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

**IMPLEMENTATION REPORTS ON  
PROJECTS APPROVED AND FINANCED  
IN 2006 -2008**

**PART II: ASIA AND THE PACIFIC  
LATIN AMERICA AND THE CARIBBEAN  
EUROPE**

**IPDC BUREAU  
Fifty-third meeting**



**UNESCO HEADQUARTERS, PARIS  
23 - 25 FEBRUARY 2009**



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# **ASIA AND THE PACIFIC**

## **REGIONAL PROJECT**

**ADIL SOZ FOUNDATION: LEGAL RIGHTS OF THE MEDIA IN  
CENTRAL ASIA  
PROJECT NO: PDC/49 RAS/06 (354RAS5055)  
US\$ 15 000**

### **TYPE OF PROJECT**

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. This project is a training project comprising two workshops for legal advisers of Adil Soz partner organizations and the representatives of leading mass media in Kyrgyzstan, Tajikistan and Uzbekistan, as well as for the new media NGOs of Kazakhstan. The partner organizations are – among others - the ‘National Association of Independent Mass Media of Tajikistan’ (NANSMIT) and the ‘Journalists’ Public Association’ (Kyrgyzstan).

### **IMPLEMENTATION**

The project was implemented by Adil Soz at regional level in Kazakhstan. Two training workshops were held on 10-11 April 2007 and 12-13 June 2007 for a 19 Kazakh, Kyrgyz, Tajik and Uzbek lawyers and other specialists in media law. The participants represented the above-mentioned professional associations and other professional associations.

The trainers included experts from the Glastnost Foundation / Russian Centre for Journalism in Extreme Situations as well as local experts. The workshops covered such topics as ‘international standards in applying defamation laws’, ‘criminal and civil offence’, ‘criminal protection of journalists in libel, insult, and encroachment of honor and dignity of the President and public officials’, ‘civil actions on honor and dignity’, ‘self-regulation’, ‘specificities of legal defense and the role of lawyers in courts and with the appeal authorities’. Concrete legal situations faced by national media outlets were discussed as part of the scenario exercises. The workshop handouts include the following publications: - Mass media in Conflict situations - Investigations of CEJ; - How to Protect the rights of Journalists, The Monitoring process; - Mass Media legal regulation; - Political Correctness in Kazakh Media, searching harmony.

### **RESULTS**

A total of 19 experts including 11 women received the training. The project activities have been highlighted on the websites of local newspapers as well as on those of the media NGOs involved in the project.

### **CONCLUSION**

In their comments on the seminar, participants noted the relevance of the subject matter covered and the professionalism of the trainers. The project provides better opportunities to discuss political, social and economic issues in a freer and more civilized manner, in line with the constitutional principle of freedom of expression and democracy in Central Asian countries.



## REGIONAL PROJECT

**AIBD: TRAINING OF RADIO JOURNALISTS IN ETHICS, STRATEGIES AND CONCEPTS FOR PUBLIC SERVICE AND DEVELOPMENT PROGRAMMING**  
**PROJECT N°: PDC/49 RAS/03 (354 RAS5052)**  
**US \$ 20,000**

### TYPE OF PROJECT

Training programme for radio journalists, including women, from AIBD member countries on research and reporting on economic issues, education and health, rights and lifelong learning, journalism ethics, and strategies and concepts for production and programming.

### IMPLEMENTATION

The project was implemented in three different countries - two at an in-country level in Cambodia and Pakistan and one at regional level in Thailand:

- Cambodia: one-week workshop from 27 November to 1 December 2006. The workshop was held at the Media Training Centre (MTC) at the Ministry of Information. The commentaries were recorded at the Cambodian National Radio.
- Pakistan: one-week workshop from 11 to 16 December 2006 hosted by the Pakistan Broadcasting Corporation and held at the Pakistan Broadcasting Academy (PBA) in Islamabad.
- Thailand: four-day regional workshop from 22 to 26 January 2007 hosted by the National Broadcasting Service in Thailand at the Institute of Public Relations in Bangkok.

### RESULTS

A total of 37 radio journalists cum producers - 25 of whom were women - received training. Audio commentaries on a wide range of subjects were scripted and recorded. These included: agriculture, HIV/AIDS, domestic violence, traffic accidents and global warming (Cambodia); pollution; smoking; women's health and polio eradication (Pakistan); avian flu; polio eradication, democracy education, infrastructure development, the global economic impact, road/ traffic accidents, rural depopulation and textile industry regulation (Thailand). These clippings are being compiled to a master CD for submission to UNESCO. Participants are encouraged to continue networking and exchanges through email. The commentaries recorded during the training exercises were compiled on CDs and distributed to participants.

## **REGIONAL PROJECT**

### **AMSAR: DEVELOPMENT OF MEDIA SKILLS FOR ENVIRONMENTAL NEWS AND FEATURE PRODUCTION**

**PROJECT N°: PDC/49 RAS/04 (354-RAS-5053)**

**US\$ 15 000**

#### **TYPE OF PROJECT**

Organisation of a Mekong regional workshop with a view to developing the media skills of 15 journalists from print media and broadcast media on Environmental News and Features Production, as well as to enhance professional networking.

#### **IMPLEMENTATION**

AMSAR, Bangkok organized a 6-day workshop on developing media skills on Environmental News and Features Production for 12 participants, from both academic and professional fields, from 12 to 17 February, 2007. The participants came from 5 countries in Mekong sub-region: Cambodia, Laos, Myanmar, Vietnam and Thailand.

#### **RESULTS**

Ten environmental news/ features for the print media and 2 feature stories for the broadcast media were produced as well as reports from each country on their respective media and environment situations. A network of academic organizations, media and NGOs from the 5 countries has also been set up.

## **REGIONAL PROJECT**

**INTERNEWS: FINANCIAL INDEPENDENCE FOR MEDIA IN CENTRAL ASIA  
PROJECT NO: PDC/49 RAS/05 (354RAS5054)  
US\$ 15 000**

### **TYPE OF PROJECT**

This project seeks to improve the financial stability of mass media outlets in Central Asia by reinforcing their ability to build a viable economic basis for their activities.

### **IMPLEMENTATION**

Two 3-day workshops took place on 12-14 February and on 26-29 March 2007 with the participation of 18 media and advertising managers, as well as directors of sales departments, among which 8 women.

Examples of practices in foreign countries and the advantages and disadvantages of mass media operation under market economy were reviewed. Discussions also focused on the role, mechanisms and opportunities of advertising in the creation of strong brands of the TV and radio stations.]. Participants obtained general knowledge on the current situation of the advertising and media markets, carried out analyses and became familiarised with global development trends. Advertising activities were discussed in detail: types and practice of marketing research, analytical skills for marketing information, pricing methods, budget planning, client strategy, development of a general sales strategy. Two business games were organized on advertising services and methods of efficient communication with news subdivisions of the company. As Human Resource Management issues are critical in the process of adapting companies to the new management forms, a significant part of the training was devoted to systems of motivation and principles of labour remuneration for advertising subdivisions. Special attention was paid to accountability in managing media finances based on such sources as the “CBA Guidelines” (UNESCO 2005) on “commercial, business and financial interests”, “personal benefits and gifts”, “on-air talent and commercial advertising”, and “news and current affairs presenters / consumer programme presenters”.

Participants also focused on the development of principles of effective client strategy, client relation management and building of professional behavioral basis. Mini-lectures and discussions were held on the variety of psychological types of clients, their classification by budget size and advertising indicators. Participants also received the opportunity to look at and discuss samples of video on the organization of promotional campaigns by TV channels and authors’ programs, taking into consideration UNESCO’s ethical principles.

### **RESULTS**

18 trainees have become creative and confident in finding ways to strengthen the financial independence of their organizations. After the training, participants continued exchanges through consultations, e-mails, meetings and discussions. The outcome of the training was the effective exchange of experience between representatives of various mass media outlets of Central Asia.

## **REGIONAL PROJECT**

### **CAPACITY BUILDING IN RESPONSE TO MEDIA RIGHTS VIOLATIONS AND SAFETY OF JOURNALISTS SOUTH ASIA**

**PROJECT NO: 354-RAS-5063**

**US\$ 25,000**

#### **TYPE OF PROJECT**

Capacity Building in response to Media Rights Violations and Safety of Journalists in South Asia by conducting four workshops in India, involving journalists in specially conflict prone regions.

#### **IMPLEMENTATION**

The IFJ has carried out field tests of its media rights monitoring module in conditions as diverse as Afghanistan, Bangladesh and Sri Lanka. Consultations have been held with elected officials and staff of the Indian Journalists' Union (IJU) and the National Union of Journalists (India) (NUJ-I) on the application of the module in Indian conditions. The IJU has consented to organise the first of the workshops on media rights and advocacy at Guwahati, Assam, on February 8 and 9, 2008. The workshop involved working journalists from all seven of India's north-eastern states. The NUJ-I organised the second workshop at Raipur, Chattisgarh state in the month of March. The workshop involved working journalists from the state of Chattisgarh, as well as from neighbouring regions of Maharashtra, Jharkhand and Andhra Pradesh, where the problem of political extremism has been widespread. Discussions with media groups and journalists organizations in the state of Jammu and Kashmir and conducted the third of the media rights and advocacy workshops in Srinagar in the month of April. With the help of officials of Massline Media Communications (MMC), conducted workshops in the month of May-June in Dhaka and Bangladesh.

#### **RESULTS**

IFJ conducted workshop at Guwahati, Assam, that brought in participants from all other north-eastern states, except Manipur; Another workshop in the state capital of Imphal involving journalists in Manipur, whose special circumstances demanded separate attention; Workshop in Srinagar, capital city of Jammu and Kashmir and Raipur, the capital of the state of Chattisgarh. IFJ deepened and strengthened these engagements, with three workshops that revisited the locations and the themes of the first phase. These apart, the IFJ went to Dhaka, Bangladesh, for the fourth in the cycle of workshops. This was an effort to strengthen bonds among the community of journalists in the South Asian region, and to bring Bangladesh into the media monitoring network and agree on the principles of engagement.

#### **CONCLUSION**

The IFJ has a module covering this range of issues, which was adapted for each of the workshops of UNESCO/IPDC funding. A convener and a core group have been identified for the committee, to take these activities forward in Assam. Recognising the special needs of the media community in Kashmir, the IFJ has resolved to step up its efforts to build a credible and representative body of journalists in the region. The results of the IFJ's renewed engagement in Kashmir have been apparent in the number of 7 media rights alerts that were issued in the course of the August 2008 disturbances in the region. The IFJ programme on media rights monitoring was well received in the Raipur workshop. There are wide differences in perception within the media community, as evidenced in the disparate reactions to the recent instances of freelance journalists being detained under Chattisgarh's special security law. The IFJ is engaged with the task on a continuing basis and efforts are underway to bring all journalists' unions on a common platform on the basis of agreed principles and an agenda for action in Dhaka.

## REGIONAL PROJECT

### **AIBD: DESIGN, DEVELOP AND DELIVER EFFECTIVE COMPETENCY DEVELOPMENT PROGRAMMES FOR MEDIA PRACTITIONERS IN CENTRAL ASIA**

**Project No: PDC/52 RAS/02 (354RAS 5072)**

**US\$ 29 100**

#### **TYPE OF PROJECT:**

The project provides direct training for 12 professionals in radio, television and print who are responsible for training in their organizations, and university teachers offering senior-level courses to prepare students to enter the media industries. All have professional media and training/teaching experience. Secondary beneficiaries will be media trainers and university teachers who will take the courses developed and made available on the UNESCO Open Distance Learning Platform, and adapt them for use in their own organizations and universities. The Central Asian participants will be able to apply modern teaching and learning techniques in design, development and delivering effective training programmes, in their organizations or universities.

#### **IMPLEMENTATION:**

AIBD will be organizing a five-day workshop on 12-18 February 2008 in Almaty (KIMEP University) to develop a course on a specific topic or skill in journalism or media for twelve teachers (from journalism and media faculties of higher learning institutions/media organisations) and trainers working for television and radio from Kazakhstan, Kyrgyzstan, Tajikistan, Uzbekistan and one representative from Afghanistan.

- The twelve (12) participants will design and develop curricula for training courses in media organizations and senior-level university courses in radio, television or print media. These courses will include learning/training objectives, topics, presentations, assignments, exercises and evaluation techniques to measure knowledge and/or skills gain.
- The courses will be made freely available through UNESCO's Open Distance Learning Platform for use and adaptation by other media trainers and university teachers in the Central Asian Republics.

#### **RESULTS:**

Results will be reported after the workshop, the preparations of which are well under way.

## REGIONAL PROJECT

### **CARNET: TRAINING IN CENTRAL ASIA IN REPORTING ENVIRONMENTAL NEWS ON-LINE**

**Project No: PDC/52 RAS/06 (354RAS 5074)**

**US\$ 25 850**

#### **TYPE OF PROJECT**

This project aims to help implement the Aarhus Convention on “Access to Information, Public Participation in Decision-making and Access to Justice in Environmental Matters” and the MDG 7 “Ensuring environmental sustainability”, by increasing critical, well-researched, as well as well analyzed and documented news and reporting on internet; it will raise the awareness of environmental democracy in the Central Asian countries.

#### **IMPLEMENTATION**

The aim of this project is to (i) develop training materials on the “Basics of environmental web-journalism” including the creation of a web-resource, (ii) train national trainers in environmental reporting with focus on Kazakhstan, Kyrgyzstan and Tajikistan, who will then (iii) conduct three national training courses for web-journalists in the listed countries. In planning the content of the training, CARNet will use existing resource materials including those produced by the Asia-Pacific Institute for Broadcasting Development (AIBD), CARNet and UNESCO.

