports within the stipulated time frames as stated in the work plan.

**C. ADDITIONAL INFORMATION**

**Preparatory activities completed prior to submission of the project to IPDC**

The AIBD forges ahead with its new vision, mission and objectives of sensitising, mobilising and sharing information, encouraging freedom of expression and dialogue through the organisation of projects and activities similar to that of the present proposal. AIBD's partners will continue to provide all local facilities and human resources required for implementation of this project.

**Contribution foreseen by the beneficiary agency during the project period**

AIBD will contribute to project management, workshop materials, premises facilities and overheads in host countries.

**Assistance sought other than IPDC**

None.

## D. BUDGET

<b>BREAKDOWN OF IPDC CONTRIBUTION IN US\$</b>	
Airfares for 7 foreign participants (regional workshop):	5 100
Accommodation and DSA (7 participants × 8 days):	4 200
Workshop materials (flipchart, markers, consumables):	1 500
Communications:	1 500
Contingencies:	450
<b>In-country workshop in Bangkok</b>	
Airfares (trainer and AIBD programme manager):	3 415
Per diem for 2 persons (9 days):	2 450
Honorarium (trainer):	500
2 local resource persons:	350
<b>In-country workshop in Phnom Penh</b>	
Airfare for 2 persons:	3 405
Per diem for 2 persons (10 days):	2 040
Honorarium (trainer):	500
2 local resource persons:	350
<b>In-country workshop in Lahore</b>	
Airfare for 2 persons:	4 350
Per diem for 2 persons (10 days):	3 040
Honorarium (trainer):	500
2 local resource persons:	350
IPDC monitoring:	1 000
<b><u>TOTAL:</u></b>	<b>35 000</b>

<b>BREAKDOWN OF BENEFICIARY'S CONTRIBUTION IN US\$</b>	
Project management (12 months):	2 400
AIBD's Programme Manager services:	6 000
Trainer and Programme Manager local transport, visas, insurance:	1 000
Stationery etc.:	1 500
Premises and facilities (US\$ 2 000 @/week × 3 venues):	6 000
<b><u>TOTAL:</u></b>	<b>16 900</b>

# REGIONAL PROJECT

<b>A. PROJECT IDENTIFICATION</b>		
1.	<b>TITLE</b>	<b>AMSAR: DEVELOPMENT OF MEDIA SKILLS FOR ENVIRONMENTAL NEWS AND FEATURE PRODUCTION</b>
2.	<b>NUMBER</b>	PDC/49 RAS/04
3.	<b>CATEGORY OF MASS MEDIA</b>	PRINT AND BROADCASTING
4.	<b>IPDC PRIORITY AREA</b>	ENHANCING PROFESSIONAL CAPACITY
5.	<b>SCOPE</b> (national, regional, interregional)	REGIONAL
6.	<b>TYPE OF ASSISTANCE REQUESTED</b>	FINANCIAL
7.	<b>TOTAL COST OF PROJECT</b>	US \$ 35 700
8.	<b>AMOUNT REQUESTED FROM IPDC</b>	US \$ 29 000
9.	<b>BENEFICIARY BODY</b>	ASEAN MASS COMMUNICATION STUDIES AND RESEARCH CENTER (AMSAR)
10.	<b>IMPLEMENTING BODY</b>	ALMAR – FACULTY OF COMMUNICATION ARTS
11.	<b>PROJECT LOCATION</b>	BANGKOK, THAILAND
12.	<b>PROJECT PREPARED BY</b>	AMSAR, MS. MANA KUNTARAPORN? DR. KANYIKA SHAW
<b>DECISION OF THE BUREAU</b>		

## B. PRESENTATION

### 1. BACKGROUND AND JUSTIFICATION

The mass media situation varies from country to country in the Mekong sub region. In *Cambodia*, a range of media is visible – 7 television stations, 2 cable TV stations, some 20 local radio stations, and nearly 200 registered publications. *Myanmar* boasts print and broadcast media as well as the Internet. In *Laos*, while English and local language do coexist, most important is the Laos National Radio (LNR), particularly in providing information and education to Laotians throughout The *Vietnam* press, on the other hand, records a remarkable development over the past two decades. The country now produces 156 newspapers and 353 magazines. 68 radio and TV stations, including one national radio station, one national TV station, and 4 regional TV stations, fill the electronic media landscape together with 53 online newspapers and Internet content providers. In *Thailand*, there is a variety of media ranging from print newspapers to satellite-delivered television. Thailand is also the hub for foreign media with established South East Asian bases in Bangkok. The capital is home to approximately 30 dailies, two of which are published in English and several in Chinese. Newspapers are available across the country and often online. Provincial newspapers appear every two weeks. With respect to radio, 524 local and national stations are available to the public, 21 of which transmit on AM, the rest on FM.

These countries collectively enjoy relative freedom of the press, with that of Thailand being one of the most open and independent in Asia. On the other end of the scale is Myanmar, where almost all of the media are owned and controlled by the government with censor departments in full operation. From time to time, however, media does intervene with indirect criticisms of the government. In Vietnam, nearly all media are government-owned though increasingly freedom is being released.

In the field of environment, which is critical to the sustainable development of all the countries of the Mekong region, crucial elements for an enlightened and informed media that can independently analyse, criticise or express an opinion, are sadly lacking. Most journalists have little basic knowledge of environment problems and, more importantly, inadequate professional skills to attempt to build audience or public trust and promote public interest and discourse. With print and television news coverage tending to focus more on economy, politics and factual events, there is a lack of news or features on environment, cultural values, and issues of concern to marginal peoples such as original tribes. The role of the media as a vital link in the information and communication chain for early warning and prevention is now fully recognisable, particularly since the December 2004 tsunami disaster.

AMSAR deems it essential to develop necessary skills such as writing and processing news and features on environment and sustainable development, particularly for print (newspapers and magazines) and television. This project therefore seeks to organise a workshop for journalists and media educators from Cambodia, the Lao Democratic Republic, Myanmar, Vietnam and Thailand ‘to develop media skills for production of environment and sustainable development news and features’ and to establish a mass media network among these Mekong countries as one of the keys to the development of this region. There will be no equipment component involved.

### 2. DESCRIPTION OF THE TARGET GROUPS

Target groups include media educators and media practitioners with English proficiency from the countries involved and including rural and remote journalists.

### 3. IMMEDIATE OBJECTIVE

- To increase media skills of 15 participants in environmental news and feature writing production for print media (newspaper and magazines) and television;
- To establish a network among communication educators and practitioners in the Mekong sub region countries, including rural and remote journalists.

### 4. DEVELOPMENT OBJECTIVE

The provision by trained journalists of accurate and attractively presented information, particularly if produced in a participatory manner, would stimulate more awareness and discussion on issues of environment critical to development including one's right to a sustainable future.

### 5. PROJECT INPUTS

- Project coordinators;
- Resource persons;
- Trainers;
- Participants;
- Workshop materials.

### 6. PROJECT OUTPUTS

- 15 journalists and media educators trained;
- 15 news and feature stories produced and published in several print media;
- 3 short features produced for television;
- Workshop publication in print and electronic format;
- Network operational.

### 9. ACTIVITIES

- Refinement of workshop and network concept and outline;
- Identification and preparation of premises;
- Identification of coordinators and resource persons;
- Recruitment of trainers;
- Invitations to participants;
- Preparation of workshop materials;
- Organisation and conduct of workshop;
- Establishment of network;
- Reporting and evaluation.

### 8 WORK PLAN

- Month 1:** Refinement of workshop and network concept and outline;  
Identification and preparation of premises;  
Identification of coordinators and resource persons;
- Months 2 / 3:** Recruitment of trainers;  
Invitations to participants;  
Preparation of workshop materials;
- Month 4:** Organisation and conduct of workshop;  
Establishment of network;

**Months 5 / 6:** Reporting and publication;

**Month 7:** Project evaluation.

#### **9. INSTITUTIONAL FRAMEWORK**

The project will be implemented by the ASEAN Mass Communication Studies and Research Centre (AMSAR), an private non-profit institution established in 2000 by the Faculty of Communication Arts, University of the Thai Chamber of Commerce, with the specific mandate to educate in the knowledge of mass communication and to carry out Mass Communication research among the ASEAN countries. AMSAR, in keeping with its mission and its very nature, is striving to establish and maintain a mass media network among countries in the Mekong sub region as one of the keys to their development. AMSAR professionals are experienced in organising events such as proposed in this project. The project will be also be implemented in co-operation with a network of government and NGOs in Asia.

#### **10. SUSTAINABILITY**

The training will enrich the capacity of journalists in this field who, through the network, will be followed up and supported by AMSAR.

#### **11. FRAMEWORK OF MONITORING**

The UNESCO Adviser in Communication and Information for Asia and the Pacific will supervise and monitor project implementation, in cooperation with UNESCO Bangkok.

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

AMSAR will provide a progress report at the end of the fourth month and complete a summary report at the end of the programme.

### **C. ADDITIONAL INFORMATION**

#### **Preparatory activities completed prior to submission of the project to IPDC**

AMSAR carried out research with the Thai Journalists Association and the Thai Society of Environmental Journalists on the needs of ASEAN journalists, especially on environmental issues, which revealed a dire lack of professional skills even as the environmental problems become more serious, on both the national and regional levels. Possibilities of cooperation of these organisations in this training activity were explored with a view to finding lecturers, trainers, and resource persons. The Thai Society of Environmental Journalists has experience in the organisation of environmental news training for university students in both Thailand and Laos.

#### **Contribution foreseen by the beneficiary agency during the project period**

AMSAR's contribution will include, logistics and administrative support, materials and supplies, local transportation, working premises and overheads.

#### **Assistance sought other than IPDC**

None.

## D. BUDGET

### BREAKDOWN OF IPDC CONTRIBUTION IN US\$

Participant's travel and accommodation:	15 000
Resource persons' honoraria (10 × 8 days):	4 000
Training expenses (workshop facilities):	1 500
Workshop materials:	4 000
Communications:	1 000
Report publication:	2 500
Monitoring:	1 000
<b><u>TOTAL:</u></b>	<b>29 000</b>

### BREAKDOWN OF BENEFICIARY'S CONTRIBUTION IN US\$

Logistics administrative support:	2 000
Supplies and materials:	2 000
Working premises and overheads:	1 000
Local transportation:	1 000
Project evaluations and reports (questionnaires and follow-up mails):	700
<b><u>TOTAL:</u></b>	<b>6 700</b>

# REGIONAL PROJECT

<b>A. PROJECT IDENTIFICATION</b>		
1.	<b>TITLE</b>	<b>INTERNEWS: FINANCIAL INDEPENDENCE FOR MEDIA MOVEMENT IN CENTRAL ASIA</b>
2.	<b>NUMBER</b>	PDC/49 RAS/05
3.	<b>CATEGORY OF MASS MEDIA</b>	TELEVISION
4.	<b>IPDC PRIORITY AREA</b>	CAPACITY BUILDING, FREEDOM OF EXPRESSION AND PLURALISM
5.	<b>SCOPE (national, regional, interregional)</b>	REGIONAL
6.	<b>TYPE OF ASSISTANCE REQUESTED</b>	FINANCIAL (FOR TRAINING)
7.	<b>TOTAL COST OF PROJECT</b>	US \$ 24 100
8.	<b>AMOUNT REQUESTED FROM IPDC</b>	US \$ 19 000
9.	<b>BENEFICIARY BODY</b>	PRIVATE TV STATIONS IN KAZAKHSTAN, KYRGYZSTAN, TAJIKISTAN AND UZBEKISTAN
10.	<b>IMPLEMENTING BODY</b>	INTERNEWS, NON-PROFIT NGO, KAZAKHSTAN
11.	<b>PROJECT LOCATION</b>	ALMATY, KAZAKHSTAN
12..	<b>PROJECT PREPARED BY</b>	NURZHAN MUKHAMEDZHANOVA, EXECUTIVE DIRECTOR, INTERNEWS KAZAKHSTAN
<b>DECISION OF THE BUREAU</b>		



## **B. PRESENTATION**

### **1. BACKGROUND AND JUSTIFICATION**

Since independence (1991), several non-governmental mass media organisations have seen daylight in Central Asia. For example in Kazakhstan, 80 % of the country's (estimated) 2 000 media outlets are non-governmental, operating on national, regional and provincial levels. However, most of them lack qualified specialists in all media fields of competence. Generally, a number of various critical public and significant themes may be dealt with by the media in Central Asia. Nevertheless, the media rarely covers such issues as – for example – matters concerning the President, higher government authorities or corruption in the power structures, for fear of subsequent legal action.

As regards the media economy, advertising should be the main source of income of media organisations in Central Asia. Yet, due to certain monopolisation trends (notably in Kazakhstan) profitable advertising agreements often fall exclusively to large media companies. Due to the lack of income, very limited resources are available for the smaller outlets, which hinder their production of locally relevant content. The lack of access to information is consequently reflected by the low or non-participation of people in public development and problem-solving processes. In the absence of local content, audiences shift to satellite and other foreign channels, which do not deal with development and social issues that are relevant for the countries concerned.

This project suggests enhancing the financial stability of private mass media outlets in Central Asia by reinforcing their skills in building up viable economic basis for their outlets, thus enabling content production. The project would provide training for the general managers and advertising directors of the local private TV stations in financial independence, including such issues as advertising and sales management. The project will conduct two workshops to develop media economic skills of media managers. It also suggests to purchase a video tape recorder to complement *Internews Kazakhstan* training equipment; among others, the sessions simulating advertising acquisition / sales will be recorded for analysis among the trainees. The tapes will also be distributed to the participants.

### **2. DESCRIPTION OF THE TARGET GROUPS**

The beneficiaries of this project are the general managers and directors of advertising departments of private local TV stations, mainly in Kazakhstan, but also in Kyrgyzstan, Tajikistan and Uzbekistan.

### **3. IMMEDIATE OBJECTIVE**

The capacity for economic viability of independent media in Kazakhstan is increased by imparting relevant management and marketing skills to media managers and advertising directors through training.

### **4. DEVELOPMENT OBJECTIVE**

The development objective of the project is to increase the people's involvement in public life in Central Asia, by facilitating enabling media economic conditions for relevant local TV content production on social, political and development issues.

## 5. PROJECT INPUTS

- Two local experts specialised in sustainable media economics, sales and advertising, who have gained their experience within their own TV stations and have been trained by *Internews Kazakhstan* in 2002 / 3;
- Training materials and equipment;
- Trainees (the manager of one private TV station from Kyrgyzstan, one from Tajikistan and one from Uzbekistan; 3 TV managers from Kazakhstan; the director of the advertising department of one private TV station in Kyrgyzstan, Tajikistan and Uzbekistan; 13 directors from Kazakhstan).

## 6. PROJECT OUTPUTS

- 15 TV managers will have been trained in sustainable media operations;
- 15 advertising directors will have been trained in advertising and sales;

## ➤ ACTIVITIES AND WORK PLAN

**Month 1:** (*April 2006*) – Adjust work plan to IPDC funding level;

**Month 2:** Engage trainers;

**Month 3:** Devise training programmes 1 and 2; call for and select the participants; finalise training programmes and logistics;

**Month 5:** Conduct consecutively the two training workshops; collect evaluation from the participants;

**Month 6:** Finalise, reproduce and distribute the training tapes; provide final report and the certified financial statement to UNESCO / IPDC.

Interim reports will be provided to UNESCO as required by IPDC.

## 8. INSTITUTIONAL FRAMEWORK

The project will be implemented by *Internews Kazakhstan*, with support from UNESCO Almaty Cluster Office. *Internews Kazakhstan* (registered in 1999) is a local public organisation, which has its own bank account. It is an independent member of the *Internews International*. The key domains of action of *Internews Kazakhstan* in the field of media are training, media legislation, technical consultations, software support, small grants for local content (radio, TV); small grants for newspapers.

*Internews Kazakhstan* has its office in Almaty with telephone and Internet, as well as its own professional TV equipment, including digital shooting and non-linear editing equipment. At present, it transmits 4 hours of TV programmes through its partner stations every week.

*Internews Kazakhstan* has successfully implemented CI development projects, that have been supported by Soros-Kazakhstan, *Internews Network* (GIPI, Media and Information Support), the UNESCO Cluster Office in Almaty; the French Embassy, the Swedish Institute of Journalism (altogether some US\$ 900 000).

## 9. SUSTAINABILITY

*Internews Kazakhstan* has gained a high professional reputation among the media organisations and professionals in Kazakhstan and Central Asia, and will continue seeking support for media development in the country and within the sub-region.

## 10. FRAMEWORK OF MONITORING

The UNESCO Almaty Cluster Office could help the designated Advisers for Communication and Information and IPDC to monitor the project for IPDC.

## 11. EVALUATIONS CARRIED OUT

Internews Kazakhstan is conducting ongoing assessments on the needs of the media in Kazakhstan and Central Asia.

## 12. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING

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

### C. BUDGET

<b>BREAKDOWN OF IPDC CONTRIBUTION IN US\$</b>	
<b>Training 1</b>	
Participants accommodation (11 × 6 days × US\$ 40):	2 640
Consultant accommodation (6 days × US\$ 53):	318
Travel expenses for consultant and participants (to and from Almaty):	1 305
Local transport:	80
Meals for the participants (14 × 4 days × US\$ 12):	672
Training supplies:	150
Consultant's honorarium:	500
Computer connection:	125
Technical assistance:	250
Training coordinator:	200
Internet service:	250
Video tape recorder:	3 400
Video tapes:	350
Administrative costs:	526
<b>Training 2</b>	
Participants accommodation (11 × 6 days × US\$ 40):	2 640
Trainer's accommodation (64 days × US\$ 53):	212
Travel expenses for consultant and participants (to and from Almaty):	1 341
Local transport:	80
Meals for the participants (14 × 2 days × US\$ 12):	336
Training supplies:	150
Trainer's honorarium (3 days):	600
Computer connection:	125

Technical assistance:	250
Training coordinator:	200
Internet service:	250
Video tapes:	350
Administrative costs, taxes:	700
IPDC monitoring:	1 000
<b><u>TOTAL:</u></b>	<b>19 000</b>

<b>BREAKDOWN OF BENEFICIARY'S CONTRIBUTION IN US\$</b>	
Office rent:	650
Internet before and after the training:	1 320
Use of equipment:	1 000
Distribution of video tapes by mail:	130
Project management:	500
Personnel:	500
Legal assistance	200
Consultations:	200
Bank expenses:	100
Project reports:	500
<b><u>TOTAL:</u></b>	<b>5 100</b>

# REGIONAL PROJECT

<b>A. PROJECT IDENTIFICATION</b>		
1.	<b>TITLE</b>	<b>ADIL SOZ FOUNDATION: LEGAL RIGHTS OF THE MEDIA IN CENTRAL ASIA</b>
2.	<b>NUMBER</b>	PDC/49 RAS/06
3.	<b>CATEGORY OF MASS MEDIA</b>	ELECTRONIC, PRINT
4.	<b>IPDC PRIORITY AREA</b>	FREEDOM AND PLURALISM OF EXPRESSION CAPACITY BUILDING
5.	<b>SCOPE</b> (national, regional, interregional)	REGIONAL (CENTRAL ASIA)
6.	<b>TYPE OF ASSISTANCE REQUESTED</b>	FINANCIAL
7.	<b>TOTAL COST OF PROJECT</b>	US \$ 21 500
8.	<b>AMOUNT REQUESTED FROM IPDC</b>	US \$ 17 500
9.	<b>BENEFICIARY BODIES</b>	NATIONAL ASSOCIATION OF INDEPENDENT MASS MEDIA OF TAJIKISTAN, JOURNALIST TRAINING CENTER (UZBEKISTAN), JOURNALIST'S PUBLIC ASSOCIATION (KYRGYZSTAN), MEDIA LAWYERS IN CENTRAL ASIA
10.	<b>IMPLEMENTING BODY</b>	INTERNATIONAL FOUNDATION FOR THE PROTECTION OF FREEDOM OF SPEECH "ADIL SOZ"
11.	<b>PROJECT LOCATION</b>	ALMATY, KAZAKHSTAN
12.	<b>PROJECT PREPARED BY</b>	TAMARA KALAYEVA, PRESIDENT, GANNA TARASILNIKOVA, PROJECT DIRECTOR "ADIL SOZ"
<b>DECISION OF THE BUREAU</b>		

## **B. PRESENTATION**

### **1. BACKGROUND AND JUSTIFICATION**

The International Foundation for the Protection of Freedom of Speech “*Adil Soz*” has been monitoring media freedom and providing legal assistance to journalists and media in Kazakhstan since 1999. In 2003, *Adil Soz* started monitoring the freedom of expression in Kyrgyzstan, Tajikistan, and Uzbekistan within the framework of the project “Protection of Democratic Principles of Freedom of Speech in Central Asian Countries”, financed by a grant from the USAID and the Open Society Institute. The partners of *Adil Soz* in this project are two leading media NGOs: the National Association of Independent Mass Media of Tajikistan (NANSMIT), the Journalists’ Public Association in Kyrgyzstan and the International Journalists’ Training Centre in Uzbekistan.

The monitoring activity has shown that there is a tendency to restrict freedom of speech in all Central Asian countries, notably through toughening legal action. In the first half of 2005, 9 newspaper issues were confiscated; 13 journalists were prosecuted under criminal law, and 60 defamation cases were registered in Kazakhstan only, with claims mounting up to tens of trillions of Tenge. The situation is similar in Tajikistan, Kyrgyzstan and Uzbekistan.

In these conditions, it is very important to increase the level of legal competence of the mass media and journalists, including development of defence concepts, preparation of procedural documents, explaining laws, and offering consulting in conflict situations. With this in mind, *Adil Soz* has conducted tens of training workshops for journalists throughout Kazakhstan in legal defence skills, and has published three manuals called “Attain Information!”, “Your labour rights”, and “How to behave in Court”.

This project proposal is seeking support to conduct two training workshops for the legal advisers of the partner organisations and the representatives of leading mass media of Kyrgyzstan, Tajikistan and Uzbekistan, as well as for new media NGOs of Kazakhstan.

### **2. DESCRIPTION OF THE TARGET GROUPS**

- Three Tajik lawyers from NANSMIT (Dushanbe, Khojant and Gorno-Badakhshan);
- Three Kyrgyz lawyers, from the Journalists Public Association and two media outlets;
- Three Uzbek lawyers, from the Journalists’ Training Centre and two mass media outlets;
- Three representatives of media NGOs in Kazakhstan (Shymkent, Petropavlovsk and Kostanai).

### **3. IMMEDIATE OBJECTIVE**

The immediate objective of the project is to build the capacity of press freedom organisations, media NGOs and media outlets in 4 Central Asian countries, to better cope with the toughening legal action against press freedom.

### **4. DEVELOPMENT OBJECTIVE**

Media outlets will have more opportunities to discuss political, social and economic issues in a freer and civilised manner, in line with the constitutional principle of freedom of expression and democracy in Central Asian countries.

## 5. PROJECT INPUTS

- Media legal expert / trainer;
- Training materials in international press freedom instruments, journalistic ethics and Central Asian media law.

## 6. PROJECT OUTPUTS

The knowledge and skills of 12 media lawyers and NGO representatives from 4 countries will have improved in addressing legal issues faced by the media and journalists in Central Asia.

## 7. ACTIVITIES

The training cycle will consist of two 2-day workshops. The first one will focus on key issues and skills. The second workshop will address the issues faced by the participants in the intra-workshop period, and provide more profound knowledge and practical skills in the protection of the rights of mass media and journalists.

### Workshop 1:

- International standards in applying defamation law;
- Criminal and civil offence;
- Criminal prosecution of journalists: defamation/libel; insult; encroachment on honour and dignity of President, deputies and public officials;
- Civil actions: honour, dignity and business reputation;
- Self-regulation and methods to protect professional rights.

### Workshop 2:

- Defence issues in defamation / libel cases;
- Preparation of legal arguments in civil actions / criminal cases;
- Specifics of mass media law;
- Legal rights of mass media and journalists;
- Specificities of legal defence;
- The role of lawyers in courts/with authorities of appeal.

All workshops will be conducted with interactive training methods. The project implementation will be monitored by the Russian *Glasnost Foundation* (A. Simonov). The seminar materials will be published on *Adil Soz* website [www.adilsoz.kz](http://www.adilsoz.kz).

## 8. WORK PLAN

Action	Month	1	2	3	4	5	6
Adjust work plan to IPDC funding level		X					
Develop training methods		X			X		
Engage legal expert		X					
Decide workshop topics		X			X		
Develop workshop programme		X			X		
Identify participants		X			X		
Prepare and reproduce handout materials		X			X		
Conduct workshops			X			X	
Evaluation and reports					X		X

## **9. INSTITUTIONAL FRAMEWORK**

The workshops will be organised and carried out by the International Foundation for Protection of Freedom of Speech *Adil Soz* involving NGO partners of Kyrgyzstan, Uzbekistan, and Tajikistan.

*Adil Soz* is an NGO registered in Kazakhstan. It has an office in Almaty with 22 staff members. The board is elected by a general meeting. The renowned press freedom defendant Alexei Simonov is one of the members. The NGO's office has a PC network, photocopier and other technical communication facilities.

At present, *Adil Soz* conducts monitoring on violations of freedom of speech in 14 regions of Kazakhstan and in Almaty. It is also operating a legal aid service and is represented in the editorial board of the "Legislation and Practice of Kazakhstan Mass Media" bulletin.

The partner in Kyrgyzstan, the Journalists' Public Association, has been operating since 1998. It has a monitoring network based in seven regional centres (the cities of Osh, Jalalabat, Batken, Naryn, Karakol, Talas and Tokmok) and in the capital Bishkek. The Tajik partner, the National Association of Independent Mass Media of Tajikistan, NANSMIT was established in 1999, and has 10 journalists working as monitors in the cities of Dushanbe, Khujand, Kurgan-Tube, Kulyab and Khorog. The Uzbek partner, the International Journalist Training Centre, has a network of 12 monitors. All partner organisations have PCs and all communication means, including the Internet.

## **10. SUSTAINABILITY**

Upon completion of the project, *Adil Soz* will, in accordance with its Charter, continue its work to provide legal education for the media and to campaign to improve media legislation and practice in line with democratic principles, in order to protect the rights of journalists and mass media. This particular project will allow the media and journalists to cope better with the practice of repressions against mass media. Long-term project results will be reflected in the quarterly monitoring reports on the situation regarding freedom of speech in the countries concerned. The reports will contain information on the number of court actions, their results and the participation of the lawyers trained under this project in the actions.

## **11. FRAMEWORK OF MONITORING**

Reports will be submitted every 4 months to IPDC or as required by UNESCO/IPDC. The certified financial and narrative reports will be drawn up within 30 days after the ending of the grant activity.



