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INTERNATIONAL
PROGRAMME FOR THE
DEVELOPMENT OF
COMMUNICATION

**NEW PROJECTS SUBMITTED TO THE
IPDC**

ADDENDUM

**IPDC BUREAU
Fifty-second meeting**



UNESCO HEADQUARTERS, PARIS

23 - 25 APRIL 2008

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COOK ISLANDS

A. PROJECT IDENTIFICATION		
1.	TITLE	OFFICIAL INFORMATION ACT CAPACITY BUILDING IN COOK ISLANDS
2.	NUMBER	PDC/52 CKI/01
3.	CATEGORY OF MASS MEDIA	Daily press
4.	IPDC PRIORITY AREA	1. Promotion of freedom of expression and media pluralism. 2. Training of media professionals.
5.	SCOPE (NATIONAL, REGIONAL, INTERREGIONAL)	National (in application). Regional and Interregional (in providing an example or model).
6.	TYPE OF ASSISTANCE REQUESTED	Facilitation and training
7.	TOTAL COST OF PROJECT	US\$ 52,689
8.	AMOUNT REQUESTED FROM IPDC	US\$ 21,989
9.	BENEFICIARY BODY	Cook Islands News 2008 Ltd
10.	IMPLEMENTING BODY	Cook Islands News 2008 Ltd in association with the Office of the Ombudsman
11.	PROJECT LOCATION	Cook Islands
12.	PROJECT PREPARED BY	John Woods, Managing Editor, Cook Islands News 2008 Ltd
DECISION OF THE BUREAU:		

B. PRESENTATION

1. **BACKGROUND AND JUSTIFICATION:**

- The Cook Islands has been a self-governing parliamentary democracy since 1965 in free association with New Zealand. The 15 small islands of the country have a total land area of 240 square kilometres, but the Cook Islands Exclusive Economic Zone covers 1.8 million square kilometres of ocean. The country's total resident population is about 19,000. The main population centre is on the island of Rarotonga (pop. 11,000), where there is an international airport. The closest outer island to Rarotonga is Mangaia (204kms distant) while the farthest is Penrhyn (1,365kms away). The two most widely-separated islands of the country are Pukapuka, in the Northern Group, and Mangaia in the Southern Group (1,470kms apart). Rarotonga is about 3,010 kms northeast of Auckland, 1,140 kms southwest of Tahiti, 2,300kms east of Fiji and 4,730 kms south of Hawaii.
- Mass media in the Cook Islands comprises the national independent daily Cook Islands News, three private commercial FM radio stations and Pitt Media Group's Cook Islands Television, Cook Islands National Radio and two weekly newspapers Cook Islands Times and Cook Islands Herald. All of the above are based in Rarotonga. In some of the 14 outer islands, there are government-owned tiny television stations.
- Mainstream media (national newspaper, television and radio) was government owned until 1989 when it was privatized. Nowadays the media operates as a largely 'free press', although as recently as 2007 the government of the day mooted legislation to license and regulate all forms of media. Strenuous media resistance led by Cook Islands News has staved off the passing of such legislation. Part of the media's response has been to form the Cook Islands Media Council headed by a high court judge to consider complaints against the media.
- As a result of a 2006 election manifesto promise, the Democratic Party Government in February this year passed the 2008 Official Information Act which provides for freedom of information. This law is based on New Zealand's. Its purpose is to increase the availability of official information to the public to enable more effective participation in making laws and policies and to promote accountability within government. There is a 12-month 'grace' period before the act comes into force to allow time for awareness to be raised on the procedures of the new law.
- CI News is a strong advocate and supporter of the Official Information Act, and Managing Editor John Woods is a member of a three-member implementation team formed by the government Ombudsman, Janet Maki, whose office is responsible for administering the Official Information Act. In 2003-2005, Woods had nearly three years of hands-on experience with NZ's Official Information Act as a Senior Communications Advisor with Te Puni

Kokiri, the Ministry of Maori Development, and as a Parliamentary Press Secretary.

- The purpose of this submission is to promote the concepts of freedom of expression, transparency and disclosure in the public and private sectors of the Cook Islands. Official information has in the past been with-held as a form of bureaucratic power and control, and the public sector is not fully accepting of the democratic principle that the public has a right to know.
- This is a capacity building project designed primarily to inform and empower CI News journalists and correspondents (stringers) on how to use and promote the Official Information Act, and to help grow a 'culture' of acceptance and understanding about it among politicians and bureaucrats.
- While CI News is exclusively engaged in print media, we publish the country's most popular website (www.cookislandsnews.com) receiving about 1.5 million hits per month and regard this as a vital medium in communicating with remote outer islands as well as expatriate Cook Islanders.
- Staff of all other media companies in the Cook Islands will be invited to take part in the workshops that are proposed, and some have already offered their support.
- The Official Information Act is the first freedom of information law of its kind in the Pacific, and this project has the potential to serve as a model for the rest of the developing Pacific nations and the small Caribbean islands and small African countries.

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

- Reporters and support staff of Cook Islands News.
- Correspondents or stringers for Cook Islands News on the outer islands.
- All staff of other media organizations in the country, namely Pitt Media Group, Te Digital Factory (FM radio), Radio Matariki FM and government-owned television stations on some of the outer islands.
- Policy makers
- Civil societies organizations

3. **IMMEDIATE OBJECTIVES:**

- Implementation of Official Information Act enhanced in Cook Islands through training of journalists and sensitizing policy makers and the public

4. **DEVELOPMENT OBJECTIVES:**

- Good governance promoted in the Cook Islands and people's right to be informed protected through transparency and disclosure of information in the public and private sectors.