#### **RESULTS**

The subregional training of trainers workshop took place in Bishkek, Kyrgyzstan, on 21-25 November 2008. Fifteen participants from five Central Asian countries participated in the five-day event, including Uzbekistan and Turkmenistan whose participation was supported from other funding sources. The participants acquired skills necessary to practice environmental journalism on the web.

The training gained visibility when the members of the Commission on Sustainable Development for Central Asia (ICSD) noted that the organization of such events will enhance the implementation of the Aarhus Convention, increase public awareness, and improve the quality and timeliness of reporting on environmental issues. The Ministers of Environment of all five countries concerned signed a letter supporting the activity.

The national workshops will be organized in the first quarter of 2009.

The training benefited from the UNESCO Almaty Office translation into Russian of the UNESCO Manual on “Media as partners in education for sustainable development”.

The project is still underway.

## NATIONAL PROJECT

**AFGHANISTAN:  
WOMEN'S MAGAZINE ROZ  
PROJECT NO: PDC/52AFG/01 (354 AFG 5071)  
US\$ 15,000**

### TYPE OF PROJECT

Roz magazine was established after the overthrow of the Taliban regime in 2002. This magazine is run by female Afghan Journalists based on their sentiments and unanimity in 36 pages excluding color pages and publishing advertisements in collaboration with four French journalists in 1500 issues, and still continues with out any delay. In 2003 Roz magazine started publishing advertisements in color pages and increased the number of issues to 6000, and covers fourteen provinces. Despite ever-increasing threats this magazine is developing through cooperation of foreign organizations, as Roz magazine published its 77th issue in January 2009.

### IMPLEMENTATION

Advertisements and sales income of Roz magazine drives it towards sustainability. Though people prefer publishing advertisements in television, radio and than in magazines, weekly newspapers and other Medias, Roz magazines struggled a lot in field and recruited a commercial manager and published six advertisements during last year and these advertisements cost 50 to 100 dollars, as at the beginning the prices of advertisement was not less then 50 dollars. However it soon realized that companies are not interested in publishing their advertisements in magazines, so Roz magazine decreased the prices in order to absorb attention of traders.

Roz magazine was distributing by NAY organization in provinces, but the manner and the specific area of distribution was not clear. In addition, they had stored year-long issues of the magazine in their storage facility, so in 2008 Roz magazine recruited a Distribution manager, who travelled to provinces and found specific areas for sale and distribution. At the initial stage as it was contracted with the distribution manager for six month. So he obtained all the stored magazines from NAY organization and set up new plans for distribution of the magazine. In 2009 it is planned to recruit a distribution manager for another three months.

In 2008 eight Journalists were trained in editing, punctuation, report writing, using books by a professional Journalist Hamid Haami and the chief editor of Roz magazine two days per-week and also it is planned to train them in basics of computer and using internet in February 2009.

## NATIONAL PROJECT

**AFGHANISTAN: RADIO NAI TRAINING**  
**PROJECT NO: PDC/52AFG/02 (354 AFG 5072)**  
**US\$ 22,000**

### TYPE OF PROJECT

The report highlights the progress on the implementation of the project RADIO NAI TRAINING implemented by Nai and financially supported by UNESCO. The training is going on successfully; NAI has trained 81 journalists on news and reporting, writing and presenting with the aim to focus on the role of media plays on promoting democratic participation. Also the training with the same aims and ideas will be on how to present a music show, how to make a play list and how to do life shows who are working for a diverse range of Afghan media outlets. The trainings are on strengthening the capacity of the participating journalists. The training covers both theoretical and more practical trainings. The specific project objective is to set up news and entertainment section, to train journalists using a combination of classroom based training as well as to provide technical assistance and basic troubleshooting to maintain quality and constant broadcast in the radio station. This media development program is designed to ensure that radio fulfills its potential as the medium with the power to reach the largest numbers of Afghans.

### IMPLEMENTATION

Radio Nai transmitter has been upgraded from 50W to 300W and as the coverage of the radio increased, based on the daily (40 - 50) phone calls from our audience it has attracted more listeners and audience as they express their interest in listening Radio Nai. The Nai radio staff (3 women, 3 men and 2 volunteers) has been recruited and they are running the programs and the broadcasting hour has also been increased and new programs are produced by the station staff. The two desktop computers have been purchased under IPDC fund and in order to develop the Nai radio music Archive CDs and MP3s have been purchased with Nai contributions. Nai radio staff has set up a news section and music sections and sending the trainees to the press conferences and running round tables with some exclusive interviews. Radio Nai produced 18 programs which goes on air according the broadcasting schedule. Five new edutainment programs have been produced and will be going on air soon.

**Training:** 81 journalists( 16 women and 65 men) have been trained from different media outlets and provinces on the following courses with the good feedback filled out by participants through the evaluation forms, each single training was for 1 week - 4 hours per day on the following topics:

- Training 3-5 people weekly on news presenting, reporting and interviewing
- Training 3-5 people weekly on DJ/ entertainment programs/presentation skills

The trainees have mentioned in the evaluation forms that the trainings were really useful and they now learned how easily produce programs and be adopt professional methods, technical and practical knowledge they have gained during the training. The training was and is effective, with much positive feedback from the participants. On the training evaluation forms, the participants gave the training an overall score of 80% and the favorite topics were all that have been carried out in the trainings.

The project is ongoing.



## **NATIONAL PROJECT**

### **BANGLADESH: ENHANCING PRESS FREEDOM AND MEDIA CAPACITY IN RURAL BANGLADESH**

**PROJECT NO: PDC/49BGD/02 (354 BGD 5051)**

**US \$ 31,000 (Co-financed by Germany)**

#### **TYPE OF PROJECT**

The project undertook a program of training for almost 200 rural journalists (117 male and 81 female) on ethical code of conduct, gender-sensitive reporting and children's rights-based reporting in ten coastal districts. It also covered some other revised activities such as: organizing a workshop for selected rural journalists (follow-up activity), production of thematic reports on gender and child rights, development of a website/electronic news letter, monitoring of press freedom, orientation for bi-monthly reporters, collection and publishing of press monitoring reports in newspapers, providing referral services to harassed journalists (as per need). The project achieved its all targets. The project started on November 2006 and it was terminated on November 2007.

#### **IMPLEMENTATION**

MMC selected about 200 rural journalists for the IPDC training. Emphasis was put on the the level of experience of the young male and female journalists in the selection process. All the trainees were from coastal belt.

An IPDC training curriculum was developed according to the needs and plan of training. It was developed in December 2006. The training curriculum includes: training time and duration, schedule, materials, handouts, resource contact, field visit plan, assignment distribution plan etc.

A basic training was organized in ten coastal districts. 20 participants participated in each training session. Trainings were conducted using participatory methods. MMC's own training resources and content-related external resource persons conducted the training sessions.

#### **RESULTS**

200 rural journalists received IPDC training on `Ethical code of conduct, Gender-sensitive reporting and Children's rights-based reporting. 50 field-based reports were produced from the training. 600 gender-sensitive and children's rights-based reports were provided to participants as a training assignment. A set of guidelines on the 'Code of Ethics of Journalism Perspective: Gender and Children Rights' was prepared as training material for sensitizing the journalists on gender and child-rights reporting, as well as on the basic code of ethics of journalism. These guidelines were distributed among participants.

#### **CONCLUSION**

The project ended in due time. It seems to have had a longer-term impact. Local journalists are motivated to cover press freedom monitoring issues and are carrying out gender-sensitive reporting in their local newspapers.

## NATIONAL PROJECT

### **BANGLADESH: FELLOWSHIP PROGRAM FOR CAPACITY BUILDING OF YOUNG JOURNALISTS**

**PROJECT NO: PDC/51 BGD/01 (354 BGD 5061)**

**US \$18,000**

#### **TYPE OF PROJECT**

Programme aimed to organise motivation and capacity building for the young journalists, working in local print and electronic media houses.

#### **IMPLEMENTATION**

The programme was launched immediately after signing the contract with IPDC/UNESCO in October 2007. According to the project activities News Network organised one-month fellowship (first batch) in Khulna city, where 25 journalists, including 8 females, participated in it. Programme continued till 13 December 2007. Bangladeshi editors-in-chief Sangbad Sangstha and Zaglul Ahmed Chowdhury attended the closing session as chief guests. The second batch of the one-month fellowship programme was conducted from January 15 in Bogra. During the training, the journalists received training on ethics of journalism and sensible journalism, human rights reporting skills and social responsibilities of a journalist. It also included:

- Discussion on press freedom and freedom of expression
- Description of news and basics of reporting and report writing
- Reporting on women and child rights issues, economic and environment issues
- Techniques of information gathering, including taking interviews, covering press conferences and other events
- Investigative report, its necessity and techniques of information gathering for it and report writing.
- News-feature writing

Senior journalists of various media houses of the country conducted the courses.

#### **RESULTS**

Under this project 50 journalists were selected for training. By this time 25 persons received training in Khulna city. Another 25 received the training in Bogra city.

#### **CONCLUSION**

The programme has been able to draw the attention of various levels, particularly the media in Bangladesh and different local press clubs of the country. News Network delivered a sense of social responsibility of young journalists to practice fair and balanced journalism and to promote freedom of expression and communication skills of journalists.

## NATIONAL PROJECT

**BANGLADESH: CAPACITY BUILDING PROGRAMME FOR YOUNG JOURNALISTS**  
**PROJECT NO: PDC/52BGD/01 (354 BGD 5071)**  
**US\$25 000**

### TYPE OF PROJECT

News Network ([www.newsnetwork-bd.com](http://www.newsnetwork-bd.com)) was awarded US\$ 25000 by IPDC/UNESCO to enhance professional capacity of young journalists. The project aims capacity building of young journalists in Bangladesh in cooperation with local press club, media organizations and senior journalists.

### IMPLEMENTATION

News Network started implementing the project activities immediately after signing the contract in October 2008. Selected local coordinators and resource persons and prepared training templates and selected 25 participants for the first batch of the one month training. The first batch training was conducted from 11 January to 10 February 2009. The remaining two training sessions will take place in the month of May and August respectively. At the end of the training there will be a production manual for journalists based on the training programme for upgrading the skills and capacities of the journalists across the city.

### RESULTS

Under this project 75 young journalists will be trained in three different districts outside Dhaka by giving preference to female journalists. First batch of training has been started from 11 January and will be ending on 10 February 2009 (from 9:30 am to 2:30 pm everyday). An eight-member team of resource persons including Mr Rahman Senior reporter, Asia Post, F. Hossain, AP Bureau Chief, H. Shahriar, News week correspondent, Dr Hossain Sharier, environmental journalist and contributor to Washington Post, USA has been formed to conduct the programme. The training programme will include the following issues:

Briefing about IPDC and UNESCO, Objectives of the programme, Ethics of journalism, including motivation on sensible reporting and social commitment, basics of reporting, technique of information gathering, including interviews and covering news events, working sessions and report writing, report analysis, rewriting, editing and discussion, discussion on feature writing, planning and in-house practice, orientation on investigative reporting, planning and discussion, discussion on Freedom of Expression and Press, and role of a journalist and experience sharing.

### CONCLUSION

The programme by News Network is expected to deliver a sense of social responsibility of young journalists to practice fair and balanced journalism and to promote freedom of expression and communication skills of journalists.

## NATIONAL PROJECT

### **BHUTAN: ESTABLISHMENT OF NEWS AND PSA PRODUCTION UNITS FOR THE FIRST INDEPENDENT RADIO IN BHUTAN**

**PROJECT NUMBER: PDC/51 BHU/01 (354 BHU 5061)**

**US \$30,000**

#### **TYPE OF PROJECT**

The project envisages the establishment of a news and public service announcements (PSA) production unit, the expansion of the FM service to lower Wang valley and Paro district, and human resource development and training to service news gathering, editing and broadcast needs, and particularly the production of news and PSAs for Centennial Radio.

#### **IMPLEMENTATION / RESULTS**

To date, the following activities have been carried out:

1. *News reporting, editing & broadcast equipment.* Under this sub-activity, a supplier has been identified for the sourcing of equipment.
2. *Human resource development.* Under this sub-activity, one person has attended the “Youth Radio” at the Deutsche Welle Academy from Aug 29-31, 2007. The course covered issues such as planning, implementing and running small youth radio stations, and was targeted to station managers from community stations from South and South-East Asia (Bhutan, Nepal, Thailand, Pakistan, Vietnam, Phillipines, Cambodia). Two training slated for last week of February.

In the meantime the beneficiary agency has proceeded to:

- Construction of the news studio
- Transmission test and signal measurements in target area of Thimphu City carried out.
- Digitizing of songs and other audio materials

#### **CONCLUSION**

Progress is rather slow on this project, partly because of the lack of qualified people in this field given how new the concept of independent radio is to Bhutan. This factor is not an asset in a country where people look for job security in the civil service. Part of the training program is scheduled for the second half of February because of other commitments of the trainer. The project is however on track and the station should be up and running by February 2008. This will depend mainly on the timely delivery of equipment and on the availability of a local trainer who has been identified.