## C. BUDGET

### BREAKDOWN OF IPDC CONTRIBUTION IN US\$

#### Two 2-day workshops in Almaty

Trainers' fees (2 persons):	1 600
Air and road travel to and from Almaty for the trainers and participants:	6 655
3-day accommodation (13 persons):	3 900
Local transport:	500
Renting of venue:	2 200
Lunches and dinners (15 persons):	785
Stationery:	120
Coffee breaks:	240
Project expertise:	500
IPDC monitoring:	1 000
<b><u>TOTAL:</u></b>	<b>17 500</b>

### BREAKDOWN OF BENEFICIARY'S CONTRIBUTION IN US\$

Expertise:	2 000
Communications and other facilities:	2 000
<b><u>TOTAL:</u></b>	<b>4 000</b>

## REGIONAL PROJECT

<b>A. PROJECT IDENTIFICATION</b>		
1.	<b>TITLE</b>	<b>PROMOTING FREEDOM OF THE MEDIA AND PRE-SCHOOL EDUCATION THROUGH STORY-TELLING</b>
2.	<b>NUMBER</b>	PDC/49 RAS/07
3.	<b>CATEGORY OF MASS MEDIA</b>	RADIO
4.	<b>IPDC PRIORITY AREA</b>	PROMOTING PLURALISM AND FREEDOM OF EXPRESSION; CAPACITY BUILDING
5.	<b>SCOPE (national, regional, interregional)</b>	REGIONAL
6.	<b>TYPE OF ASSISTANCE REQUESTED</b>	FINANCIAL
7.	<b>TOTAL COST OF PROJECT</b>	US \$ 50 500
8.	<b>AMOUNT REQUESTED FROM IPDC</b>	US \$ 24 500
9.	<b>BENEFICIARY BODY</b>	KYRGYZ RADIO DRAMA WRITERS, UZBEK AND TAJIK WRITERS AND EDITORS
10.	<b>IMPLEMENTING BODY</b>	SILK ROAD RADIO PROJECT
11.	<b>PROJECT LOCATION</b>	UZBEKISTAN, TAJIKISTAN, KYRGYZSTAN
12.	<b>PROJECT PREPARED BY</b>	AZIZA ATAEVA, REGIONAL COORDINATOR, SILK ROAD RADIO PROJECT (c/o UNESCO)
<b>DECISION OF THE BUREAU</b>		

## **B. PRESENTATION**

### **1. BACKGROUND AND JUSTIFICATION**

Uzbekistan, Tajikistan and Kyrgyzstan in Central Asia gained their independence in the early nineties. Since then, several non-governmental media outlets have started operations in these countries, but they are often facing great challenges. In Uzbekistan, it is still difficult for the media to be critical, even in a constructive manner, although the censorship was officially abolished in 2002. The ongoing decline of the economy affects the development of mass media in Tajikistan, though the authorities do not impede the media from addressing national problems. Kyrgyzstan has introduced changes into its Constitution in favour of the freedom of the media: for example, the amendment of '98 bans laws which can limit the media freedom. Still, it has proven difficult to build up a media corps that represents various shades of opinion.

The Silk-Road Radio project has been working in all three countries, starting in 1998. The working method of the Silk-Road Radio is to introduce subjects and issues through the soap opera format, followed by factual reports on the same. These factual reports are known as "storyline reporting", since they follow up on the soap opera storylines. In this way, the Silk Road Radio project has been promoting the freedom of expression and of the media in a structured, methodical manner. The Silk-Road Radio maintains close relations with the national state-radio networks in Uzbekistan, Tajikistan and Kyrgyzstan, while it is also forging ties with independent FM radio stations, thus fostering a climate of healthy competition between various media sectors.

The Silk-Road Radio also fosters regional co-operation by promoting joint productions between radio stations in the countries of the region. The Silk-Road Radio now hopes to further this co-operation by introducing another one of its drama productions, the *City Soap*, presently broadcast in Uzbekistan, and Kyrgyzstan in Kyrgyz and/or Russian languages.

The Silk-Road Radio complements the work of international development organisations by communicating essential messages in fields such as drug addiction, HIV/AIDS, reproductive health, domestic violence, human trafficking, development of private farming and women's small businesses, secondary and pre-school education, legal and human rights of people in Uzbek and Tajik languages – with production in Kyrgyz/Russian languages in the pipeline – to more than a million listeners in Central Asia, supported by a website, CDs, cassettes, leaflets and storybooks.

This proposal to IPDC seeks IPDC's support for:

- The initial capacity-building of the creative and production team as well as for the first productions of the City soap opera in Kyrgyzstan;
- The advanced training sessions in script writing for the Silk Road Radio teams in Tajikistan and Uzbekistan, as well as for a series of productions in the latter;
- The Kyrgyz team would also be equipped with a computer, printer and table for typing and printing the scripts.

### **2. DESCRIPTION OF THE TARGET GROUPS**

- The two soap operas of Silk-Road Radio have particular target groups: the Silk-Road Soap targets a rural population of mature reproductive age (from 25 to 50 years old); the City Soap Opera targets a more youthful and urban population of 16 to 29 years;
- Policy-makers will benefit from access to more information regarding people's needs;
- Kyrgyz writers will be given an opportunity to exercise their script-writing skills;
- Kyrgyz national radio technicians will have the opportunity to practice the skill of producing high-quality radio drama;
- Uzbek and Tajik drama writers and editors will obtain more advanced training in script-writing.

### **3. IMMEDIATE OBJECTIVE**

To build and enhance the capacity of three national Silk-Road Radio production teams to raise and deal with pertinent social issues, using the format of a radio soap opera and related “storyline” reporting.

### **4. DEVELOPMENT OBJECTIVE**

The project will improve the access to information of listeners, improve their communicative capacity, and subsequently contribute to media pluralism and to the freedom of expression.

### **5. PROJECT INPUTS**

- An international expert to advice on radio soap opera production for rural and urban areas;
- Equipment: computer and a table for typing scripts in Kyrgyzstan;
- Training venue / production office in Kyrgyzstan;
- Training venue in Dushanbe and Tashkent.

### **6. PROJECT OUTPUTS**

- A team of 10 persons will have been trained in radio soap opera production in Kyrgyzstan;
- The final production team will have been identified from among the trainees to launch the production of the City soap opera in Kyrgyzstan;
- The Silk Road Radio teams in Dushanbe and Tashkent will have received advanced training in script writing;
- One cycle of a soap opera entitled “*Har Dardning Davosi Bor/ Har Dardro Davoie*” (“A Cure For Every Ill”) in Tajik and one cycle of the soap opera in Uzbek will have been produced and transmitted on national radio, targeting rural and mature populations in Uzbekistan and Tajikistan.
- One cycle of the radio soap opera “*Shahar Bekatlari*” (City Stations) in Kyrgyz and/or Russian languages and one cycle of the soap opera in Uzbek will have been produced and transmitted on independent FM Radio stations of Kyrgyzstan and Uzbekistan targeting a more urban and youthful population.

### **9. ACTIVITIES**

#### **Kyrgyzstan:**

- Plan training sessions and make arrangements with international trainer (one-week training workshop in drama production for a team of ten creative production staff);
- Identify trainees and conduct training in Bishkek;
- Select employees of Silk-Road Radio project from among the trainees;
- Rent an office for the project in Bishkek;
- Start producing the City soap opera (Silk-Road Radio).

#### **Uzbekistan and Tajikistan:**

- Conduct advanced training of script-writers and drama editors in Dushanbe/Tashkent;
- Continue productions of the Silk Roads Soap Opera (Silk-Road Radio).

### **10. WORK PLAN**

**Month 1-3:** (Starting in April 2006): Adjust project work plan to IPDC funding level; plan and conduct workshop on soap-opera production in Kyrgyzstan; identify recruitees among the trainees; launch soap-opera production in Kyrgyzstan; plan and conduct advanced workshops on drama production in Uzbekistan and Tajikistan;

**Month 1-11:** Produce and transmit radio soap operas in Uzbekistan, Tajikistan and Kyrgyzstan;

**Month 12:** Evaluation, final report to IPDC.

## **9. INSTITUTIONAL FRAMEWORK AND SUSTAINABILITY**

**Silk-Road Radio** « *Storytelling in a contemporary context* » was launched in 1998 / 9, in both Uzbekistan and Tajikistan, by UNESCO. It was initiated by the former head of the widely acclaimed BBC Afghan Education Drama “New Home, New Life” (which became known as “Archers for Afghanistan”, after a famous British radio soap opera, launched in post-war Britain).

**Capacity building :** Following successful capacity-building of the national staff, the Silk-Road Radio activities are now run by two national and one regional co-ordinator. The initiator of the Silk Road Radio is available, on consultancy basis, for advice and capacity building on key issues.

**Staff structure:** National production teams are in place in Tajikistan and Uzbekistan, and will be replicated in Kyrgyzstan. In the absence of a sub-regional professional organisation, UNESCO (Tashkent Office in liaison with Almaty Office) has provided the required institutional support for such a project, helped in identifying real-life issues, moulding these issues into educational radio soap-opera storylines, and then reviving the same issues in the format of factual reporting.

## **10. FRAMEWORK OF MONITORING**

UNESCO Offices in Central Asia may be called to monitor the project as required by IPDC.

## **11. EVALUATIONS CARRIED OUT**

Needs assessment and pre-testing preceded the launch of both the Silk-Road and City Soaps. Major audience surveys have been carried out both in Tajikistan and Uzbekistan. Depending from the region of the country, in 2002/3, 7 to 19 % of the radio audience in Tajikistan listened to the Silk Road Radio regularly, while 24 to 46 % counted themselves as occasional listeners. Listenership was 10 % higher among women than men. In Uzbekistan, according to the most recent evaluation, both City and Silk-Road Soaps have 9.5 % listenership in cities and 12 % in rural areas. This translates into 38 000 soap opera listeners in the cities, aged 16-29. In rural areas, accordingly, there are about 938 000 listeners. About two-thirds of listeners are women, and about one-third of all listeners are discussing the contents of the programmes with their friends and relatives.

## **12. FRAMEWORK OF BENEFICIARY AGENCY’S REPORTING**

The Silk-Road Radio project will provide succinct implementation reports, as required by IPDC, covering activities in all three countries. The final report and the certified financial statement shall be provided to IPDC upon completion of the report (Month 12).

# **C. ADDITIONAL INFORMATION**

## **Preparatory activities completed prior to submission of the project to IPDC**

A series of capacity-building activities have been conducted in Tajikistan and Uzbekistan and the production is on-going successfully. In Kyrgyzstan, Silk-Road Radio carried out preliminary training in drama production for the National theatre of Osh in 2001. The most talented of these writers will be invited to participate in the proposed workshop in Kyrgyzstan in 2006.

## **Contribution foreseen by the beneficiary agency during the project period**

UNESCO Tashkent provides the Silk-Road Radio its main office (at UNESCO Tashkent premises). Over the years, UNESCO HQ, Bangkok and New Delhi offices have made substantial contributions to the Uzbek operation of Silk-Road Radio. Another contribution for the activity in Uzbekistan has been ensured by the HQ for six cycles of Silk-Road and City soap operas production in Uzbekistan in 2006.

#### **Assistance sought other than IPDC**

Silk-Road Radio is co-financed by numerous international donor agencies. Since its launch in 1998, SDC, DFID, UNFPA, UNHCR, UNODC and OHCHR have joined UNESCO in contributing to Silk-Road Radio. SDC (the Swiss Agency for Development and Co-operation) has agreed to fund the storyline reporting/researching department of the project (Uzbekistan, Tajikistan) in 2006. Silk-Road Radio will negotiate with SDC office in Kyrgyzstan funding for its storyline reporting activity in the country. The Silk-Road Radio will keep seeking funds for the continuation of the soap-opera production, publications and for conducting audience surveys.

### **D. BUDGET**

#### **BREAKDOWN OF IPDC CONTRIBUTION IN US\$**

##### **Budget for Uzbekistan, Tajikistan and Kyrgyzstan (12 months)**

International consultant on soap operas (travel and consultancy fees, one week Uzbekistan, one week Tajikistan):	5 720
Silk-Road soap opera production in Tajikistan (1 cycle, 8 episodes):	2 200
Silk-Road soap opera production in Uzbekistan (1 cycle, 8 episodes):	1 800
City soap opera production in Uzbekistan (1 cycle, 12 episodes):	2 500
Training on soap opera production in Kyrgyzstan (one week, international and regional travels, DSA and two trainers' fees included):	7 350
City soap opera production in Kyrgyzstan, hiring a venue included (1 cycle, 12 episodes):	2 730
Equipment (Kyrgyzstan only): computer, printer and table:	1 200
IPDC monitoring:	1 000
<b><u>TOTAL:</u></b>	<b>24 500</b>

#### **BREAKDOWN OF BENEFICIARY'S CONTRIBUTION IN US\$**

##### **Budget for Uzbekistan**

Silk-Road soap opera production in Uzbekistan:	11 400
City soap opera production in Uzbekistan:	14 600
<b><u>TOTAL:</u></b>	<b>26 000</b>

# AFGHANISTAN

<b>A. PROJECT IDENTIFICATION</b>		
1.	<b>TITLE</b>	<b>WOMEN TV PRODUCTION COOPERATIVE</b>
2.	<b>NUMBER</b>	PDC/49AFG /01
3.	<b>CATEGORY OF MASS MEDIA</b>	COMMUNITY MEDIA
4.	<b>IPDC PRIORITY AREA</b>	GENDER, CAPACITY BUILDING, COMMUNITY MEDIA
5.	<b>SCOPE (national, regional, interregional)</b>	NATIONAL
6.	<b>TYPE OF ASSISTANCE REQUESTED</b>	TRAINING, EQUIPMENT AND TECHNICAL ASSISTANCE
7.	<b>TOTAL COST OF PROJECT</b>	US \$ 108 000
8.	<b>AMOUNT REQUESTED FROM IPDC</b>	US \$ 108 000
9.	<b>BENEFICIARY BODY</b>	AFGHAN CAMERAWOMEN GROUP, TO BE CONSTITUTED AS A PRIVATE COOPERATIVE
10.	<b>IMPLEMENTING BODY</b>	UNESCO OFFICE, KABUL
11.	<b>PROJECT LOCATION</b>	KABUL
12.	<b>PROJECT PREPARED BY</b>	UNESCO COMMUNICATION AND INFORMATION SECTOR
<b>DECISION OF THE BUREAU</b>		

## **B. PRESENTATION**

### **1. BACKGROUND AND JUSTIFICATION**

With the support of UNESCO together with other sponsors, starting from July 2002, 15 young Afghan young women were trained as film makers by AINA, an International media-assistance NGO. Throughout 2003 and 2004, six women from the Women's Film Group were hired by the "Audio Visual Unit" of AINA. The UNESCO office in Kabul repeatedly suggested that AINA should adopt measures that would have emancipated the camerawomen group from the international NGO and created for them a medium-long term sustainable perspective rooted in the local economy. However, AINA decided to retain the female media professionals in its organisation. Following the unfortunate financial and organisational collapse of AINA, in mid-2005, the camerawomen found themselves unemployed and without real opportunities, despite their proven artistic and technical skills.

This project is intended to assist the women film makers who worked at AINA and are now jobless, as well as other Afghan women film makers who may be potentially interested in the project to create a TV production organisation in the form of an Afghan cooperative. UNESCO will assist this organisation through all the phases of its constitution, from the definition of internal rules and roles, to the preparation of sustainable business planning and a marketing and partnership strategy as well as additional capacity-building in terms of equipment and craft / management training.

The Women's TV Production Cooperative will be assisted in the elaboration of its internal statutory documents, defining its core mission, a business strategy, an ownership and a Code of Practice. In the statutory documents, it will be stated how the organisation's Assembly will elect a Board of Directors, the Editor-in-Chief, the Chairperson etc. All of them will be on duty for a limited period (1 or 2 years). The Statute will define also a Code of Conduct stating the conditions for incompatibility with management posts, such as being a member of the *Wolesi Jirga* or working for the government; the Statute will also specify how one can become member or be expelled, how profits will be distributed among members of the Cooperative and workers according to the Afghan law etc.

### **2. DESCRIPTION OF THE TARGET GROUPS**

The primary beneficiaries of this project will be the former members of the AINA's Afghan Women's Film Group and other women TV professionals wishing to join the project. The second level beneficiaries are, of course, the women community and the society of Kabul at large. The overall objectives of this project are to foster TV content pluralism in Afghanistan and to value-add in such a way that women's issues are highlighted and addressed, thus assisting national and democratic development.

### **3. IMMEDIATE OBJECTIVE**

To establish and implement a sustainable TV Production House in Kabul run by Afghan camerawomen in the form of a cooperative.

### **4. DEVELOPMENT OBJECTIVE**

Women in Afghanistan continue to suffer severe discrimination. It is vital that they have their place in the media, thus ensuring a democratic platform for them to give voice to their concerns and problems. Women media professionals can assist their sisters to become literate, to enjoy educational opportunities, to understand their human rights, basic health care and to improve their quality of life.



## **5. PROJECT INPUTS**

- Equipment: cameras, digital editing units, vehicle, furniture;
- Renovation and provision of adequate premises;
- Training and capacity-building;
- Support to gender-relevant content production.

## **6. PROJECT OUTPUTS**

- To equip the Women TV Production Cooperative as an audio-visual production house;
- To follow the start-up and build its capacity so as to be sustainable.

## **11. ACTIVITIES**

- To assist the women's group in the creation of the Cooperative, including the preparation of the statutory document and a marketing strategy;
- To identify a suitable location for the small-scale TV production house;
- To source and purchase equipment, as well as to supply administrative and logistical back-up;
- To organise audio-visual production and management training in order to ensure the competitiveness of the organisation on the market;
- To support the Women TV Production Cooperative in linking up with relevant national and international broadcasters, donors, private companies as well as creating a synergy with the Women' Community TV currently under establishment in Kabul, thanks to a US-funded IPDC project.

## **12. WORK PLAN**

**Month I-II:** Assistance to the creation of the cooperative; selection of the office site;

**Months III-V:** Training and capacity-building to define the core strategy; purchase, delivery and installation of the equipment;

**Month VI-XII:** Follow-up training and support to ensure the achievement of the immediate and development objectives.

## **9. INSTITUTIONAL FRAMEWORK**

The UNESCO Office Kabul handles logistical and administrative matters in close consultation with the beneficiary body and the donor.

## **10. SUSTAINABILITY**

The Women TV Production Cooperative is starting with a comparative advantage deriving from the proven competencies of its members as well as the existence of few real competitors in their targeted market. However, the potential offered by the Afghan audio-visual market is still weak on the short-term. In order to succeed in the long run in becoming sustainable, the Cooperative will have to adopt a strategy comprising the following combination of objectives:

In the short/medium-term:

- Support and assignments from international donors;
- Production assignments about Afghanistan by national and international broadcasters;
- Seeking to get assignments in the domestic advertising and audio-visual production market;
- Partnership with Women's Community TV.

In the long-term:

- Consolidating its positioning in the domestic market as an advertising and audio-visual production house;
- Developing the partnership with the Women’s Community TV into the creation of a profitable editorial outlet.

#### **11. FRAMEWORK OF MONITORING**

NGOs dealing with media assistance present in Afghanistan could be invited by the IPDC to independently assess and monitor the project.

#### **12. EVALUATIONS CARRIED OUT**

The UNESCO office Kabul and the CI Sector have worked extensively with the former “AINA’s camerawomen” and they have established solid contacts with them as well as with other main players of the audio-visual market in Afghanistan. The implementation of the Women’s Community TV project is also ongoing.

The audio-visual market in Afghanistan, despite remarkable progress in the last two years following a number of entrants, still has huge potential for expansion as demonstrated by the recent success of *Tolo TV* in Kabul. This would indicate an as-yet unmet demand for localised, tailored programming.

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

The Camerawomen Group TV Production Cooperative will report quarterly through UNESCO Kabul.

### **C. ADDITIONAL INFORMATION**

#### **Previous IPDC support received by the country**

Project N Budget codes	Funds (US \$)	Project title	Period
<b>PDC/23 AFG/01</b> 354AFG 5031	20,000	Afghanistan Further development of a women in media network	2003-2004
<b>PDC/23 AFG/02</b> 354AFG 5032	30,000	Establishment of a training centre at radio-television Afganistan	2003-2004
<b>PDC/23 AFG/03</b> 548AFG5000 (Luxembourg)	67,000	Bakhtar Information Agency Reform & Afghan Journalist Training Project Bakhtar News Agency Lux	2003-2004
<b>PDC/24 AFG/01</b> 354AFG 5033 (USA)	60,000	Afghanistan: Women’s community television USA	2004-2005
<b>Total Afghanistan: US\$ 50,000+US\$ 127,000 (Funds-in-trust)</b>			

**D. BUDGET****BREAKDOWN OF IPDC CONTRIBUTION  
IN US\$**

Training and capacity-building:	28 000
Audio-visual production equipment:	25 000
Production of five documentaries:	25 000
Premises and furniture:	30 000
<b><u>TOTAL:</u></b>	<b>108 000</b>

# AFGHANISTAN

<b>A. IDENTIFICATION DU PROJET</b>		
1.	TITRE	INA: SAUVEGARDE ET NUMÉRISATION DES ARCHIVES RADIOPHONIQUES ET FORMATION DES PERSONNELS DE LA RADIO-TÉLÉVISION AFGHANE
2.	NUMÉRO	PDC/49AFG/02
3.	CATEGORIE DE MÉDIA	RADIODIFFUSION DE SERVICE PUBLIC
4.	DOMAINE DE PRIORITÉ DU PIDC	LIBERTÉ D'EXPRESSION ET PLURALISME DES MÉDIAS
5.	PORTÉE (nationale, régionale, interrégionale)	NATIONALE
6.	TYPE D'AIDE DEMANDÉE	FINANCIÈRE
7.	COÛT TOTAL DU PROJET	US\$ 176 900
8.	MONTANT DEMANDÉ AU PIDC	US\$ 32 000
9.	BÉNÉFICIAIRE DU PROJET	RADIO-TÉLÉVISION D'AFGHANISTAN
10.	MAÎTRE D'ŒUVRE	INSTITUT NATIONAL DE L'AUDIOVISUEL (INA) FRANCE
11.	LOCALISATION	KABOUL
12.	PROJET PRÉPARÉ PAR	INSTITUT NATIONAL DE L'AUDIOVISUEL (INA) FRANCE
<b>DÉCISION DU BUREAU</b>		

## B. PRÉSENTATION

### 1. HISTORIQUE ET JUSTIFICATION

Première banque mondiale d'archives numérisées au monde, l'Institut national de l'audiovisuel (INA) assure la conservation des archives télévisuelles et radiophoniques des sociétés nationales de programmes. Grâce à une expérience et un savoir-faire reconnus, l'INA est en mesure d'intervenir partout dans le monde pour diagnostiquer, conseiller et accompagner d'autres organismes dans la sauvegarde de leurs archives audiovisuelles.

C'est la raison pour laquelle l'Institut a entamé en juillet 2002, avec le soutien des autorités afghanes, un vaste programme de coopération pour la sauvegarde des archives audiovisuelles afghanes. Son assistance a permis à la Radio-télévision afghane (RTA), à *Afghan Films* et à *Ariana Films* de sauver une partie de leurs fonds.

A Kaboul, 30 000 heures d'archives radiophoniques sont sous la menace d'une dégradation imminente et irréversible. C'est ainsi un pan entier de la mémoire collective afghane qui pourrait disparaître si des financements complémentaires ne sont pas engagés pour accélérer leur numérisation. Celle-ci permettra :

- De sauvegarder et de préserver de la destruction les documents uniques qui constituent le fondement du patrimoine audiovisuel afghan ;
- De contribuer à la reconstruction de l'identité nationale dans sa pluralité par le partage d'un passé radiophonique commun. Les actualités, les programmes, les archives musicales radiophoniques font partie intégrante de l'identité de la nation afghane. A l'heure où l'unité du pays constitue un enjeu problématique, ces images rappellent l'attachement des Afghans à leur intégrité nationale, politique et culturelle ;
- De constituer un réservoir d'éléments destinés à la diffusion, à la fois riche, pluraliste et professionnel. Dans ce contexte, l'exploitation des fonds d'archives représente une ressource précieuse;
- De constituer une ressource commercialisable : ces fonds audiovisuels, peuvent constituer une ressource financière non négligeable. Leur numérisation facilitera leur commercialisation.

En 2005, l'INA a installé les équipements nécessaires pour la sauvegarde et la numérisation des archives radiophoniques afghanes ainsi qu'une base de données documentaires, et engagé des activités de formation visant au bon fonctionnement du programme.

Pour l'année 2006, sont prévus :

- L'implantation d'une deuxième chaîne de sauvegarde ;
- L'intensification d'un plan de formation, en collaboration avec les partenaires, des techniciens, des opérateurs et des documentalistes ;
- La valorisation du patrimoine radiophonique afghan grâce à l'indexation des documents audiovisuels qui permet leur accessibilité en vue de leur diffusion et leur commercialisation.

La formation constitue un volet essentiel du programme global de l'INA en Afghanistan, en particulier pour la radio. Le transfert des compétences en direction des techniciens afghans rendra la RTA autonome dans la poursuite de ce programme.

## **2. DESCRIPTION DES GROUPES CIBLES**

Les premiers bénéficiaires de ce projet seront la population afghane, les auditeurs de la radiodiffusion afghane de service public, les étudiants, ainsi que certaines chaînes de radio indépendantes. La plupart des institutions publiques telles que les universités, les autorités culturelles afghanes et les chercheurs auront accès aux documents audiovisuels et aux archives sonores.

## **3. OBJECTIFS IMMÉDIATS**

- Mise à la disposition de la radio afghane par l'INA de matériel de lecture numérique, de stocks de CD vierges ; remise en état des anciens lecteurs ;
- Mise en place d'une base de données ;
- Formation technique au transfert pour la vérification et la préparation des bandes analogiques ;
- Formation à la numérisation pour l'exploitation et le maintien en état de marche des chaînes de sauvegarde et de numérisation ;
- Formation documentaire pour l'identification des documents sonores et la gestion de la base de données

## **4. OBJECTIFS DE DÉVELOPPEMENT**

La sauvegarde et la numérisation des documents audiovisuels de la radio publique afghane (30 000 heures) renforcera la capacité des services publics radiophoniques à proposer des programmes et des services de qualité. Ce projet améliorera la mission audiovisuelle d'intérêt général en proposant un service public performant inscrit dans le processus de démocratisation du pays.

Ce type de programme participe à la reconstruction d'une mémoire audiovisuelle commune et contribue au processus de réconciliation nationale.

## **5. INVESTISSEMENTS**

- Un chef de mission pilotera la mission de sauvegarde radiophonique pendant trois ans, entre autres programmes de l'INA en Afghanistan ;
- Un technicien formateur spécialisé en conservation des archives radiophoniques mettra en service les chaînes de sauvegarde et initiera les archivistes et techniciens locaux aux opérations de base en la matière.

Les activités de formation seront accompagnées de l'équipement nécessaire à un efficace transfert de compétences (fournitures, manuels techniques, documents de formation à la maintenance etc.).