5. **PROJECT INPUTS:**

- Experienced NZ administrators for workshops.
- Experienced NZ journalists who use the Official Information Act to force disclosure and generate news stories for workshops and in-house training.

- A representative of the NZ Ombudsman's Office for workshops.
- Printing of a brochure in English/Maori explaining the Official Information Act and how to make requests.
- Development of a Cook Islands News website component about the Official Information Act how to deal with Official Information Act breakdown or failure and how to report results.
- Transport, accommodation and sustenance for workshop and training contributors.
- Transport, accommodation and sustenance for outer islands stringers who will come to Rarotonga.
- Rental of a facility for workshops.

6. PROJECT OUTPUTS:

- Trained journalists knowing how the OIA works, the process of making OIA requests, and dealing with process delays, inadequacies and failures.
- Sensitized policy makers knowing the obligations in terms of accountability, transparency, disclosure and openness.
- Informed public knowing how to use Official Information act.

7. ACTIVITIES:

- A two-day workshop for policy makers and administrators on what the Official Information Act means to them, what processes are to be followed in handling requests (as required by our Ombudsman).
- A one-day workshop for NGOs and lobby groups, and media personnel on making the Official Information Act work to the advantage of society and members of the public.
- Training sessions for Cook Island News journalists and stringers, together with journalists from other local media, on making Official Information Act requests and publicly reporting outcomes, led by two experienced NZ journalists (print and television) with input from the other visiting speakers.
- Three one-hour workshops for Cook Islands News journalists with two visiting NZ journalists.
- Publication of a printed and digital brochure in dual languages explaining the Official Information Act, giving advice on how to make requests, what to do if the answer is unsatisfactory, etc.
- Development of a section of the Cook Island News website on the Official Information Act, the Media Council, etc.
- Gathering in Rarotonga of outer islands stringers who will be informed and trained on how to use the Official Information Act, and on how to advise and help their people to exercise their rights. The stringers will attend all workshops and in-house training. An outer islands news section will be published on www.cookislandsnews.com in future.

8. **WORK PLAN:**

- Ten months starting June 2008, ending March 2009

Activity / Month	1	2	3	4	5	6	7	8	9	10
Monitoring and evaluation										
Selection and appointment of trainers, advisors and providers										
Preparation of the materials for the meeting, seminars and workshops										
Two-day workshop for public sector										
One-day workshop for public sector and private sector										
NIE schools project on freedom of expression (years 12-13)										
First Progress report										
Second progress report										
Final report										

9. **INSTITUTIONAL FRAMEWORK:**

- The project will be led and implemented by Cook Islands News under the direction of Managing Editor. The company has a fulltime staff of 18 and is the dominant news provider in the country.
- The Office of the Ombudsman will play a vital role in helping select and brief advisers/trainers, in interpreting the Official Information Act as it applies to the public and private sectors and in helping to coordinate attendance and participation.

10. **SUSTAINABILITY:**

- The daily newspaper is already self-sufficient, thanks in part to early development assistance provided in the first few years of the newspaper's existence (1989 and early 1990s) as an independent operation by UNESCO's IPDC.
- The Official Information Act is a leading edge law that upholds important civil liberties and principles, and is a new and exciting statute that must be protected and respected through on-going media reporting. Cook Islands News will provide all the support to continue this activity after the project ends. This project will undergird these values at the Official Information Act's outset.

11. **FRAMEWORK OF MONITORING:**

- We suggest that because of the new and ground breaking nature of the Cook Islands Official Information Act, the Adviser for Communication &

Information at UNESCO's Office for the Pacific states in Samoa provide cursory oversight of the project.

12. EVALUATIONS CARRIED OUT

- Again we suggest that UNESCO's Pacific Adviser for Communication & Information conduct a final evaluation. We will prepare a final report and presentation upon completion which can be used as an example or model for adaption elsewhere.

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING:

- We undertake to report on the project progress at three intervals:
 1. First report: 31 August 2008
 2. Second report: 30 November 2008
 3. Final report: 31 March 2009

C. ADDITIONAL INFORMATION

- Previous IPDC support received: Assistance in installing computer systems and in setting up an accounting system (approx. 18 and 15 years ago, respectively).
- Preparatory activities:
 - Pivotal role in setting up the Cook Islands Media Council.
 - Presenting to a 2007 Parliamentary Select Committee against media standards and regulation.
 - Addressing HOMS on how the Official Information Act works in NZ.
 - Accepting a role on the Official Information Act Implementation Committee established recently by The Ombudsman.
 - Continuous daily journalism and editorial crusading for public sector accountability and disclosure.