## **NATIONAL PROJECT**

**EAST TIMOR: TRAINING FOR REPORTERS AND PROGRAMME PRODUCTION  
FOR LOS PALOS COMMUNITY RADIO IN EAST TIMOR  
(PDC/52TIM/01 (354TIM5071)  
US\$ 20,000**

### **TYPE OF PROJECT**

The type of this project is capacity building and content production for reporter/broadcaster of Los Palos community radio that is located in the town of Los Palos in the eastern part of Timor Leste. Access to information and communication in the town and its surrounding area is still very low. The first stage of this project will be the series of training for six reporters of the radio which will be conducted three days a week for 28 weeks. In the week 20, the participant of the training will start to produce various radio programmes, ranging from news and current affairs to talkshow and feature. The selected programmes produced during this period will be offered to other community radio stations in some other areas within Timor Leste. The immediate objective of this project is to improve the capacity of the broadcasters to produce better quality programmes to serve the community. The development objective of this project is to strengthen the role of community radio in empowering the community to participate in development process, in the town in particular and in Timor Leste in general.

### **IMPLEMENTATION**

There has been delay to fully implementing this project. The budget code for this project has been available since some months ago, but the budget must be revised since the approved budget is slightly lower than the proposed budget. It took quite some time before the submitter of the proposal completing the revised budget. There was also difficulty in getting in touch with the radio station due to the lack of communication infrastructure. Even though the real activities will start in end of February, some preliminary actions/activities have been organised by the submitter, such as series of meeting with the stakeholders of this project as well as the identification of trainers and trainees.

### **RESULTS**

Series of preliminary meetings have been organised; preparation of the training agenda has also been carried out. The training will start in end of February 2009.

### **CONCLUSION**

There has been delay in the implementation, partly due to the lack of communication infrastructure in Timor Leste, but mainly due to the low capacity of the human resources at the radio station, therefore it took quitesometime for them to make the preparation before the project can be fully started. Therefore, the capacity building that will be done through this project is very relevant to improve the quality of human resources in this community radio.

## NATIONAL PROJECT

### **INDIA: DRISHTI: 'COMMUNITY VIDEO FOR LOCAL CABLE NETWORK BROADCAST'**

**PROJECT NO: PDC/ 49IND/01 (354 IND 5051)**

**US\$ 15 000**

#### **TYPE OF PROJECT**

This is a project supporting the creation of two Community Video Units (CVU) - one in the slums of Ahmedabad and one in the rural Panchmahal district - in partnership with the NGOs Saath and Yuvshakti.

The objectives are the following:

- to undertake 2x 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,
- and to replicate this model of community video production through the Video Volunteers program which teaches video production to local NGOs.

#### **IMPLEMENTATION**

14 community members, men and women, have been trained in all aspects of video production and particularly in surveying, PRA, research skills (online, through newspapers, phone calls, visits to government offices, other NGOs and interacting with the community;), all aspects of shooting, logging and capturing, structuring a segment, structuring a half-hour video program, conducting interviews, writing a brief, writing narrations, editing, and distribution (how to publicize a screening, how to conduct a pre-screening welcome and a post-screening discussion, how to gather feedback and how to report on their screenings). A two-day advanced training workshop was conducted for the eight video trainers in Ahmedabad, Gujarat on 1-7 November 2006. Areas covered included brief-writing, script-writing and screenings. Videos on the CVUs were compiled for general audiences. These include short, subtitled versions of the CVUs' first four 30-min video magazines

A self-learning training manual is being developed.

#### **RESULTS**

The fourteen community members trained have become articulate, passionate, creative and confident leaders who see themselves as the voice of their communities. Women producers especially have mentioned the boost in confidence they get from speaking in public, and changes in their family relationships and the status they have in the community.

The DVD compiled of video magazines was screened at several occasions including at the Stanford Business School; a conference on IT for Change, and the Tech Museum in San Jose, USA. It has been used to start building community video partnerships with a number of international organizations. Outreach efforts to expand the network of CVUs are planned for 2007.

#### **CONCLUSION**

This project appears to be bearing fruit. Community members are reportedly proving to be fully capable of producing local content on an ongoing basis and are steadily moving towards building a locally-owned media industry.

## NATIONAL PROJECT

**INDIA: TESTING OF HANDBOOK KIT AND DEVELOPMENT OF TRAINING MODULES ON DISASTER REPORTING**  
**PROJECT NO: PDC/49IND/03 (354-IND-5052)**  
**US\$ 15,000**

### TYPE OF PROJECT

This project aims to train working/practicing journalists (print, broadcast and new media) from Tamil Nadu and other tsunami-affected areas in India in reporting on disasters.

### IMPLEMENTATION

Development and Testing of the Handbook/Resource Kit and Training Module on Disaster Reporting for Journalists

ACTIVITIES	Status
Design and Development of Version 2 of the Interactive CD/Website	Draft Content for the website has been prepared
Workshop 1: Preliminary Assessment of Handbook and Resource Kit by Intended Users (media practioners, journalists)	Completed on August 18, 2007
Revising/Modifications—based on the workshop feedback and evaluation of the handbook	Ongoing
Workshop II: To Test and Validate Content: Expert consultations	Content of the Draft report has been assessed during the Workshop
Preparation of the Final Version of the Handbook for Publication	Ongoing
Printing and publications , -dissemination	Yet to Commence

### RESULTS

The draft handbook has been updated with disaster data available as on Dec 2007. Projects and online resource list has been updated. The Handbook been assessed during the workshop on “Covering Natural Hazards & Disaster Risk”. Presently the conclusions of the feedback from the workshop as well as more recent developments in disaster risk management policy and programs are being incorporated into the Handbook

## NATIONAL PROJECT

**INDIA: REINFORCEMENT OF CMCs IN MARGINALIZED WEAVER COMMUNITIES**  
**PROJECT NO: PDC/51IND/01 (354-IND-5061)**  
**US\$15,000**

### TYPE OF PROJECT

This project focused on building upon existing work through capacity-building workshops aimed at enhancing life skills in such areas as CMC management, local content production, exchange and dissemination, while providing community access to information through the appropriate use of media tools.

### IMPLEMENTATION

The project included the addition of a significant Community Radio component. The idea was to exploit this powerful but relatively accessible and affordable medium to enrich the Chanderi community. OneWorld South Asia would provide advisory and technical support for procurement and installation of hardware and software, construction of an audio studio, application for Community Radio Licensing and studio management for sustained systematic dissemination of local concerns and information.

Also included was a strong capacity building component that included training for promotion of the centre through website management, community newspaper production, radio / multimedia content production and dissemination.

### RESULTS

As a result of the programme implementation, a group of master trainers have been created, who then trained more youth in these skills and ensured the ongoing and sustainable nature of the project. The idea was to boost the confidence, resourcefulness and skills of the volunteers, who in turn would benefit the community through better access to information and knowledge leading to improve lives and livelihood opportunities.

### CONCLUSIONS

The project was intended to offer additional capacities, addressing more specifically the lack of access to relevant information and knowledge among disadvantaged communities in Chanderi and Pranpur, the area where very poor communities dependent on the traditional occupation of weaving for their livelihood. Future generations are not keen to continue working in this trade, and are anxious to try newer options such as computers and the media, to earn a living and achieve a better life. The project aimed to address these concerns through capacity building of the youth in the use of multiple media for development, and the application of Information and Communication Technologies (ICTs) for preserving and promoting the rich tradition and culture of Chanderi. Specifically, it aimed to enhance existing infrastructure of CMC and to strengthen communication, awareness and advocacy activities through training in content creation and dissemination with the use of ICTs



## NATIONAL PROJECT

**KAZAKHSTAN: ICT FOR SMALL NEWSPAPER DEVELOPMENT**  
**PROJECT NO: PDC/51 KZH/01 (354 KZH 5061)**  
**US\$ 18 000**

### **TYPE OF PROJECT**

This project sought to enhance the viability of small regional and local newspapers as well as of the news magazine sector in Kazakhstan. The project activities were implemented by the NGO “Kazakhstan Newspaper Publishers Association” (KNPA).

### **IMPLEMENTATION**

The project workplan included nine workshops on ICT for small newspaper development for a total of 90 advertising and distribution managers, web-editors, editors and journalists from 6-8 regions of Kazakhstan, notably from Semipalatinsk and the Aral Sea region.

### **RESULTS**

In 2008, eighty five employees from 10 regional newspapers participated in the workshops which discussed and practiced the use of ICTs in general newsroom management (CRM systems, document circulation, electronic data interchange, multi-platform media, publishing software); in the advertising and distribution department (subscribers, feedback, accounting, layout, typography); in news processes (gathering and handling news information by journalists and editors); and in multi-media technologies for newspaper promotion. The solutions were based on the use of free and open source software, with a view to substituting “pirate” software with FOSS and customizing free software for specific publishing needs in the newsroom.

### **CONCLUSION:**

Through FOSS, the workshop contributed to legal and technical sustainability of the newsrooms involved.

## **NATIONAL PROJECT**

**KYRGYZSTAN: CAPACITY BUILDING OF YOUNG JOURNALISTS FOR  
POLITICAL REPORTING  
PROJECT NO: PDC/51 KYZ/01 (354 KYZ 5061)  
US\$ 18 000**

### **TYPE OF PROJECT**

The objective of the project was to promote independent and pluralist media practices through accurate and balanced reporting based on democratic dialogue between young media workers and politicians in favour of transparent governance. This project was implemented by the NGO “Media Ordo”. The expected outcome of this project was to improve the skills and knowledge of young journalists and senior journalism students in accurate, fair and non-partisan political reporting.

### **IMPLEMENTATION**

The project workplan included 10 basic journalism skills workshops and 10 political reporting/literacy workshops for 100 young journalists and senior journalism students from Bishkek, Naryn, Karakol and Batken. The project also included 10 debates between young journalists and politicians, and tutorials for the participants.

### **RESULTS**

During the project duration, the “Media Ordo” NGO trained 97 young journalists and journalism students (64 from Bishkek, 9 from Batken, 12 from Naryn and 12 from Karakol). The training methods combined political lectures, interviews, and the writing of articles. The best articles were published in newspapers.

### **CONCLUSION:**

According to the feedback received from the participants and resource persons, the project contributed towards the quality of political reporting in Kyrgyzstan. The final report received.

## NATIONAL PROJECT

### **KYRGYZSTAN :RADIOMOST: BUILDING COMMUNITY RADIO CAPACITY IN KYRGYZSTAN**

**Project No: PDC/52 KYZ/01 (354 KYZ 5071)**

**US\$ 24 530**

#### **TYPE OF PROJECT:**

This project aims to help upgrade 'Radiomost' community radio/CMC members' skills in facilitating informed discussion on the community's development concerns; expressions of artistic talent; and non-formal education and information that improves the quality of people's lives, builds the capacity of Radiomost managers and reporters to maintain the social and financial sustainability of the community radio/CMC and innovate the station's programme production. The project included the production of docu-drama that will pay particular attention to women's information needs.

#### **IMPLEMENTATION:**

The project consists of three parts : (i) enhancement training on community radio management, and its social, financial and technical sustainability; (ii) a study-visit to South Asia to learn from the experiences of the community radios in the region; (iii) and training in the production of a docu-drama on women's information needs.

At the end of the project, it is expected that two key members of Radiomost will have enhanced their insight about the scope and potential of community radio/ CMC on such issues as community participation, financial and social sustainability, educational, cultural and development-related programming. Ten volunteer members of Radiomost will have been briefed about the findings of the study-visit and the findings will have been appropriately integrated to the Radiomost practice. Ten volunteer reporters will have been trained in docu-soap and other innovative programme types, with special emphasis on gender awareness in all reporting. Three monthly hours of docu-drama episodes, and other programmes, will have been produced and aired. The innovative management and programming processes will have been duly documented for future purposes.; and the Radiomost basic documents (community participation, ethics, financial administration, etc. will have been reviewed, critiqued and updated against the experiences of the first year of operation).

#### **RESULTS:**

Number of Community Radio employees trained; number of the docu-drama scenarios developed; the basic documents discussed and developed

#### **CONSLUSIONS**

The project is still underway.

## NATIONAL PROJECT

### **MICRONESIA: CAPACITY-BUILDING AND HUMAN RESOURCE DEVELOPMENT IN A RESOURCE-LIMITED ISLAND NATION**

**Project No: PDC/52/MIC/01 (354 MIC 5071)**

**US\$18,500**

#### **TYPE OF PROJECT**

The goal of this project was to provide intensive capacity development to all staff at Yap State Radio as well as purchase modern equipment and receive training for maintenance and extended use. The project was driven by a newly elected Governor and Cabinet committed to higher ideals of transparency and ethics. The management of Yap State Radio hoped that the training and equipment upgrade would improve their ability to deliver quality programmes to inform and educate listening citizens.

#### **IMPLEMENTATION**

As Yap State is very remote it was very time-consuming (May – September 2008) to search for training organizations and to recruit a trainer (willing to train in Yap).

Training was split into specialist TV and Radio components with 2 expert trainers recruited. All reporters and management staff were required to attend both sets of training which were held consecutively from October to November 2008).

Quotes for equipment were sought from Australia, English-speaking Philippines, and mainland USA adding complexity to best vendor/equipment/costs selection. The cost of air-freight to Yap is prohibitive and sea-freight is infrequent and also time-consuming.

#### **RESULTS**

Almost all staff including the Division Chief, 6 Unit Managers in News, Television, Technical, Radio, Programming and Public Information and the 10 Youth Interns have been extensively trained in TV and Radio programme production.

A large set of equipment including camcorder, microphones, headphones, amplifiers, audio mixer, speakers, Mac book Pro laptop, Cable Tester, and audio recorders has been ordered.

#### **CONCLUSION**

The project will be completed in March 2009 with the delivery, installation, testing and training, and official commissioning. We will be requesting updates on the training sessions and assessments of hopefully improved programme production and possibly increased listener reach.