## 6. RÉSULTATS

Les objectifs sont de trois ordres pour la fin de 2006 :

- Mise en service d'une chaîne de sauvegarde et de transfert numérique, qui sera opérationnelle dès la première mission. Le technicien interviendra en collaboration étroite avec les opérateurs afghans afin d'évaluer les conditions matérielles optimales de son exploitation ;
- Autonomie du personnel afghan affecté aux activités de sauvegarde. Dans un deuxième temps, mais dès la première mission, le technicien formera les archivistes et techniciens locaux aux opérations classiques de sauvegarde :
  - 2 techniciens seront formés aux méthodes de sauvegarde ;
  - 2 archivistes seront formés aux techniques documentaires.
- Il est prévu que 1 000 heures de programmes radiophoniques seront sauvegardées d'ici à la fin 2006. Au regard du rythme professionnel de sauvegarde (3 000 heures/an), l'objectif de 1 000 heures estimé par l'INA pour la première année est ambitieux, mais raisonnable.

## 7. ACTIVITÉS

- Installation de deux chaînes de sauvegarde ;
- Formation des techniciens afghans de la Radio-télévision nationale ;
- Mise en service d'une base de données pour l'indexation des documents ;
- Formation des archivistes afghans aux méthodes de l'indexation documentaire ;
- Rédaction du rapport final INA/RTA/UNESCO.

## 8. PLAN DE TRAVAIL

De juillet 2005 à juin 2006 :

**Mois 1-2** : Installation des chaînes de transfert ;

**Mois 1-12** : Formation des techniciens ;

**Mois 3-5** : Élaboration d'une base de données documentaires ;

**Mois 6-12** : Formation des archivistes afghans à l'indexation ;

**Mois 12** : Rédaction du rapport final.

## 9. CADRE INSTITUTIONNEL

Une convention de coopération a été signée entre la RTA et l'INA en octobre 2002, et renouvelée en novembre 2003 pour trois ans. Les activités de ce projet seront prises en charge par l'INA. Ses techniciens interviendront de manière régulière en Afghanistan à raison de deux missions par an. Un coordonnateur assurera sur place le suivi du programme.

Le ministère de la Culture et de l'Information a formalisé et autorisé l'intervention de l'INA comme agence de mise en œuvre auprès de la Radio-télévision afghane, qui constitue l'échelon ultime de décision dans la mise en œuvre de ce projet.

## 10. VIABILITÉ A LONG TERME

Le budget consacré à la sauvegarde des archives de la radio afghane représente approximativement la moitié du budget prévisionnel de ce programme pour la période 2005 / 2007 (soit près de 275 000 dollars). La RTA n'étant pas en mesure de prendre cette activité en charge, l'INA s'est engagée à en assurer le financement dans la cadre du programme.

L'INA mettra du matériel à la disposition des Afghans (ordinateurs, logiciels, bases de données) et assurera la formation nécessaire à l'identification des documents et à la gestion d'une base de données, afin de développer les possibilités d'exploitation de ces archives sur le long terme.

## 11. SUIVI DU PROJET

L'INA s'engage à présenter des rapports mensuels au Bureau régional de l'UNESCO en coopération avec les organismes afghans (RTA).

## 12. ÉVALUATIONS EFFECTUÉES

Le Bureau de l'UNESCO à Kaboul assurera la supervision et l'évaluation finale du projet.

## 13. RAPPORTS D'ACTIVITÉ DE L'ORGANISME BÉNÉFICIAIRE

L'organisme bénéficiaire s'engage à soumettre un rapport d'activité tous les quatre mois.

### C. INFORMATIONS COMPLÉMENTAIRES

#### Assistance fournie par le PIDC dans le passé

Project N Budget codes	Funds (US \$)	Project title	Period
PDC/23 AFG/01 354AFG 5031	20,000	Afghanistan Further development of a women in media network	2003-2004
PDC/23 AFG/02 354AFG 5032	30,000	Establishment of a training centre at radio-television Afganistan	2003-2004
PDC/23 AFG/03 548AFG5000 (Luxembourg)	67,000	Bakhtar Information Agency Reform & Afghan Journalist Training Project Bakhtar News Agency Lux	2003-2004
PDC/24 AFG/01 354AFG 5033 (USA)	60,000	Afghanistan: Women's community television USA	2004-2005
<b>Total Afghanistan: US\$ 50,000+US\$ 127,000 (Funds-in-trust)</b>			

#### Aide sollicitée auprès de sources autres que le PIDC

Dans le cadre des activités de développement de l'UNESCO en Afghanistan, l'INA a bénéficié du soutien politique et financier de l'Organisation par le biais du Programme "Information for all" (IFAP) pour la mise en œuvre du Programme de numérisation des archives de la Télévision afghane et d'*Afghan Films*.



## D. BUDGET

### BUDGET CONCERNANT LES APPORTS DU PIDC (en dollars des Etats-Unis)

#### Personnel

Chef de mission (transport et per diem, 2 missions) :	5 940
Technicien / formateur (transport et per diem, 2 missions) :	5 940

#### Équipement (pour 1 chaîne de sauvegarde)

Lecteur professionnel de bandes magnétiques :	1 650
Ordinateur (Macintosh) :	3 300
Logiciel <i>Protools</i> :	3 300
Interface audio analogique/numérique :	2 200
Logiciel de gravure :	550
Enceintes acoustiques :	1 650
Pupitre de contrôle des signaux :	1 100
Câblage :	550
1 000 CD vierges :	1 100
Fret aérien :	3 020
Conditionnement, frais administratifs, communications :	1 700
<b><u>TOTAL</u> :</b>	<b>32 000</b>

### BUDGET CONCERNANT LES APPORTS DE L'ORGANISME BÉNÉFICIAIRE (en dollars des Etats-Unis)

#### Personnel

Chef de mission (6 missions, per diem, transport aérien) :	17 820
Technicien radio (6 missions, per diem, transport aérien) :	17 820
Formateur radio (1 mission, 2 mois) :	9 570
Technicien documentaire (4 missions, per diem, transport aérien) :	11 880

#### Équipement (pour 2 chaînes de sauvegarde)

2 lecteurs professionnels de bandes magnétiques, ordinateur, logiciels <i>Protools</i> , interfaces audio analogiques/numériques, logiciels de gravure, pupitres de contrôle, enceintes acoustiques, câblage, 30 000 CD vierges :	61 600
Ordinateur DELL pour indexation documentaire, logiciel approprié :	7 700
Fret aérien :	6 300
Charges administratives, traductions, communications, formation (sur 3 ans) :	12 210
<b><u>TOTAL</u> :</b>	<b>144 900</b>

# AFGHANISTAN

<b>A. PROJECT IDENTIFICATION</b>		
1.	<b>TITLE</b>	<b>INTERNET AND WOMEN-MANAGED COMMUNITY RADIO IN MAIMANA</b>
2.	<b>NUMBER</b>	PDC/49AFG/03
3.	<b>CATEGORY OF MASS MEDIA</b>	COMMUNITY RADIO
4.	<b>IPDC PRIORITY AREA</b>	COMMUNITY MEDIA
5.	<b>SCOPE (national, regional, interregional)</b>	NATIONAL
6.	<b>TYPE OF ASSISTANCE REQUESTED</b>	FINANCIAL, EQUIPMENT
7.	<b>TOTAL COST OF PROJECT</b>	US \$ 95 600
8.	<b>AMOUNT REQUESTED FROM IPDC</b>	US \$ 80 500
9.	<b>BENEFICIARY BODY</b>	RADIO QUYAAASH
10.	<b>IMPLEMENTING BODY</b>	O-RETECHS, CERETECHS AND THE PARWANA MEDIA NETWORK
11.	<b>PROJECT LOCATION</b>	MAIMANA (FARYAB PROVINCE)
12.	<b>PROJECT PREPARED BY</b>	
<b>DECISION OF THE BUREAU</b>		

## **B. PRESENTATION**

### **1. BACKGROUND AND JUSTIFICATION**

Radio is the main source of news for most Afghans. And in the remote locations of the country, it is the only source of information. According to a 1999 survey carried out by the Afghan Media Resource Centre, over 85 % of Afghans have a radio set in working order. The reason for this dependence on radio is the mass destruction of printing presses by the Taliban, the low literacy rate, the economic infeasibility of television and the poor infrastructures of the country.

A Press Freedom Bill was adopted in April 2002, ending years of censorship and a total ban on free speech under the Taliban. Afghans are now embracing media and their freedom of speech wholeheartedly. In addition to the 78 independent and 23 commercial radio broadcasters, there are 5 TV stations in Afghanistan (4 private and one government-run). As well, the print press has also experienced a massive growth in the past few years. Although traditional media has grown in all regions of the country, Internet is still an untapped information resource for many Afghans, especially in the rural areas.

In Maimana, the capital of Faryab province, one of the rural areas with no public access to the Internet, there is an independent, women-managed radio station called *Radio Quyaash*. It has all the essential elements for the success of combining traditional and new media in a rural context: community awareness, skills capacity, public access and support, coupled to locally appropriate content; they are just lacking Internet access.

A recent survey shows that there are over 80 000 people (the majority of women) tuning in everyday to Radio Quyaash broadcasts. They have – without the Internet – limited resources for the production of their programmes; they have a hard time keeping in touch with the other stations in their network of women-managed radio stations; they are challenged to keep up with the latest news happening in Afghanistan and in the world. Maimana has a large population of educated men and women, but because of their rural location, access to the Internet is a valuable learning resource they have yet to use.

This project aims at installing the Internet into Radio Quyaash so that the rural community of Maimana, and specifically Afghan women, can benefit from that connection through educational programming, skills training and capacity-building. Internet installed in Radio Quyaash will solve two major problems that the radio station and the community of Maimana now face. It will provide a source of revenue and income to contribute to the station's sustainability challenge, an issue that all independent community radio stations in Afghanistan have to face.

Without the assistance of a grant from an international organisation, it would be impossible for Radio Quyaash or the community of Maimana to afford the installation of the Internet, as well as the cost of the computers and generator that are an integral part of creating this Internet resource centre.

### **2. DESCRIPTION OF THE TARGET GROUPS**

#### ➤ The communities with access to Radio Quyaash who live in Maimana and the outlying villages.

Radio Quyaash is of immense importance to these communities. The Internet café connection will further strengthen the role of the radio station and ultimately provide an important means of sustainability to both in the area. It may be used as a training centre for Internet education for students, government officials, and Afghan national NGO workers who need to expand their skill set.

- The journalists working directly in Radio Quyaash and within the Women's Network.

Seven journalists will be trained in the installation, use and maintenance of the Internet workstations, how to use computers, Internet search engines and TOT to teach Internet operation.

- The volunteers who work at the station.

At present, Radio Quyaash works with community volunteers who often contribute to the station upkeep, assist journalists, and contribute to radio production. This group of volunteers will be expanded. They will work as peer trainers to the community in the use of Internet. This in itself will contribute to spreading the resort to Internet within rural areas.

- All journalists connected to the Parwana network.

This is a pilot project initiated with Radio Quyaash in Maimana. Journalists from each of the other three Parwana Media Network radios will be brought for internship at Radio Quyaash. The project will also include the training of these journalists in the preparation of business plans based on the Quyaash model.

### **3. IMMEDIATE OBJECTIVE**

- Installing Internet into Radio Quyaash to aid the rural community of Maimana, and specifically Afghan women, in benefiting from the link to the worldwide web through educational programming, skills training and capacity building.
- To increase the chance of sustainability of Radio Quyaash by installing Internet access into the station, and using the excess capacity to generate revenue for the station by operating an Internet café and training centre.

### **4. DEVELOPMENT OBJECTIVE**

Having Internet in the rural radio station of Radio Quyaash will provide a means of information-sharing for underprivileged and marginalized Afghan women and men.

With a newly formed government in Afghanistan, there is a new Constitution, parliamentary process and procedure that need to be conveyed to all Afghans. The Internet can be used to access the government documents, while providing a platform for public debate. As the pilot project in Sri Lanka demonstrated, not only did access to the Internet improve the capacity of the people, it also helped develop the economic sector. This would be of a great benefit for the local business development of Maimana.

### **5. PROJECT INPUTS**

#### Technical equipment requirements:

- Equipment for Internet access: V-Sat system with server and UPS; printer; scanner; digital camera; 5 Acer computer sets ;
- Large generator to fuel the Internet café;
- Internet connection (initial fee and monthly fees paid quarterly at the beginning of each quarter, for one year);

#### Training requirements:

- Baseline survey on listening audience in Maimana;
- Technical troubleshooting team to train journalists who are IT trained in basic Internet maintenance, occasional visits for maintenance of equipment;

- Training of journalists in Internet use and browsing;
- Production of web-browsing programme and training of journalists to produce programmes;
- Radio Quyaash will develop a database on audience needs and interests;
- Training existing radio station volunteers in Internet use;
- Setting up a peer training programme for communities;
- Establishing a system for “community pay” for Internet use in the café;
- Introducing e-mail and Voice over as a way of communicating with families abroad and accessing market rates;
- Training of Parwana network journalists in market research and preparation of business plans.

## 6. PROJECT OUTPUTS

- 80 000 community members in the Radio Quyaash listening area will be exposed to the Internet through “*Browsing the Internet on Radio*” and have the opportunity to use the Internet café at Radio Quyaash;
- 7 Afghan women journalists will be trained to use the Internet as a research tool for journalism;
- 3 Afghan women teachers will be trained to use and teach the Internet;
- Community members will be trained through volunteers and peer training to use the web;
- Lessons learned on the viability of Internet/radio synergy in the Afghan context.

## 13. ACTIVITIES

- To organise an initial planning and project management meeting with partners: *O-Retechs*, *Parwana Network* and *CeReTechs*;
- To assess existing data on baseline survey carried out by Radio Quyaash;
- To meet with local NGO to discuss sub-contract for organising community meeting to involve communities in early stages of planning and to assist in survey work;
- To prepare terms of reference and provide sub-contract NGO;
- With NGO field staff, to assess interest from other groups in communities: marginalized, men, women, youth, different ethnic groups etc.;
- Radio Quyaash prepares venue for Internet café;
- CeReTechs installs and configures the V-Sat system, server and other computers (ensures voice over IP capability), provides training to broadcasters, trains broadcasters in Internet use, TOT programme and, with Parwana team, trains in production of Radio Browsing Programme.

## 14. WORK PLAN

- Jan. 2006:** Initial meeting with partners; assess existing data on baseline survey of radio Quyaash; baseline survey of audience’s knowledge of Internet; organise community meeting to involve them in the planning; placing orders for equipment;
- Jan./Feb.:** Preparing venue for Internet resource centre;
- Feb./March:** Training of a journalist to manage the Internet café; installation of equipment;
- March:** Training of journalist on community payment for Internet café; training on troubleshooting; proposals from consulting companies for market research;
- March/April:** Setting up systems for the Internet café;
- March/May:** Training of broadcasters on use of Internet and on radio web-browsing programme;
- April:** Selection of consulting firms;
- April/Dec.:** Training of volunteers and peer training techniques; overseeing quality and content of programmes;
- May:** Market research for business plan;
- June/July:** Preparation of database;
- August:** Training of database;
- Aug./Sept.:** Preparing business plan for 3 radio stations.

## 9. INSTITUTIONAL FRAMEWORK

The project will be implemented by three partners: O-Retechs; CeReTechs and the Parwana Media Network.

O-Retechs is a small Afghan NGO. Its vision is to harness communication technologies for development use. It is currently focusing on methodologies to widen Internet use and is in contact with the University of Washington for assistance in using Internet for e-training through its Resource Centre.

CeReTechs (private sector) started its services in Kabul in March 2002 to provide a full suite of information technology services and products, including high-speed low-cost wireless Internet, LAN and e-mail service, technical support, ICT consulting and implementation, and ICT equipment. It provides these services to international and local organisations working throughout Afghanistan, significantly reducing their overall communication costs.

The Parwana Media Network is a network of four women-managed, independent radio stations in Afghanistan. It has registered as an Afghan NGO, looking to develop into a national media organisation. Parwana currently has two international advisers working on management and capacity-building within the network.

## 10. SUSTAINABILITY

There is no guarantee of sustainability. However, we are looking closely at the possibility of generating income from the Internet café – particularly after it grows in strength after the first year of operation. The government of Afghanistan is currently working with the World Bank to bring Internet to the provinces. It is working with USAID to bring Internet to the Districts. USAID will offer support to private companies willing to make the investment of bringing Internet to a District. We believe that the combination of this present funding through IPDC, the fledgling business through the Internet café and future assistance from the government of Afghanistan through USAID will support sustainability of the project.

## 11. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING

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

### C. ADDITIONAL INFORMATION

#### Previous IPDC support received by the country

Project N Budget codes	Funds (US \$)	Project title	Period
<b>PDC/23 AFG/01</b> 354AFG 5031	20,000	Afghanistan Further development of a women in media network	2003-2004
<b>PDC/23 AFG/02</b> 354AFG 5032	30,000	Establishment of a training centre at radio-television Afghanistan	2003-2004
<b>PDC/23 AFG/03</b> 548AFG5000 (Luxembourg)	67,000	Bakhtar Information Agency Reform & Afghan Journalist Training Project Bakhtar News Agency Lux	2003-2004
<b>PDC/24 AFG/01</b> 354AFG 5033 (USA)	60,000	Afghanistan: Women's community television USA	2004-2005
<b>Total Afghanistan: US\$ 50,000+US\$ 127,000 (Funds-in-trust)</b>			

### **Preparatory activities completed prior to submission of the project to IPDC**

Research on the Radio Kothmale Internet radio project that UNESCO funded in 1999, coupled with preparation by Radio Quyaash to operate such a project.

### **Contribution foreseen by the beneficiary agency during the project period**

Staff time and advisers from O-Retechs, CeReTechs and Parwana.

### **Assistance sought other than IPDC**

CIDA and DED will be solicited if the IPDC is not interested in funding this project. O-Retechs is seeking assistance from USAID for bringing Internet access to rural communities.

## **D. BUDGET**

<b>BREAKDOWN OF IPDC CONTRIBUTION IN US\$</b>	
<b>Equipment</b>	
Satellite equipment for Internet connection (VSAT):	3 000
Transportation and installation charges:	800
Internet monthly charges (24 months):	9 600
800 VA UPS:	190
Surge protectors, voltage stabilisers:	100
Official registration:	200
5 ACER computers:	2 950
Computer server:	1 100
Power generator:	6 000
Generator installation:	1 000
Generator running costs (24 months):	12 000
Printer:	300
Printer maintenance:	200
Scanner:	150
Redundancy equipment (UPS):	190
Networking and cabling:	690
Electrification:	220
Voice over equipment:	2 000
Subscription:	100
<b>Training and maintenance</b>	
Training on basic maintenance (2 trainees):	400
Troubleshooting (4 trainees):	2 000
<b>Operating/administrative costs</b>	
Project manager:	12 000

Parwana Media Network field coordinator:	6 000
Programme manager assistant:	6 000
Business plan consulting and marketing:	8 000
Accommodation for IT technician:	500
6 computer desks:	300
Database management implementation/training:	2 000
Transportation for monitoring and evaluation:	700
5 video cameras for Internet video conferencing:	250
Office supplies:	100
Miscellaneous (furniture, heating etc.):	460
IPDC monitoring:	1 000
<b><u>TOTAL:</u></b>	<b>80 500</b>

<b>BREAKDOWN OF BENEFICIARY'S CONTRIBUTION IN US\$</b>	
Equipment for VSAT connection:	2 750
Installation:	600
Internet charges:	10 800
Transformers:	100
D-link router with Firewall and wireless:	250
Registration:	200
2 technicians for site installation:	400
<b><u>TOTAL:</u></b>	<b>15 100</b>



# AFGHANISTAN

<b>A. PROJECT IDENTIFICATION</b>		
1.	<b>TITLE</b>	<b>SUPPORT FOR “<i>FUTURE MAKERS</i>”, TV PROGRAMME FOR CHILDREN</b>
2.	<b>NUMBER</b>	PDC/49AFG/04
3.	<b>CATEGORY OF MASS MEDIA</b>	TELEVISION
4.	<b>IPDC PRIORITY AREA</b>	CAPACITY BUILDING
5.	<b>SCOPE (national, regional, interregional)</b>	NATIONAL
6.	<b>TYPE OF ASSISTANCE REQUESTED</b>	FINANCIAL
7.	<b>TOTAL COST OF PROJECT</b>	US\$ 68 000
8.	<b>AMOUNT REQUESTED FROM IPDC</b>	US\$ 56 000
9.	<b>BENEFICIARY BODY</b>	AFGHAN NATIONAL TELEVISION (ANT)
10.	<b>IMPLEMENTING BODY</b>	FREE VOICE, KIDS NEWS NETWORK PROGRAMME (KNN), THE NETHERLANDS; AFGHAN NATIONAL TELEVISION
11.	<b>PROJECT LOCATION</b>	KABUL
12.	<b>PROJECT PREPARED BY</b>	FREE VOICE, KIDS NEWS NETWORK PROGRAMME (KNN), THE NETHERLANDS
<b>DECISION OF THE BUREAU</b>		

## B. PRESENTATION

### 1. BACKGROUND AND JUSTIFICATION

In late 2001, the Kabul-located Radio Afghanistan went back on the air after the Taliban deserted the capital. One of the first signs of change was that Radio Afghanistan broadcast music for the first time in five years. Some time later, Kabul TV was also back in action, with a woman presenting the news.

Afghanistan's newly invigorated press enjoys freedom of expression, although print runs are small. There is a small band of private radio and TV stations. However, press freedom organisation *Reporters Without Borders* notes that media regulatory bodies are "under the government's thumb". There is a law, for example, that bans media criticism of Islam and other religions.

Relays of foreign radio stations and stations funded from overseas are transmitted in Kabul, including BBC, Radio France Internationale, Deutsche Welle, US-funded broadcasts from Radio Free Afghanistan – which go by the name Azadi Radio – and the Voice of America – which brands its Dari and Pashto broadcasts as Radio Ashna ("Friend").

*Free Voice* is a Dutch foundation that enhances press freedom in developing countries by supporting a diverse, independent and skilled press; a critical journalistic culture and independent source of news that are crucial for the emancipation and forming of public opinion.

One of the programmes run by Free Voice is "*Kids News Network*" (KNN). It broadcasts television news programmes for children at the ages of 8 – 14, as a means to enhance the diversity of the media and to give children a voice.

The programme in Afghanistan is called "*Ayenda Sazan*", which means "*Future Makers*". It is a weekly show of 30 minutes, broadcast in the two main Afghan languages Dari and Pashto. *Ayenda Sazan* is the best viewed children's programme of Afghanistan and sets a good standard for television programming for children after the Taliban regime. *Ayenda Sazan* is also the first television programme in 30 years to be airing a weather forecast! It is honoured by the Foundation for Culture and Civil Society. The Afghan National Television (ANT) with its educational department *Rozanna* was KNN's local partner. In Afghanistan, the KNN training was given by Dutch-Afghan trainers.

The programme in Afghanistan was financed with KNN till October 2005, with the intention that local funding would be found for the period thereafter. However, no funding has been arranged yet for its future.

It has proven to be very successful, especially if one takes into account the zero-base starting position under the Taliban regime. At the start, the ANT culture and organisational environment were not the right entourage for developing and implementing the KNN approach. Therefore, an isolated set-up was created to build capacity with the management, some personnel paid directly by KNN and others employed by ANT, but financially supplied by KNN. The equipment supplied by KNN was reserved for the use of *Ayenda Sazan*. For the future however, such a protected situation is neither sustainable nor desirable.

Now this television programme has been properly established and has earned the respect and pride from the ANT management and popularity among the public, a new phase should commence in which a more stable and sustainable situation can be generated.

A one-year transition period is planned to integrate the programme organisation into ANT. In the course of this year, KNN should remove the factors that prohibit integration, while ANT reorganises and appoints management to take over.

An agreement was concluded with the Director General and the Director of International Affairs of ANT. For the DG, this programme plays a token role: he is trying to convert the state television into a public broadcaster. Apart from numerous problems like lack of funding and a bureaucratic organisation, lies the problem of the lack of quality. *Ayenda Sazan* is currently considered as the best programme of ANT. The goal is to make it an example for other producers and set up more programmes accordingly.

## **2. DESCRIPTION OF THE TARGET GROUPS**

The direct beneficiaries of this project are on the one hand the journalists, editors and directors of ANT, and on the other the general public: children in the age of 8 – 14 (and adults). The ultimate target group is constituted by the professional forum of all journalists in Afghanistan.

## **3. IMMEDIATE OBJECTIVES**

12 months are needed to gradually bring the team and the equipment under ANT management and integrate the editorial staff into ANT. To that end, two lines of action by ANT and by KNN will be followed, that should come together within one year.

ANT will find and appoint a manager with a television background, who will take over the line management and the editing directorship of the programme. He will directly report to ANT. ANT will cut staff and raise salaries to at least \$ 200 per month. At the end of the year, ANT will take over full payment of personnel. The equipment that ANT gathered in the last months has reduced the risk of the programme's equipment being cannibalised. Instead of taking away equipment and quality from *Ayenda Sazan*, the objective is to improve the quality and efficiency of other programmes.

KNN will gradually take out all people earning more than \$ 200 per month (including pay by ANT) and adapt all emoluments to the ANT level. ANT will take out all people fully paid by KNN and convert their tasks to ANT staff by training (especially editing and administration). For this purpose, KNN will make some investment in an editing computer. The efficiency of the programme will be enhanced, which will make possible to double its frequency from once to twice a week.

During this period, cooperation will be sought with the new ANT capacity set up by UNESCO, with decentralised correspondents in Kandahar, Harat and Mazar linked by a national internet network enabling them to forward content to and from the main office in Kabul and abroad.

## **4. DEVELOPMENT OBJECTIVES**

The objective of this year is the organisational development for ANT and the creation of a transition period for *Ayenda Sazan*, that otherwise would be stopped by lack of funds.

The broader objectives of setting up *Ayenda Sazan* in the first place were the following:

Children's news programmes have all the ingredients to turn into national success. This usually results in greater editorial freedom and independence for journalists. The programmes are perceived as an unthreatening concept with a low threshold of acceptance. This allows them to escape a country's local censorship radar.

In most developing countries, more than 40% of the population is under the age of 15. Unfortunately, this group is often neglected as an audience for news. Children often know much more than adults give them credit for, but they miss the context to give meaning to their information. This confuses them. A children's news programme can give them this context, so the pieces of the puzzle can come together.

Through a children's news programme, children are invited to participate in civil society. They get a voice where they would otherwise not be heard. The development of children with healthy self-esteem and pride determines in a positive way the development of a country. A children's news programme is also an excellent platform to strengthen the rights of children in relation to abuse and violence, and valuable links can be made with education.

## 5. PROJECT INPUTS

- Operating costs (12 months);
- Editing computer with *Avid* software;
- One vehicle;
- Monitoring by KNN and cooperation with UNESCO.

## 6. PROJECT OUTPUTS

- Trained editors and a new manager in charge;
- Continuity of a successful popular programme with high viewing rates among children and adults;
- Increased frequency of the programme from once to twice a week.

## 15. ACTIVITIES

- Investment in equipment;
- Training of editors and manager;
- Reduction and reorganisation of staff;
- Management of the transition to ANT.