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D. BUDGET

1. Breakdown of IPDC's contribution (in US\$):

Travel, accommodation and sustenance for three NZ government administrators	4200
Travel, accommodation and sustenance for two NZ senior journalists (From Dominion-Post and TVNZ)	2800
Travel, accommodation and sustenance for outer islands stringers	3360
Workshop hire, lunches, handouts	6700
Brochure development, design, printing	1600
Website material preparation, design	800
13% overhead costs	2529
TOTAL:	US \$ 21,989

2. Breakdown of the beneficiary agency's contribution (in US\$):

Administration and Management Services	5000
Clerical Services	3500
Tolls, copying and disbursements	2500
Outer islands travel (airfares, marine taxis) to recruit new stringers	5000
Advertisements promoting & private sector workshop	3000
Office accommodation, travel costs for Project Coordinator	3000
Design and art services for materials	1500
Set up equipment/facilities for stringers (6 computers & digital cameras)	7200
TOTAL:	US \$30,700

KIRIBATI

A. PROJECT IDENTIFICATION		
1.	TITLE	KIRIBATI LINE ISLANDS MEDIA TRAINING (NEWS REPORTING & PROGRAM PRODUCTION
2.	NUMBER	PDC/52KIR/01
3.	CATEGORY OF MASS MEDIA	Radio broadcasting
4.	IPDC PRIORITY AREA	Promotion of freedom of expression and media pluralism
5.	SCOPE (NATIONAL, REGIONAL, INTERREGIONAL)	National
6.	TYPE OF ASSISTANCE REQUESTED	Training & Equipment
7.	TOTAL COST OF PROJECT	US\$39,734
8.	AMOUNT REQUESTED FROM IPDC	US\$26,986
9.	BENEFICIARY BODY	Radio Kiribati Christmas FM
10.	IMPLEMENTING BODY	Broadcasting & Publications Authority of the Republic of Kiribati
11.	PROJECT LOCATION	Christmas Island
12.	PROJECT PREPARED BY	Mr. Tibwere Bobo Officer in Charge Broadcasting & Publications Authority, with the advise by UNESCO Office for the Pacific States, Apia, Samoa
DECISION OF THE BUREAU:		

B. PRESENTATION

1. BACKGROUND AND JUSTIFICATION:

Kiribati is an island nation located in the central tropical Pacific Ocean. It comprises 32 atolls and one raised coral island dispersed over 3,500,000 square kilometres (1,351,000 square miles) straddling the equator and bordering the International Date Line to the east.

The Broadcasting & Publications Authority (BPA) is a government company which operates Radio Kiribati and bi-weekly publication, Te Uekera. Established by the government as a public company when Kiribati attained independence from Britain in 1979, BPA remains the only information provider to all the islands through its radio service.

BPA also publishes and sells a bi-weekly publication with a total circulation of between 2,000 and 3000 a week. Due to the unreliability of transportation to outer-islands and the Line Islands the newspaper is sold mainly in Tarawa, the capital, and the leftover copies are airfreights to Christmas Islands via Fiji while a few copies are sent through the postal services to subscribers on outer islands and several other Pacific Islands. BPA employs a total of 55 staff of which more than half are females. At BPA's FM station on Christmas Island six of the nine permanent staff are females.

Towards the end of 2006, BPA established a new satellite broadcast link between Tarawa and Christmas Island and soon after, the service was extended to two neighboring islands, Fanning and Washington both located less than 50 miles away to the east of Christmas Island. Christmas Island is the government seat for the Line Islands which consist of Fanning and Washington Islands. The distance between Christmas Island and Tarawa is 2,015 miles. But the distance between these three islands is about two days apart by boat. Due to the remote location of the Line Islands in terms of communication, coupled with lack of skills in news reporting and production of important programs, problems affecting women and youths which include children on the islands have from time to time gone unreported by the media.

Journalists working at Radio Kiribati FM station lack the skills and experience because they have no formal training in journalism or any short-term courses in news reporting compared with their counterparts at Radio Kiribati studio in Tarawa. It is evident that the slow pace within the development of the media personnel and infrastructure on the island has affected the flow of information and caused a lot of pain for members of the community to be able to express their views on matters affecting their lives because of the limited coverage by the media as well as their lack of understanding on how to use the media.

Giving these people the opportunity to undergone a suitable training, designed to their own style and environment, will be the key factor to improve their welfare and expand their vision for their involvement in any future development of their islands and Kiribati

as a whole. Therefore, the training programs will certainly improve the skills of the working journalists in the Line Islands, boosts the flow of information, and establishes a reliable source of information and as well as providing the opportunity to community members to have access to a reliable, accurate and beneficial information and programs.

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

- Reporters, producers, correspondents and news stringers working for Radio Kiribati FM in the Line Islands.

3. **IMMEDIATE OBJECTIVES:**

- Capacities of Radio Kiribati to produce effective news, informative, educational and entertaining radio programs enhanced through training of journalists and relevant community media staff

4. **DEVELOPMENT OBJECTIVE:**

- To contribute to national development efforts through enhanced information dissemination role of the skills of reporters and produces in order for them to produce good quality news stories and programs

5. **PROJECT INPUTS:**

- Local journalists from the Broadcasting & Publications Authority
- Trainers and consultants
- computer equipment and tape recording machines
- Training workshops
- IT engineer to install the training equipment and gives a brief introduction on their operations
- Costs for participants' meals and transportation
- Costs for travel and subsistence for news stringers as well as air tickets, allowances and accommodation for trainers

6. **PROJECT OUTPUTS:**

- Well trained five women reporters at Radio Kiribati FM Newsroom in Christmas and two outer islands' news stringers on how to identify news; conduct interviews, compile and write balance and accurate news for the radio and newspaper
- A new production unit equipped to produce weekly community magazine program for women, youths and children