## NATIONAL PROJECT

**MONGOLIA: PUBLIC BROADCASTING FOR MINORITIES IN MONGOLIA**  
**PROJECT NO: PDC/49MON/01 (354 MON 5051)**  
**US\$ 41,000 (co-financed by Germany)**

### TYPE OF PROJECT

The project aims at building the human resources and technical facilities for public service broadcasting in the western-most aimag (province) of Mongolia, Bayan-Olgii by providing technical assistance, training and equipment so that media practitioners can adequately exercise their right to serve the local public. Bayan-Olgii is the only aimag which has a broadcasting service in its local language.

### IMPLEMENTATION

1. In April 2006, experts from the BBC and Globe International, an important media advocacy NGO in Mongolia, conducted a training workshop on the “Right to communicate: capacity-building of ethnic minority broadcasting in Mongolia” at the Mongolia National Radio and TV and at the Bayan-Olgii broadcasting institutions.
2. Globe International organized 2 internships at the national public service broadcaster MNRTV and 2 internships at the major newspapers for media practitioners from Bayan-Olgii. The 5-month internships have been positively perceived by both the receiving and sending sides, and have generated a significant information influx from minority areas to major national media outlets in the capital.
3. In order to increase the professional level of media workers in Bayan-Olgii, the Kazakh National University selected and trained four students from the Bayan-Olgii aimag of Mongolia. During the fall 2006 semester, they attended courses on TV, radio, newspaper genres, as well as advertising and media management.
4. Tandem TVS conducted an evaluation of existing PSB equipment and the receiving/transmitting station. Together with the immediate replacement of the old station, Tandem also proposed three new community radio stations in the remote Deluun, Bulgan and Tsengel counties which suffer from severe information deficiency (no national TV or radio available).

### RESULTS

1. Training of media practitioners at the MNRTV and Bayan-Olgii.
2. Four internships -two at the radio and TV departments of the MNRTV
3. Four students from Bayan-Olgii trained at the Journalism Department, KNU. One cameraman trained at Radio Television Malaysia
4. A research on public and community broadcasting facilities in Bayan-Olgii is accomplished.
5. Broadcasting for ethnic minorities is being extended through the establishment of radio facilities in remote counties.
6. One Video mixing studio was established at Ulgii TV.
- 7.

### CONCLUSIONS

The project gave a significant boost to PSB in this remote province, which suffers from high unemployment and is geographically marginalized from the rest of the country. The TV and community radio stations are presently very active in providing services to a greater number of people in Bayan-Olgii. The quality of broadcasting facilities and programmes has been improved.

## NATIONAL PROJECT

### **MYANMAR: CAPACITY BUILDING THROUGH A MEDIA RESOURCE CENTRE**

**Project No: PDC/52 MYN/01 (354 MYN 5071)**

**US\$ 30 000**

#### **TYPE OF PROJECT**

The project is to expand and upgrade the Myanmar Dana Media Library (MDML) into a resource center for journalists. The MDML is to become a resource center with electronic materials such as CDs, VCDs, and DVDs and computers connected to internet. It is projected to develop into a training venue for media professionals. The ability of the journalists will be enhanced through the proposed Media Resource Center and the networking within the private media community will be expanded and strengthened. Around 600 working journalists in the private media will be the immediate beneficiaries. The majority of them are in their 20s and 30s with very little formal training in journalism. In addition to provide the working journalists with a media resources center training will also be available through workshops in the center. The immediate aim is to improve the competences of the professional journalists and the development objective is to encourage and support the journalists in their work towards freedom of expression and freedom of the press in the country. Through training workshops, round table talks and internet access the journalists will be exposed to other democratic societies in the region and in the world.

#### **IMPLEMENTATION**

The purchase of books, bookshelves, and conference facilities were started in late November 2008. Five sets of computers and accessories were purchased in the beginning of December 2008. The ADSL internet connection has been applied with the government ISP and the permission to install communication equipment was received in the second week of January 2009. The final installation, after a lot of paper works, is completed in January. The first roundtable talk was held on in January 2009. The resource persons were from the Republic of Germany, Professor Hans Zoellner and Ms. Ureke Bey. There were twelve participants from various local publications. The theme of the talk was 'News Laundering and How the Myanmar News were received in the West'. Next roundtable talk will be in February about Disasters and relationships between media and UN agencies. The first training workshop will be next month.

#### **RESULTS**

The project is well on the way to achieving its objectives.

## NATIONAL PROJECT

### **NAURU: CAPACITY DEVELOPMENT FOR NAURU MEDIA BUREAU**

**Project No: PDC/52/NAU/01 (354 NAU 5071)**

**US\$22 000**

#### **TYPE OF PROJECT**

This project originated from a visit by the UNESCO DG to Nauru who made a commitment to upgrade the Nauru Media Bureau (NMB) utilising Japanese Funds in Trust (JFIT). The project needed to be approved by the IPDC Bureau. The NMB IPDC application for \$65,000 was approved at the 2008 IPDC Bureau Meeting with an IPDC allocation of \$22,000 and an application was then made to JFIT by June 2008 for the remaining funds.

#### **IMPLEMENTATION**

The application is still under consideration by JFIT with numerous changes to suit JFIT requirements. As the success of the project is dependent on all funds being approved, the Apia Office decided not to utilize the IPDC funds until the JFIT funds were approved/received.

#### **RESULTS**

A final application will be submitted to JFIT by February 2009.

#### **CONCLUSION**

It is hoped the project can commence by March 2009 and be completed by August 2009.

## NATIONAL PROJECT

**NEPAL: CONSOLIDATION OF COMMUNITY RADIO MOVEMENT**  
**PDC/ 49 NEP/01 (354-NEP-5051)**  
**US\$ 17 000**

### **TYPE OF PROJECT**

This project aims at intensive capacity building in the consolidation of the community radio movement in Nepal. Among the expected outcomes of this project, implemented by the Association of Community Radio Broadcasters Nepal (ACORAB), was the preparation of a code of conduct for community radio and the training of station managers, programme producers and technicians of member community radio stations.

### **IMPLEMENTATION**

ACORAB carried out the following activities under the IPDC-supported project:

- i) Management training for station managers
- ii) Technical training for technicians
- iii) Training on programme production
- iv) Preparation of a code of conduct for community radio

### **RESULTS**

18 station managers and 6 Executive Committee members trained in station management.  
26 programme producers of 13 radio stations trained in radio programme production.  
40 technicians trained on studios and transmission, new technology, and basic maintenance of the equipment;  
The code of conduct has been published as a poster, booklet and flex banner. It has enhanced confidence of other donors to provide support to ACORAB. As a result, ACORAB has received support from Danida/HUGOU, MS Nepal, UNESCO and the Family Planning Association Nepal.

### **CONCLUSION**

With regard to the achievements of the project, the training components have enhanced the human resource base of community radio stations in areas such as radio journalism, station management and radio technology, thus improving their performance and the quality of their content. The training programme was also used to sensitise station officials to stimulate democratic participation, inform the public, protect the public interest and people's rights, and promote good governance through their respective radio stations.

The number of community radios increased from 20 to 87 during the project period, and this increase is still ongoing. Out of 75 districts of Nepal, community radio has reached 66 districts so far, in other words almost 80 percent of the total population. Therefore, the preparation of a code of conduct for community radio, with IPDC support, is timely and has greatly helped to commit community radios in Nepal to a set of principles and values as well as raise awareness on the social responsibility of community radio stations.



## NATIONAL PROJECT

**NEPAL: COMMUNITY TELEVISION IN PALPA DISTRICT PROJECT NO:  
PDC/51 NEP/01 (354 NEP-5062)  
US\$ 21 000  
(project financed by Germany)**

### INTRODUCTION

The project objective is to improve the communicative capacities of the local community, by (i) using the CMC and multimedia content as a vehicle for free and creative expression, and (ii) by building the capacity of the youth to use new digital media-related technologies, thus giving them the opportunity to create innovative local content addressing local issues. The workshops trained volunteers to make their own digital stories and prepared them to begin training others. Digital stories are short, personal multimedia pieces that community members can create themselves using computers and other digital equipment like still and video cameras, scanners and audio recorders.

### IMPLEMENTATION

**The first IPDC training programme** was organized at the Telgha Village Development Centre (VDC) of the Palpa district. The CMC's local TV channel can be seen there. Most of the villagers have TV at their home and are connected to cable. The training programme started on 27 July 2008 and ended after one month on 29 August 2008. The training was facilitated by CMC volunteers Ms Sanjeela Karki and Ms Sita Pandey (trainers) who have been working at CMC Tansen for the last four years. They are experts in computer and video programme production. Participants had the opportunity to acquire computer-related skills, such as the use of different computer applications, videography, programme script writing, developing television programmes, etc. Forty trainees were selected among the large number of applications received, and participated actively in the training. They produced quality TV programmes based on local issues related to education, health, religion, etc. As a result of the training, most of the trainees had the opportunity to become involved in programme production activities for the local channel. At the ending ceremony, all the community members and trainees were invited to the local school to watch the different programmes made by the trainees. All the programmes and the video of the ending ceremony were telecasted by the CMC local channel. **The second IPDC training programme** was organized at the Bandipokhara Village Development Centre (VDC) of the Palpa district, located 12 km far from Tansen municipality. Most of the villagers have TV in their homes. That was a deciding factor in the choice of Bandipokhara to launch the second training programme. Moreover, people in Bandipokhara were interested in opening an information centre in the village and the training provided through this project was focused on helping them in this endeavour. All of the programmes of the CMC are focused on youth; likewise this training programme is also focused on the youth of the community. The training programme started on 07 September 2008 and ended on 11 October 2008. The training is facilitated by CMC volunteers Ms Sandhya Thapa and Radhika Chhetri. Participants had the opportunity to acquire computer-related skills, such as the use of different computer applications. The trainings as well programmes developed by trainees were very effective and fruitful for the community.

### CONCLUSION

This project has helped to improve media literacy and community participation. With many years of experience in this field and available human resources, CMC Tansen wants to replicate the same model in the entire Palpa Districts to the benefit of marginalised and disadvantaged community groups.

## NATIONAL PROJECT

### **NIUE: NIUE STAR NEWSPAPER, HUMAN RESOURCE DEVELOPMENT**

**Project No: PDC/51 NIU/01 (354 NIU 5061)**

**US\$8,700**

#### **TYPE OF PROJECT**

Human resource training and capacity development for the only newspaper in Niue.

#### **IMPLEMENTATION**

Niue is a small island developing state (SIDS) with severe natural and human resource constraints. Niue Star has been publishing a weekly newspaper for nearly 10 years in Niue (free) and for the Auckland Niuen population (for sale subsidizing the Niue distribution). Cyclone Heta destroyed the island's printing press so all editing and layout is now completed and printed in Auckland with copies flown to Niue on the once-weekly flight. Operating with only 3 staff with significant experience but very little qualifications or training, Niue Star were awarded a 2007 IPDC grant to increase the formal skills and capacity of the newspaper.

The Workplan & Budget provides for:

- 1) Advanced Editorial Training with the award-winning Samoa Observer newspaper in Apia, Samoa (March 2008);
- 2) Advanced Photoshop/InDesign Layout/Editing Training at a specialist Graphics Training School (May 2008);
- 3) Purchase of a new high-end PC for editing/layout (March 2008).

#### **RESULTS**

Mr. Michael Jackson, Editor of Niue Star, was attached to the Samoa Observer newspaper in Apia, Samoa for 2 weeks in March 2008. As the Observer is a relatively large Pacific newspaper operation, Mr. Jackson was assigned to all operational aspects including news, editing, layout, production, and delivery across Samoa. Mr. Jackson received considerable new insight to running a Pacific newspaper with unique constraints (lack of reliable power supply, slow/expensive internet, and culture of silence). Messers Morgan and James Jackson (sons of Mr. Michael Jackson) attended and completed an intensive Photoshop training course at Auckland National School (where they are based). Both staff have immediately implemented their training with new and optimised layouts saving time and expense. UNESCO Apia made a partial contribution to Niue Star's contribution for the purchase of a new very high-powered graphics PC, scanner, and printer. The equipment allows Niue Star to rapidly layout and preview stories before final printing.

#### **CONCLUSION**

This project has been successfully completed. As a very small remote Pacific Island Country with only 1,200 in population, it is extremely difficult to provide a sustainable level of news and information delivery. The editorial and technical training and new equipment allows Niue Star to provide that critical service for a few more years.

## NATIONAL PROJECT

**PALAU: EMPOWERING LOCAL VOICES**  
**Project No: PDC/52/PAU/01 (354 PAU 5071)**  
**US\$20 000**

### TYPE OF PROJECT

The AM radio transmitter of the Palau Government Office of Broadcasting Services (OBS) is no longer reliable with frequent expensive breakdowns affecting up to 10,000 listeners in rural areas and outer islands. The goal of this project was to investigate all means to repair the transmitter, provide capacity building to the OBS staff, and to search for compatible AM transmitters/suppliers to serve as the eventual replacement.

### IMPLEMENTATION

The implementation is progressing slowly. The 2008 Presidential Elections meant all OBS staff were committed in other areas. The Apia Office has received a workplan for increasing the span of the transmitter radials which will boost signal strength. The Apia Office has also assisted OBS with obtaining quotations for new and 2<sup>nd</sup>-hand AM transmitters including freight, installation and training. The costs are very high and well above the IPDC grant. The Apia Office is seeking alternative projects from other Pacific Island broadcasters including Australia Broadcasting Corporation (ABC) in similar situations.