## 8. WORK PLAN

Date	Activities
Nov. 2005	<ul style="list-style-type: none"> <li>• Letter of intent for the transition from KNN to ANT.</li> <li>• Reduction of staff to 7 people. Redistribution of the work of 3 persons who work 60% for the programme to 100%.</li> <li>• Suspension of meals supply to the <i>Rozanna</i> Department.</li> <li>• Investment in editing equipment.</li> <li>• Training of editors.</li> <li>• Change of format for double frequency.</li> </ul>
Dec. 2005	<ul style="list-style-type: none"> <li>• Increasing frequency from 1 to 2 times a week.</li> </ul>
Jan. 2006	<ul style="list-style-type: none"> <li>• Managerial staff reduced from 2 to 1 manager.</li> </ul>
June 2006	<ul style="list-style-type: none"> <li>• Appointment of ANT manager to take over and report to ANT directors (KNN manager stays to check and coach).</li> </ul>
Nov 1 <sup>st</sup> , 2006	<ul style="list-style-type: none"> <li>• Departure of the KNN manager.</li> <li>• ANT takes over payment of full salaries.</li> <li>• Hand over ownership of equipment.</li> </ul>

## 9. INSTITUTIONAL FRAMEWORK

The project will be implemented by KNN (Free Voice) and ANT, and will be supported by UNESCO.

## 10. SUSTAINABILITY

ANT will be able to control at managerial level and financially support the programme after one year.

## 11. FRAMEWORK OF MONITORING

The KNN management from Free Voice will continue monitoring.

## 12. EVALUATIONS CARRIED OUT

The local manager reports monthly to KNN on expenses and the progress of the programme and will start doing so to ANT management.

## 13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING

KNN will report on project progress on a four-month basis.

### C. ADDITIONAL INFORMATION

#### Previous IPDC support received by the country

Project N Budget codes	Funds (US \$)	Project title	Period
PDC/23 AFG/01 354AFG 5031	20,000	Afghanistan Further development of a women in media network	2003-2004
PDC/23 AFG/02 354AFG 5032	30,000	Establishment of a training centre at radio-television Afganistan	2003-2004
PDC/23 AFG/03 548AFG5000 (Luxembourg)	67,000	Bakhtar Information Agency Reform & Afghan Journalist Training Project Bakhtar News Agency Lux	2003-2004
PDC/24 AFG/01 354AFG 5033 (USA)	60,000	Afghanistan: Women's community television USA	2004-2005
<b>Total Afghanistan: US\$ 50,000+US\$ 127,000 (Funds-in-trust)</b>			

#### Preparatory activities completed prior to submission of the project to IPDC

A verbal agreement with the ANT directors was reached.

### **Contribution foreseen by the beneficiary agency during the project period**

ANT continues to pay their staff on the programme (about US\$ 40 monthly) and to provide for the rooms, the studio and electricity. ANT will appoint a manager.

### **Assistance sought other than IPDC**

UNESCO supplies the internet connections.

A request for support has been sent to the Dutch Embassy in Kabul for support of the investment in an editing computer with software and for a light set (US\$ 9 000).

KNN will take over the costs of monitoring and replace the vehicle presently in use, but in poor shape (US\$ 6 000).

## **D. BUDGET**

### **BREAKDOWN OF IPDC CONTRIBUTION IN US\$**

Salaries and personnel expenses (12 months):	28 000
Telephone:	5 500
Transport:	7 000
Office expenses:	1 500
Indirect charges:	8 000
Miscellaneous:	5 000
Monitoring:	1 000
<b><u>TOTAL:</u></b>	<b>56 000</b>

### **BREAKDOWN OF BENEFICIARY'S CONTRIBUTION IN US\$**

Salaries:	12 000
<b><u>TOTAL:</u></b>	<b>12 000</b>

# BANGLADESH

<b>A. PROJECT IDENTIFICATION</b>		
1.	<b>TITLE</b>	<b>TRAINING IN HUMAN RIGHTS AND GOOD GOVERNANCE FOR THE PRESS IN CHITTAGONG</b>
2.	<b>NUMBER</b>	PDC/49BGD/01
3.	<b>CATEGORY OF MASS MEDIA</b>	PRINT
4.	<b>IPDC PRIORITY AREA</b>	PLURALISM CAPACITY BUILDING
5.	<b>SCOPE</b> (national, regional, interregional)	NATIONAL
6.	<b>TYPE OF ASSISTANCE REQUESTED</b>	FINANCIAL
7.	<b>TOTAL COST OF PROJECT</b>	US \$ 26 300
8.	<b>AMOUNT REQUESTED FROM IPDC</b>	US \$ 20 000
9.	<b>BENEFICIARY BODY</b>	LOCAL PRESS IN THE CHITTAGONG HILL TRACTS
10.	<b>IMPLEMENTING BODY</b>	THE FORUM FOR DEVELOPMENT JOURNALISM AND COMMUNICATIONS STUDIES (FOCUS)
11.	<b>PROJECT LOCATION</b>	CHITTAGONG HILL TRACTS
12..	<b>PROJECT PREPARED BY</b>	MOHAMMAD SAHID ULLAH, EXECUTIVE DIRECTOR, FOCUS
<b>DECISION OF THE BUREAU</b>		

## **B. PRESENTATION**

### **1. BACKGROUND AND JUSTIFICATION**

People in the Chittagong Hill Tracts (CHT), in the South-Eastern hilly region of Bangladesh belong to 13 ethnic minorities, each with their own distinct cultures. Over the years, the 8.5 million people in the three districts of *Rangamati*, *Bandarban* and *Khagrachhari* of CHT have faced both structural and arbitrary human rights abuses. Various development initiatives of the government, settlement of Bengali population from the mainland, and an insurgency during the past two decades have put the traditional communities into a precarious situation in their own territory.

Moreover, a complex administrative system has been functioning in these areas, including both customary and state power. None of the two has had clear operational rules, and the systems have tended to overlap, leading to a confusion that has hampered the delivery of services to people. The *Rakhain* indigenous minority and *Rohingya* refugees from Myanmar living in Bandarban have faced violations of human rights by local people, administration and authorities; much due to the ignorance of existing laws and rights. Notably women and children have suffered.

The human rights violations in the CHT district are not well covered in the national newspapers, and if they are, the analysis often lacks accuracy. Therefore, these problems are not well visible on the national agenda. The local newspapers could play an important role in addressing these issues and in bridging the gap in the flow of information towards the local and national authorities. This proposal therefore seeks to strengthen the local media's capacity to report on human rights issues by providing in-house training at 8 media outlets in CHT, involving altogether some 200 reporters.

The importance of training for reporters, sub-editors and feature writers in human rights-related good governance issues can hardly be overemphasized, notably since the government of Bangladesh has been taking serious development initiatives after the CHT Peace Accord of 1996 that ended the two decades of insurgency in the region. It is hoped that with better and more prominent media coverage of these issues, greater opportunities of enhancing good governance and reducing human rights violation on the ground will be achieved.

As for the media situation in the project area, seven local daily newspapers and 13 weeklies – all private – are being published in the three districts concerned. The estimated readership per publication is 3 / 5 000. The total number of reporters, sub-district correspondents, feature writers and sub-editors is more than 300. Besides, the circulation of the national dailies in CHT (involving 36 local correspondents) is around 4 / 5 000. There is a 5 kW Bangladesh Betar (state) radio station in Rangamati and a transmission centre in Badarban. The reception of radio is fair in the area, but TV is not available everywhere due to poor signal and the cost factor. Satellite media concentrate mainly in the three towns where 3 cable service providers are providing connections (estimated to involve 570 households).

### **2. DESCRIPTION OF THE TARGET GROUPS**

The main target group of the project is 200 journalists in 8 local media outlets in CHT, as well as the local correspondents of the national dailies. These media workers have had very little, if any, journalism training or education to enhance their professional skills. Among this target group, priority will be given to the indigenous female reporters.



### 3. IMMEDIATE OBJECTIVE

The immediate objective of the project is to enhance the skills and knowledge base of some 200 journalists in reporting the human rights of the indigenous populations, notably women and children, as well as related good governance practices.

### 4. DEVELOPMENT OBJECTIVE

The development objective of the project is to improve the human rights of the indigenous populations of the CHT through an effective awareness created by accurate, balanced and pluralist reporting on these issues, and expected subsequent action.

### 5. PROJECT INPUTS

- Project staff: part-time project director (FOCUS), coordinator / journalism trainer, documentation officer / computer operator; supporting staff; account officer (part-time);
- Resource persons (from various national and local media/ journalism faculties);
- Equipment: 2 sets of computers and accessories ; one multimedia projector;
- Training materials and supplies.

### 6. PROJECT OUTPUTS

- Skills and capacity of 200 reporters of 8 media outlets improved in reporting human rights and good governance in the South-Eastern CHT of Bangladesh;
- Increased responsive reporting on the accountability of the administration in relation to human rights;
- Production of a book (300 copies) for working journalists reporting on good governance issues.

### 16. ACTIVITIES

- To select and contact the 8 local media outlets to be involved and set the agendas for their training in a consultative process, including national correspondents;
- To appoint Project Implementation Committee (PIC) in charge of organising the training;
- To compile, develop and test training materials;
- To conduct workshops (8 media outlets × 15 days);
- To collect feedback on each training component;
- To publish a book on ‘Reporting Good Governance’;
- To evaluate results.

### 17. WORK PLAN

Activities/tasks	Months											
	01	02	03	04	05	06	07	08	09	10	11	12–13
Adjust project work plan to IPDC funding; select and contact the media	xx	xx										
Appoint PIC and plan the training	xx	xx	xx									
Procure equipment ; develop materials	xx	xx	xx	xx								
Finalise the preparations for training	xx	xx	xx	xx								
Conduct the training					xx	xx	xx	xx	xx	xx	xx	
Assessment meeting with all participants											xx	xx
Publish the training materials											xx	xx
Evaluate the project												xx

## **9. INSTITUTIONAL FRAMEWORK**

FOCUS is a registered NGO; it has a 7-member Board of Trustees, a 6-member Executive Body and six staff in charge of administration, finance and office activities.

For this project, a 7-member Project Management Advisory Committee (PMAC) will be formed, comprising representatives of the beneficiaries, local press, journalists' unions, a Forum for Development, Journalism and Communication Studies (FOCUS) trustee, local administration and UNESCO. The PMAC will monitor and review the project activities and give advice for reaching the maximum benefit from the project.

A Project Implementation Committee (PIC) will be formed to run the project: the Executive Director of FOCUS will work as part-time project director, assisted by a project coordinator-journalism trainer, documentation/computer operator and office assistant. The coordinator-trainer shall have a minimum 5 years of journalism experience in a reputed national newspaper in Bangladesh as senior reporter / senior sub-editor, a master's degree in communication and journalism, and a wide knowledge about human rights and good governance issues. Adequate knowledge on CHT will also be required.

The project coordinator will prepare monthly field reports, through the project director, for review by the PMAC, whose members may visit the project whenever necessary.

## **10. SUSTAINABILITY**

After completion of the project, it is expected that the newspapers, magazines and reporters involved in the training will contribute to a better accountability of the administration in the area concerned by the project, by monitoring and publishing news and reports on various governance issues.

## **11. FRAMEWORK OF MONITORING**

Local Journalists Union or a media research institute of Bangladesh may be designated by UNESCO to help monitor the project.

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

The project coordinator will prepare monthly progress reports, analysing the achievements and suggesting corrective action where needed for the successful implementation of the project. The project director will verify the monthly reports and compile a quarterly report for UNESCO. A final report will be prepared after the completion of the project for FOCUS trustees and UNESCO.

## C. ADDITIONAL INFORMATION

### Previous IPDC support received by the country

Project N Budget codes	Funds (US \$)	Project title	Period
<b>PDC/3BGD/19</b> 350-BGD-31	15,000	Bangladesh Development of communication	1982 -1984
<b>PDC/5BGD/02</b> 503-BGD-61	7,300	Development of Press Institute	1984 -1986
<b>PDC/5BGD/07</b> 350-BGD-51 350-BGD-71	70,000 25,000	Development of regional newspapers	1985 -1988
<b>PDC/10BGD/01</b> 352-BGD-01 520-BGD-61 (FIT-France)	50,000 53,317	Development of film training facilities in Institute of Mass Communication (NIMC)	1990 -1992
<b>PDC/14BGD/01</b> 352-BGD-41 352-BGD-51	15,000 30,000	Establishment of a Bengali language news agency service (Mission of the Secretariat)	1994 -1996
<b>PDC/17BGD/01</b> 352-BGD-81	36,000	Strengthening of the IUB School of Communication	1998 -1999
<b>PDC/20BGD/01</b> 353-BGD-01	25,000	Strengthening of PIB Programme	2000 -2003
<b>PDC/48 BGD/01</b> 354 BGD 5041	22,000	Young Power in Social Action and Bangladesh NGO network for radio and communication: youth community multimedia centre (cable radio)	2005-2006
<b>Total Bangladesh: US\$ 288,000+US\$ 60,000 (Funds-in-trust)</b>			

### Preparatory activities completed prior to submission of the project to IPDC

A FOCUS trustee has made a preliminary training needs assessment by interviewing the representative of the press and civil society in CHT. FOCUS expects to receive active support and cooperation from local press institutions for this project.

## D. BUDGET

### BREAKDOWN OF IPDC CONTRIBUTION IN US\$

Project coordinator (12 months):	1 920
Documentation officer / computer operator (12 months):	1 300
Supporting staff (12 months):	840
2 computers and accessories:	1 000
Multimedia projector:	700
Workshop supplies:	1 200
Refreshments (25 persons × 8 months):	5 100
Resource persons (8 persons × 15 days):	4 200
Assessment meeting:	250
Publication (300 copies):	900
Accommodation for trainers and officials (5 persons × US\$ 60):	300
Stationery:	200
Travel in project areas (12 months):	600
Communications:	240
FOCUS monitoring:	250
IPDC monitoring:	1 000
<b><u>TOTAL:</u></b>	<b>20 000</b>

### BREAKDOWN OF BENEFICIARY'S CONTRIBUTION IN US\$

Executive director (part-time, 12 months):	3 600
Account officer (part-time, 12 months):	1 200
Office assistant (12 months):	1 200
Audit:	300
<b><u>TOTAL:</u></b>	<b>6 300</b>

# BANGLADESH

<b>A. PROJECT IDENTIFICATION</b>		
1.	<b>TITLE</b>	<b>ENHANCING PRESS FREEDOM AND MEDIA CAPACITY IN THE RURAL AREAS</b>
2.	<b>NUMBER</b>	PDC/49BGD/02
3.	<b>CATEGORY OF MASS MEDIA</b>	PRINT
4.	<b>IPDC PRIORITY AREA</b>	PRESS FREEDOM AND PLURALISM CAPACITY BUILDING
5.	<b>SCOPE (national, regional, interregional)</b>	NATIONAL
6.	<b>TYPE OF ASSISTANCE REQUESTED</b>	FINANCIAL
7.	<b>TOTAL COST OF PROJECT</b>	US\$ 35 200
8.	<b>AMOUNT REQUESTED FROM IPDC</b>	US\$ 19 000
9.	<b>BENEFICIARY BODY</b>	RURAL JOURNALISTS
10.	<b>IMPLEMENTING BODY</b>	MASS-LINE MEDIA CENTRE (MMC)
11.	<b>PROJECT LOCATION</b>	10 COASTAL DISTRICTS OF BANGLADESH
12.	<b>PROJECT PREPARED BY</b>	KAMRUL HASSAN MONJU EXECUTIVE DIRECTOR MASS-LINE MEDIA CENTRE
<b>DECISION OF THE BUREAU:</b>		

## **B. PRESENTATION**

### **1. BACKGROUND AND JUSTIFICATION**

Bangladesh has a rich history of journalism, and its scope has been constantly growing, involving increasing reporting in and from rural areas. At the same time, journalism in Bangladesh is facing major challenges. Crime, corruption, and lawlessness make Bangladesh one of the most violent countries for journalists. Reporters face threats, harassment, and serious physical attacks in retaliation to their reporting. Journalists working outside Dhaka are particularly vulnerable; the non-adherence to the ethical code of conduct of journalists, which is due to the lack of awareness about the codes, often triggers these attacks.

The Mass-line Media Centre (MMC), a media-focused NGO, was established in 1995 to address some key issues faced by journalism and journalists in Bangladesh. The MMC's aim is to enhance the capability of the press to perform its core tasks, as well as to promote human rights and good governance, involving the safety of journalists themselves. The latter has been promoted, among others, through networking and creating mutual understanding among journalist, local civil society, grassroots community, and local administration about the role and functions of the media in a democratic society.

This project proposal consists of five interlinked components. (i) First, the proposal seeks to increase the awareness of rural reporters about the journalistic code of ethical conduct (developed by the Bangladesh Press Council), in order to eliminate one incentive for the harassment cases. (ii) Second, it will pay particular attention to the lack of gender awareness as well as the lack of awareness about children's rights among the rural journalists, through training. (iii) Guidelines will be compiled and produced, including key materials on the ethical codes, gender-sensitive reporting, and children's rights-based reporting. (iii) Thirdly, the project suggests enhancing the impact of the training activity by simultaneously monitoring freedom of expression, and of the press in the rural areas. (iv) Lastly, legal and other counselling services for the victims of harassment will be facilitated, leaning on the expertise of such organisations as Bangladesh Legal Aid Services Trust (BLAST) and Bangladesh Rehabilitation Centre for Trauma victims (BRCT).

### **2. DESCRIPTION OF THE TARGET GROUPS**

The immediate beneficiaries of the project will be 100 women and 100 male rural journalists in 10 coastal districts: Noakhali, Laxmipur, Feni, Barisal, Bhola, Patuakhali, Barguna, Jhalokathi, Pirojpur and Bagerhat.

### **3. IMMEDIATE OBJECTIVES**

The immediate objective is to contribute, through capacity building and monitoring activities, to an enabling environment for accurate and balanced reporting on the concerns of rural communities, with particular attention to children's rights and gender issues.

### **4. DEVELOPMENT OBJECTIVE**

The development objective is to promote the freedom of expression, democracy and good governance in ten coastal districts of Bangladesh.

## 5. PROJECT INPUTS

- A central co-ordinator (MMC centre in Dhaka);
- 2 regional co-ordinators (MMC Barisal and Noakhali centres);
- 2 regional administrators-cum-accountants;
- Study materials and meeting venues;
- Existing Code of journalistic Ethics, produced by Bangladesh Press Council;
- 2 × 10 experts/trainers as resource persons;
- 10 media monitors in ten districts;
- MMC communication system and equipment;
- The existing network between MMC and rural journalists of the 10 coastal districts.

## 6. PROJECT OUTPUTS

- 200 rural journalists will have received training in an ‘Ethical Code of Conduct’, ‘gender sensitive reporting’, and ‘children’s rights-based reporting’.
- Guidelines including key materials on journalistic ethics, gender-sensitive reporting, and children’s rights-based reporting will have been compiled, edited, reproduced and disseminated.
- Gender awareness and awareness of children’s rights will have increased in rural reporting.
- 50 issue-based reports on gender and children’s rights will have been published.
- The existing network with local journalists will have contributed to the monitoring of press freedom in the ten respective districts.
- Monthly reports on press freedom and harassment of journalists will have been issued and published.
- Immediate counselling services and legal assistance for harassed journalists will have been provided, at need.

## 18. ACTIVITIES AND WORK PLAN (12 months from approval of the project)

Activity/Task	Months											
	1	2	3	4	5	6	7	8	9	10	11	12
Adjust work plan to IPDC funding level												
Select trainees												
Develop training curriculum; produce training materials on ethics, gender and children’s rights												
Organise training for selected rural journalists Disseminate materials												
Trainees produce issue-based reports on gender and children’s rights												
Select journalists to monitor press freedom issues												
Selected local journalists produce monitoring reports												
Publish monitoring reports in newspapers												
Publish yearly monitoring report												
Mark World Press Freedom Day, 3 May												
Provide referral services to harassed journalists (as per need)	As per need											
Quarterly coordination meeting												
Reporting												
Monitoring and evaluation												
Project completion Report												

## **8. INSTITUTIONAL FRAMEWORK**

The MMC is the biggest media development NGO in Bangladesh. It has an office in the capital city Dhaka, two local media centres in Noakhali and Barisal and one sub-centre in Patuakhali. MMC has a General Board of 27 members from different professional and social backgrounds. The Executive Board is composed of 9 members; they are partly appointed by the General Board and partly staff representatives, involving academia, NGOs, international organisations, legal field and women's rights. MMC has a total of 36 official staffs including 10 women in both the central and local offices.

The MMC's media-related activities cover training, advocacy, two fortnightly newspapers, research, information and documentation (among others on women's and children's rights), media monitoring, as well as a News agency for children called *Shishu Prokash* (Children's Express). The latter is supported by UNICEF. MMC has also worked with UNESCO on marking WPF in rural districts and on media education training. It has received a major grant from DANIDA among others.

Press clubs, newspaper offices, government sources and NGOs will be involved in the collection of information required to implement the defined activities. Cooperation of national and local level newspapers will be relied on to publish the monitoring reports.

## **9. SUSTAINABILITY**

The training will promote the Ethical code of conduct and professional identity among rural journalists, and subsequently put the quality of rural reporting on more sustainable basis. Newspaper and monitoring reports will contribute to the raising of awareness about various aspects of human rights.

## **10. FRAMEWORK OF MONITORING**

UNESCO Dhaka may be asked to help the Adviser for CI and IPDC to monitor the project.

## **11. EVALUATIONS CARRIED OUT**

MMC has conducted needs assessments on the media and information needs in the rural communities.

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

Progress report will be prepared and submitted quarterly or as required by IPDC.



## C. ADDITIONAL INFORMATION

### Previous IPDC support received by the country

Project N Budget codes	Funds (US \$)	Project title	Period
<b>PDC/3BGD/19</b> 350-BGD-31	15,000	Bangladesh Development of communication	1982 -1984
<b>PDC/5BGD/02</b> 503-BGD-61	7,300	Development of Press Institute	1984 -1986
<b>PDC/5BGD/07</b> 350-BGD-51 350-BGD-71	70,000 25,000	Development of regional newspapers	1985 -1988
<b>PDC/10BGD/01</b> 352-BGD-01 520-BGD-61 (FIT-France)	50,000 53,317	Development of film training facilities in Institute of Mass Communication (NIMC)	1990 -1992
<b>PDC/14BGD/01</b> 352-BGD-41 352-BGD-51	15,000 30,000	Establishment of a Bengali language news agency service (Mission of the Secretariat)	1994 -1996
<b>PDC/17BGD/01</b> 352-BGD-81	36,000	Strengthening of the IUB School of Communication	1998 -1999
<b>PDC/20BGD/01</b> 353-BGD-01	25,000	Strengthening of PIB Programme	2000 -2003
<b>PDC/48 BGD/01</b> 354 BGD 5041	22,000	Young Power in Social Action and Bangladesh NGO network for radio and communication: youth community multimedia centre (cable radio)	2005-2006
<b>Total Bangladesh: US\$ 288,000+US\$ 60,000 (Funds-in-trust)</b>			

### Preparatory activities completed prior to submission of the project to IPDC

Initiatives have been taken to collect data on accommodation, human resources, training venues, communication and transport in the ten districts.

## D. BUDGET

### BREAKDOWN OF IPDC CONTRIBUTION IN US\$

**A total of 200 local journalists will participate in 3-day training sessions**

DSA and accommodation (20 participants):	3 238
Travel (20 participants):	925
Field reporting trips (20 participants):	925
Training venue, rent:	694
Refreshments (25 participants):	1 157
Training materials, stationery (20 participants):	1 542
Honoraria for 4 resource persons:	1 850
Programme associate:	6 94
Incidentals:	36
Monthly reporting:	1 850
Report compilation, postage and other:	463
Guide on Ethics, gender, children's rights reporting:	1 311
Celebration of World Press Freedom Day:	1 002
Documentation (clipping, reports, travel etc.):	2 313
Monitoring:	1 000
<b><u>TOTAL:</u></b>	<b>19 000</b>

### BREAKDOWN OF BENEFICIARY'S CONTRIBUTION IN US\$

Central coordinator (20 % salary):	2 406
2 regional coordinators (20 % salary):	5 412
2 regional administrators-cum-accountants (50 % salary):	2 406
House rent of the Media Centre (30 %):	833
Recurring costs (electricity, water etc.):	333
Office upkeep, maintenance of equipment:	1 850
Travelling, conveyance:	555
Stationery:	925
Communications:	1 100
Entertainment:	125
Taxes and charges:	185
Incidentals:	70
<b><u>TOTAL:</u></b>	<b>16 200</b>

## P. R. OF CHINA

<b>A. PROJECT IDENTIFICATION</b>		
1.	<b>TITLE</b>	<b>MULTIMEDIA PRODUCTION CENTRE FOR THE DEVELOPMENT OF WOMEN IN TIBET</b>
2.	<b>NUMBER</b>	PDC/49CHI/01
3.	<b>CATEGORY OF MASS MEDIA</b>	MULTIMEDIA: PRINT, DIGITAL SOUND AND IMAGE FOR BROADCASTING AND THE INTERNET
4.	<b>IPDC PRIORITY AREA</b>	PROMOTION OF FREEDOM OF EXPRESSION AND MEDIA PLURALISM. HUMAN RESOURCE DEVELOPMENT
5.	<b>SCOPE</b> (national, regional, interregional)	NATIONAL
6.	<b>TYPE OF ASSISTANCE REQUESTED</b>	FINANCIAL (EQUIPMENT AND LOGISTICS)
7.	<b>TOTAL COST OF PROJECT</b>	US \$ 60 380
8.	<b>AMOUNT REQUESTED FROM IPDC</b>	US \$ 30 380
9.	<b>BENEFICIARY BODY</b>	WOMEN IN DISADVANTAGED AREAS OF TIBET
10.	<b>IMPLEMENTING BODY</b>	BAILANG RADIO AND TV, AND THE BAILANG WOMEN'S ASSOCIATION
11.	<b>PROJECT LOCATION</b>	BAILANG COUNTY, TIBET
12.	<b>PROJECT PREPARED BY</b>	UNESCO CHAIR IN MEDIA AND GENDER, COMMUNICATION UNIVERSITY OF CHINA
<b>DECISION OF THE BUREAU</b>		

## **B. PRESENTATION**

### **1. BACKGROUND AND JUSTIFICATION**

The Bailang County is located in the southwest of Tibet, and lies in the middle reaches of the Nianchu River, which is a branch of the Brahmaputra. There are about 42 000 people in Bailang County, the majority of which being the Tibetan. Bailang counts 20 762 women, that is 49.4 % of the whole population. Since Tibet, and particularly Bailang lies among the disadvantaged areas of the country, women of Bailang have to face the problems of low income.

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

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

Presently, with the fast development of information technologies in China, the mass media, including electronic and printed media, it is possible to raise awareness of one's situation and of one's rights in the family and in society. Now, in 98 % areas of Bailang county, people can receive the radio and TV signals, and have the desire to acquire knowledge through the media. After visiting and surveying several other possible sites, the Media and Gender Research Centre of the China University of Communication (CUC) has selected Bailang County as the project site to carry out its project in ICT training for women in disadvantaged areas.