7. **ACTIVITIES:**

- Training Plan preparation
- Placing equipment orders
- Assigning/contracting trainers
- Travel arrangements for trainers and participants

- Preparation of the training materials available in hand
- Training workshops – News reporting
- Equipment installation
- Training workshop – Radio Programme Production training
- Operationalising

8. WORK PLAN:

Month for the Training: JUNE 2008

News Reporting (1 Week)

- | | |
|-----------|---|
| Day 1 & 2 | Setting up the contents of the workshop; distribution of course materials; going through the theory parts of the course and provides exercises and assignments |
| Day 3 & 4 | Conduct field trip and arrange outside news coverage; morning session will cover theory parts of the training and afternoon will focus on the practical aspect of effective news gathering and writing. |
| Day 5 | Recap of the previous days with a lot of writing exercises and a Big Test to evaluate the skills of participants. |

Radio Program Production training (2 Weeks)

- | | |
|--------------|--|
| Day 1 & 2 | Introductory and theory sessions; full time indoor lecture with a few exercises |
| Day 3&4 | Introduction to the basics; information gathering and compiling information materials for program production |
| Day 5,6 & 7 | Group work and exercises; outdoor interviews and recordings; Conduction sessions on Magazine program production and hands-on Dubbing and Digital Editing. Sessions will be more practical oriented |
| Day 8,9 & 10 | Session on team building; conducting editorial meetings, interviews; introduction to recording techniques against odd situations (bad weather and noisy background). Completion of radio magazine programs for use on-air. |

9. INSTITUTIONAL FRAMEWORK:

The Broadcasting & Publications Authority will arrange the purchase of the required equipment, shipped and have them installed at Radio Kiribati editorial room in Christmas Island by a certified IT technician. The equipment if possible, can be purchased from any local suppliers on Christmas Island. The Broadcasting & Publications Authority will also provide two associate trainers one from the news department and the other from the radio production unit. A qualified trainer of more than 10 years experience in journalism will lead the training team. The television company which employs him has been approached to release him in June. The response has been positive.

10. SUSTAINABILITY:

Radio Kiribati on Christmas Island and other community media groups will meet regularly to formalize the contents of the programs and to launch an awareness campaign to promote the programs in schools, offices, and villages. Within six months after the completion of the project, an exchange program will be initiated for journalists working in Christmas Island to spend one week stint with the newsroom and program production unit on Tarawa to further his/her skills by working in a highly populated capital. Radio Kiribati will also maintain the existence and continuation of news community programs and expand to much larger scale news coverage on the islands. All expenses will be borne by The Broadcasting & Publications Authority (BPA).

11. FRAMEWORK OF MONITORING:

Management of the Broadcasting and Publications Authority will monitor the overall running of the project and to provide any assistance where necessary to ensure that the project keeps on track and achieves its target.

12. EVALUATIONS CARRIED OUT

A review/evaluation will be carried out soon after the completion of the project by the Broadcasting and Publications Authority and regular monitoring on the progress and standard of reporting and program production will be maintained.

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING:

The Broadcasting & Publications Authority will be responsible for making a full report on the project after its completion.

C. ADDITIONAL INFORMATION

This project will be the first ever to be carried out on media training in the Line Islands since Kiribati achieved independence in 1979. There had been a project funded by UNESCO long time ago which brought into existence the first offset printing unit for BPA besides the government owned printing unit. The BPA's offset printing machines are still in good operational condition.

D. BUDGET

1. Breakdown of IPDC's contribution in US\$)

Traveling/transport	-	4,820.00	4,376.56
Accommodation/allowances	-	7,252.00	6,584.82
Equipment			
* Two sets of Marantz tape recorder		6,000.00	5,448.00
* Two sets of microphones		1,400.00	1,271.20
* Two sets of recording headphones		200.00	181.60
* 15 erasable cassettes	-	300.00	272.40
* Two sets of computers		3,800.00	3,450.40
* Laser printer		650.00	590.20
Hire services			
* Venue for 10 days (Program Production)	-	500.00	454.00
* Equipment for presentation for 10 days		300.00	272.40
* IT services	-	500.00	454.00
* Training stationeries	-	300.00	272.40
Lunch/Refreshments	-	280.00	254.24
13% overhead cost			3,104.68
TOTAL:			\$26,986.90

2. Breakdown of the beneficiary agency's contribution (in US\$)

Studio conference furniture	-	1,500.00	1,362.00
Trips for monitoring and evaluation after completion of project	-	6,120.00	5,556.96
Exchange program for journalist	-	4,320.00	3,922.56
Airfare for one BPA rep.	-	2,100.00	1,906.80
TOTAL:	-	14,040.00	12,748.32

NAURU

A. PROJECT IDENTIFICATION		
1.	TITLE	CAPACITY DEVELOPMENT FOR NAURU MEDIA BUREAU
2.	NUMBER	PDC/52NAU/01
3.	CATEGORY OF MASS MEDIA	Radio & TV
4.	IPDC PRIORITY AREA	1. Promoting freedom of expression 3. Human resource development
5.	SCOPE (NATIONAL, REGIONAL, INTERREGIONAL)	National
6.	TYPE OF ASSISTANCE REQUESTED	Staff training and Equipment upgrade.
7.	TOTAL COST OF PROJECT	\$71,845
8.	AMOUNT REQUESTED FROM IPDC	\$58,345
9.	BENEFICIARY BODY	Nauru Media Bureau
10.	IMPLEMENTING BODY	Nauru Media Bureau
11.	PROJECT LOCATION	Nauru
12.	PROJECT PREPARED BY	Mr. Dominic Appi, Assistant Director, Nauru Media Bureau
DECISION OF THE BUREAU:		