### RESULTS

With the increased radial span, signal strength should be boosted to reach rural/outer islands. However, the transmitter itself needs to be eventually replaced. UNESCO Apia will be assisting OBS with drafting proposals to Japan, Philippines, USA, and Australia for assistance.

### CONCLUSION

The radial span project will be completed by May 2009.

## NATIONAL PROJECT

### **PAPUA NEW GUINEA: THE DEVELOPMENT OF COMMUNITY RADIO IN POST-CONFLICT**

**Project No PDC/51PNG/01 (354 PNG 5061)**

**US\$20 000**

#### **TYPE OF PROJECT**

The goal of this project was to provide partial funding for the set-up of the 1<sup>st</sup> effective radio station for the Autonomous Region of Bougainville in Papua New Guinea. With the implementation of a peace accord after several years of brutal civil war, the citizens of Bougainville had no effective means of communication. The FM radio service of the Papua New Guinea National Broadcasting Corporation was only intermittently relayed in the capital Buka but did not contain any news of/on Bougainville or in the unique local Bougainvillean language.

#### **IMPLEMENTATION**

The UNESCO Apia Office provided technical and financial assistance to New Dawn FM Ltd to set-up an effective radio station covering the bulk of the island. UNESCO's contribution was part of an international aid package with AusAid and the German Embassy. UNESCO assisted with sourcing the correct equipment, warranty cover, technical training and support from reputable equipment suppliers from Port Moresby and Australia.

#### **RESULTS**

The station was launched to large acclaim. The very first public event covered by New Dawn was the death and funeral of the 1<sup>st</sup> President of Bougainville. The event was covered live in the Bougainvillean language attracting many thousands of listeners and hundreds of mobile phone text messages of support.

The quality of the Support Agreements negotiated by UNESCO between New Dawn and equipment suppliers was well tested when critical components broke down. Parts were flown quickly from Australia to Port Moresby and then placed on a boat that takes 6 weeks to reach Buka. The well-trained new Dawn technicians were able to quickly install the parts and immediately resume since-uninterrupted transmission.

#### **CONCLUSION**

This project is completed and should serve as a UNESCO case study for developing free, independent media in very remote outer island communities. Despite limited population and negligible private sector, the station is operating on small surpluses as the local news and programmes in the local language is very popular.

## **NATIONAL PROJECT**

**SRI LANKA: CAPACITY BUILDING OF COMMUNITY PROJECT NO:  
REPORTERS FOR PEACECASTING AND LOCAL CONTENT BROADCASTING  
PROJECT NO: PDC/51 SRL/01 (354 SRI 5061)  
US\$ 18,000**

### **TYPE OF PROJECT**

Young Asia Television proposed the development of a project that will provide an opportunity for community concerns to be aired to a much wider audience and promote understanding of the plight at grassroots level. This is expected to be accomplished by building the capacity of young local reporters to work with the communities around them and truly reflect their concerns.

### **IMPLEMENTATION**

Young Asia Television identified 10 young potential trainees from areas such as the North-Central and North-Eastern parts of Sri Lanka, including from marginalized communities with thriving local content production activities at CMCs, by liaising with local community-based organizations and media organizations. In addition, Young Asia Television facilitated workshops with the communities involved to encourage media participation on issues of local concern.

### **RESULTS**

The Project's main component of skills and capacity building was designed as a week-long training course that included both technical and programme aspects of TV production. The course covered topics like Camera and Lighting Basics, Storytelling techniques and Research and Planning. As an organization engaged in training, development media and social communication, Young Asia Television was able to draw on in-house expertise and experience to conduct the various sessions. In addition to the theoretical aspects, practical training exercises and activities comprised a large part of the course.

### **CONCLUSION**

Young Asia Television has implemented a capacity building workshop – to develop the professional skills of provincial reporters and to contribute towards amplifying the voice of communities through the media – to promote better understanding and awareness of local communities and their special needs and concerns at the grassroots. The project envisaged the creation of a pool of provincial reporters, equipped with the skills and knowledge to reflect their own concerns in the media, thereby contributing towards a more representative and democratic media environment in the country.

## NATIONAL PROJECT

**TAJIKISTAN: HUMAN RIGHTS TRAINING FOR TAJIK MASS MEDIA  
PROJECT NO: PDC/51 TAD/01 (354 TAD 5061)  
US\$ 18 000 (project financed by Germany)**

### TYPE OF PROJECT

The development objective of the project was to improve respect for human rights in Tajikistan through effective awareness created by accurate, balanced and pluralist reporting on these issues. The immediate objective was to enhance the skills and knowledge of 45 journalists in reporting on basic human rights issues as well as on related good governance practices. The implementing body was the Tajik Association of Independent Electronic Mass Media (TAIEMM). Media NGO “Homa”, the Human Rights Bureau, the OSCE Office in Tajikistan and UNESCO provided training materials. Participants were members of TAIEMM and the Tajikistan Media Alliance.

### IMPLEMENTATION

From April to June 2008, TAIEMM organized three 5-day training workshops in:

- Khudjand (Sogd region) - 15 journalists were selected, 13 participated;
- Kulyab (Khatlon region) - 15 journalists were selected, 14 participated;
- Varzob (near Dushanbe) -15 journalists were selected, only 8 journalists participated, but 2 lawyers also attended.

In total, 35 TV journalists and two lawyers were trained. Training content:

The training consisted of the following learning components:

- basic human rights concepts ;
- key international human rights instruments ; and
- national human rights legislation.
- Issues related to women’s and children’s rights and migration were also addressed.

Several cases related to freedom of expression and information were also studied during the training, including: access by the media to court hearings; protection of privacy ; and defamation / libel.

Human rights based reporting:

In the course of the training and immediately after it, each journalist produced a human rights- based TV insert including such topics as the ‘importance for farmers of access to water’ and ‘women’s housing rights’, which are very topical issues in Tajikistan. These reports prompted requests from the TV audience to address other burning everyday life human rights-based issues.

### CONCLUSION

Tajik media owners and managers widely acknowledge that the media output in Tajikistan is still of very low quality and no rapid remedy is in sight. One of the key challenges is the quality of secondary and tertiary education. Therefore, training is badly needed. The TAIEMM can assert that this project was timely. Many participants gained confidence in reporting on citizen’s needs and rights in cases which had earlier left them helpless for lack of knowledge on how to approach human rights cases. Many participants also felt that the training helped to improve the trust relationship between their media outlet and its public, the citizens.

## NATIONAL PROJECT

### **UZBEKISTAN: ENHANCE ACCESS TO INFORMATION IN THE ARAL SEA BASIN**

**PROJECT N°: PDC/52UZB/01 (354 UZB 5071)**

**US\$ 15 000**

#### **TYPE OF PROJECT**

This national project is aimed to reinforce the capacity of local radio stations through organization of workshops for local media professionals. Project focused on journalists from Karakalpak and Khorezm regions situated in the Aral Sea Basin area of Uzbekistan, because existing government broadcasters, several nongovernmental media outlets operating in the country mostly cover the capital and its suburb regions, leaving the population of the remote the Aral Sea Basin area vulnerable to get access to constructive information that represents various shades of opinion. verall objective of this project is to establish a constructive outlet for reporters on sustainable development news and information radio outlet, thereby expanding the access to pluralist information in Aral Sea Basin and promoting the concept of responsible journalism.

#### **IMPLEMENTATION**

- Local NGO “The International In-Service Training Centre for Journalists” was chosen as a partner to carry out this project. Two national trainers were chosen in collaboration with this NGO.
- The first training was organized in Nukus (Karakpalkastan) from 5 to 7 September, 2008 and supported by Karakalpak State University, particularly by the journalism faculty. 25 people took part in this training.
- During 8-10 September, 2008, trainers lead the second training which was held in Urgench (Horezm region) and was supported by local hokimiat (municipality). There were 26 people in this traning.
- During the trainings participants listen sessions on: legal basis of journalism and Uzbekistan legislation in this field; ethical aspects of journalism and access to public information; news on the radio: features, types; modern requirements and modern approaches to the radio news; news selection, preparation and the news blocks on the radio;
- Participants had a chance to listen to the best examples of radio news prepared by FM radio stations of Uzbekistan, Kazakhstan and Russia and watched introductory film about the FM radio station’s workflow.
- Each day participants had a practical exercises and homework to prepare news and news blocks with focus on environmental issues according to lessons learned and received recommendations and feedback from trainers after.

#### **RESULTS**

Project is ongoing. It’s foreseen to organize the second stage of the training which will focus on coverage of sustainable development issue in mass media, particularly environmental issue. Possible candidates will be chosen among participants of the first two trainings and invited to have intensive practice in leading capital FM radios. Participants will be “attached” to the FM radio stations and have practice there after preliminary theoretical course in the class room.

#### **CONCLUSION**

The first two trainings in Nukus and Urgench showed that media outlets in Aral Sea Basin are in poor condition, both in terms of technical equipment and human resources. There is a great demand to information in general and specific training materials for Media Practitioners in order to “transform” them into Media Professionals category. These findings proved correctness and timeliness of this activity in Aral Sea Basin region which suffers from waste natural disaster for many years. It is very important to continue building of capacity of local media professionals and establishments in this area and possibly organize continuous training programs, particularly with focus on youth and women.

## NATIONAL PROJECT

### **VANUATU: ESTABLISHMENT OF A COMMUNITY MULTIMEDIA CENTRE IN PENAMA PROVINCE**

**Project No: PDC/52/VAN/01 (354 VAN 5071)**

**US\$15 000**

#### **TYPE OF PROJECT**

The Penama Provincial Council of Vanuatu of 2007 requested UNESCO Apia for assistance with setting up a community radio. An IPDC application was successfully submitted for the 2008 round and extensive consultations have taken place between UNESCO Apia and the Council.

#### **IMPLEMENTATION**

The implementation is progressing slowly. The Council has had severe financial problems and many staffs have been terminated without replacements. The original applicants for the IPDC grant have left the Council. UNESCO Apia has been working very closely with the 'new' Council members to formulate their new requirements for a community radio. Several previous Workplans were not sufficient as they didn't comply with UNESCO's procurement standards or were not close to the project's original requirements.

#### **RESULTS**

UNESCO Apia is working very closely with AusAid Pacific Media Assistance Scheme in Vanuatu, the Vanuatu Broadcasting & Television Corporation, and the Media Association of Vanuatu to provide assistance to the Penama Council to understand their own needs and to formulate a professional Workplan & Budget to implement a CMC.

#### **CONCLUSION**

UNESCO Apia is very confident of receiving a revised satisfactory Workplan & Budget to successfully implement a CMC for the Penama Province. We estimate the project will be completed by July 2009.



# **LATIN AMERICA AND THE CARIBBEAN**



## REGIONAL PROJECT

### **WORKSHOP FOR TRAINING JOURNALISTS IN HURRICANE COVERAGE IN THE CARIBBEAN**

**PROJECT No: PDC/51 RLA/02 (354 RLA 5061)**

**US\$22,000**

#### **TYPE OF PROJECT**

Regional training workshop seeking to enhance the media skills of 60 journalists from the Caribbean countries (print and broadcast media) on hurricanes coverage and related issues. The workshop will offer the appropriate tools so that the participants will be able to improve preparedness and response to hurricanes and other weather disasters in the area.

To reduce the negative impact of these meteorological events, people must be well prepared and must know what to do in every moment. Journalists and media have a key role for providing information about forecasting, tracking and impact of these events. So, it is crucial that journalists get well trained in covering this kind of news and be able to maintain the live media coverage in difficult weather conditions.

#### **IMPLEMENTATION**

The implementation of project activities began with a contractual arrangement signed by UNESCO and the “Jose Martí” International Journalism Institute, to organize a 4-day workshop for at list 50 media professionals from the Caribbean on topics related to hurricanes preparedness and response. A total of 60 journalists received the training. The participants (20 women and 40 men), came from 8 countries in the Caribbean sub-region: Bahamas, Belice, Cuba, Dominican Republic, Guatemala, México, Saint Vincent and Santa Lucía. All the activities which were foreseen in the project were executed with high level professional’s standards.

#### **RESULTS**

- 60 journalists from Caribbean countries improved their skills in the coverage of hurricanes and related issues.
- A multimedia storage device with the workshop contents and other didactical material was produced for the participants as well as for replicating the training.
- The participants on the regional workshop, agreed on the usefulness of having a printed publication presenting best practices on this field. As a consequence, a national workshop was organized. It’s main outcome is the first draft of the book. The publication will included not only some well documented best practices, but also, directories, glossaries and other tools for the benefit of media professionals dealing with hurricanes and disasters news.

#### **CONCLUSION**

The project has been successfully terminated.

The communicative capacities of the participants have been improved to make a more effective coverage of the hurricane season in their countries and, moreover, to better serve their people in being prepared to respond to these events.

## REGIONAL PROJECT

**RADIOTECA, A MULTICULTURAL AUDIO PLATFORM**  
**PROJECT NO. PDC/51 RLA/04 (354 RLA 5062)**  
**US\$ 22 000**

### TYPE OF PROJECT

The objective of the Radioteca project was to set up an on-line audio bank which would enrich and support the programming of local and community radios. The project was the result of a Plan of Action adopted at UNESCO's Conference "The Latin American Audio-Visual Landscape: Good Ideas and Best Practices for the Production and Promotion of Local Content", organized in Guadalajara (Mexico) in 2005.

More concretely, the project intended to collect and catalogue at least 500 high-quality audio productions; to encourage their downloading (with a goal of 20,000 hits per month by the end of the first year); to increase the number of community radio stations members of the Radioteca service (with a goal of 500 radios registered by the end of the first year) and supply at least 1,000 programmes to members by the end of the first year.