### **2. DESCRIPTION OF THE TARGET GROUPS**

The target is the 20 000 women and young girls of the Tibetan people in Bailang county. They are spread out in more than a hundred villages along the southern rim of Tibet, connected by streams, ox cart trails and a few very bad roads, most areas being passable only with heavy-duty all-terrain vehicles.

### **3. IMMEDIATE OBJECTIVE**

The project intends to build up a multimedia production and broadcast Centre for the Internet and transmission over China National Radio broadcast links. The Centre Office shall have facilities for training in radio, television production, informatics and multimedia, including broadcast through the Internet. There shall also be a library with books on women's issues, education, law and sanitation etc. Courses shall be organised here in computer operations, multimedia design and production, in particular digital photography and digital video recording.

### **4. DEVELOPMENT OBJECTIVE**

Through the increased information about the situation of women in Bailang county, it is expected that women will gradually become more aware of their environment and of the ways and means apt to change or improve it. This means that women will be learning new skills and acquire a new

knowledge applicable towards more meaningful employment. It is expected that women in this region will gain new insights concerning their own potential role in modern society, and the ways to cope with tradition and the new roles women will seek in the future.

## **5. PROJECT INPUTS**

- Technical equipment for the multimedia production Centre;
- Financial contribution for the travel and accommodation of the China University of Communication (CUC) trainers;
- Financial contribution to purchase books on gender issues, law, sanitation, etc.

## **6. PROJECT OUTPUTS**

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

## **7. ACTIVITIES**

- To establish a media production and broadcast centre, in which we can organise and set up training classes for local women, to teach them some basic knowledge on media, such as how to shoot news or short documentary films, and give them opportunities to have a practical experience of cameras and digital video. We shall seek to guide women to make video stories about their daily life, share experiences and give advices, etc.; then evaluate and show their productions;
- We will work with women to create digital still images and moving images on digital camcorders. Eventually, as they grow more experienced, some of these can be edited as video clips for television broadcast;
- The trainees will spread the knowledge they learned in their communities, which will attract more women's attention about media;
- We will also advise women how to choose appropriate books, and how to use computer and read necessary information by the Internet, including teaching them how to copy and save the related information by common software, and also instructing them how to protect themselves from illness through the books, documentaries and the training class delivered by the media-training centre;
- We also hope to provide complementary courses in multimedia operations for the young girls in Bailang Middle School, and especially knowledge about technical agriculture, using video and still image materials that the Centre can generate. Eventually, the Centre should be able to produce training kits on agricultural production for the Middle School.

## **8. WORK PLAN**

### **Organisational activities** (*Months 1-3*)

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

### **Workshops** (*Months 4-21*)

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

### **Community feedback and involvement activities** (*Months 22-24*)

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

## **9. INSTITUTIONAL FRAMEWORK**

- The principal cooperating and beneficiary institution is the Women's Federation of Bailang who shall appoint the necessary people to run the Multimedia Production and Broadcast Centre on a regular basis,
- The Media and Gender Research Centre of the Communication University of China shall be the cooperating institution and provide leadership and guidance. The project is considered as the operational arm of the UNESCO Chair on Media and Gender.

## **10. SUSTAINABILITY**

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

## **11. FRAMEWORK OF MONITORING**

The Media and Gender Research Centre in Communication University of China, the first and only research centre on media and gender in China till now, will take the responsibility of the monitoring work. It is also the seat of the UNESCO Chair in Media and Gender; this project is therefore seen as the operational arm of the UNESCO Chair.

## 12. EVALUATIONS CARRIED OUT

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

## 13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING

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

### C. ADDITIONAL INFORMATION

#### Previous IPDC support received by the country

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

#### Preparatory activities completed prior to submission of the project to IPDC

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

## D. BUDGET

### BREAKDOWN OF IPDC CONTRIBUTION IN US\$

Equipment:	8 000
Investigative research:	5 000
Recruitment and training:	5 000
Office:	3 000
Conference logistics, materials:	2 000
Advisory services:	3 000
Miscellaneous:	3 000
Monitoring:	1 000
<b><u>TOTAL:</u></b>	<b>30 000</b>

### BREAKDOWN OF BENEFICIARY'S CONTRIBUTION IN US\$

Management:	4 000
Research staff:	3 000
Materials and documents:	6 000
Official business and consultation:	4 000
Vehicle (petrol and maintenance):	5 000
Professional books:	4 000
Publication and Websites:	4 000
<b><u>TOTAL:</u></b>	<b>30 000</b>



# INDIA

<b>A. PROJECT IDENTIFICATION</b>		
1.	<b>TITLE</b>	<b>COMMUNITY VIDEO FOR LOCAL CABLE NETWORK BROADCASTING</b>
2.	<b>NUMBER</b>	PDC/49 IND/01
3.	<b>CATEGORY OF MASS MEDIA</b>	COMMUNITY TELEVISION
4.	<b>IPDC PRIORITY AREA</b>	HUMAN RESOURCE DEVELOPMENT COMMUNITY MEDIA
5.	<b>SCOPE</b> (national, regional, interregional)	NATIONAL
6.	<b>TYPE OF ASSISTANCE REQUESTED</b>	FINANCIAL
7.	<b>TOTAL COST OF PROJECT</b>	US \$ 56 000
8.	<b>AMOUNT REQUESTED FROM IPDC</b>	US \$ 20 000
9.	<b>BENEFICIARY BODY</b>	LOCAL CABLE BROADCASTING NETWORKS YOUNG COMMUNITY ACTIVISTS DRISHTI MEDIA COLLECTIVE
10.	<b>IMPLEMENTING BODY</b>	DRISHTI MEDIA COLLECTIVE
11.	<b>PROJECT LOCATION</b>	HALOL (PANCHMAHAL DISTRICT) AHMEDABAD
12.	<b>PROJECT PREPARED BY</b>	DRISHTI MEDIA COLLECTIVE AHMEDABAD
<b>DECISION OF THE BUREAU</b>		

## **B. PRESENTATION**

### **1. BACKGROUND AND JUSTIFICATION**

The mass media in India is largely owned and controlled by corporate giants or by the state. As most mainstream media are based in urban centres/cities, they too reflect the urban-rural divide. They rarely consider ordinary citizens newsworthy, except in times of crisis or disaster.

Existing mass media is increasingly free in India, taking into consideration attempts being made by the national authorities to deregulate in favour of community media.

Unlike mainstream media, local cable network operators, apart from offering standard pay channels, also dedicate space, on popular demand, to local films and music, live telecasts of local festivals and events. Yet, these networks are grossly overlooked as a decentralized medium for social change. They make their revenue from local businesses, so that once the local content is available, they are quite willing to make arrangements free of cost for broadcast to the entire community. Community video on local cable networks is becoming therefore, the cheapest solution for reaching vast numbers of people with social and development messages.

These cable networks, however, lack the necessary professional expertise in video production to enable propagation of more community-based programmes. Privately-owned, the danger does exist in investing this valuable know-how in these entities rather than in the community at large as an opportunity to promote increased freedom of expression.

This project intends to focus on the training of young community members in the production of community-based video programmes for broadcast over such local cable networks, in an effort to give a voice to the ordinary people of two communities in Gujarat: the slum pockets of Ahmedabad and the semi-urban town of Halol.

The project requires purchase of equipment so that newly trained community members could practice their skills. The larger portion of this undertaking will be borne by the implementing body.

### **2. DESCRIPTION OF THE TARGET GROUPS**

Local cable networks and young community activists (men and women) in selected urban marginalized areas in Gujarat.

### **3. IMMEDIATE OBJECTIVE**

- Undertake two 8-week video-production workshops for 10 young women and men from 4 urban slum communities to produce a fortnightly/monthly video magazine and a daily news capsule to reach out to approximately 12 000 households
- Replicate this model of community video production and distribution through the Drishti Video Volunteers programme, which teaches video production to local NGOs

### **4. DEVELOPMENT OBJECTIVE**

To build the capacity of community activists in the skills of production of participatory development video for broadcast on local cable networks and enable creation of a space for community voices in media for exposing and discussing issues affecting their lives, as a viable contribution to the democratic process.

## 5. PROJECT INPUTS AND OUTPUTS

Project inputs	Project outputs
Video production and editing equipment: cameras, microphones, headphones, tripods, boom pole, digital editing units, software, consumables.	Implementation of two fully equipped community video production facilities.
Trainers and resource persons, 4 trainees; training materials, two 8-week workshops.	10 young women and men from 4 urban slum communities trained.
	A monthly/fortnightly video magazine; a daily community video news bulletin produced and broadcast on local cable.
Production of manuals	Production of self-learning training guidelines/manual on CD-ROM.

## 6. ACTIVITIES AND WORK PLAN

Months	Activities
1-2	Negotiating broadcast arrangements with local cable networks; Identifying trainees; Identifying trainers; Identifying resource persons.
3-4	Organisation and conduct of training workshops.
8-12	Productions for participating local cable networks; Screenings and feedback mechanisms; Planning follow-up training and long-term strategies; Assessing impact and production of reports on best practices.

## 7. INSTITUTIONAL FRAMEWORK

The *Drishti Media Collective* will implement this project in collaboration with SAATH in Ahmedabad and Janvikas in Halol. Drishti has a vast experience in community media and has implemented many such projects in the last 14 years. The Drishti Programme Manager will be responsible for the coordination and implementation. SAATH and Janvikas are respected NGOs working with the urban poor communities in Ahmedabad and Halol, respectively for the past 15 and 20 years.

## 8. SUSTAINABILITY

This project will be implemented as a module within Drishti's ongoing Video Volunteers Training Programme. Drishti has a large database of NGOs waitlisted for training and volunteers willing to provide training. Some funding has been made available beyond the life of the project and effort would be made to maintain the lowest recurring costs. Local advertisement revenues are foreseen, and the possibility of the community video producers using their newly acquired skills to generate their own income will be explored.

## 9. FRAMEWORK OF MONITORING

The Indian Institute of Management, Ahmedabad, or the Tata Institute of Social Sciences, Mumbai could be assigned to monitor the project.

## 10. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING

The beneficiary agency in both the project areas will independently submit progress reports to UNESCO every three or four months, as per requirement.

### **C. ADDITIONAL INFORMATION**

#### **Previous IPDC support received by the country**

Project N Budget codes	Funds (US \$)	Project title	Period
PDC/6IND/01 350-IND-61	40,000	India The Indian Institute of Mass Communication	1985 -1989
PDC/9IND/01 350-IND-91	32,000	Press Institute of India	1988 -1992
PDC/13IND/01 352-IND-31	110,000	A training Scheme for Field Investigators at the Mass Communication Research Centre	1993 -1996
PDC/18IND/01 352-IND-81	55,000	Community Feature Network Project of the Press Institute of India	1998-1999
PDC/19IND/01 352-IND-91	30,000	Communication education and media needs	1999 - 2001
PDC/20IND/01 353-IND-01	20,000	NAMMA DHWANI Community Radio	2000 - 2002
PDC/23 IND/01 354 IND 5031	20,000	Training on Converging Media	2004 - 2005
PDC/23 IND/02 354 IND 5032	15,000	Expanding PII Community Feature Network and Grassroots publication	2004 - 2005
PDC/48 IND/02 354 IND 5041	20,000	Empowering communities through ICT using community FM and satellite radio	2005-2006
<b>Total India: US\$ 342,000</b>			

#### **Preparatory activities completed prior to submission of the project to IPDC**

Preliminary meetings have been engaged with project partners including a local cable network operator in Halol, and a list of technical equipment short-listed with technical specifications and costs.

#### **Contribution foreseen by the beneficiary agency during the project period**

Administrative overheads, training materials, training equipment, follow up training; project and support staff costs (partly).

### Assistance sought other than IPDC

While Drishti has not sought for funding from any other agency, Janvikas and SAATH, its partners have approached the Swiss Agency for Development and Co-operation [SDC] and the America India Foundation.

## **D. BUDGET**

### **BREAKDOWN OF IPDC CONTRIBUTION IN US\$**

Project coordination:	1 700
Background research:	580
Honoraria (trainers 2× 8-week sessions):	580
Intercity travel for trainers and coordinators:	2 300
<u>Equipment</u> : cameras, microphones, tripods, computers for editing, consumables:	3 000
Stipends (10 community trainees × 6 months):	2 500
Production of training manual / guidelines:	770
Sample video production magazine and news bulletin; writing and shooting; camera operator; tapes; CDs; lights; renting of editing studio; editor; subtitling:	6 400
Evaluation:	1 170
IPDC monitoring:	1 000
<b><u>TOTAL:</u></b>	<b>20 000</b>

### **BREAKDOWN OF BENEFICIARY'S CONTRIBUTION IN US\$**

Project coordination:	5 000
Honoraria (trainers 2× 8-week sessions):	1 160
<u>Equipment</u> : cameras, microphones, tripods, computers for editing, consumables:	16 000
Follow-up training:	2 500
Stipends (10 community trainees × 6 months):	5 800
Production of training manual / guidelines:	390
Support personnel:	2 650
Miscellaneous, overheads, communications, premises:	2 500
<b><u>TOTAL:</u></b>	<b>36 000</b>

# INDIA

<b>A. PROJECT IDENTIFICATION</b>		
1.	<b>TITLE</b>	<b>DEVELOPMENT AND APPLICATION OF MEDIA RESEARCH TRAINING MODULE</b>
2.	<b>NUMBER</b>	PDC/49IND/02
3.	<b>CATEGORY OF MASS MEDIA</b>	RADIO AND TELEVISION
4.	<b>IPDC PRIORITY AREA</b>	PROMOTION OF FREEDOM OF EXPRESSION AND MEDIA PLURALISM
5.	<b>SCOPE</b> (national, regional, interregional)	NATIONAL
6.	<b>TYPE OF ASSISTANCE REQUESTED</b>	FINANCIAL
7.	<b>TOTAL COST OF PROJECT</b>	US \$ 18 200
8.	<b>AMOUNT REQUESTED FROM IPDC</b>	US \$ 13 000
9.	<b>BENEFICIARY BODY</b>	AJK MASS COMMUNICATION RESEARCH CENTRE
10.	<b>IMPLEMENTING BODY</b>	AJK MASS COMMUNICATION RESEARCH CENTRE
11.	<b>PROJECT LOCATION</b>	NEW DELHI
12.	<b>PROJECT PREPARED BY</b>	AJK MASS COMMUNICATION RESEARCH
<b>DECISION OF THE BUREAU</b>		

## **B. PRESENTATION**

### **1. BACKGROUND AND JUSTIFICATION**

Until recently, the broadcast media in India was under government control, but with the explosion of satellite television channels, the viewer today can access a vast variety of programmes. In the FM sector, expansion has forged a new kind of culture. Radios today enjoy considerable freedom and form a competitive media climate. Media are multilingual and multicultural, both at the national and international levels. However, commercial considerations tend to dominate programming, with news and entertainment forming the major segments.

Exposure to other realities and cultures through broadcast media has created a number of social contradictions, tensions and conflicts. Moreover, mainstream media tends to be urban, upper-class, and dominated by the cultural vision of this particular sector of society. It fails to capture also the economic and political diversity of the country which is required to sustain a democratic system.

In a multi-ethnic, multi-religious country such as India, the need for enabling all cultures to have a democratic voice cannot be over-emphasized. Media research however, has not kept pace with these emerging demands, especially in the context of development, and the need to devise appropriate strategies and methodologies for understanding and response is evident in this regard. Communication research traditionally has focused on a market or rating approach with inadequate training of researchers in the development of communication strategies and tools specific to particular cultural needs and diversity.

The project thus aims at developing a research training module and a core group of trained researchers equipped to undertake research responsive to cultural diversity such as exists in the Indian sub-continent. The requisite infrastructure is in place to support the programme, and no additional equipment is required for the project.

### **2. DESCRIPTION OF THE TARGET GROUPS**

The immediate beneficiaries of the project would be media, students, media professionals and policy-makers.

### **3. IMMEDIATE OBJECTIVE**

- Organisation and conduct of two 4-day seminars for 20 experts in media research to develop the module;
- Organisation and conduct of two 4-day training workshops to test the module on 40 media researchers, potential and practising;
- Evaluation of the effectiveness of the training module;
- Launch the first two issues of a media research journal incorporating seminar and workshop reports, research studies and findings.

### **4. DEVELOPMENT OBJECTIVE**

To develop adequate tools and train in new approaches to media research with a view to deepening understanding of diversity, and motivating increased focus on issues of freedom of expression, particularly in formulating media strategies for development.

## 5. PROJECT INPUTS

- Resource persons and experts,
- Trainers;
- Trainees;
- Workshop training materials;
- Institutional infrastructure: premises; facilities; administrative and technical support staff; overheads.

## 6. PROJECT OUTPUTS

- Core group of 20 trainers trained;
- 40 students and practising media researchers trained and applying new methodologies;
- 2 research studies launched;
- Research training module developed;
- 2 issues of a research journal published.

## 7. ACTIVITIES

- Preparation of the concept and framework for appropriate research strategies and tools;
- Identification of trainers, experts and resource persons;
- Development of research modules for teaching and training purposes;
- Organisation and conduct of training workshop for researchers;
- Application of research methods and techniques;
- Implementation of the evaluation module;
- Compilation of reports and articles for the media research journal;
- Editing and production of journal;
- Monitoring and evaluation reports.

## 9. WORK PLAN

<b>Activity</b>	<b>Timing</b>
Preparation of concept and framework; identification of trainers, experts and resource persons.	First 6 months of the project.
Workshops for development of the research module.	3 months.
Workshops for the testing of modules.	6 months.
Application of research methods.	3 months.
Publication of the Journal.	Twice a year – two issues ( <i>corresponding with the different stages of the project</i> ).
Reporting and evaluation.	Quarterly reports and mid-term evaluation after one year.

## 9. INSTITUTIONAL FRAMEWORK

The AJK MCRC will implement the project. The Centre has a long experience in media training, research and evaluation. It is presently instituting a UNESCO Chair in freedom of expression, to develop and promote innovative research activities relating to this field; this project is in keeping with the objectives of this Programme.



## 10. SUSTAINABILITY

The project will be implemented within the context of the research and evaluation component of the MCRC. It will have the back-up support of the Centre's infrastructure, and the research component of ongoing programmes will provide a base for teaching and application of the research modules that the project will seek to develop.

## 11. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING

The beneficiary agency will report on project every four months and conduct a mid-term evaluation on the completion of one year.

### **C. ADDITIONAL INFORMATION**

#### **Previous IPDC support received by the country**

Project N Budget codes	Funds (US \$)	Project title	Period
PDC/6IND/01 350-IND-61	40,000	India The Indian Institute of Mass Communication	1985 - 1989
PDC/9IND/01 350-IND-91	32,000	Press Institute of India	1988 - 1992
PDC/13IND/01 352-IND-31	110,000	A training Scheme for Field Investigators at the Mass Communication Research Centre	1993 - 1996
PDC/18IND/01 352-IND-81	55,000	Community Feature Network Project of the Press Institute of India	1998-1999
PDC/19IND/01 352-IND-91	30,000	Communication education and media needs	1999 - 2001
PDC/20IND/01 353-IND-01	20,000	NAMMA DHWANI Community Radio	2000 - 2002
PDC/23 IND/01 354 IND 5031	20,000	Training on Converging Media	2004 - 2005
PDC/23 IND/02 354 IND 5032	15,000	Expanding PII Community Feature Network and Grassroots publication	2004 - 2005
PDC/48 IND/02 354 IND 5041	20,000	Empowering communities through ICT using community FM and satellite radio	2005-2006
<b>Total India: US\$ 342,000</b>			

#### **Preparatory activities completed prior to submission of the project to IPDC**

This project is the outcome of a needs assessment carried out by the MCRC as part of its curriculum restructuring exercise.

#### **Contribution foreseen by the beneficiary agency during the project period**

Institutional infrastructure: premises, facilities; administrative and technical support staff; overheads.

#### **Assistance sought other than IPDC**

None.

## D. BUDGET

### BREAKDOWN OF IPDC CONTRIBUTION IN US\$

Honoraria: resource persons, trainers × 4 workshops:	4 000
Travel and per diem for out-stations experts, resource persons, trainers:	2 000
Stipends (out-station trainees):	2 000
Background materials of workshops:	500
Field transport:	1 000
Editing, printing and distribution of Journal:	1 000
Communications:	500
Contingencies, miscellaneous:	1 000
Monitoring:	1 000
<b><u>TOTAL:</u></b>	<b>13 000</b>

### BREAKDOWN OF BENEFICIARY'S CONTRIBUTION IN US\$

Premises:	1 200
Technical facilities:	1 000
Administrative support staff:	2 000
Overheads:	500
Miscellaneous (local transport, workshop materials):	500
<b><u>TOTAL:</u></b>	<b>5 200</b>

# INDIA

<b>A. PROJECT IDENTIFICATION</b>		
1.	<b>TITLE</b>	<b>TESTING OF HANDBOOK KIT AND DEVELOPMENT OF TRAINING MODULES ON DISASTER REPORTING</b>
2.	<b>NUMBER</b>	PDC/49IND/03
3.	<b>CATEGORY OF MASS MEDIA</b>	JOURNALISM (PRINT AND BROADCAST)
4.	<b>IPDC PRIORITY AREA</b>	MEDIA RESOURCE AND TRAINING
5.	<b>SCOPE (national, regional, interregional)</b>	NATIONAL
6.	<b>TYPE OF ASSISTANCE REQUESTED</b>	FINANCIAL
7.	<b>TOTAL COST OF PROJECT</b>	US \$ 35 200
8.	<b>AMOUNT REQUESTED FROM IPDC</b>	US \$ 34 000
9.	<b>BENEFICIARY BODY</b>	WORKING JOURNALISTS, TRAINEES AND COMMUNICATION EDUCATORS
10.	<b>IMPLEMENTING BODY</b>	DEPARTMENT OF MASS MEDIA AND COMMUNICATION STUDIES, UNIVERSITY OF MADRAS, CHENNAI
11.	<b>PROJECT LOCATION</b>	INDIA
12.	<b>PROJECT PREPARED BY</b>	DR. T. R. GOPALAKRISHNAN, LECTURER, DEPARTMENT OF MASS MEDIA AND COMMUNICATION STUDIES, UNIVERSITY OF MADRAS, CHENNAI
<b>DECISION OF THE BUREAU</b>		

## **B. PRESENTATION**

### **1. BACKGROUND AND JUSTIFICATION**

This project focuses on news media organisations, within the normative framework of democratic-participatory approach. In particular, it will deal with issues pertaining to the practice of journalism – covering both print and broadcast media.

News organisations are today facing numerous challenges:

- Competition within and between media, leading to market-driven journalism. Challenges are also posed by the Internet;
- News are increasingly being seen as entertainment, with concomitant loss of credibility. News media are often accused of being inconsistent, inaccurate, biased and selective in reporting facts, sensationalising and presenting sensitive developmental issues out of their context;
- While the media industry has registered phenomenal growth in the last decade, lack of trained human resources poses serious challenge;
- Over 200 training institutes have emerged in the last five years to cater to the human resource needs of media. But there is still a clear mismatch between the products of such institutions and the needs of the media;
- Existing journalism programmes are broad-based and offer limited opportunities for students to specialise in sub-fields such as medical, sports, environmental, literary journalism etc.

The devastating tsunami waves that hit the shores of some coastal areas in India, Indonesia, Sri Lanka, Thailand and many other countries on December 26, 2004 brought to focus several shortcomings faced by the news media and reporters while covering the disaster event. There is very little specialisation in reporting on disaster. Despite the complexity of issues in disaster mitigation, journalists have not felt the value of special skills and the need for deepening their expertise on covering disaster (or larger environmental issues). However, the experiences from covering the tsunami have created a strongly felt need amongst journalists for specialised training in disaster reporting.

By gaining requisite knowledge, skills and expertise to interpret scientific material accurately and understandably for the public, journalists and media organisations can play a critical role in disaster preparedness and mitigation. The proposed project will be an extension of an ongoing project, supported by UNESCO, on preparing resource materials which journalists can use to better prepare them for disaster coverage. The project seeks to address felt the need for specialised training and back-up resources for journalists to improve their disaster reporting skills.

One possible alternative solution would be to let the journalists themselves learn from the experience through self-reflection. While such an approach would be realistic for some fields, disaster reporting requires special skills and knowledge due to its very complexity which involves issues of risk perception, interpretation of scientific data and skills to verify facts quickly, reliably, within short time etc. These can be gained through training.

## **2. DESCRIPTION OF THE TARGET GROUPS**

The target audience for the project will be journalists from print, broadcast and new media, communication/journalism educators from Tamil Nadu and other tsunami-affected areas. This would include the following:

- Working/practising journalists (editors, subs, senior reporters, special correspondents etc.);
- Trainee journalists (entry-level journalists, students of journalism, interns);
- Journalism/communication educators (faculty in colleges, universities and other journalism training institutes).

## **3. IMMEDIATE OBJECTIVE**

- To test and refine the Handbook on disaster reporting and the supporting CD resource;
- To develop and test a comprehensive training module on disaster reporting, targeting the working and trainee journalists and communication educators.

## **4. DEVELOPMENT OBJECTIVE**

The Handbook, resource kit and training module, in responding to the needs of English, Tamil and Hindi-speaking journalists, will improve skills and knowledge while assisting in increasing confidence and assuredness in communicating amongst themselves and with the public at large.

## **5. PROJECT INPUTS**

- 2 research assistants;
- 5 advisory board members;
- Translators in regional languages: Tamil, Hindi;
- Multi-media graphic and publication designers.

## **6. PROJECT OUTPUTS**

- Training modules on disaster reporting developed for working journalists, communication educators and interested journalists/news organisations/NGOs;
- Completion of a series of workshops and 20 / 25 trainee practitioners, 15 journalism educators and 15 / 20 entry level journalists (including outstation participants), trained in disaster reporting;
- Handbook on disaster reporting and the supporting CD resource tested and distributed;
- Completion of a publication on disaster reporting.

## **7. ACTIVITIES**

<b>PHASE</b>	<b>ACTIVITIES</b>
I	Consultations with journalists: presentations of research findings and draft resource kit during the consultations meeting with editors, senior reporters, special correspondents etc.
II	Identification of 5 advisory members for the core team of editors, reporters and civil society members to work with the project research team in the completion of a handbook, CD and draft version of the training modules.
III	Pilot testing of the draft resource kit and training modules in workshop setting.
IV	Translation of final versions of the resource kit and the training module into Tamil and Hindi.
V	Training of trainers workshop on use of the resource kit.

VI	2-day workshop for 20 trainee journalists, interns and journalism students on disaster reporting. (including outstation participants).
VII	Training workshop for 20 practicing journalists on disaster reporting.
VIII	Activity report and publication; completion of publication.

➤ **WORK PLAN**

Phase	Time-frame	Outcome
I	3 months	Report on consultation with journalists.
II	6 months	Draft version of the training module.
III	2-day pilot workshop	Pilot workshop report and final version of the training module and resource kit.
IV	3 months	Translations.
V	2 days	Training of trainers workshop report, including feedback etc.
VI	2 days	Trainee journalists' workshop report, including feedback etc.
VII	2 days	Practising journalists' workshop report, including feedback etc.
VIII	6 months	Final reports and publication of book on disaster reporting.