B. PRESENTATION

1. BACKGROUND AND JUSTIFICATION:

- Nauru is an island nation in the Micronesian Pacific. It is the world's smallest island nation, covering just 21 km² (8.1 sq. mi), with approximately 10,000 inhabitants. The Government-owned Nauru Media Bureau (NMB) is the only media organization and provides a fortnightly newspaper (bulletin), radio and TV services with 10 full-time staff. Nearly 100% of broadcast content is foreign. The staff do have formal production skills, but there is very little collection of local news, opinions, or programmes (in English, with nearly zero content in the 4 Nauruan languages). While radio covers the whole island, TV is restricted to 50% of the island. As a Government-owned entity, there is overt pressure on editorial independence. The Bureau's main source of revenue from pay-TV was severely diminished due to storm-damaged equipment compelling the Bureau to seek alternate (non-media) revenue streams
- The Nauru Media Bureau faces problems of a limited client base, very old or damaged equipment, lack of staff with appropriate journalism and production skills/experience. The application seeks funding to obtain high-level training from recognized regional providers on best-use and maintenance of equipment, basic journalism skills for news collection and broadcasting, and the production of radio and TV programmes
- Nauru had 17 changes of administration between 1989 and 2003. The lack of access to information and source of news on Government has been identified as a major cause of unstable Governments. IPDC funding will allow the Bureau to train staff and upgrade equipment to provide regular news and access to information for citizens. The development of programmes will increase freedom of expression for citizens creating channels of communication between the Government and citizens.
- The use of local languages in programmes will assist with *promoting* the use of local languages which are in danger of disappearing, as well as (digitally) *preserve* the languages as the Bureau carefully catalogues and archives its materials. This is especially important in the 2008 International Year of Languages. The application includes securing trainers to come to Nauru to provide equipment and production training to staff. The staff of Naurua Media Bureau also seeks the opportunity to also attend more intensive training in Suva, Fiji on media/video production

2. DESCRIPTION OF THE TARGET GROUPS:

- All staff of the Nauru Media Bureau: senior management, journalists, technicians, translators, programme staff

2. **IMMEDIATE OBJECTIVES:**

Local content in the Nauru broadcasting services increased by building capacities of Nauru Media Bureau through staff training and upgrading of equipment.

4. **DEVELOPMENT OBJECTIVE:**

- The cultural identity and freedom of expression of the Nauruan fostered and information and communication needs of the islanders strengthen democratic practices are met.

5. **PROJECT INPUTS:**

- Consultants to advice on system conversion from analogue to digital.
- Training material
- Skilled personnel local or expatriate to train staff on usage and maintenance of new equipment.
- Skilled personnel local or expatriate to install equipment.
- Training attachments
- Equipment

6. **PROJECT OUTPUTS:**

- Two trained broadcasting journalists with skills on local content production
- Two trained technicians capable of equipment instillation and maintenance.
- 3 trained camera men capable of recording visually understandable content
- Four trained broadcaster/presenters.
- Three trained transmission operators
- Broadcasting station enhanced with upgraded technical equipment.

7. **ACTIVITIES:**

- Selecting of Trainers and Consultants
- Preparation of training material, sessions
- Conducting training
 - the best use and maintenance of equipment (4 technician staff - 1 week)
 - collection of news, interviewing skills, broadcast of news (utilizing UNESCO's News training DVD products – 3 journalists staff - 1 week)
- Training attachments
 - Purchasing of equipment Purchase upgrade of radio (priority 1) and TV (priority 2) equipment (quotes from reputable Australian equipment suppliers were requested to compile the Budget for the application.
- Installing of equipments.
- Operationalising equipment

8. WORK PLAN:

- Equipment identification, request for quotes, final selection, purchase order – 2 months (31st July)
- Equipment delivery – 1 month (31st August)
- Equipment installation, testing, commissioning – 1 month (30th September)
- Equipment training on best use & long-term maintenance – 1 week (mid October)
- Staff training on best-practice news gathering and reporting and programme production for radio and TV – 1 week (mid October)

9. INSTITUTIONAL FRAMEWORK:

- The project will be implemented by the Nauru Media Bureau. The Bureau will be critically dependent on the expertise and technical assistance of the Adviser for Communication & Information at the UNESCO Office for the Pacific States based in Apia, Samoa. The Bureau will also be heavily reliant on the Regional Media Centre of the Secretariat of the Pacific Community (SPC) who will also be providing extensive training and technical advice. The Bureau will renew memberships of the Pacific Islands News Association (PINA) as well as regional organizations such as the Asia Broadcasting Union, Asia Institute for Broadcasting Development, and the Commonwealth Broadcasting Association in order to take advantage of the wealth of resources and training opportunities