### IMPLEMENTATION

The implementation of project activities began with a contractual arrangement with *Radialistas Apasionadas y Apasionados* in October 2007. It was agreed to carry out the following activities foreseen by the project:

- To identify, collect and digitize (if in analogue form) copyright free, high quality audio content which contributes to preserving Latin American audio heritage (at least 500 programmes);
- To set up a web portal called Radioteca ([www.radioteca.net](http://www.radioteca.net)) which allows the on-line exchange of audios among community radio stations in Latin America;
- To update the portal on a permanent basis. For this, establish a methodology and a database that allows classifying and searching for the programmes (by title, date, country, author, format, theme and duration). Include RSS and Podcasting services.
- To reach collaboration agreements with outstanding institutions in Latin America which are active in the field of community radio (ALER, CIESPAL, Radio Netherlands, AMARC, SERPAL, etc);
- To promote the initiative through mail lists, e-bulletins and other on-line information tools.

### CHALLENGES

In addition to the audio-bank services for radio stations, the implementation of this project also allowed exploring the potential of web radio broadcasting (or on-line broadcasting) for community radio. Despite the interest that such broadcasting channels may have in theory (bypass limited license-granting mechanisms, democratize the spectrum, boost diversity, etc), in practice it does not seem to cater to the needs of community radio stations. The streaming costs are considered too high while allowing very limited simultaneous listening. Moreover, very few community members have private access to a computer and listening to live broadcasting in telecenters or other collective access centers does not seem to be a convenient modality for most people.

On the contrary, radio on-demand seems to be more appropriate for community radio broadcasting purposes, since it allows downloading and listening at any time and at any place.

## **RESULTS**

The results achieved went beyond the terms of reference of the initial project proposal. By the time the final implementation report was submitted to UNESCO/Quito, the following had been achieved:

- 5.000 audios had been identified and put on-line;
- 1.500 radio stations and related institutions had registered;
- 70 training manuals and pedagogical materials had been gathered from collaborating institutions and put on-line as resource tools.
- The Radioteca was receiving more than 85,000 hits per month (with an average of 3,000 hits per day) and monthly downloads represented more than 1.000 gigas.
- The radio stations did not only “consume” the materials available on the Radioteca but also actively participated in related services (blogs, fora, etc). The Radioteca had therefore become a meeting point for Latin American community radio stations.
- The project succeeded in mobilizing additional funding with which 100 community radio stations were provided with server space and web page facilities for free, being empowered in this way to access and disseminate on-line content.

## **CONCLUSION**

THE PROJECT HAS BEEN FULLY AND SUCCESFULLY IMPLEMENTED. RESULTS ACHIEVED WENT BEYOND EXPECTATIONS.

## REGIONAL PROJECT

**POPULAR CORRESPONDENT: HUMAN RIGHTS IN LATIN AMERICA AND THE CARIBBEAN  
PROJECT 354 RLA 5071  
US\$ 18 590**

### TYPE OF PROJECT

The objective of this project was to train a group of 7 AMARC correspondents (representing the 6 sub-regions of Latin America and the Caribbean) in the area of human rights in order to strengthen the Organization's network of correspondents.

### IMPLEMENTATION

The implementation of project activities began with a contractual arrangement with *AMARC* in August 2008. The following activities are foreseen:

- To organize a four-day training workshop on human rights journalism for the seven AMARC correspondents in Buenos Aires, Argentina in November 2008;
- To prepare a training programme based on (1) the analysis of the HR situation in the LAC region, (2) radio journalism training, (3) HR perspectives, including freedom of expression, right to information, gender equality, indigenous peoples, etc, and (4) decentralized working methodologies for the participants.
- To set up a network of correspondents for the Pulsar news agency, with the 7 trained participants plus 7 other journalists. Prepare a working plan which will contribute to strengthening the news agency and making its services more visible.
- To publish 400 copies of a style manual for the network's correspondents and place it on Pulsar's website;
- To produce and disseminate seven features on HR through local radio stations and the website.
- To produce two research pieces prepared by the participating correspondents, based on local and regional topics, and related to HR issues in the LAC region, to be disseminated through Pulsar's website.

### RESULTS

The project is still on-going. The first report was received on 31 December 2008. The training workshop was organized and convened as planned, based on a training programme developed along the lines established by the project. The network of correspondents was set up and a working methodology agreed upon. The network is currently working on the style manual and several feature stories.

### CONCLUSION

THE PROJECT IS BEING IMPLEMENTED AS PLANNED.

## REGIONAL PROJECTS

### **CARIBBEAN INTERNET RADIO PORTAL: Expanding the Reach and Impact of Community Radio Stations in the Caribbean**

**PROJECT NO: PDC/52 RLA/53 (354-RLA-5073)**

**US\$ 30 000**

#### **TYPE OF PROJECT**

Caribbean Internet Radio Portal (**CIRP**), [www.mcclinks.com](http://www.mcclinks.com) is an online platform that provides an opportunity for synergies among CMCs in the region as tools for poverty alleviation and the strengthening of democracy and good governance through freedom of expression and access to information as well as the tools through which information and expressions are transmitted.

This project proposes to strengthen the reach and impact of community radio stations in the Caribbean while facilitating networking of these small community radio stations by offering online live streaming facilities to these CMCs, interactive web-based presence and training of community media practitioners in online journalism and online broadcasting.

#### **IMPLEMENTATION**

This project has experienced delays. However, implementation will be accelerated by the end of the first quarter of 2009. Taking into consideration the strategy to harmonise Regular Programme (RP) and Extra Budgetary activities for greater impact, this IPDC project was linked to a related RP activity. Additionally, partnership was sought from the Commonwealth of Learning based on a MOU between the two organisations. COL has committed to provide financial support to the initiative.

#### **RESULTS**

When completed the project would have yielded the following results:

- 120 core team members from CMCs in the region trained in online journalism and online broadcasting;
- 30 community radio stations/CMCs enabled to share content and programmes via the Internet;
- 6 community radio stations/CMC upgraded with multimedia equipment to facilitate online broadcasting;
- Increased functionality of the mcclinks website;
- 10 radio programmes aired on issues affecting rural, remote and otherwise marginalized communities;

This project is on-going

## REGIONAL PROJECT

### **FOSTERING THE IMPACT OF CIVIL SOCIETY ON THE DIVERSITY AND PLURALISM OF MASS MEDIA IN THE DIGITAL AGE**

**PROJECT N°: PDC/52 RLA/04 (354RLA5074)**

**US\$ 27 000**

#### **TYPE OF PROJECT**

The IIHR is an independent international academic institution that supports the inter-American system for the protection of international human rights. Its Statute defines it as an academic institution, which means that it refrains from investigating cases, presenting or supporting formal complaints against States, or monitoring the compliance of States with their international human rights obligations. This self-imposed limitation has proven to be an effective tool for the IIHR, as it has permitted the Institute to serve as a facilitator of dialogue among the different actors in the human rights movement and among them and the state authorities. Its institutional mission is to promote and strengthen respect for the human rights set out in the American Convention on Human Rights and contributes to the consolidation of democracy in the Americas through education, research, political mediation, programs for training, technical assistance in the field of human rights, and the dissemination of knowledge by means of specialized publications.

By means of the project, the IIHR intends to contribute to modernize the juridical systems, the jurisdictional practices, and the national public policies through a process of analysis, applied research, and training in the field of freedom of expression and information technologies and communication.

#### **IMPLEMENTATION**

- a) Preparation of a working document on social mass media, digitalization processes, and concentration of goods and services.
- b) Development of a matrix of progress indicators in the field of internal legislation regarding access to radio-electric frequencies.

#### **EXPECTED RESULTS**

- a) A working document prepared on social mass media, digitalization processes and concentration of goods.
- b) A matrix of progress indicators developed in the field of internal legislation.

#### **CONCLUSION**

- The project started in August 2008 and will be concluded by August 2009.
- First Progress Report will be submitted to UNESCO San José in March 2009.



## REGIONAL PROJECT

### **SCIENCE JOURNALISM: TRAINING WORKSHOP AND OPERATIONAL NETWORK**

**PROJECT NO: PDC/52 RLA/ (354 RLA 5075)**

#### **TYPE OF PROJECT**

This project has two main components: (1) a regional workshop to train communication professionals in science journalism, and (2) establishment of an operational network of science journalists from Latin America and the Caribbean. The main objective of the workshop is to improve journalist's skills to manage techniques, languages and communication resources in the field of the dissemination of scientific knowledge through media.

On the other hand, the network will systematically facilitate opportunities for the participants to attend scientific meetings, participate in exchange programs, scholarships and other training opportunities, increase access to scientific information sources, encourage cooperation between media organizations and professionals and strengthen collaboration among scientists and science communicators in the region.

#### **IMPLEMENTATION**

The implementation of project activities began with a contractual arrangement signed by UNESCO and the "Jose Martí" International Journalism Institute, to organize a 4-day workshop for at list 50 media professionals from the Caribbean on topics related to scientific and technological development.

A total of 60 journalists received the training. The participants came from 12 countries in Latin America and the Caribbean: Argentina, Brazil, Chile, Cuba, Ecuador, Guatemala, Guyana, Haití, Jamaica, México, Dominican Republic and Venezuela. All the activities which were foreseen in the project were executed with high level professional's standards.

#### **RESULTS:**

- 60 journalists from Caribbean countries improved their skills in the coverage of scientific and technological issues: improved media professional's skills to cover science news.
- A multimedia storage device with the workshop contents and other didactical material was produced for the participants as well as for replicating the training.
- An operational network linking not only the communication professionals, covering this theme but also the Scientifics and workers of the science institutions in the region: increased networking
- Strengthened relationship between media and science bodies in the region

#### **CONCLUSION**

The project has been successfully terminated.

The communicative capacities of the participants have been improved to better cover science issues through media, thus enhancing access to scientific knowledge as a way of fostering science and technological development in the region.

## **REGIONAL PROJECT**

**MEDIA AND THE CARIBBEAN JUSTICE SYSTEM: INCREASE REGIONAL MEDIA CAPACITY TO REPORT ON THE REGION'S JUSTICE SYSTEM**  
**PROJECT NO: PDC/52 RLA/06 (354-RLA-5076)**  
**US\$ 25 000**

### **TYPE OF PROJECT**

This project proposes to facilitate the training of journalists to enable them to report more effectively on court proceedings and the justice system in the region, in general. This is being done through a partnership with Lauburn Communications, an independent production company which has spearheaded a promising 'TV Court' initiative in Jamaica. Given that media workers have free access to move from one island to another under the Caribbean Single Market Economy (CSME), the goal is to rejuvenate this initiative, expand it regionally in line with the process of regional integration, and to strengthen the skills of reporters, managers and free-lance journalists across the region.

### **IMPLEMENTATION AND ACHIEVEMENTS**

The project is on-time. A three-day regional workshop has been organised in Jamaica with the participation of 15 reporters from seven Caribbean countries in addition to court officials, top level officials of the Jamaican justice system and the President of the Canadian Media Lawyers Association. Three in-country workshops are planned to take place in Trinidad and Tobago, Guyana and St. Vincent and the Grenadines.

### **RESULTS**

When completed the project would have yielded the following results:

- 60 journalists/practitioners trained in the techniques of reporting on legal issues, legal framework procedure for court reporting, free access of press reporting and national and international legislation on freedom of expression.
- 10 television productions (7-10 minutes each) made and aired on the situation of freedom of expression, free press and free access to public information.

### **CONCLUSIONS**

While the workshop was seen as a success by those who attended, the participation of local media organisations, from which the bulk of reports and journalists were expected, was low on the first two days. There were several reasons given for this, including the length of the workshop and the passage of a hurricane a week before. Also, it would seem that local media practitioners found it challenging to sit in a training programme for three full days, especially since they were 10 minutes away from their newsrooms. However, it was found that the attempt to bring media professionals and court officials together to discuss interrelationships between these two sectors of social development was being done for the first time not just in Jamaica but in the Caribbean. The more experienced President of the Canadian Media Lawyers Association indicated that good reporting on any justice system cannot be done without good relations between reporters and court officials/legal practitioners. He pointed out that it took Canada way over 20 years to achieve the required relations. The content of the conference was excellent. The model should be reused. The establishment of a Caribbean Media Lawyers Association is being considered. This could build bridges for more dialogue between the media and the courts. This project is on-going

## NATIONAL PROJECTS

**BAHAMAS : RADIO COB: COLLEGE OF THE BAHAMAS**  
**PROJECT NO: PDC/52 BH/01 (354-BH-5071)**  
**US\$ 30 000**

### **TYPE OF PROJECT**

The project proposes to establish a community radio on the main campus of the College of the Bahamas. A core group of staff and students will be trained in the management and technical operations of a radio station. The station's programming will include news, community/public affairs, lectures related to the college's instructional programme, music and entertainment.

### **IMPLEMENTATION**

The project is on time. The radio studio is being renovated and arrangements are being made to procure required equipment. A management committee for the project has been set-up and is operational. The training of core group of students is scheduled to start during the first quarter of 2009.

### **RESULTS**

When completed the project would have yielded the following results:

- A fully operational campus radio station in the Bahamas;
- Core group of 20 persons trained in management and technical operation of a radio station;
- 60 students enrolled in Mass Communication Programmes given practical training in broadcasting production, radio programming and gaining experience in the basics of operating a radio station;
- About 30 radio programmes on various cultural, economic and social issues produced by students enrolled in related communication programmes;
- Access to certain COB offerings made available to an increased number of people living on the island;
- At least one research on community media and governance completed by students enrolled in related communication programme.