**9. INSTITUTIONAL FRAMEWORK**

The project will be implemented by the Department of Mass Media and Communication Studies, University of Madras, which has approximately 50 years' experience in training journalists through its hands-on diploma programmes, and subsequently through its Masters Degree Programme for the last 25 years.

**10. SUSTAINABILITY**

The institution and the operation can sustain itself through:

- In-house training programmes for news organisations on need basis;
- Publication of a book on "*Journalism, Media and Challenges of Disaster Reporting*" – the royalty of which will contribute to continuation of the project.

**11. FRAMEWORK OF MONITORING**

Senior working journalists (reporters, editors, professors with special interest in environmental / development journalism) may be contracted to assess the quality and effectiveness of the project.

**12. EVALUATIONS CARRIED OUT**

Journalists' Associations such as the Indian Federation of Working Journalists, the Madras Union of Journalist, the South Indian Federation of working Journalists can serve as potential evaluators.

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

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

## C. ADDITIONAL INFORMATION

### Previous IPDC support received by the country

Project N Budget codes	Funds (US \$)	Project title	Period
PDC/6IND/01 350-IND-61	40,000	India The Indian Institute of Mass Communication	1985 -1989
PDC/9IND/01 350-IND-91	32,000	Press Institute of India	1988 -1992
PDC/13IND/01 352-IND-31	110,000	A training Scheme for Field Investigators at the Mass Communication Research Centre	1993 -1996
PDC/18IND/01 352-IND-81	55,000	Community Feature Network Project of the Press Institute of India	1998-1999
PDC/19IND/01 352-IND-91	30,000	Communication education and media needs	1999 - 2001
PDC/20IND/01 353-IND-01	20,000	NAMMA DHWANI Community Radio	2000 - 2002
PDC/23 IND/01 354 IND 5031	20,000	Training on Converging Media	2004 - 2005
PDC/23 IND/02 354 IND 5032	15,000	Expanding PII Community Feature Network and Grassroots publication	2004 - 2005
PDC/48 IND/02 354 IND 5041	20,000	Empowering communities through ICT using community FM and satellite radio	2005-2006
<b>Total India: US\$ 342,000</b>			

### Preparatory activities completed prior to submission of the project to IPDC

The proposed project will build on the ongoing disaster reporting initiatives by the Department of Mass Media and Communication Studies. Preparatory panel discussions were held on “Tsunami and mass media”, which included participation from senior journalists, civil society representatives and organisations representing victims of the tsunami, (Feb 2005), in collaboration with an international NGO. Details of the Department’s ongoing activities will be showcased at a site to be determined later.

### Contribution foreseen by the beneficiary agency during the project period

The Department’s contribution to the project will consist of use of existing equipment and multimedia facilities, research material, working premises and overheads.

### Assistance sought other than IPDC

None.

## D. BUDGET

### BREAKDOWN OF IPDC CONTRIBUTION IN US\$

Research / coordinator (12 months):	1 800
2 research assistants (12 months):	4 000
Local travel research team:	1 000
5 core resource team (6 months):	3 000
Administrative support (12 months):	1 200
Interactive CD/DTP designer on contract basis:	500
Tamil translators on contract basis:	500
Hindi translators on contract basis:	500
Pilot training workshop and test runs (20 participants):	4 500
Trainers training workshop (20 participants):	5 000
Training workshop for practising journalists (20 participants):	6 500
Training materials (100 copies):	1 500
Miscellaneous (reporting, evaluation and communications):	3 000
Monitoring:	1 000
<b><u>TOTAL:</u></b>	<b>34 000</b>

### BREAKDOWN OF BENEFICIARY'S CONTRIBUTION IN US\$

Equipment and multimedia facilities:	400
University documentation Centre and library:	200
Incorporation into existing curriculum:	100
University premises and overheads:	500
<b><u>TOTAL:</u></b>	<b>1 200</b>



# MALDIVES

<b>A. PROJECT IDENTIFICATION</b>		
1.	<b>TITLE</b>	<b>MALDIVES: REINFORCING COMMUNITY BROADCASTING AT ATOLL MEDIA CENTERS</b>
2.	<b>NUMBER</b>	PDC/49MDV/01
3.	<b>CATEGORY OF MASS MEDIA</b>	RADIO BROADCASTING
4.	<b>IPDC PRIORITY AREA</b>	DEVELOPMENT OF COMMUNITY MEDIA, PROMOTION OF FREEDOM OF EXPRESSION AND MEDIA PLURALISM
5.	<b>SCOPE</b> (national, regional, interregional)	NATIONAL
6.	<b>TYPE OF ASSISTANCE REQUESTED</b>	TECHNICAL AND FINANCIAL
7.	<b>TOTAL COST OF PROJECT</b>	US \$ 42 000
8.	<b>AMOUNT REQUESTED FROM IPDC</b>	US \$ 26 000
9.	<b>BENEFICIARY BODY</b>	ATOLL MEDIA PRODUCTION CENTRES
10.	<b>IMPLEMENTING BODY</b>	MINISTRY OF INFORMATION AND ARTS IN COLLABORATION WITH ATOLL CENTRES AND THE ISLAND COMMUNITY GROUPS
11.	<b>PROJECT LOCATION</b>	ALIF ALIF ATOLL, MALDIVES
12..	<b>PROJECT PREPARED BY</b>	MINISTRY OF INFORMATION AND ARTS, MALDIVES
<b>DECISION OF THE BUREAU</b>		

## **B. PRESENTATION**

### **1. BACKGROUND AND JUSTIFICATION**

- Most media in the Maldives operate in the capital, Male. There exists one radio and one TV station, both government-owned. With respect to print media, there are four dailies and various weekly and monthly magazines all run by the private sector. Two private cable TV companies rebroadcast channels from satellite. There are two internet service providers, one with shared government ownership and the other private. Internet, while widely used in the country especially by the young generation, is accessible in the Atoll islands on a limited basis. About half the population use mobile phones.
- The Maldives government is currently formulating policies to free all media through a gradual process. Temporary frequencies are already allowed to private radio operations.
- Radio broadcasting on AM provides a mix of news, current affairs, entertainment and education programs, sports, awareness features, dramas and so on, and reaches about 85-90% of the population. In the Atolls, there are five media production centres consisting of small studios and one or two Voice of Maldives staff who record on-air interviews and file reports by telephone to VOM for FM broadcast. At the moment, the government envisages the reinforcement of these centres to facilitate more community-based development programming. Television coverage extends to 15 km from Male through satellite rebroadcast and represents some 40% of the population.
- The vital development problems faced by radio include insufficient reach across the vast distances within this island-cluster country, and possibilities of two-way communication, lack of trained Atoll staff in community-based broadcasting, sufficient funding, availability and accessibility to internet. During the December 2004 tsunami, radio transmission was shutdown for four hours. The lack of transport and other communication facilities between Male and the remote islands was particularly felt at that time. People living in the Atoll islands had tremendous difficulty in the transfer of food, people and equipments, and most of all obtaining vital information.
- Among those mentioned above, this project is specifically to address the issues such as lack of training of Atoll media staff and two-way communication, that may particularly facilitate early warning in the prevention of disasters.
- Providing a solution to the above-mentioned problem is particularly important because it will help to train island communities to identify their own specific problems, express and share their views both communitywide and nationwide, with a view to obtaining forward looking responses. Programmes geared at deepening awareness will make communities more prepared to react promptly particularly in times of disaster.
- The solution proposed through this project is to reinforce Community Broadcasting and facilitate electronic sharing and networking for community development, through the organization of three training of trainers' workshops in specialized areas of community broadcasting using the new ICTs, such as management and operations; production and broadcast techniques, paying special attention to emergency broadcasting for disaster preparation and response. Self learning training materials are also expected to result from these workshops.

## **2. DESCRIPTION OF THE TARGET GROUPS**

The immediate beneficiaries are trainers from five Atoll media centres as well as Atoll community members including fishermen, farmers and their families.

## **3. IMMEDIATE OBJECTIVE**

The immediate objective is to train 36 atoll community trainers (12 from the South, 12 from the Centre and 12 from the North) in three individual training workshops in specialized areas of community broadcasting and to follow up monitoring and networking in community broadcasting

## **4. DEVELOPMENT OBJECTIVE**

The introduction of participatory community broadcasting is expected to bring new awareness to Atoll communities, allow freedom of expression on issues that may lead to improvement of living standards and contribute to economic development.

## **5. PROJECT INPUTS**

- 1 Coordinator / master trainer
- 2x technical facilitators
- 36 trainee trainers
- Internet connectivity
- Field Production and emergency broadcast materials

## **6. PROJECT OUTPUTS**

- 36 trainers trained
- Network established in-country
- Local content radio programs for exchange and sale
- Multimedia training materials

## **7. ACTIVITIES AND WORK PLAN**

**Aug-Sep 06:** Confirm specialized areas for training;

- Sep 06:**
- Identify and recruit coordinator;
  - Identify and recruit facilitators;
  - Prepare workshop programmes;
  - Select trainee trainers;
  - Establish connectivity.

**Oct-Dec 06:** Organize the workshops;

**Dec 06:** Launch technical network, with special emphasis on disaster prevention on early warning;

**Jan-Mar 07:** Program production and exchange.

## **8. INSTITUTIONAL FRAMEWORK**

Voice of Maldives, (Ministry of Information and Arts) will coordinate and implement the project in close collaboration with the communities of the Atoll islands concerned.

## 9. SUSTAINABILITY

The Government of Maldives is committed to the development of community radio in the country, set up and managed by Atoll communities, who will be taking care of the day to day running costs based on funds raised in respective communities through various community projects. Capacity building will be continuous using trainers trained under this project. Activities are based on the Alif Alif Atoll Centre with a view to developing a model of community radio broadcasting within that island community.

## 10. FRAMEWORK OF MONITORING

Monitoring will be done by AMARC Asia, Kathmandu, Nepal.

## 11. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING

The Ministry of Information and Arts undertakes to report as required by UNESCO IPDC.

### **C. ADDITIONAL INFORMATION**

#### **Previous IPDC support received by the country**

<b>Project N Budget codes</b>	<b>Funds (US \$)</b>	<b>Project title</b>	<b>Period</b>
<b>PDC/5MDV/11 350-MDV-51</b>	50,000	<b>Maldives</b> National Information Agency	1984 -1986
<b>PDC/9MDV/01 350-MDV-91</b>	36,000	Computerization of Dhivehi	1988 -1990
<b>PDC/10MDV/01 352-MDV-01</b>	60,000	Television programme production	1990 -1992
<b>PDC/16MDV/01 352-MDV-61</b>	47,000	Establishment of Atoll Media production Centres	1996 -1998
<b>Total Maldives: US\$ 193,000</b>			

#### **Preparatory activities completed prior to submission of the project to IPDC**

A first National Orientation Workshop on Community Radio is expected to be executed by March 2006 with assistance from UNESCO; basic community production activity should also have commenced at the Atoll Centres.

In the meantime further preparatory activity is foreseen including Voice of Maldives negotiations with the mobile phone service providers to set up an alert system for mobile phones (sms); and with the National Information and Communication Technology Centre with a view to necessary internet connectivity to enable networking and linking into a national early warning system in case of disaster.

#### **Contribution foreseen by the beneficiary agency during the project period**

Equipment (computers and radio production equipment); premises; local staff and overheads; some logistics.

**Assistance sought other than IPDC**

Technical assistance from UNFPA to facilitate a transmission system.

**D. BUDGET**

<b>BREAKDOWN OF IPDC CONTRIBUTION IN US\$</b>	
Consultant / trainer (3 workshops – 2000 US\$ per workshop)	6 000
3 x Facilitators	1 000
36 trainees travel, accommodation (2 week per workshop) plus workshop materials, stationery and transportation	14 000
Training material preparation : video coverage editing; stills	1 000
Field production and emergency broadcast materials and consumables	3 000
Monitoring:	1 000
<b><u>TOTAL:</u></b>	<b>26 000</b>

<b>BREAKDOWN OF BENEFICIARY'S CONTRIBUTION IN US\$</b>	
Equipment: production, broadcast and networking:	5 000
Logistics support, premises, overheads, admin staff:	4 500
Communication/networks	3 000
Disaster alert software (Early warning system)	2 000
Communication, fax, telephone, etc (Most of the island have on internet)	1 500
<b><u>TOTAL:</u></b>	<b>16 000</b>

# MARSHALL ISLANDS

<b>A. PROJECT IDENTIFICATION</b>		
1.	<b>TITLE</b>	<b>BUILDING MEDIA CAPACITY</b>
2.	<b>NUMBER</b>	PDC/49MAS/01
3.	<b>CATEGORY OF MASS MEDIA</b>	RADIO, TV AND PRINT MEDIA
4.	<b>IPDC PRIORITY AREA</b>	DEVELOPMENT OF COMMUNITY MEDIA
5.	<b>SCOPE (national, regional, interregional)</b>	NATIONAL
6.	<b>TYPE OF ASSISTANCE REQUESTED</b>	FINANCIAL
7.	<b>TOTAL COST OF PROJECT</b>	US \$ 78 000
8.	<b>AMOUNT REQUESTED FROM IPDC</b>	US \$ 28 000
9.	<b>BENEFICIARY BODY</b>	THE MARSHALL ISLANDS AND THE PACIFIC REGION
10.	<b>IMPLEMENTING BODY</b>	MISSION PACIFIC
11.	<b>PROJECT LOCATION</b>	LAURA VILLAGE, MAJURO ATOLL
12.	<b>PROJECT PREPARED BY</b>	TERRY SASSER, DIRECTOR, MISSION PACIFIC
<b>DECISION OF THE BUREAU</b>		

## **B. PRESENTATION**

### **1. BACKGROUND AND JUSTIFICATION**

There is a great need, in the Republic of the Marshall Islands (RMI) and the Pacific Region, for quality, locally produced indigenous programming with content on subjects that are of concern to the Pacific communities and specific to our island cultures.

There are limited media outlets in the Marshall Islands. The *Marshall Broadcasting Company* (MBC) is a privately owned cable television company. There are six local radio stations. The main AM radio station, *V7AB*, is a national, government-owned and operated station which reaches the entire population of the Marshall Islands. Additionally, there are two privately owned radio stations and three church-owned and operated religious stations. The only newspaper is the *Marshall Islands Journal*, a weekly publication. Most books and magazines are written and published outside the RMI, and there is little translated literature in the indigenous language.

Mission Pacific, a non-profit, non-government organisation, located in Laura Village on Majuro Atoll, is the only organisation with the capacity to produce all forms of multi-media, including broadcast quality video, television and radio programming, and professional quality print materials and graphic artwork. Throughout the last decade, mass media in the RMI has become increasingly more pluralistic, and the media environment is opening to discuss publicly and publish news articles on subjects that may be deemed politically controversial or culturally inappropriate. However, it is becoming urgent that the people and communities of the Marshall Islands and the greater Pacific region bring forward, and publicly address social issues and problems in order to promote freedom of expression and public awareness.

Now that Mission Pacific has the ability to produce quality video productions, we would like to further build our capacity to begin training for production of international, regional and local television news. News is an invaluable medium for small and developing countries, like those of the Pacific, to keep people informed of local and international issues. It is also a great equaliser, giving everyone, from the President of a country to the common man, a voice that can be heard by all. To our knowledge, no one in the neighbouring region offers such services, and it is rare to see reports about the Pacific region on international news agencies.

We would like to expand the capacity of our local video crew in all aspects of journalism, interviewing, field reporting and editing, equipping them to contribute to international news forums like BBC World, CNN World News, ABC Asia Pacific and other video and radio outlets who provide air time for regional news items to international audiences. Reuters and Associated Press news agencies have repeatedly contacted Mission Pacific about providing news coverage of national and regional events for their wire services. These syndicates expect a higher quality of production than we are able to deliver with our current equipment, but the proposed equipment will strengthen this effort. Our increased capacity will extend to the production of film-like, progressive scan, documentary-style programming, which is increasingly the requested format.

### **2. DESCRIPTION OF THE TARGET GROUPS**

The target beneficiaries for our video and radio programming and literature are:

- The people and communities of the Marshall Islands;
- The people and communities of the Pacific Region;
- World news agencies / international audience:
  - A voice for major concerns and news stories for this region,
  - Disaster coverage;

- Regional cable stations;
- Regional hospitals and outer island dispensaries;
- Regional schools, libraries, museums.

### 3. **IMMEDIATE OBJECTIVE**

- To purchase the requested equipment, as listed in the budget “IPDC contribution”;
- To break from our current production schedule to conduct an intensive month-long training programme for ten trainees on use of the new equipment and how it integrates with our current equipment;
- To integrate the new equipment into our current production schedule.

### 4. **DEVELOPMENT OBJECTIVE**

Mission Pacific has already been contracted to produce the following videos and multi-media campaign deliverables:

- A public awareness video about domestic abuse and violence against women in the RMI (in partnership with the ministry of Health and several NGOs and community groups);
- A public awareness and prevention campaign (using video, radio and print materials) about tuberculosis;
- A regional “Read Aloud” video programme, whose participants include Chuuk, CNMI, Fiji, Guam, Hawaii, Kiribati, Kosrae, Nauru, Palau, Pohnpei, RMI, American Samoa and Yap;
- A democracy video and classroom curriculum exploring the complementary relationship between traditional culture and a relatively young democratic government in the Marshall Islands;
- Ongoing media coverage of Nitijela sessions, public hearings and newsworthy national and regional events;

The majority of Mission Pacific’s projects deal directly with subjects which “*ensure democracy, freedom of expression and improved communicative capacity of the people*”.

### 5. **PROJECT INPUTS**

- Equipment;
- Mission Pacific trainers to train:
  - operation of new equipment,
  - lighting,
  - maintenance of equipment.

### 6. **PROJECT OUTPUTS**

- Upgraded equipment to further meet international broadcast standards;
- Ten staff will receive advanced training in use of new equipment;
- New staff will be trained to take over positions vacated by advanced trainees;
- News teams (1 man, 1 woman, 1 male youth, 1 female youth) trained in all aspects of journalism, interviewing, field reporting and editing for national and regional news programming.

### 7. **ACTIVITIES**

- To purchase necessary equipment;
- To increase our capacity to produce exciting, captivating, quality video programming by integrating new equipment into our current production schedule;



- To build our capacity to develop and sustain local and regional news;
- To train local news teams in the skills necessary to offer a public news forum for the Marshall Islands and Pacific Region;
- To seek additional funding to provide news training for two news teams from other countries in the region;
- To provide broadcast quality local and regional news to international news sources like BBC World, CNN World Report and ABC Asia Pacific, creating a regional news outlet and giving a voice to our Pacific Region

## 8. WORKPLAN

### 1<sup>st</sup> Quarter:

- Purchase and arrange shipment of equipment;
- Ongoing on-the-job-training during current production schedule;

### 2<sup>nd</sup> Quarter:

- Increase our capacity to produce exciting, captivating, quality video programming by integrating new equipment into our current production schedule;
- Ongoing on-the-job-training during current production schedule;
- Build our capacity to develop and sustain local and regional news;
- Identify regional news project.

### 3<sup>rd</sup> Quarter:

- Train local news teams in all aspects of journalism, interviewing, field reporting and editing, for national and regional news programming;
- Produce regional news story identified in 2<sup>nd</sup> Quarter; identify another regional news project;
- Ongoing on-the-job-training during current production schedule;
- Complete regional tuberculosis awareness and prevention multi-media campaign.

### 4<sup>th</sup> Quarter:

- Seek additional funding to provide news training for two news teams from other countries in the region;
- Produce regional news story identified in 3<sup>rd</sup> Quarter; identify another regional news project;
- Provide broadcast quality local and regional news to international news sources like BBC World, CNN World Report and ABC Asia Pacific, creating a regional news outlet and giving a voice to our Pacific Region;
- Ongoing on-the-job-training during current production schedule;
- Provide opportunities for political debate.

## 9. INSTITUTIONAL FRAMEWORK

Mission Pacific Mission Pacific is a complete multi-media facility with the capacity to provide broadcast quality video and radio programming and professional graphic arts and print media. It has a dedicated local staff with skills in every area of media production. Together, we are in the final stages of construction on a 4 000 square-foot, state-of-the-art video production facility. All aspects of production can be completed in-house and on-island as Mission Pacific has the equipment needed to produce and mass duplicate our finished video programming and literature for dissemination to numerous outlets. Mission Pacific has the experience, hardware and software that is necessary to develop content in any required format from print and web to uncompressed SD and HD. We utilise up-to-date industry standard software to accomplish a wide variety of high-end production workflows.

For post-production we utilise *Final Cut Pro*, *AfterEffects*, *Combustion*, *Commotion* and others, along with many third-party plug-ins that enhance the capabilities of these applications. These tools are used for such tasks as video editing, motion graphics, CG creation, compositing, rotoscoping and special effects. Advanced interactive DVD authoring with motion menus and scripted interfaces is the finishing touch to our professional presentation of produced programmes. *Lightwave*[8] is used for 3D content creation. We also make use of modern technology via our in-house distributed rendering network (render farm) of Power Macintosh G4 and G5 computers that allows us to leverage the processing power of all the computers in our facility to do the intense computing necessary to produce 3D content.

For field production, we have a comprehensive toolset of equipment, from high quality cameras and lighting to audio production and set dressing. All of our equipment is housed in waterproof cases and is ready to travel for productions at any location, any time.

Our audio/radio production capabilities are comprehensive. For gathering audio in the field we have field mixers and location sound recorders, boom/shotgun and other specialty microphones. For audio post we have complete digital audio recording facility utilising the latest “flying faders” automation technology. Everything from recording narration to ADR/Foley and on to full-blown multi-track production is accomplished with this facility.

Distribution of media programmes is accomplished in-house by our DVD and VHS duplication facility. All packaging and labels are done in-house and shrink-wrapped for a professional presentation. Print media is handled by *Adobe Creative Suite Professional*, the industry standard software. We have printers of all types from laser and colour laser to large format inkjet printers. Complete fulfilment services from lamination and mounting to trimming and packaging are handled by our staff.

## **10. SUSTAINABILITY**

Mission Pacific has spent the last eight years training a core national staff of videographers, audio specialists and graphic artists. We have worked to develop a market not only in the Marshall Islands but also in the Pacific region as a whole, through our attendance and multi-media presentations at regional conferences.

## **11. FRAMEWORK OF MONITORING**

Mission Pacific consults a task force of government, traditional and community leaders, health providers and educators who monitor the content, accuracy and cultural sensitivity of all of our multi-media deliverables.

## **12. EVALUATIONS CARRIED OUT**

Evaluation is an integral component of Mission Pacific’s training programmes. Each draft of a script or print deliverable and each rough edit of a video or radio production is submitted to our task force of government, traditional and community leaders, health providers and educators for evaluation, revision and approval.

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

Mission Pacific will submit to UNESCO our internal quarterly reports on project progress, after the implementation of the project and upon request.

### C. ADDITIONAL INFORMATION

#### Previous IPDC support received by the country

Project N Budget codes	Funds (US \$)	Project title	Period
PDC/21 MAS/01 353MAS5011	20,000	Marshall Islands	2003-2004
		Modern radio management & broadcasting for the Federated States of Micronesia	
		<b>Total Marshall Islands: US\$ 20,000</b>	

#### Preparatory activities completed prior to submission of the project to IPDC

- Contacts with the Secretariat of the Pacific Community for official listing of major regional events;
- Training programme for news teams and junior news teams;
- Training programmes for video and sound productions, underwater video production, lighting , chroma-keying, graphic art productions;
- In the progress of recruiting three local artists about training to use their artistic skills in a computer graphic environment;
- We have established contacts with suppliers of the proposed equipment;
- We have been contracted for the production of several videos for continued on-the-job-training (as stated in “Development objective”).

### D. BUDGET

<b>BREAKDOWN OF IPDC CONTRIBUTION IN US\$</b>	
Sennheiser MKH70 Shotgun package (with windshield, microphone pre-amplifier, headphone):	2 859
Sony Wireless on-camera Lav:	2 500
Microdolly, Dolly and jib arm (with boom extension, power head, pan/tilt kit, undersling, 90 degree plate and other accessories):	10 525
GlideCam stabilisation system:	2 499
Vinten “ <i>Vision-3</i> ” head:	1 100
12 v. on-camera and handheld lighting unit with filters, 2 battery belts, lamps and accessories):	1 785
Studio/location lighting:	3 340
Video return to cameras:	1 250
Video vest (XL):	440
Production case PC3:	363
Waist belt BB2:	160
Rain cover:	89
3 video aprons:	90
Monitoring:	1 000
<b><u>TOTAL:</u></b>	<b>28 000</b>

**BREAKDOWN OF BENEFICIARY'S CONTRIBUTION  
IN US\$**

Ongoing state-of-the-art multi-media production facility and company that will service the Pacific Island region;  
 Ongoing training in all areas of video, radio and print media production;  
 Experienced, professional staff;  
 Capacity to produce broadcast quality video and audio programming and professional quality graphic design and layout for printed literature;  
 Networking power and professional production to promote the Pacific Region to the international community;  
 Staff salaries for the Mission Pacific trainer, trainees/production teams;  
 Regular reporting on project progress;  
 Production materials;  
 Editing costs, transmissions of the programmes;  
 Shipping of equipment.

**Mission Pacific's In-Kind contribution – Totalling:**

**US\$ 50 000**

# MONGOLIA

<b>A. PROJECT IDENTIFICATION</b>		
1.	<b>TITLE</b>	<b>SUPPORTING PUBLIC BROADCASTING</b>
2.	<b>NUMBER</b>	PDC/49 MON/01
3.	<b>CATEGORY OF MASS MEDIA</b>	PUBLIC SERVICE BROADCASTING
4.	<b>IPDC PRIORITY AREA</b>	FREEDOM OF EXPRESSION
5.	<b>SCOPE</b> (national, regional, interregional)	NATIONAL
6.	<b>TYPE OF ASSISTANCE REQUESTED</b>	FINANCIAL, TRAINING, TECHNICAL ASSISTANCE
7.	<b>TOTAL COST OF PROJECT</b>	US \$ 73 660
8.	<b>AMOUNT REQUESTED FROM IPDC</b>	US \$ 45 660
9.	<b>BENEFICIARY BODY</b>	MONGOLIAN NATIONAL RADIO AND TV BAYAN-OLGII RADIO AND TV
10.	<b>IMPLEMENTING BODIES</b>	ABU, BBC, KAZAKH NATIONAL UNIVERSITY, GLOBE INTERNATIONAL AND PRESS INSTITUTE OF MONGOLIA, IN COORDINATION WITH THE ZORIG FOUNDATION, DEMOCRACY EDUCATION CENTER, HUMAN RIGHTS DEVELOPMENT CENTER, PUBLIC HEALTH SOCIETY, AND THE BAYAN-OLGII BRANCH OF THE CONFEDERATION OF MONGOLIAN JOURNALISTS
11.	<b>PROJECT LOCATION</b>	ULAANBAATAR, BAYAN-OLGII AIMAG
12.	<b>PROJECT PREPARED BY</b>	GLOBE INTERNATIONAL, THE PRESS INSTITUTE, THE BAYAN-OLGII BRANCH OF THE CONFEDERATION OF MONGOLIAN JOURNALISTS AND UNESCO ACI, BEIJING, WITH PARTICIPATION OF NPO CI, ALMATY
<b>DECISION OF THE BUREAU</b>		

## **B. PRESENTATION**

### **1. BACKGROUND AND JUSTIFICATION**

On January 17, 2005 the State Great Hural passed the Law on Public Radio and TV, which came into force on July 1<sup>st</sup>, 2005. The law is a result of long-term advocacy and lobbying activities of Globe International, Open Society Forum and the Press Institute. It is important that the law is well understood by the Board members, leaders and staff of the Public Radio and TV. The establishment of public service broadcasting in Mongolia creates a new era in the country's broadcasting system and offers new opportunities for the Mongolian public, including those vulnerable groups of population previously left out of the development process.