10. SUSTAINABILITY:

- With the introduction of a regular local news programme (especially in local languages), the Bureau is confident of re-gaining advertising revenue from local businesses. The upgrade of equipment will also increase revenue opportunities in the areas of equipment hire and translation services

11. FRAMEWORK OF MONITORING:

- The Bureau allocates overall responsibility for project implementation with the Adviser for Communication & Information at the UNESCO Apia Office

12. EVALUATIONS CARRIED OUT

- The Bureau performed an exhaustive inventory of equipment and staff training needs analysis. Advice was sought from other Government-owned media organizations in the region

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING:

- The Bureau commits to providing

D. BUDGET

1. Breakdown of IPDC's contribution (in US\$):

EQUIPMENT ITEMS	MODEL	QTY	UNIT PRICE
Outside broadcasting set Marti OB transmitter SRPT 30 Marti OB receiver SR 30 Transmission antennae YC 450 Reception antennae G6-450 Tx feeder cable 15 4 meter tx antennae floorstand		1	\$6,950
JVC 3CCD camera	GY- HD111E	2	\$13,542
Battery for JVC	BN-V438U	2	\$616
Camera support-Miller with accessories	DS20	1	\$1,780
Lighting-Lowell DV creator 44 Kit	DV-902Z	1	\$2,550
Editing – JVC HD Dv player recorder	BR- HD50E	1	\$4,080
Equipment Sub-total			\$29,518
TRAINING ITEM			UNIT PRICE
Training of all Bureau staff by Regional Media Centre of SPC in Nauru on installation, best-use and maintenance of equipment, and news gathering and broadcasting, cataloguing and archiving of radio and TV content			\$7,000
Advanced training of 3 Bureau staff by SPC in Suva, Fiji on media/video and documentary production and script-writing			\$15,000
Training sub-total			\$22,000
13% overhead charges			\$6 827
TOTAL IPDC CONTRIBUTION			\$58,345

2. Breakdown of the beneficiary agency's contribution (in US\$):

TRAINING ITEM	UNIT PRICE
Office space, building renovation	\$2,000
Administration and project management	\$5,000
Communication	\$2,500
Promotion and awareness campaign for re-launched news and programme services	\$4,000
TOTAL BUREAU CONTRIBUTION	\$13,500

REGIONAL PROJECT

A. PROJECT IDENTIFICATION		
1.	TITLE	IFEX: IMPROVING FREE EXPRESSION MONITORING AND INFORMATION CIRCULATION IN THE MIDDLE EAST AND NORTH AFRICA
2.	NUMBER	PDC/52RAB/01
3.	CATEGORY OF MASS MEDIA	NEW MEDIA
4.	IPDC PRIORITY AREA	PROMOTION OF FREE EXPRESSION AND PLURALISM
5.	SCOPE (NATIONAL, REGIONAL, INTERREGIONAL)	REGIONAL (MENA) AND INTERREGIONAL (MAGHREB AND MASHREQ)
6.	TYPE OF ASSISTANCE REQUESTED	FINANCIAL
7.	TOTAL COST OF PROJECT	US\$136,000
8.	AMOUNT REQUESTED FROM IPDC	US\$ 26, 300
9.	BENEFICIARY BODIES	14 FREE EXPRESSION AND MEDIA SUPPORT ORGANISATIONS COVERING MENA COUNTRIES
10.	IMPLEMENTING BODIES	CANADIAN JOURNALISTS FOR FREE EXPRESSION (CJFE), EGYPTIAN ORGANIZATION FOR HUMAN RIGHTS (EOHR) ARABIC NETWORK FOR HUMAN RIGHTS INFORMATION (HRINFO)
11.	PROJECT LOCATION	CAIRO and TORONTO (COORDINATION) MENA REGION (OUTREACH AND INFORMATION DISTRIBUTION)
12.	PROJECT PREPARED BY	Kristina Stockwood, IFEX MENA Programme Coordinator

B. PRESENTATION

1. BACKGROUND AND JUSTIFICATION:

A goal shared by the IFEX Network and members, the Egyptian Organization for Human Rights (EOHR) and the Arabic Network for Human Rights Information (HRINFO), as well as other IFEX members in the Middle East and North Africa (MENA), is to raise awareness about human rights issues and free expression violations in the MENA region. Through our free expression communications project, more information about free expression violations is being circulated within and outside the region and more campaigns and advocacy activities are being initiated by local partners. This information and advocacy leads to improved public awareness of free expression and human rights violations and promotes actions that pressure governments to take action against these human rights abuses.

Information from a dozen members and affiliates about free expression is circulated nationally, regionally and internationally via IFEX, and posted on-line in English, French and Arabic. Currently, IFEX has over 17,000 subscribers, 2,000 of whom are Arabic-speaking and approximately 2,000 of whom are French-speaking. According to consultations with partners and email requests, subscribers would prefer to receive more information in Arabic and French – some IFEX information pertaining to the Maghreb is still issued in English only, or English and Arabic. (In August 2007, 32 alerts were issued from the region in Arabic and only three in French.) While information on the IFEX Tunisia Monitoring Group (TMG) is available in French, as well as English and Arabic, other countries in the Maghreb are not adequately covered in French.