### **CHALLENGES/OBSERVATIONS**

This is the second campus radio supported by UNESCO in the Caribbean, the first being Radio GED, Barbados. This is an attempt to balance theory with practice in respect of media and communication training and to foster more research on community media. With respect to the research component of the contract, this was included as a commitment of COB and is not being paid for directly by UNESCO.

This project is on-going

## NATIONAL PROJECT

**BARBADOS: TRAINING MEDIA PROFESSIONAL AND WORKERS IN  
DIGITAL ARCHIVING AND MANAGEMENT OF MEDIA CONTENT  
PROJECT NO: PDC/51 BAR/01 (354 BAR 5061)  
US\$35 000**

### **TYPE OF PROJECT**

The project seeks to train media professionals and workers to preserve and conserve invaluable elements of Barbados' cultural capital and create the level of interconnectivity that would make this information available to the widest possible user base. This is to be achieved at two levels: through the development of indigenous programmes and the creation of the prototype of a national electronic databank of existing image and sound formats that are of national and regional significance. The project is being implemented in collaboration with the Caribbean Broadcasting Corporation.

### **IMPLEMENTATION**

Project implementation is nearing completion. The first of three planned training workshop was held on 25 and 26 January 2008. This workshop focused on Digital Archiving and the Cataloguing of Media content. Necessary equipment to facilitate on-going digitisation of media content of the Caribbean Broadcasting Corporation (CBC) and the Barbados Government Information Services (BGIS) has been purchased and installed.

### **RESULTS**

**When completed the project would have yielded the following results:**

- At least 30 media professionals and workers trained in areas relating to digital archiving and management of media content
- Prototype of a national electronic audiovisual databank designed and developed including database and network system;
- A report on the assessment of the status and condition of the audio-visual collections of CBC and BGIS completed and made available to relevant stakeholders;
- Enhanced capacity of the CBC and the Barbados Government Information Services BGIS to facilitate on-going digitisation of media content.

This project is nearing completion.

## NATIONAL PROJECT

### **BOLIVIA: TRAINING OF RADIO REPORTERS FOR THE PREVENTION OF DOMESTIC VIOLENCE**

**PROJECT NO: PDC/51 BOL/01 (354-BOL-5061)**

**US\$ 16 000**

#### **TYPE OF PROJECT**

This project's objective was to contribute to the building of a culture of non-violence aimed at promoting respect for diversity without discrimination of any type and contribute to the prevention and eradication of domestic violence. Also, to create a network of popular reporters to facilitate the promotion of awareness campaigns, in coordination with private and public organizations. All this was to be achieved through two training workshops for 18 women leaders of grassroots organizations in the production and editing of 40 radio programmes, and 18 educational messages.

#### **IMPLEMENTATION**

A contract was signed with *Casa de la Mujer* in October 2007 for US\$ 15,500 to implement the following activities:

- A training plan, consisting of 36 workshops on radio production and domestic violence, addressed to 18 popular reporters selected from leaders of grass-root organizations in the 15 municipalities of Santa Cruz de la Sierra in Bolivia.
- Production of 40 radio programmes of 30 minutes each in different formats, and 18 educational messages against intra-family violence and for the promotion and defence of human rights and democracy.
- Broadcasting of radio programmes and educational messages through radio stations of the area and through the beneficiary's Web page.
- A workshop for focal points in order to collect testimonies about the violence situations being faced by women.
- Two evaluation reports in order to systematize the project's results in a practical manual for popular reporters, focused on two subjects: violence prevention and how to apply a communication protocol to concrete subjects.

The project was implemented during a transitional period in the staffing of UNESCO/Quito, as former ACI departed on April 2007 and the new ACI took office in April 2008. Implementation meetings were therefore only scheduled at the very beginning of project formulation.

#### **RESULTS**

Some training workshops have been carried out and several radio programmes have been produced: However, the reports submitted have been unsatisfactory. For this reason, UNESCO/Quito has requested the beneficiary to provide more complete and accurate information on the project's results. Unfortunately, no appropriate information has been received so far. The beneficiary committed itself to send to UNESCO/Quito all pending information by 13/02/09. Upon reception of this report a decision will be made whether to proceed with the final stages of the project or to cancel the contractual agreement (which is now administratively expired). It seems that the political activism of the beneficiary organization has prevented them from implementing the project as originally foreseen. THE PROJECT HAS GONE THROUGH SERIOUS IMPLEMENTATION PROBLEMS, AND SO FAR HAS NOT YIELDED SATISFACTORY RESULTS. THE CANCELLATION OF THE CONTRACT ISSUED WITH THE BENEFICIARIES IS BEING SERIOUSLY CONSIDERED. THE CONTRACT WAS DUE TO BE TERMINATED IN SEPTEMBER 2008

## NATIONAL PROJECT

**CHILE: A CITIZEN-BASED MEDIA MODEL “EL CIUDADANO”**  
**PROJECT NO.: PDC/52 CHL/01 - 354CHI5071**  
**US\$ 19 000**

### **TYPE OF PROJECT**

The Project “El Ciudadano” with its dual-media offers multiple possibilities to give voice to the most marginalized groups in Chile through their own constructed communication space, that does not only reflect the civil society needs, achievements, and interests, but also respects the country’s cultural diversity.

The immediate beneficiaries of this project are locally based communities that work on citizen rights, and are interested in creating their own printed media. Focus will be on projects that have a good representation of women, youth and minorities. They will receive training in all the production phases of community-based media (based on “El Ciudadano” model), and prospects for its commercial sustainability.

The immediate objectives are: (1) raise awareness of free access to the country resources; (2) creating opportunities and strengthen local capacities; (3) building an independent media network; and (4) issue-based publications at national level.

### **IMPLEMENTATION :**

A contract has been established in July 2008 with the project partner. The project is developing so far with great interest and expectations of the independent press in the Chile. In the framework of this project a newspaper called “The Swan” is being edited and is circulating in the autonomous region of Maule. A meeting of independent media in Chile is being prepared, with other working teams in the cities of Valparaiso and Concepción. An example for the web platform can be seen at [www.elcisne.com](http://www.elcisne.com) where news, posters, video and audio can easily be uploaded. The site will be implemented for the newspapers “El Costeño” (Florida) and “La Diagonal” (Concepción). “La Palanca” is a supplement devoted to women which had a very good reception. 15.000 copies were distributed at national level along with “El Ciudadano”. Funds intended for investigative journalism have been of great help to provide the Chilean civil society journalism of quality. Interviews have been financed on the strategic resources of the 21<sup>st</sup> Century in Chile: among others (1) Water, (2) the lack of democracy, (3) the environmental impact on the Termoelectric coast of “La Serena”.

## NATIONAL PROJECT

### **COLOMBIA: SEMINAR-WORKSHOP “JOURNALISM IN CONFLICT AREAS AND POST-CONFLICT IN COLOMBIA”**

**PROJECT NO: 354-COL-5071**

**US\$ 24 200**

#### **TYPE OF PROJECT**

The project aimed at training fifty journalists from the two Colombian regions that are the most affected by the armed conflict in covering and analysing the conflict in Colombia, particularly the demobilization process and social re-insertion of former armed illegal groups.

#### **IMPLEMENTATION**

A contract was signed with *Medios para la Paz* in August 2008 for US\$ 22,000 for the implementation of the following activities:

- To conduct a training programme for 50 press, radio and television journalists covering conflict regions on topics such as press freedom, post-conflict reporting, journalistic ethics, demobilization and social re-insertion processes. For this purpose, organize two 16-hour workshops in Barrancabermeja and Cucutá in October and December 2008.
- As a result of the workshops, prepare two reports that reflect the content of the debates and include pictures of the events. Prepare information for the project’s web page and to be sent to the media. Systematize the experience.

#### **RESULTS**

The project is still on-going. The workplan and training plan were received in September 2008. The workshops however had to be postponed because of the collapse of financial pyramid schemes in the very same region where the workshops had to take place. The attention of journalists being focused on covering these events, the organizers decided to postpone the workshops. They are now scheduled to take place in February 2009.

#### **CONCLUSION**

IMPLEMENTATION IS SLIGHTLY DELAYED (2-4 MONTHS) ALTHOUGH EXPECTED RESULTS SHOULD BE ACHIEVED AS PLANNED.

## NATIONAL PROJECT

**COSTA RICA: TRAINING IN FREEDOM OF EXPRESSION FOR RURAL JOURNALISTS**  
**PROJECT N°: PDC/51 COS/01 (354 COS 5061)**  
**US\$ 24.000.00**

### **TYPE OF PROJECT**

The Press and Freedom of Expression Institute (IPLEX) of San José, Costa Rica promoted and defended the work of rural journalists and communicators in Costa Rica, strengthen freedom of expression and a free democratic debate of local ideas and opinions, thus contributing to the development of better informed and more actively participating citizens.

The association “Press and Freedom of Expression Institute” (IPLEX) was established on June 8th, 2005, with the support of UNESCO, as an initiative of a group of distinguished journalists and lawyers, who are committed to strengthening freedom of expression and access to information. The Institute also seeks the promotion of an ethical, responsible and independent journalism.

### **IMPLEMENTATION**

100% implemented all the foreseen activities in the work-plan. The financial and technical reports were submitted to UNESCO/SJO.

### **RESULTS**

- A diagnosis of the freedom of expression problems faced in Costa Rica’s rural regions elaborated and distributed.
- A manual for journalists “El Derecho de Acceso a la Información Pública en el ordenamiento jurídico Costarricense”, elaborated and distributed.
- 40 journalists working in Costa Rican rural media trained on freedom of expression and the mechanisms through which they can enforce their rights.

### **CONCLUSION**

- The project has been successfully concluded. IPLEX now has a strong reputation in Central America for its activities promoting press freedom, freedom of expression and access to information.



## NATIONAL PROJECT

**DOMINICAN REPUBLIC: STRENGTHENING OF FREEDOM OF EXPRESSION  
PROJECT N°: PDC/49 DOM/01 (345 DOM 5051)  
US\$ 15,000**

### **TYPE OF PROJECT**

The Centre for the Freedom of Expression in the Dominican Republic – CLERD trained Dominican journalists with the tools in national and international legislation concerning freedom of expression and of the press, as well as free access to public information, which enabled them to address the difficulties they face, and denounce the impunity of the threats, intimidation and blackmailing all over the country. These infringements on freedom of expression limit the free flow of ideas and opinions required by any democratic society. CLERD intended to form a better professional practice, contribute to consolidating democracy and foster an appropriate development of the media both in ethical and technical aspects. The project deals also with new technologies of information and communication (ICTs).

### **IMPLEMENTATION**

50% of the foreseen activities were implemented by the beneficiary.

### **EXPECTED RESULTS**

a) 30 journalists trained on the legal, political and ethical situation of freedom of expression and press freedom in the Dominican Republic.

b) A manual on *Aspectos prácticos y metodológicos para el ejercicio de la libertad de expresión, defender la confidencialidad de la fuente y otros elementos en el Periodismo de Investigación* elaborated and distributed.

### **CONCLUSION**

The beneficiary faced several problems in the implementation of the work-plan and the coordination of the activities. The project was terminated as the beneficiary agency was unable to complete the remaining activities. CLERD received a first payment of \$7500, but in their financial report, only \$3000 was justified. The San Jose office requested to be reimbursed for the \$4500 balance, but we never received a reply.

## NATIONAL PROJECT

**DOMINICAN REPUBLIC: STRENGTHENING FREEDOM OF EXPRESSION IN THE  
DOMINICAN REPUBLIC  
PROJECT N°: PDC/51 DOM/01 (354 DOM 5061)  
US\$ 25 000**

### **TYPE OF PROJECT**

The UNESCO Chair in Communication, Democracy and Good Governance based in the Pontificia Universidad Católica Madre y Maestra of Santo Domingo, Dominican Republic trained journalists on the legal framework that protects and regulates the use of freedom of expression, press freedom and free access to information in the Dominican Republic. The UNESCO Chair was established in 2003. Its objectives are promoting an integrated system of research, training, information and documentation activities in the field of Communication and Culture of Peace.

### **IMPLEMENTATION**

100% of the foreseen activities in the work-plan were implemented by the beneficiary. The financial and technical reports were submitted to UNESCO/SJO.

### **RESULTS**

- 40 journalists trained on the national and international legislation relative to freedom of expression and press freedom.
- 25 journalism trainers of journalism trained in the national and international legislation on freedom of expression and the press, and in the proper teaching and promotion of freedom of expression and press and free access to public information.
- 25 journalists from the Dominican Republic, Mexico, Cuba, Guatemala, Honduras, El Salvador, Nicaragua, Costa Rica, and Panama trained in “The Practice of Journalism and the safety of journalist”.
- Radio and TV directors from the Dominican Republic made aware of the significance of the freedom of expression and press for practicing journalists and the importance of free access to public information.
- 3 radio productions on the situation of freedom of expression and press in the Dominican Republic.
- 4 radio productions on the situation of free access to public information in the Dominican Republic.
- 2 TV reports on the situation of freedom of expression and press and free access to public information.

### **CONCLUSION:**

The project was successfully concluded by the beneficiary.

## NATIONAL PROJECT

**ECUADOR: COMMUNITARIAN JOURNALIST TRAINING**  
**PDC/49 ECU/01 (354ECU5051)**  
**US\$ 21 000**

### **TYPE OF PROJECT**

The project, implemented by ATASIM, an association in the Amazon region of Ecuador, consists of a training programme for 30 local journalists and media professionals and 150 university students in the Morona Santiago Province, and aims at fostering improved media productions that will focus on strengthening local productions and preserving the Shuar culture.