A transition to a new culture of public service at the previously former state and local government-owned broadcasting requires a complex of actions such as training of journalistic staff, technical modernisation, internal re-structuring, new programming strategies, development of quality surveys among the public, a new financial orientation etc. The transformation of the National Radio and Television will, among others, inevitably raise questions about the changes occurring in local radios and televisions, the majority of which being state-owned. A special attention to this process deserves Bayan-Olgii aimag, because it is predominantly populated by the second largest minority group in Mongolia, and is the only one which has its native-language broadcasting service. A democratic Mongolian National Radio and TV (MNRTV) is unthinkable without a competitive multi-language information supply. In view of the need and importance of successful implementation of the law on Public Radio and TV, the proposed project suggests contributing efforts in 2 following areas of Public Service Broadcasting (PSB) development in Mongolia:

- Lack of knowledge on serving the public;
- The rights of national minorities to access information are limited.

### **2. DESCRIPTION OF THE TARGET GROUPS**

The project encourages proper development of public service broadcasting through journalism training, by sensitising the staff to better understand its duties and responsibilities, to enhance the right of national minorities to access information on their own languages and to promote future sustainability of MNRTV through building capacity on research analysis and recommendations.

### **3. IMMEDIATE OBJECTIVE**

The project's immediate objective is to enhance large-scale participation of media professionals, especially in minority areas, in the development of public service broadcasting in Mongolia.

### **4. DEVELOPMENT OBJECTIVE**

The project will contribute to building a sustainable democratic society in Mongolia. Public's access to information without abuse or bias is a serious development challenge in fostering democracy, human rights and good governance. Right to produce, receive and access quality information in the native language is another right which the project aims to realise.

### **5. PROJECT INPUTS**

- Local expertise (Globe International and the Press Institute) on research and analysis;
- BBC, Kazakh National University and the Press Institute training expertise on broadcast journalism and principles of public service broadcasting;

- Globe expertise on PSB legal framework and legal rights of journalists, the challenge of building responsibility and independence;
- Civil society expertise on challenges of social and human rights issues;
- Expertise on public money value and long-term commitment to continued license fee funding of the core services, especially in disadvantaged ethnic minorities;
- ABU technical planning expertise on modernisation of Bayan-Olgii public radio and TV;
- Materials and documents on access to information, protection of information sources, election coverage standards, ethical principles of journalism, media self-regulation developed by Globe International and the Press Institute.

## **6. PROJECT OUTPUTS**

- Researchers of MNRTV trained and programme strategies available;
- 60 journalists from MNRTV trained on impartial reporting, human rights and health reporting;
- 10 producers of MNRTV trained in producing educational programmes, as well as programmes on cultural diversity, ethnic and religious tolerance, multilingualism, social and economic issues of minorities;
- Research reports, better programming policy and appropriate public funding;
- 20 journalists from Bayan-Olgii public radio and TV trained on nature of PSB and legal issues;
- 4 journalists from Bayan-Olgii trained in their native language at the Kazakh State University;
- Educational materials in Kazakh language available;
- Modernisation plan for Bayan-Olgii public radio and TV available;
- Equipment is purchased and installed, staff is trained in Bayan-Olgii TV and Radio;
- Rights of Kazakh, Tuva and Urianhai communities to access information promoted.

## **8. ACTIVITIES**

### Research surveys and building capacity of MNRTV researchers:

The Press Institute and Globe International researchers will cooperate with 2 researchers of MNRTV and conduct 2 surveys: the 1<sup>st</sup> one will be aimed at exposing the public needs and expectations related to the programming structure, type, quality, content, schedule etc.; the 2<sup>nd</sup> survey will focus on the assessment of needs and possibilities of collecting a license fee as the most appropriate way of funding of MNRTV so as to ensure independence and quality of programming. Both surveys will be conducted nation-wide, including in minority areas. As a result of these activities, research reports will be available and include clear recommendations.

### Journalism workshops at Mongolian National TV:

The project will organise 4 workshops and will involve 50 journalists, editors, reporters and 10 producers to work on educational programmes. Civil society organisations will be actively engaged in the workshops, especially on their educational part.

The technical assistance and training at Bayan-Olgii public radio will be carried out in cooperation with Bayan-Olgii branch of Confederation of Mongolian Journalists:

- Technical assistance and training of technicians,
- Broadcasting in Tuva and Uriankhai languages
- Journalism training

4 workshops will be organised for 20 media practitioners on nature and principles of PSB, and understanding PRTV law as well as journalism topics. As no training is available to ethnic Kazakh journalists in their native language in Mongolia, the Kazakh State University had agreed to select and integrate them in the training programme in Almaty.

## **9. WORK PLAN**

**Month I-III:** Revision of the work plan; training of researchers and the technical surveys started and software installed; the report and proposal for the technical modernisation will be completed in about one month after the survey; technical training requirements established. ABU and the Kazakh State University experts visited Bayan-Olgii.

**Months IV-VI:** Journalism workshops at MNTV and Bayan-Olgii started; equipment tenders conducted; evaluation of tender bids and finalisation of the purchase of new equipment; preparation for installation of equipment; journalists from Bayan-Olgii to participate in the selected study tour in Kazakhstan and the courses at Kazakh National University started.

**Months VII-IX:** Installation and testing of equipment; commencement of training; reports on the surveys available; journalism workshops continued; progress report produced.

**Months X-XII:** Journalism workshops and the courses at Kazakh National University completed; trained human resources and new equipment are deployed at the Bayan-Olgii TV and radio stations; programmes in Tuva and Urianhai languages started; evaluations taken; preparation of final report started.

## **9. INSTITUTIONAL FRAMEWORK**

The Globe International is a socially oriented, non-membership, non-profit-making and tax-exempted public organisation. Its mission is to sustain the Mongolian democracy and development of civil society.

The Mongolian Press Institute is a non-governmental, non-membership organisation with the aim to support the development of free and pluralistic media in Mongolia. Its activities focus on journalism training, media research and information services for journalists and for public.

The Asia-Pacific Broadcasting Union (ABU) is a non-profit, non-government, professional association of broadcasting organisations. The ABU provides a forum for promoting the collective interests of television and radio broadcasters, and engages in activities to encourage regional and international co-operation between broadcasters.

The Kazakh National University, Faculty of Journalism is one of the biggest in the countries of the Union of Independent States. Education in Journalism is provided in six specialisations on Russian and Kazakh (print media editing, broadcast editing, history of journalism, publishing, international journalism, management and advertisement) involving more than 1 000 students.

The project will be run in partnership with other civil society organisations: ZORIG Foundation, Democratic Education Center, Human Rights and Development Center and the Public Health Society.

## **10. SUSTAINABILITY**

A sustainable response to the further development of public service is possible only if it is tackled simultaneously on as many levels of the society as possible. The Mongolian National Radio and TV and local public broadcasters as well as a number of other, civil society initiatives are steps in this direction. This project attempts to encourage the sustainable development and functioning of better public service, and incite media practitioners to produce professional and independent reports based on editorial independence and solid professional ethical values.



## 11. EVALUATIONS CARRIED OUT

Several actions have been carried out by Globe International and the Press Institute to establish and promote the public broadcasting service in Mongolia: meetings with present leaders of MNRTV and civil society organisations, workshops, seminars etc. to identify the main priorities in the transition from the state broadcasting into public service. Globe International and the Press Institute have also initiated the NGO Assembly on the formation of the first governing body of the Public Service Broadcasting. The objectives of the proposed project are the most important and urgent needs exposed from the above activities.

## 12. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING

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

### C. ADDITIONAL INFORMATION

#### Previous IPDC support received by the country

Project N Budget codes	Funds (US \$)	Project title	Period
PDC/5MON/12 350-MON-51	50,000	Mongolia	1985 -1986
		National News Agency	
PDC/8MON/01 350-MON-81	30,000	Training Centre of the State Printing Kombinat	1988 -1990
PDC/13MON/01 352-MON-31	160,000	Renovation of the printing industry	1995
PDC/16MON/01 352-MON-71	24,000	Development of Broadcasting services	1997 -1998
PDC/17MON/01 352-MON-72	32,000	Radio/Television Training at the National Press Institute	1997 -1998
PDC/18MON/01 352-MON-81	35,000	Establishment of community Radio in Uvurhangai province	1997 -1999
PDC/19MON/01 352-MON-91	65,000	Modernization of the Montsame News Agency	1999 -2001
PDC/21 MON/01 353MON5011	30,000	Improvement of National Radio and Television services	2003 -2004
PDC/24 MON/01 354MON5031	40 000	Media for transparent governance	2004 -2005
PDC/24 MON/02 354MON5032	23 000	Photo journalism education development project	2004 -2005
PDC/48 MON/01 354 MON 5041	22 000	Community radio project	2005-2006
<b>Total Mongolia: US\$ 511,000</b>			

### Preparatory activities completed prior to submission of the project to IPDC

Globe International had meetings with Mr. Ganbold, director general of MNRTV, S. Nanddolgor, deputy director of MNR, D. Ganbaatar, director of the Marketing and Monitoring Department (MMD) and several journalists, and has obtained the request letter from MMD.

### Assistance sought other than IPDC

None.

## **D. BUDGET**

<b>BREAKDOWN OF IPDC CONTRIBUTION IN US\$</b>	
<b>Journalism workshops for MNRTV (4 workshops)</b>	
Fees and honoraria:	1 200
Lunch and refreshment for participants:	500
Training materials and miscellaneous:	300
<b>2 research surveys</b>	
Fees and honoraria:	1 400
Local travel, researchers:	2 000
<b>Training at the Kazakh National University (KNU)</b>	
Study fee (4 students × US\$ 700 × 1 semester):	2 800
Accommodation (4 students × US\$ 13 × 5 months):	260
Visa and travel costs (4 students × US\$ 500):	2 000
Miscellaneous:	1 200
<b>Reform of the Bayan-Olgii TV and Radio</b>	
Equipment:	15 000
Journalism training and training materials:	3 000
International travel (foreign experts):	5 000
Local travel Ulaanbaatar-Bayan-Olgii:	2 000
Technical survey report and recommendation:	6 000
Project coordination:	2 000
Monitoring:	1 000
<b><u>TOTAL:</u></b>	<b>45 660</b>

<b>BREAKDOWN OF BENEFICIARY'S CONTRIBUTION IN US\$</b>	
Contribution of Globe International and the Press Institute (office space and equipment, training materials):	20 000
MNTV contribution (researchers, training space etc.):	5 000
Bayan-Olgii contribution (training space, office rent for local coordinator):	3 000
<b><u>TOTAL:</u></b>	<b>28 000</b>

# NEPAL

<b>A. PROJECT IDENTIFICATION</b>		
1.	<b>TITLE</b>	<b>CONSOLIDATION OF THE COMMUNITY RADIO MOVEMENT</b>
2.	<b>NUMBER</b>	PDC/49 NEP/01
3.	<b>CATEGORY OF MASS MEDIA</b>	COMMUNITY RADIO
4.	<b>IPDC PRIORITY AREA</b>	FREEDOM AND PLURALISM OF EXPRESSION, DEVELOPMENT OF COMMUNITY MEDIA, DEVELOPMENT OF HUMAN RESOURCES
5.	<b>SCOPE</b> (national, regional, interregional)	NATIONAL
6.	<b>TYPE OF ASSISTANCE REQUESTED</b>	FINANCIAL
7.	<b>TOTAL COST OF PROJECT</b>	US \$ 27 000
8.	<b>AMOUNT REQUESTED FROM IPDC</b>	US \$ 19 000
8.	<b>BENEFICIARY BODY</b>	20 COMMUNITY RADIO STATIONS
9.	<b>IMPLEMENTING BODY</b>	ASSOCIATION OF COMMUNITY RADIO BROADCASTERS
10	<b>PROJECT LOCATION</b>	KATHMANDU AND THE LOCATIONS OF THE STATIONS
11.	<b>PROJECT PREPARED BY</b>	MOHAN BISTA, SECRETARY GENERAL, ASSOCIATION OF COMMUNITY RADIO BROADCASTERS
<b>DECISION OF THE BUREAU</b>		

## B. PRESENTATION

### 1. BACKGROUND AND JUSTIFICATION

Nepal's remarkable strides in community radio have been praised the world over. Nepal was the first country in South Asia to allow non-governmental groups to broadcast on the FM band when *Radio Sagarmatha* 102.4 went on the air in 1996 in Kathmandu Valley. Since then, 45 other FM stations have gone on air. By early 2005, listenership had surpassed that of the state-owned Radio Nepal. Commercial and non-profit FM stations were equally popular and complemented each other, so as to give Nepal's pluralism and diversity a voice.

It has been widely recognized that community radios in Nepal basically offer a model as no other media does. They have revolutionised the scope of broadcasting and changed listening habits in the past seven years. After restoration of democracy in 1990, their role stations has been significant in reaching out to grassroots level, disseminating locally relevant information, strengthening local culture, empowering local communities and reinforcing the participatory character of development. Listening to FM radio has increasingly emerged as a new culture. Even remote villagers have accessed information, thanks to FM radios. They are seen to present listeners with more choice today than ever before. Not only has the choice been across stations, but there has also been choice of programmes within stations. Listeners have had influence on the kind of programmes to be aired. People's demands have been forcing even commercial stations to produce more relevant news and current affairs programmes.

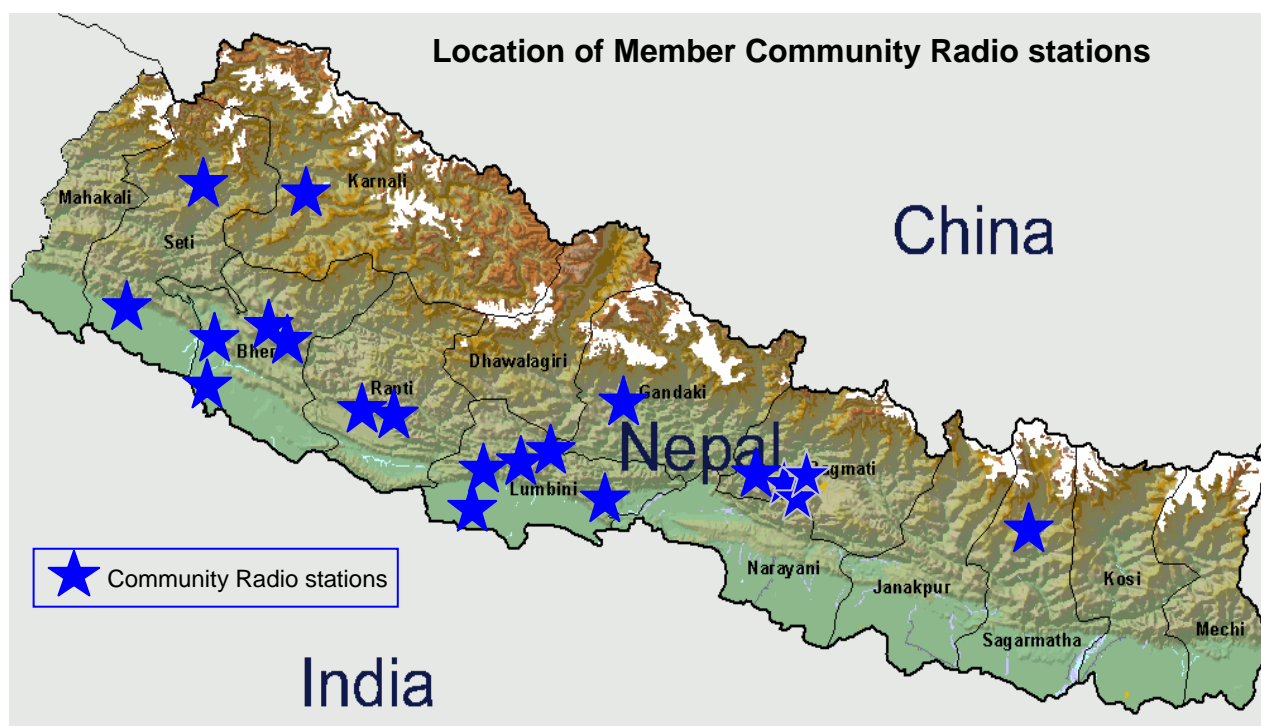
The "*Post-February-1<sup>st</sup>*" period put the community radios in front of new challenges. Restrictions were imposed on them by the government, which risked limiting considerably the scope of their programming; the related government directive ordered them to broadcast "*pure entertainment-based programmes (...) not to air news, information, articles/writing, thoughts/ideas and expression*". The military and local administrations were at times heavy-handed with the stations in enforcing the directive. Nevertheless, some FM stations defied the ban, and one challenged the government directive at the Supreme Court. On August 5, 2005, the Supreme Court justified the broadcasting of news and current affairs from the stations. Since then, all the FM stations across Nepal have started to broadcast news, current affairs and social analysis again.

Against these recent challenges, this project proposal has been prepared to strengthen the capacity of the community FM stations that are members of the Community Radio Broadcasters' Association, through training and enhancing the internal ethical base of the community radio sector.

Training will be organised in content production, technical skills and management. It will also offer an opportunity for dialogue and consultation on the application of, adherence to, and challenges faced by the community radio sector's code of conduct. Presently, many stations follow their own code. The project will seek to develop consensus and ownership over the existing code of conduct (prepared in the '90s) among all community radios. It would also elaborate the code further and make it more comprehensive if so decided during the consultations. The application of a common code would help enshrine the social responsibility of the community radios, develop consistency of approach among the stations, further popularise the community radios across Nepal, as well as help them cope with any future uncertainty.

## 2. DESCRIPTION OF THE TARGET GROUPS

The existing FM broadcasters in Nepal are either community, co-operative or commercial stations, depending on the type of their ownership. This makes a marked difference in the broadcast content. The community radios focus on locally relevant information and discussions; co-operative stations have a good mixture of entertainment and news, while the commercial stations are almost entirely entertainment-based and cater for the younger generation of music listeners. The community radios have higher running costs and less advertisement revenue than similar commercial stations, because they cater to listeners at the village level, who are often poor, marginalised or disadvantaged and do not have the purchasing power. This particular project will benefit the 20 community radios that are members of the Association of Community Radio Broadcasters Nepal and employ a total of 500+ employees and volunteers. Ultimately, the project will benefit the listeners of the stations.



## 3. IMMEDIATE OBJECTIVE

To consolidate the community radio movement in Nepal through capacity building.

## 4. DEVELOPMENT OBJECTIVE

The development objective is to sustain the community radio sector in order to stimulate democratic participation, protect public interest, and promote good governance.

## 5. PROJECT INPUTS

- Project co-ordinator (assisted by the officials of the Association);
- Expert trainers in community radio journalism, management, technical work and ethics;
- Training materials;
- The existing Ethical code / Code of conduct;
- Inputs for upgrading the Code of conduct;
- Inputs to programme exchange.

## 6. PROJECT OUTPUTS

All training will include information sessions and consultation on the Ethical Code of Conduct and its implications for the community radio sector in Nepal.

- 40 producers/volunteers of 20 stations will have been trained in community radio production and journalism, in favour of improved content, formats and quality of programmes (one week);
- 20 employees of 20 community radio stations will have been trained in management and sustainability (one week);
- 40 employees/volunteers will have been trained in new technology of radio equipments (one week);
- A consolidated (in terms of standard, scope and consistence) Code of Conduct for community radios of the country will have been enhanced, refined and further developed in line with the recommendations of the consultations, and based on the principles of
  - Community radios as trustees of the public;
  - Media independence and pluralism;
  - Accurate, balanced, truthful and fair reporting;
  - The accountability and transparency of the community radios. The Ethical Code of Conduct will be printed for wider dissemination, especially among community radios.
- Interaction among the stations will have been consolidated through programme exchanges and other forms of cooperation.

## 7. ACTIVITIES AND WORK PLAN

**Month 1:** Adjust work plan to IPDC funding level;

**Month 2:** Identify trainers;

Devise training programmes 1 & 2 in community radio journalism and production

Compile and reproduce training materials;

Conduct 1<sup>st</sup> training workshop in community radio journalism and production

**Month 3:** Devise training in management;

Compile and reproduce training materials, conduct training;

**Month 4:** Devise technical training (1 & 2);

Compile and produce training materials, conduct first training workshop;

**Month 5:** Update contents and approach for programme production 2 and technical training 2; conduct training workshops;

**Months 1-8:** Regular planning sessions;

**Months 2-8:** Popularise community radio ethics, through training and consultation;

Update / annotate the code of ethics as may have been recommended in the process of consultations;

**Month 9-10:** Publish and disseminate the updates / annotations in the Ethical Code of Conduct;

**Month 11:** Submit the final reports to IPDC.

## 8. INSTITUTIONAL FRAMEWORK

The Community Radio Broadcasters' Association Nepal will be the implementing agency. The Association was established in 2001. Twenty community radios of Nepal are members of the Association. Its Board includes its President, General Secretary, Secretary, Treasurer and members. The officials are elected from among the member of the community radios. Election is held every two years. The officials are volunteers.

## 9. SUSTAINABILITY

Through capacity building, the project will enhance the sustainability of the community radio sector as an independent, public service-oriented and accountable service for the communities.

## 10. FRAMEWORK OF MONITORING

*Media Service International (MSI)*, based in Kathmandu is nominated to help UNESCO and IPDC in the monitoring of the project, if so required. The MSI has been advocating and working for community radios development in Nepal for the past 5 years.

## 11. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING

The beneficiary agency undertakes to report on project progress on a four-monthly basis, or as required by the IPDC.

### C. ADDITIONAL INFORMATION

#### Previous IPDC support received by the country

Project N Budget codes	Funds (US \$)	Project title	Period
PDC/5NEP/19 507-NEP-61 (FIT-Germany)	15,000	Nepal Community radio	1985 -1986
PDC/6NEP/01 350-NEP-61	42,000	Assistance to train producers and editors for TV production	1986 -1988
PDC/10NEP/01 352-NEP-01	90,000	Nepal Folk Music recording project	1990 -1994
PDC/11NEP/01 352-NEP-11	45,000	Training of technical staff for the Gorkhapatra Corporation	1991 -1994
PDC/14NEP/01 352-NEP-41	45,000	Nepal Press Institute	1994 -1997
PDC/15NEP/01 352-NEP-51	60,000	Radio Sagarmatha	1995 -1997
PDC/17NEP/01 352-NEP-81	55,000	Newsroom computerization project	1998 -1999
PDC/19NEP/01 352-NEP-91	29,000	Madan Pokhara Community Radio	1999 -2000
PDC/20NEP/01 353-NEP-01	35,000	Strengthening pluralistic and Independent Media in Nepal	2000 -2002
PDC/21 NEP/01 353NEP5011	20,000	Training activities for Nepal TV	2003 -2004
<b>Total Nepal: US\$ 411,000+ US\$ 15,000 (Funds-in-trust)</b>			

#### Preparatory activities completed prior to submission of the project to IPDC

Associative building ongoing.

#### Contribution foreseen by the beneficiary agency during the project period

Specified in budget D.2.

**Assistance sought other than IPDC**

None.

**D. BUDGET**

**BREAKDOWN OF IPDC CONTRIBUTION  
IN US\$**

Coordinator (10 months):	3 000
Communications and utilities:	200
Stationery and accessories:	200
Training on programme production:	5 000
Management training:	2 200
Technical training:	4 400
Preparation and dissemination of materials on Ethical Code of Conduct:	3 000
Monitoring:	1 000
<b><u>TOTAL:</u></b>	<b>19 000</b>

**BREAKDOWN OF BENEFICIARY'S CONTRIBUTION  
IN US\$**

Logistic support for training by community radios:	1 000
Information sharing among 20 community radios:	6 000
Overheads:	1 000
<b><u>TOTAL:</u></b>	<b>8 000</b>



# PAKISTAN

<b>A. PROJECT IDENTIFICATION</b>		
1.	<b>TITLE</b>	<b>MEDIA AND LOCAL DEMOCRATIC GOVERNANCE</b>
2.	<b>NUMBER</b>	PDC/49 PAK/01
3.	<b>CATEGORY OF MASS MEDIA</b>	PRESS
4.	<b>IPDC PRIORITY AREA</b>	DEVELOPMENT OF COMMUNITY MEDIA DEVELOPMENT OF HUMAN RESOURCES
5.	<b>SCOPE</b> (national, regional, interregional)	NATIONAL
6.	<b>TYPE OF ASSISTANCE REQUESTED</b>	FINANCIAL
7.	<b>TOTAL COST OF PROJECT</b>	US\$ 69 250
8.	<b>AMOUNT REQUESTED FROM IPDC</b>	US\$ 37 650
9.	<b>BENEFICIARY BODY</b>	RURAL AND URBAN JOURNALISTS
10.	<b>IMPLEMENTING BODY</b>	THE PAKISTAN PRESS FOUNDATION (PPF)
11.	<b>PROJECT LOCATION</b>	RURAL PROVINCES OF THE COUNTRY
12.	<b>PROJECT PREPARED BY</b>	THE PAKISTAN PRESS FOUNDATION PRESS CENTRE, KARACHI
<b>DECISION OF THE BUREAU</b>		

## **B. PRESENTATION**

## **1. BACKGROUND AND JUSTIFICATION**

The last two decades have witnessed increased freedom for the print media and a liberalisation of the broadcasting sector in Pakistan. The transformation towards a freer political and media environment begun in 1988, and the relaxation of procedures for starting new publications has resulted in the mushrooming of a number of newspapers and magazines leading today to over 1 000 publications in the country. In major cities, dozens of newspapers compete for limited circulation and advertising revenue.

Media, particularly print and independent television, are to some extent free and pluralistic. Numerous newspapers, magazines, and television channels provide Pakistanis with a wide range of political, economic and social news and views and criticise government and political leaders – even though some do pay the price for exercise of this freedom with disturbing regularity in the form of threats, violence and economic pressure. An important constraint to freedom of expression is the culture of secrecy in government and bureaucracy, which control much of the information in the country. Freedom of expression in Pakistan, still very fragile, needs to be protected, promoted and nurtured.