IFEX is requesting funding from IPDC to increase the circulation of information in French and Arabic, improve these information services and increase subscribers in the region. In doing so IFEX will work with its members in the region to make its information more accessible and increase public awareness of free expression violations to promote greater action.

i. Vital development problems faced by the free expression community

Free expression remains restricted, and violations are under-reported in the MENA region. This is because, first, not every country has an effective monitoring group and journalists' unions in many countries are closely aligned with authoritarian governments. Second, governments restrict the activities of human rights movements. Third, the growth of satellite broadcasting and the Internet mean that communications have become much easier and more widespread – but countries such as Saudi Arabia, Syria and Tunisia are heavily censoring the Internet and e-mail communications, impeding access by its citizens.

ii. Priority problems the project will address

Through the dissemination of information available in three languages – English, French and Arabic – the project will take a practical approach by addressing the following problems: information on free expression violations not translated into local languages (Arabic and French), hence there is a lack of awareness about free expression issues; not all regional action alerts are being distributed to the rest of the world in English and French because they are not translated; and not all information is accessible on-line in all three languages.

2. DESCRIPTION OF THE TARGET GROUPS:

Up to 14 free expression and human rights organisations, including ten local IFEX members or affiliates, from the MENA region will be involved in the regional information distribution project in various ways. Although other groups may be involved in information distribution, communications with the following groups are underway, including the two main partners (see appendix 1 for more description.) In addition, the general public and mass media are being targeted as information recipients.

3. IMMEDIATE OBJECTIVES:

The immediate objective of this project is:

- To improve the translation, communications and information services offered by IFEX and its two partners in Egypt, with a particular emphasis on improving the French translations to increase the flow not just between the entire region and internationally, but inter-regionally across the Maghreb, Mashreq and the rest of the region.

4. DEVELOPMENT OBJECTIVE:

The overall objective of the project is to defend and promote freedom of expression in the MENA region and develop the capacity of free expression organisations in the region, in order to create a more hospitable environment for the development of independent and pluralistic media, democratic government, and the empowerment of civil society.

5. PROJECT INPUTS:

- 1) Resources to support alerts coordinators with technical and translation expertise based in Egypt (HRinfo and EOHR) and in Canada (IFEX Clearing House);
- 2) Computer Equipment to process and distribute alerts;
- 3) Technical and financial resources to support the website and information updates;
- 4) Resources for Outreach to partners in the region;
- 5) Resources to engage in member development in region;
- 6) French translator hired/budget for French translation.

6. PROJECT OUTPUTS:

- 1) One to two alerts per day and a weekly bulletin on free expression violations in the MENA region circulated to thousands of subscribers and available in Arabic, English and French;
- 2) Information on free expression violations (alerts, weekly bulletin, Tunisia Monitoring Group reports etc) in the MENA region archived through a central Arabic website;
- 3) More groups in the MENA region sending information on free expression violations and more information available;
- 4) Increased number of Maghreb (20%) and worldwide subscribers receiving information on free expression violations in the MENA regions;
- 5) Stronger collaboration and improved networking and communications between IFEX members and partners in the Maghreb (and other MENA sub-regions).

7. ACTIVITIES :

- 1) Receive violations reports through MENA Network and prepare Alerts on these violations;
- 2) Translate Alerts to ensure distribution in 3 languages;
- 3) Distribute to current and new subscribers in the MENA region in Arabic;
- 4) Send to IFEX for international circulation in English and French;
- 5) Translate and distribute weekly bulletin in Arabic;
- 6) Post all free expression related info on Arabic website on country-specific pages;
- 7) Update/upgrade Arabic website regularly (including with graphics and links);
- 8) MENA staff work with partners to increase alerts online and in person;
- 9) MENA staff work to develop new IFEX members prior to IFEX GM and workshops in spring 2009;
- 10) Outreach to new subscribers in the region;
- 11) Regional activities and local events to mark World Press Freedom Day and other international days reported in IFEX *Communiqué* in 3 languages;
- 12) Impact monitored and evaluated with partners through workplans and evaluation forms and reports (feedback compiled).

8. WORKPLAN TIME FRAME:

July 2008:

- Alerts preparation, translation, circulation (ongoing)
- Website hosting and maintenance (ongoing)
- Free expression monitoring and campaigning activities (ongoing)
- Hire French translator
- Increase translation of material into French

October 2008:

- Increase Arabic e-mail subscribers list
- Plan for December events

- First quarterly report submitted
- December 2008:**
 - International Human Rights Day campaign activities organised
- January 2009:**
 - Mid-term report submitted
- March 2009:**
 - Third quarter report submitted
- Spring 2009:**
 - MENA members participate in IFEX General Meeting and Training Workshops, including campaign sessions
 - Planning for World Press Freedom Day
- May 2009:**
 - World Press Freedom Day activities take place region-wide
 - Meeting of groups at regional networking event hosted by WGFENA
- July 2009:**
 - Evaluation and final report preparation begins

9. INSTITUTIONAL FRAMEWORK:

The IFEX Arabic information services in Egypt are run in partnership with the Egyptian Organization for Human Rights (EOHR), which hosts the Arabic Alerts Coordinator, and the Arabic Network for Human Rights Information (HRINFO), which hosts the Arabic website. The project will be carried out by the MENA project team: the MENA Alerts Coordinator, Webmaster and MENA Consultant located in Egypt, supported by the IFEX MENA Programme Coordinator and IFEX Alerts staff in Canada. IFEX, EOHR and HRINFO provide training and assistance to partner organisations in the region. See appendix 1 for more information on EOHR and HRINFO, and other partner organisations.