Daily newspaper circulation over the last two decades remains at two or so copies per 100 people. Low literacy rates, urban orientation of the press and cost are factors influencing the low circulation. The potential readership outside the cities is largely untapped because of shortage of regional publications highlighting the concerns of rural areas. The dramatic increase in the number of publications in recent years, however, is not concomitant with trained personnel and many journalists, especially the rural journalists, who lack the basic technical and professional skills to cover the diverse range of complex issues affecting their communities such as health, security, education, sanitation, transportation, the decisions for which were formerly taken from provincial or national capital cities.

In the emerging democracy of Pakistan, electoral politics has increased the importance of rural centres, following the creation of local governments in 2000 with provisions relating to transparency and access to information. To date, the media has not managed to perform its role of keeping the public informed of local government performance, and requires assistance in promoting regular harmonious, professional interchanges with local governments and parliamentarians in light of statutory local body elections.

The main needs for attention therefore remain professional upgrading of rural journalists; knowledge and awareness of laws relating to freedom of expression and access to this information, and development of a more harmonious working relationship between local government institutions and the media.

The intention of this project is to train rural journalists in effective coverage of local issues, and to build the capacity of local government representatives to work with the media. The project will be implemented in the rural zones of the Sindh, Punjab, NWFP and Balochistan provinces.

In view of the introduction of local bodies elections, this appears to be the most appropriate solution at the right time. No equipment purchase is involved.

## 2. DESCRIPTION OF THE TARGET GROUPS

The immediate beneficiaries of this project are rural journalists, as well as mayors, councillors and local officials. Readers, viewers and listeners will also benefit from improved coverage of local issues.

## 3. IMMEDIATE OBJECTIVES

- To train 120/150 rural journalists with a view to more accurate, readable coverage of local issues, and an improved understanding of local body institutions and operations;
- To train 120/150 local government representatives to improve media skills for better understanding and awareness of the role of the media.

## 4. DEVELOPMENT OBJECTIVES

Building capacities of rural journalists and promoting mutual understanding between local body institutions and the media can improve the quality of the flow of information to the public, develop greater awareness of rural issues by the citizens and encourage better governance and democracy.

## 5. PROJECT INPUTS

- Coordinator;
- Trainers;
- Trainees;
- Training workshop modules;
- Training materials;
- Support staff.

## 6. PROJECT OUTPUTS

- 120/150 rural journalists trained;
- 120/150 local elected representatives and government institutions trained;
- 20 / 25 journalists trainers and local elected representatives trained for continued training in their local communities;
- Packaged training materials for distribution to target groups.

## 7. ACTIVITIES

- Six 3-day regional workshops for 20-25 rural journalists;
- Six 3-day regional training workshops for 29-25 local representatives;
- One 4-day training of trainers workshop for 20-25 journalists and local representatives.

## 8. WORK PLAN

<b>Activity</b>	<b>Time frame</b>
Six 3-day regional workshops for 120/150 rural journalists	Within 12 months of receipt of first instalment of funds
Six 3-day regional training workshops for 120/150 local representatives	Within 12 months of receipt of first instalment of funds
One 4-day interactive training of trainers workshop for 20/25 journalists and local representatives	Within three months of receipt of funds

## 9. INSTITUTIONAL FRAMEWORK

The project will be implemented by the Pakistan Press Foundation (PPF), which has experience, contacts and credibility among journalists throughout the country, and has been imparting professional skills to rural journalists since 1992. The PPF will be responsible for developing modules and providing resource persons, training materials and other assistance to effectively implement the project.

## 10. SUSTAINABILITY

The training foreseen in this project will be part of the ongoing activities of the PPF. The organisation has a track record of continuing project activities even after the conclusion of funding by donors. PPF looks to support from IPDC/UNESCO as a catalyst to start innovative long-term projects.

## 11. FRAMEWORK OF MONITORING

The UNESCO Adviser for Communication and Information could monitor the project.

## 12. EVALUATIONS CARRIED OUT

PPF has an institutionalised mechanism for evaluating the effectiveness of its activities, which includes training materials, seminars, workshops and lobbying activities, and will continue to evaluate the effectiveness of training sessions such as these.

## 13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING

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

### C. ADDITIONAL INFORMATION

#### Previous IPDC support received by the country

Project N Budget codes	Funds (US \$)	Project title	Period
PDC/5PAK/19 350-PAK-51	40,000	Pakistan Establishment of computerized printing press	1985 -1986
PDC/6PAK/01 350-PAK-61 350-PAK-91	40,000 32,000	Press Institute of Pakistan	1985 -1987
PDC/11PAK/01 352-PAK-11	66,000	Associated Press of Pakistan	1990 -1992
PDC/19PAK/01 352-PAK-91	15,000	Upgrading of the weekly "Nawa-I-Ahmedpur Sharqia"	1999 -2000
PDC/20PAK/01 353-PAK-01	30,000	PPF Women in Journalism project	2000 -2002
PDC/24 PAK/01 354 PAK 5031	25,000	Freedom of expression monitoring project	2004 -2005
PDC/48 PAK/01 354 PAK 5041	20,000	Improving access to independent information in rural Pakistan	2005-2006
<b>Total Pakistan: US\$ 268,000</b>			

Previous IPDC/UNESCO support has been instrumental in launching two trend-setting PPF projects. In 1999, PPF received support from IPDC to train rural women as journalists. Although the project was concluded within one year, PPF has continued the training of about 500 rural women per year and has developed a daily feature service based on the features written by participants of this training programme. In 2003, IPDC approved the project to train rural journalists to monitor and lobby against violations of freedom of expression. In view of the success of this project, PPF has decided to continue the freedom of expression and access to information training as a regular part of PPF activities, and has organised over 15 workshops after the successful completion of the project.

### **Preparatory activities completed prior to submission of the project to IPDC**

For the past two years, PPF has made an important contribution to improving the capability of Civil Society Organisations (CSOs) and NGOs, to work effectively with the media so as to highlight social, economic and political issues. The purpose of PPF efforts is to help civil society organisations understand the media and to deal with them professionally. This experience will be invaluable in implementing this project for which support is requested from IPDC.

### **Contribution foreseen by the beneficiary agency during the project period**

PPF will contribute to this project in terms of overheads, institutional support and some production and workshop expenses such as production and printing of workshop materials.

### **Assistance sought other than IPDC**

None.

## **D. BUDGET**

<b>BREAKDOWN OF BENEFICIARY'S CONTRIBUTION IN US\$</b>		
<b>A – One 3-day workshop:</b>		
Accommodation for 2 instructors (5 days):	500	
DSA (25 participants × 4 days):	1000	
Travel for 2 instructors:	200	
Honorarium for one resource person (3 days):	300	
Workshop facilities (3 days):	150	
Training materials and stationery:	50	
Sub-total for one workshop:	2 200	
<b>Cost of twelve 3-day workshops (2 200 × 12):</b>		<b>26 400</b>
<b>B – National training of trainers workshop (5 days):</b>		
Accommodation (25 participants × 5 days):	6 250	
Travel (25 participants):	2 500	
DSA (30 persons × 5 days):	1 500	
Sub-total for the training of trainers workshop:	10 250	<b>10 250</b>
Monitoring:		<b>1 000</b>
<b><u>GRAND TOTAL:</u></b>		<b>37 650</b>

**BREAKDOWN OF BENEFICIARY'S CONTRIBUTION  
IN US\$**

Institutional support (includes project coordinator and instructor):	18 000
Administrative expenses:	3 000
Telephone, communications:	3 600
Electricity:	3 000
Miscellaneous (including production and printing of workshop materials):	4 000
<b><u>TOTAL:</u></b>	<b>31 600</b>

# THAILAND

<b>A. PROJECT IDENTIFICATION</b>		
1.	<b>TITLE</b>	<b>BANNOK TV COMMUNITY MEDIA TRAINING</b>
2.	<b>NUMBER</b>	PDC/49 THA/01
3.	<b>CATEGORY OF MASS MEDIA</b>	TELEVISION
4.	<b>IPDC PRIORITY AREA</b>	DEVELOPMENT OF COMMUNITY TELEVISION
5.	<b>SCOPE</b> (national, regional, interregional)	NATIONAL
6.	<b>TYPE OF ASSISTANCE REQUESTED</b>	FINANCIAL
7.	<b>TOTAL COST OF PROJECT</b>	US \$ 30 800
8.	<b>AMOUNT REQUESTED FROM IPDC</b>	US \$ 17 000
9.	<b>BENEFICIARY BODY</b>	BANNOK TV AND THAILAND'S NEXT GENERATION OF COMMUNITY TV SPECIALISTS
10.	<b>IMPLEMENTING BODY</b>	THE MIRROR FOUNDATION
11.	<b>PROJECT LOCATION</b>	CHANG RAI
12.	<b>PROJECT PREPARED BY</b>	BANNOK TV / THE MIRROR FOUNDATION
<b>DECISION OF THE BUREAU</b>		

## B. PRESENTATION

### 1. BACKGROUND AND JUSTIFICATION

Mass media in Thailand are under the broad control of the Public Relations Department (PRD) within the Office of the Prime Minister. In addition to the majority of radio stations which broadcast in standard Thai, there exist regional stations with programming in local languages for at least some time case of each day. For many highland ethnic minorities scattered throughout the remote mountains of northern Thailand, daily broadcasts in their languages represent the primary – or only – access to telecommunications. While not all local radio stations are government-sponsored, all must have the approval of the government in order to broadcast.

Freedom of the press in the Kingdom of Thailand remains debatable. While it is claimed that media freedoms are greater than those elsewhere in the region, true freedom is far from being realised. The recent decentralisation of the airwaves as specified in the 1997 Thai Constitution, opened up new opportunities for more active involvement of people in mass media, enhancement of knowledge by communities, increased public service programming, creation of pluralism and more diversity in terms of tastes and needs. Community radio stations have since mushroomed *pêle-mêle*, while little interest has been shown in community television, in spite of the propensity of both media to cater to particular needs and tastes. Television stations all continue to avoid political commentary in opposition to the government, in light of possible sanctions.

Localisation of media – both in terms of content and minority languages – while being manifest in print and radio, with the exception of Bannok TV, is yet to be realised in television. Despite the intense following given to Thai television, little programming is devoted to anything outside the entertainment trinity of soap operas, game shows and sports, most frequently punctuated by advertisements (of higher production value than the programming). News and occasional political talk shows represent the only sources of edification provided, and even those respond more to the interests of the audience in the Capital, Bangkok. The educational content of Thai television programming is weak, especially in programming for children and promotion of regional or cultural identity. The communities scattered throughout rural Thailand receive very little information relevant or useful to their lives. Community television is increasingly gaining ground as an essential mechanism for the transfer of information and knowledge in specific areas. Unlike the mainstream mass media, community television seems more successful in addressing the wealth of diversity in mankind, in being a unifying force, and a medium of individual empowerment.

This project proposes to develop the working community television model of Bannok TV, the pilot community television station in Thailand into a « social learning classroom » to teach, in a participatory manner, media production and use for development, both hands-on at the Bannok TV facility, and on the Internet as a forum for collection and exchange of ideas and experiences on the subject.

By creating in Bannok TV a community television project that is simultaneously effective on the local level and replicable as a model for use throughout Thailand, it is hoped to continue to address each of these issues, with the primary focus of strengthening democracy from the grassroots. The equipment requested in this proposal is necessary so that trainees may be given the opportunity to learn hands-on the process of media production.



## **2. DESCRIPTION OF THE TARGET GROUPS**

The target groups of this project are the local educational institutions and young community members, community organisations, development NGOs, a neighbouring ethnic minority community, and also communication students – on internships or study trips regarding community television development.

## **3. IMMEDIATE OBJECTIVE**

- To replicate the Bannok TV model of training community members to produce their own programmes for community development in Bannok TV, classroom-based and virtual (Internet) workshops for approximately 500 participants;
- To prepare the necessary training manual;
- To create a network of local television stations operational in this field.

## **4. DEVELOPMENT OBJECTIVE**

By developing a community-based mechanism for education of grassroots populations using the media, and promoting dialogue and awareness, this project is expected to motivate local communities to participate in their own processes of social change and thus strengthen democracy.

## **5. PROJECT INPUTS**

- Project coordinator / trainer;
- Trainers;
- Workshops;
- Equipment for workshops: digital photo and video cameras, desktop computers, laptop computer, projector and screen, whiteboard;
- Premises.

## **6. PROJECT OUTPUTS**

- 500 participants trained in production and use of media for development, to create a “social learning classroom”;
- Training manual;
- A network of local television stations created and operational.

## 7. WORK PLAN

Activities	Month																	
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18
Identify coordinator	*																	
Preparation of workshop premises	*	*																
Recruit trainers	*	*																
Invite participants	*	*																
Establish and develop website for networking		*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Acquisition and installation of equipment *																		
Preparation of workshop materials, manual etc.																		
Organisation and conduct of workshops																		
Creation of network													*	*	*	*	*	*
Final reporting and evaluation																		*

## 8. INSTITUTIONAL FRAMEWORK

Bannok TV, established since 2000, is an ongoing project of *The Mirror Foundation*, a multi-media non-governmental organisation of the Chiang Rai Office. Bannok TV will be responsible for management and implementation of this project.

Starting with grants from the World Bank and Global Catalyst Foundation, Bannok TV has been self-supported through its work as a small-scale production house for the past three years. Since its inception, Bannok TV, located on the Mirror Foundation facilities in Mae Yao sub-district of the capital district of Chiang Rai province, has attracted the attention of the media, educational institutions and development agencies. In 2001, the Bannok TV project received an *Innovation Day Award* from the World Bank. Bannok TV has also been featured in numerous newspaper and television articles, both Thai and international. Most importantly, however, the highest degree of interest has come from the community itself.

## 9. SUSTAINABILITY

In addition to continuing self-support through production house services, Bannok TV plans to use fees and honoraria from training sessions and workshops to help off-set the operational overhead of the present project.

## 10. FRAMEWORK OF MONITORING

Progress and development of this project will be monitored by the Board of the Mirror Foundation.

## 11. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING

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

## C. ADDITIONAL INFORMATION

### Previous IPDC support received by the country

Project N Budget codes	Funds (US \$)	Project title	Period
PDC/6THA/01 350-THA-61 350-THA-91	40,000 32,000	Thailand Press Development Institute of Thailand	1985 –1991
PDC/7THA/02 350-THA-71	25,000	Development of printing	1986 –1989
PDC/12THA/01 352-THA-21	25,400	Research and development on education media	1992 –1994
PDC/23 THA/01 354 THA 5031	15,000	Community Media Advocacy and media democratization	2004-2005
<b>Total Thailand: US\$ 137,000</b>			

### Preparatory activities completed prior to submission of the project to IPDC

Bannok TV began broadcasting on August 1, 2002. It has received considerable attention from institutions of higher education and university students majoring in communications. Many communications programmes use Bannok TV as a case study in their curriculum for community-based media. Bannok TV has received and trained no fewer than 100 student interns since its inception. It is committed to building on this experience by creating a “social learning classroom” for the next generation of media specialists – both formally trained and grass-roots – in Thailand.

### Contribution foreseen by the beneficiary agency during the project period

Contributions foreseen by the beneficiary agency during the project period include administrative and support staff, office materials, communications, selected equipment, local transport and overheads.

### Assistance sought other than IPDC

None.

## D. BUDGET

### BREAKDOWN OF IPDC CONTRIBUTION IN US\$

Coordinator / trainer:	2 000
Part-time trainers:	1 200
Training workshops (participants):	4 000
3 digital photo cameras:	1 500
3 computers for training and digital editing:	2 300
Digital projector / screen:	1 250
Whiteboard, file cabinet, furniture:	1 250
Workshop training materials, manual:	1 250
Website construction and maintenance:	1 250
Monitoring:	1 000
<b><u>TOTAL:</u></b>	<b>17 000</b>

### BREAKDOWN OF BENEFICIARY'S CONTRIBUTION IN US\$

Office supplies (US\$ 100 / month):	1 800
Electricity, equipment, office space, Internet (US\$ 200 / month):	3 600
3 digital video (DV) cameras with tripod:	2 000
Laptop computer:	1 000
Communications:	1 800
Vehicle rental / fuel:	3 600
<b><u>TOTAL:</u></b>	<b>13 800</b>

# VIETNAM

<b>A. PROJECT IDENTIFICATION</b>		
1.	TITLE	LOCAL DEVELOPMENT RADIO STATION TO ENHANCE ACCESS TO INFORMATION IN RURAL VIETNAM
2.	NUMBER	PDC/49 VIE/01
3.	CATEGORY OF MASS MEDIA	RADIO BROADCASTING
4.	IPDC PRIORITY AREA	HUMAN RESOURCE DEVELOPMENT
5.	SCOPE (national, regional, interregional)	NATIONAL
6.	TYPE OF ASSISTANCE REQUESTED	FINANCIAL ( <i>for training</i> )
7.	TOTAL COST OF PROJECT	US \$ 35 700
8.	AMOUNT REQUESTED FROM IPDC	US \$ 20 000
9.	BENEFICIARY BODY	RADIO THE VOICE OF VIETNAM
10.	IMPLEMENTING BODY	RADIO THE VOICE OF VIETNAM, assisted by the UNESCO HANOI OFFICE
11.	PROJECT LOCATION	LE HONG COMMUNITY, THANH MIEN DISTRICT, HAI DUONG PROVINCE
12..	PROJECT PREPARED BY	RADIO THE VOICE OF VIETNAM UNESCO HANOI AND NDL OFFICES
<b>DECISION OF THE BUREAU</b>		

## **B. PRESENTATION**

### **1. BACKGROUND AND JUSTIFICATION**

Rural communities of Vietnam often undergo a shortage of crucial development information that would help them improve their living standards and reduce poverty. For example HIV/AIDS – to mention one issue – is becoming a serious problem in rural Vietnam: 95 100 HIV/AIDS infections were identified by the end of May 2005, and it is estimated that the country's total number of people living with HIV/AIDS may rise to 350 970 by 2010.

Radio The Voice of Vietnam (VoV) has an extensive network of stations for local broadcasting, with over 500 district stations and 5 000 *Communal Public Address Systems* (CPAS) at village level. Some communal public address systems have an (often outdated) FM transmission system and part-time staff responsible for the site. Presently, the CPASs air mostly messages from authorities, relayed national and provincial programmes, or simply news extracted from newspapers. The programme time is one to four hours a day.

In the framework of this project VoV, supported by the UNESCO Hanoi Office, proposes to develop one communal public address system, the CPAS of the Le Hong community in the Thanh Mien district of the Hai Duong province (Northern Vietnam) into a local development radio (LDR), on a pilot basis.

Like most communal public address systems, the one in Le Hong is housed in the Communal Cultural House, where villagers gather. The site will therefore not only have the staff to manage the radio but also the advantage of being already accessible to the local people. This would ensure community participation in the identification of the community's information needs, in the respective content production processes, and in the active feedback on the programmes. The local development radio station (LDR) would also improve the local communicative capacity and expression.

Within the framework of this project, the VoV will upgrade the equipment base of the pilot CPAS to allow a more diversified programme production, whilst funding support is requested from IPDC for training in radio programme production and in a more efficient technical operation of the FM station. The lessons learnt from the project will be recorded into a handbook to be shared with other CPASs throughout the country, with a view to mainstreaming the successful experiences.

### **2. DESCRIPTION OF THE TARGET GROUPS**

The CPAS-FM that will serve as the pilot LDR is operated by the local people's committee and has three staff members, who have no former training in radio production or running an FM station. Alongside the staff, selected members of various village groups, such as women's groups and youth clubs, will be trained to produce their own radio programmes on topics that are vital for the well-being of the community. These groups will also be asked to become members of the Board of the radio. Ultimately, the project will benefit the community members by offering a chance to access information that serves their needs and interests, avail themselves of more diverse and inclusive radio content, and provide feedback to the LDR on the radio programmes. Le Hong, Thanh Mien was selected as pilot site because it is a densely populated rural village, its Cultural House is in active use, and it also has electricity, an existing small FM transmitter, microphone and cassette player.

### **3. IMMEDIATE OBJECTIVE**

The immediate objective of the project is to facilitate the identification, production and dissemination of development information that is locally relevant, by imparting training in inclusive radio production skills and content competence for the CPAS / LDR staff and to a number of members of village groups.

### **4. DEVELOPMENT OBJECTIVE**

The development objective of the project is to sensitise local authorities and community members to local development issues and their solutions, by enabling access to a diverse range of information on these issues.

### **5. PROJECT INPUTS**

- A project manager will organise, lead and to keep the project visibly on track. The project manager should have experience in implementing community initiatives in rural areas/Vietnam.
- Trainers and a training programme will concentrate on two main types of training:
  - the operation of the equipment,
  - radio programme production.
- Technical support will be provided by VoV for both the production and broadcasting purposes.
- Equipment will be acquired to upgrade the local development radio unit with
  - a PC and essential software for the production team (one PC exists already but used for administration);
  - a FM transmission system;
- On site staff (3 persons) at the pilot site will run the day-to-day activities, produce / facilitate the production of content and participate in the necessary reporting for the monitoring and evaluation processes.

### **6. PROJECT OUTPUTS**

- A local development radio unit will have been equipped with a FM transmission system and computer;
- Two members of staff will have received equipment training;
- Twelve villagers and 3 members of staff will have received training in the production of inclusive radio programmes and content;
- Increased involvement, participation and ultimately interest in local development radio will have been achieved in the local community in a broader sense
  - by involving key members from local village groups in the board of the radio;
  - through the organisation of open/information days;
- An increased audience rate will have been achieved via the involvement and interest of the local community;
- Radio programmes will have been produced, dealing with HIV/AIDS and other Health and development issues, which may be shared with other communities;
- A handbook will have been drafted on setting up a local development radio in Viet Nam, which will be shared with other communities.

## **ACTIVITIES AND WORK PLAN**

- Month 1:** Adjust work plan to IPDC funding level; verify time schedule;
- Month 2 :** Select project manager; agree work plan with the project manager;
- Months 3-4:** Update data on the infrastructure of the site; conduct detailed needs assessment on what content the local community wants and needs from the local development radio;
- Month 5:** Organize a preparatory workshop involving community development specialists, radio producers and representatives of the local community and of the local government, in order to:
- o involve local people in the project from the first instance;
  - o generate support among local authorities;
  - o tap on the experience and expertise of already implemented community information projects.
- Month 6:** Order equipment;
- Month 7:** Install and test equipment; involve key members from local subgroups in the advisory board of the radio; organize training sessions on the two main areas:
- o equipment use;
  - o radio content production;
- Organize open days for the community; mid-term evaluation;
- Months 7-12:** Produce and distribute radio programmes on development aspects; produce and distribute a handbook for other communities;
- Months 3, 6, 9:** Quarterly reports;
- Month 12:** Final report and the certified financial statement will be prepared;
- Month 13:** Final evaluation.

## **8. INSTITUTIONAL FRAMEWORK**

Radio Voice of Vietnam will provide access to the pilot site, encourage staff learning and promote the involvement of local villagers in the development of radio programmes, as well as their access to it. The provincial Health and other development authorities will provide materials and facilitate other access to relevant information on village level. UNESCO will facilitate the implementation of the project for the Radio Voice of Vietnam and the Health and other development authorities at provincial level in the selected province.

## **9. SUSTAINABILITY**

The pilot site selected by this project will be made sustainable first and foremost by the provision of training, which extends not only to the CPAS / LDR staff, but also to local villagers. Second, the new equipment will remain on-site, and its maintenance will be ensured by the VoV. The social sustainability should be ensured by generating sufficient involvement and interest in the LDR during the project period. Furthermore the handbook, with its practical measures, suggestions and advice, should help to document and sustain the lessons learned from the project, with a specific focus on the challenges faced by a local development initiative in Vietnam. Radio VoV will play a crucial role in promoting a wider use of the developed model.

## **10. FRAMEWORK OF MONITORING**

The UNESCO Office in Hanoi will assist the Regional Communication Adviser in monitoring the project. If required, IPDC may also wish to seek further assistance from the Adviser of the Lille (France) School of Journalism, based in Hanoi, for monitoring purposes.



## 11. EVALUATIONS CARRIED OUT

A preliminary assessment on the information needs of the project community has been carried out, notably as regards health information. During the project, monitoring and evaluation activities will be continuous. Moreover, two in-depth evaluations are planned: a mid-term evaluation in month 7 and a final evaluation in months 12-13. The mid-term evaluation should help to feed the process of producing the handbook.

## 12. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING

VoV, assisted by UNESCO Hanoi will provide brief quarterly reports (or as required) to ACI / UNESCO/IPDC covering the activities conducted in each period. It will also provide an analytical final report upon completion of the project.

### C. ADDITIONAL INFORMATION

#### Previous IPDC support received by the country

Project N Budget codes	Funds (US \$)	Project title	Period
PDC/6VIE/01 350-VIE-61	70,000	Viet Nam	1985 -1987
		Viet Nam Press Centre	
PDC/7VIE/01 351-VIE-71* Non-convertible Rbl.	138,600	Viet Nam National Training Centre for Broadcasting Development	1987 -1989
PDC/11VIE/01 352-VIE-11 520-VIE-61 (FIT-France)	70,000 47,498	Building of a school for the further training of radio reporters	1990 -1994
PDC/14VIE/01 352-VIE-41 520-VIE-62 (FIT-France)	55,000 91,017	Non-formal education by radio and television	1994 -1998
PDC/17VIE/01 350-VIE-71	90,000	Broadcasting Training Development Project	1997 -1998
PDC/18VIE/01 350-VIE-81	40,000	Training of communication professionals	1998 -1999
PDC/19VIE/01 350-VIE-91	46,000	Ho Chi Minh City Broadcasting Training College Project	1999 -2000
PDC/21 VIE/01 353VIE5011	31,000	Catalyzing talent and application of modern technologies for a free flow of information	2003 -2004
PDC/24 VIE/01 354 VIE 5031	15 000	Improving Youth News at VTV	2004 -2005
<b>Total Viet Nam: US\$ 417,000+US\$ 138,000 (Funds-in-trust)</b>			

#### Assistance sought other than IPDC

Financial assistance other than IPDC has not been sought for this project. After a successful pilot, assistance will be sought locally for expanding the model to other communities.

## D. BUDGET

### BREAKDOWN OF IPDC CONTRIBUTION IN US\$

Detailed needs assessment on the infrastructure on-site and content needs:	500
Preparatory workshop:	2 000
Training courses and materials (2 × one week on technical operations / 2 participants; 2 × one week on programme/content production / 12 participants :	6 000
Open days:	500
Production and distribution of handbook (300 copies):	2 000
Project management (14 months):	3 500
Equipment (i.e. PC with essential software for public / CMC use, basic field-recording equipment, and cassette/CD player):	4 500
Monitoring:	1 000
<b><u>TOTAL:</u></b>	<b>20 000</b>

### BREAKDOWN OF BENEFICIARY'S CONTRIBUTION IN US\$

Computer and software for sound editing:	2 600
Upgrade / replacement of existing equipment based on the up-to-date needs assessment (such as FM transmission system and accessories, UPS, studio equipment, freight and installation):	8 000
Staff salaries (2 persons):	1 500
Maintenance (per year):	1 000
Reports and monitoring (including travel on the project site):	1 600
Premises and facilities:	1 000
<b><u>TOTAL:</u></b>	<b>15 700</b>