10. SUSTAINABILITY:

One feature for the sustainability of this project is that IFEX is already working with established and credible groups – e.g., EOHR, HRINFO and others. Some of these independent organisations were founded many years ago, such as EOHR in 1985, and have solid reputations, as well as project experience. Both partner groups, EOHR and HRINFO, have funding from other donors for their projects, and they are expected to play a role in fundraising for the project with IFEX. IFEX has been working with them to improve their fundraising skills and their network of donors has increased. IFEX will also continue to seek funding from other sources. IFEX has continued support from the Norwegian Ministry of Foreign Affairs for the project but needs additional funding to increase translation and outreach to new members, partners and subscribers. In undertaking to evaluate the project, the programme staff will seek positive feedback on the French translations in order to generate more interest and funding possibilities.

11. FRAMEWORK OF MONITORING

Monitoring will be regularly undertaken by IFEX as well as by its member organisations. Advice will be regularly sought from UNESCO Information and Communication Adviser in the region, while reports will be submitted on an ongoing basis to the IPDC through the UNESCO Communication Advisers.

12. EVALUATIONS

An evaluation will be carried out following the completion of the project in 2009. At the start of each agreement partners receive workplan forms they must fill out stating project goal, expected outcomes, outputs, activities and indicators to monitor the achievement of the outputs and outcomes. Participating groups must send the Clearing House an interim report and a final report one month after the project period.

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING:

IFEX undertakes to report on the project progress on a four-month basis, as required.

C. ADDITIONAL INFORMATION

As of October, IFEX will have eight members in the MENA region, as well as at least five international members covering the region in English, French and Arabic. Information from the region published in IFEX's weekly bulletin is sent to over 15,000 subscribers in five languages, giving greater exposure to events taking place in the MENA region. IFEX's website receives over 6 million monthly hits. This project will focus on promoting the activities of IFEX's members and partners in Algeria, Morocco and Tunisia, as well as creating links between members from across the region who report in French and Arabic, such as a new member in Lebanon. In addition, HRINFO coordinates a regional initiative for North Africa with IFEX's member in Tunisia, the Observatoire de la Liberté de la Presse de l'Édition et de la Création (OLPEC). HRINFO and EOHR belong to the IFEX Tunisia Monitoring Group, a coalition of 17 groups worldwide. HRINFO also has seven partner groups from the Maghreb (Tunisia, Algeria, Morocco) in addition to 19 other non-regular partners. HRINFO has an average of 45,000 hits from the Maghreb a month, which is 9.2% of the total number of over 400,000 hits, keeping in mind that the HRINFO website is blocked in Tunisia.

Previous IPDC support received by the country:

IFEX has never received support from UNESCO IPDC for a project carried out solely in a MENA country, but has previously received two grants to support free expression groups in developing countries. In addition, UNESCO FEDP has supported training and organisational development for the MENA project in 2004 and 2005.

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

The project originated in 2005 after several years of consultation with IFEX members, partners and donors. Training on monitoring and campaigning, as well as ICT security, was carried out in 2005 and 2006 in Cairo with 40 partner groups, including the target groups listed here. In 2007 IFEX is building on MENA programme activities to greatly increase the skills and abilities of key rights groups across the region, who will continue to be involved in activities such as: providing Action Alerts, receiving information in Arabic, and campaigning, through a partnership with our Egyptian members. Organisational capacity-building support has been offered to partners in Egypt, Lebanon and Tunisia, among others.

Contribution foreseen by the beneficiary agency during the project period:

IFEX Clearing House staff (in addition to staff recruited by the project) and members of the Action Alert team will assist groups in preparing alerts, while the Outreach team members will continue to provide groups with ongoing advice on strategy, as well as to raise funds to support human rights groups in the region. Ongoing project activities are supported by the Norwegian Ministry of Foreign Affairs.

Assistance sought other than IPDC:

The request of US\$31,800 is being made to IPDC, in addition to a one-year request to the Norwegian Ministry of Foreign Affairs for USD\$104,200. The project has received funding from Norway for the past three years, and the MENA region remains a priority for the Ministry.

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION IN US\$	
July 2008-July 2009	USD
Research, preparation and distribution of Arabic Alerts and weekly <i>Communiqué</i> (Cairo)	5,600
Translation English to Arabic of weekly <i>Communiqué</i>	2,000
Arabic to English Translation of information (EOHR)	3,000
Arabic to English translation of information (HRINFO)	4,000
Translation English/Arabic to French of information	2,000
Preparation, Translation and Circulation of French and English Alerts via IFEX Clearing House	3,000
Internet connection/ICT costs (EOHR)	500
HRINFO website maintenance/ICT costs	4,200
Free expression Alerts distribution in region via email and posted on the Internet	2,000
TOTAL IPDC REQUEST:	26 300
NOTE: Support for additional, complementary activities in the MENA region in the amount of US\$104,200 is being requested from the Norwegian Ministry of Foreign Affairs for a total project budget of US\$136,000.	

BREAKDOWN OF BENEFICIARY'S CONTRIBUTION (in US dollars)	
Project monitoring	2 000
Regional Travel for Project Coordination	3 000
Telecommunications, bank charges, etc.	500
<u>TOTAL :</u>	<u>5 300</u>