### **IMPLEMENTATION:**

Activities executed by ATASIM:

1. The first 3-day workshop on digital video production was implemented in September 2006 with the participation of 23 journalists. As a result of the workshop, a report and a video were produced. The workshop also offered 62 students a 1-day training course on the same topic as an extra activity.
2. The second 2-day-workshop on journalistic genres was carried out in April 2007 with the participation of 80 journalists, media professionals and university students. The objective of this activity was to provide participants with the theoretical and practical tools necessary for the correct use of journalism genres.
3. The third 2-day-workshop on investigative journalism was carried out in June 2007 with the participation of 64 journalists and media professionals. The purpose of this activity was to provide participants with information on investigation as a requirement for any journalist who goes behind the simple registration of facts.
4. In August 2007, the two forums were organized, with the participation of 206 journalists, media professionals and university students. The first Forum on Freedom of Expression and Press Freedom (August 22 of 2007) dealt with the reality of freedom of expression and press in the different regions of Ecuador. The second Forum on the Civil Society Building (August 23 of 2007) dealt with topics related to the strengthening of democratic institutions for sustainable development and a new civil society.
5. Two workshops on Ethics and Radio Announcing, involving the participation of 60 journalists and media professionals, were organized in August / September of 2007 with a large participation of Amazonian indigenous population.

### **RESULTS:**

Improved production capacities of local journalists in the province of Morona Santiago and thereby improved flow of information to the public.

A better informed society with quality productions by prepared journalists.

Video produced on topics of interest to Amazonian people which can be broadcast in the national and local TV media.

### **CONCLUSIONS:**

After a necessary rescheduling and contract amendment, the project concluded successfully in September 2007. ATASIM has been very motivated by the execution of this project since it opens doors to regular broadcasting on local channels on topics of interest for the community.

## NATIONAL PROJECT

**ECUADOR: WOMEN AND RADIO ON-LINE**  
**PROJECT NO: PDC/51 ECU/01 (354-ECU-5061)**  
**US\$ 20 000**

### TYPE OF PROJECT

The project aimed at fighting “androcentric bias” in information and communication by providing access and knowledge of ICTs to female radio journalists. More concretely, it proposed to provide 15 women producers working for popular and educational radios with access to ICTs and the appropriate training to use them. At the same time it was meant to give female producers the opportunity to produce a series of 10 radio micro-programmes on the history of women’s rights. The series was to be disseminated through the CORAPE, ALER, AMARC and CODESAN radio networks. In other words, the project had four components: training, access to ICTs, production and dissemination.

### IMPLEMENTATION

A contract was signed with *Corporación Promoción de la Mujer* in October 2007 for US\$ 19,000 and the following activities were implemented:

- A training programme was designed and 20 women producers working in rural and urban popular radio stations were trained during two consecutive three-day workshops. The topics covered were radio language, ICTs in radio production (digital sound, audio programmes, formats and protocols, recording, editing and post-production), gender issues and production processes.
- As a result of the training programme, 10 micro-programmes of 5-6 minutes each were produced on women’s issues.
- Once the micro-programmes produced, they were disseminated through several radio stations as well as through Internet.

The project was implemented during a transitional period in the staffing of UNESCO/Quito, as former ACI departed on April 2007 and the new ACI took office in April 2008. Implementation meetings were therefore only scheduled at the very beginning of project formulation.

### RESULTS

The project provided an opportunity for on-the-job training to 20 women producers who were able to develop their radio production capacities. The training also led to the production of 10 radio programmes on women’s issues, namely “souvenirs and dreams”, “men”, “female roles”, “happy moments”, “menopause”, “couple relationships”, “machometers” (a portable devise to detect macho behavior), and “homosexuality”. Financial incentives were given to several radio stations in order to broadcast the resulting programmes.

### CHALLENGES

There are many schools of thought on how to better fight for women’s equality in society. One of them argues that “women’s issues” need to be separate from male issues in order to give them appropriate attention. Another school believes that by tagging certain (usually light) issues as “women’s issues”, stereotypes are perpetuated. The issues chosen by the implementers of this project could stir the debate on what are the most appropriate and most effective topics to fight “androcentric bias” - to use the submitters’

own words. It has to be noted, however, that the participating radio stations and the resulting programmes were targeting low-income women with a very low educational level, which may justify the choice of topics.

## **CONCLUSION**

THE PROJECT HAS BEEN FULLY AND SUCCESSFULLY IMPLEMENTED. THE PROJECT DID FIGHT MALE BIAS IN INFORMATION AND COMMUNICATION IN ITS OWN MODEST WAY AND THE IMMEDIATE OBJECTIVES WERE REACHED. IT WOULD BE UNREALISTIC HOWEVER TO EXPECT A REAL IMPACT ON INFORMATION AT THE NATIONAL LEVEL. IN THIS SENSE, THE LONG-TERM, DEVELOPMENT OBJECTIVES WERE TOO AMBITIOUSLY FORMULATED.

## NATIONAL PROJECT

### **GUATEMALA: CREATION OF A MAYAN COMMUNICATION NETWORK - REFCOMAYA**

**PROJECT N°: PDC/49 GUA/01 (354 GUA 5051)**

**US\$ 20,000**

#### **TYPE OF PROJECT**

The Academy of Mayan Languages of Guatemala - ALMG) improved the capacities of radio producers and created a Network of Young Mayan Communicators with a participative social communication approach. The aim of the project was to generate the largest possible number of agents capable of broadcasting messages in the 22 Mayan languages of Guatemala, spoken by 60% of the population, the poorest in the country.

The broadcasters became interlocutors of the different linguistic communities and the population in general. They promoted and strengthened the use of the Mayan languages in Guatemalan media as an instrument of freedom of expression, thus contributing to building peace in a multi-cultural state.

The use of the Mayan languages in the media contributed to change and development among the indigenous communities, as well as poverty reduction, the elimination of discrimination and the promotion of democratic participation.

#### **IMPLEMENTATION**

100% of the foreseen activities in the work-plan were implemented by the beneficiary. The financial and technical reports were submitted to UNESCO/SJO.

#### **RESULTS**

- 23 radio broadcasters trained on the situation of the Indigenous Communities of Guatemala in the national context
- 23 radio broadcasters trained on the importance of strengthening the use of the Mayan languages in the Guatemalan media
- A communication network created for the 23 radio broadcasters

#### **CONCLUSION**

The project was successfully concluded by the beneficiary. This project was also subject to a detailed evaluation carried out by an outside consultant.

## NATIONAL PROJECT

### **GUATEMALA: TRAINING OF AUTOCHTHONOUS COMMUNITY JOURNALISTS TO BROADEN MEDIA PARTICIPATION**

**PROJECT N°: PDC/51 GUA 01 FIT-US (523 GUA 5000)**

**US\$ 27 700**

#### **TYPE OF PROJECT**

This training project was focused on developing the skills of indigenous journalists, focused especially on radio and to a lesser extent print reporters. There are increasing opportunities for indigenous reporters and editors to access and influence the national Guatemalan media, especially those with solid training in radio and print reporting techniques and in professional journalism practices. While indigenous Guatemalans comprise many of the reporters in media outlets in the highlands provinces, few have ever had any professional training and many have had limited formal education. Providing practical journalism training through targeted workshops led by a skilled journalism trainer will help indigenous journalists better represent the interests of their communities in national media.

Ajb´atz´ Enlace Quiché intends to develop the skills of indigenous journalists, focusing especially on radio and to a lesser extent print reporters. There are increasing opportunities for indigenous reporters and editors to access and influence the national Guatemalan media, especially those with solid training in radio and print reporting techniques and in professional journalism practices. While indigenous Guatemalans comprise many of the reporters in media outlets in the highlands provinces, few have ever had any professional training and many have had limited formal education. Providing practical journalism training through targeted workshops led by a skilled journalism trainer will help indigenous journalists better represent the interests of their communities in national media.

The direct beneficiaries of this training were 120 journalists from the Mayan highlands provinces of Quiche, Quetzaltenango, Solola, San Marcos and Huehuetenango in Guatemala. At least 90 percent were indigenous, from one of the country's 24 indigenous linguistic communities. Recognizing that relatively few indigenous women are journalists, our goal was to recruit at least 20 percent women participants. Priority was given to journalists from provincial and community radio stations who had never received any journalism training; a second priority group was print reporters who seek to gain access to the national print media.

#### **IMPLEMENTATION**

The beneficiary found some difficulties at the end of the implementation of the programmed activities. All the activities foreseen in the action plan were not implemented.

This project began in April 2007 and finished in April 2008.

The beneficiary returned US\$4.816.96 to the IPDC Funds for not implementing all the activities. Final payment US\$3.700.00 not processed

## **RESULTS**

1. 120 journalists (mostly indigenous Mayans) participated in a three-part series of training events over several months to hone core journalism skills. These events included: a) an initial one-day seminar on journalistic practice and interviewing skills, which also served as a needs assessment; b) a two-day workshop on core reporting and radio production skills and journalism ethics; and c) a final one-day seminar focused on the social responsibility of journalists.
2. The three regional workshop clusters promoted regional and national cooperation and networking among indigenous journalists in order to empower them to help Guatemala move to a more participatory and inclusive democracy and a more responsive and pluralistic media that gives appropriate attention and focus on the development challenges and needs of the country's indigenous majority.
3. Participants received resources and suggestions for how to market their stories to national media and a website tied to the training sessions.
4. Empowered Mayan journalists to better articulate and document the developmental needs and challenges of their communities and to help Guatemala move to a more participatory and inclusive democracy that addresses deep-seated problems of widespread societal violence, human rights violations, judicial impunity, government corruption, endemic poverty, uneven educational access and persistent social discrimination.

## **CONCLUSION**

Inclusive participation in the country's national media is essential to the full participation of indigenous Guatemalans in the nation's political, economic and social life.



## **NATIONAL PROJECT**

**GUYANA : TRAINING MEDIA PROFESSIONALS IN RESEARCH AND PRODUCTION OF CULTURAL & COMMUNITY ORIENTED PROGRAMMES**  
**PROJECT NO: PDC/52 RLA/71 (354-RLA-5071)**  
**US\$ 20 000**

### **TYPE OF PROJECT**

This project supports the move of the state broadcaster in Guyana towards becoming a true public service broadcaster. It proposes to promote the development and broadcast of more quality cultural and community programmes on radio and TV through training of 30 media professionals in research and production techniques. The project will target young media professionals (radio and TV script-writers, producers, interviewers, broadcasters, editors and sound and video field technicians) working at the State-owned NCN as well as volunteer staff at the Community Radio Station, Radio PAIWOMAK, in the hinterland of Guyana.

### **IMPLEMENTATION**

This project is on time. A contract has been established with the National Communications Network; a project coordinator has been designated and a needs analysis carried out. Acquisition of equipment is under way; some has already been delivered. It planned that three of the six training workshops will be organized by the end of the first quarter of 2009.

### **RESULTS**

When completed the project would have yielded the following results:

- 30 media professionals trained in researching, scripting, programming, audio and video manipulation and producing cultural and community programmes for radio and TV
- Three documentaries and thirty features produced for radio and TV bearing on indigenous cultural topics or of specific community concerns during the twelve months of the training programme
- Number of cultural and community oriented programmes broadcast on NCN and Radio Piawomak increased
- Acquisition of a number of basic equipment for field production.

### **CHALLENGES/OBSERVATION**

Guyana is the most challenging country in the Caribbean Cluster in respect to freedom of expression and free press. The government operates the only mainstream radio station in the country. Constitutional review is now being undertaken to open up the licensing of radio. The project is being monitored closely and care is being taken to maintain good relations between the Government and UNESCO to facilitate development of more pluralistic media in this country.

This project is ongoing.

## NATIONAL PROJECT

### **DOMINICAN REPUBLIC: STRENGTHENING FREEDOM OF EXPRESSION IN THE DOMINICAN REPUBLIC**

**PROJECT N°: PDC/51 DOM/01 (354 DOM 5061)**

**US\$ 25 000**

#### **TYPE OF PROJECT**

The UNESCO Chair in Communication, Democracy and Good Governance based in the Pontificia Universidad Católica Madre y Maestra of Santo Domingo, Dominican Republic trained journalists on the legal framework that protects and regulates the use of freedom of expression, press freedom and free access to information in the Dominican Republic. The UNESCO Chair was established in 2003. Its objectives are promoting an integrated system of research, training, information and documentation activities in the field of Communication and Culture of Peace.

#### **IMPLEMENTATION**

100% of the foreseen activities in the work-plan were implemented by the beneficiary. The financial and technical reports were submitted to UNESCO/SJO.

#### **EXPECTED RESULTS**

- 40 journalists trained on the national and international legislation relative to freedom of expression and press freedom.
- 25 journalism trainers of journalism trained in the national and international legislation on freedom of expression and the press, and in the proper teaching and promotion of freedom of expression and press and free access to public information.
- 25 journalists from the Dominican Republic, Mexico, Cuba, Guatemala, Honduras, El Salvador, Nicaragua, Costa Rica, and Panama trained in “The Practice of Journalism and the safety of journalist”.
- Radio and TV directors from the Dominican Republic made aware of the significance of the freedom of expression and press for practicing journalists and the importance of free access to public information.
- 3 radio productions on on the situation of freedom of expression and press in the Dominican Republic.
- 4 radio productions on the situation of free access to public information int he Dominican Republic.
- 2 TV reports on the situation of freedom of expression and press and free access to public information.

#### **CONCLUSION**

The project was successfully concluded by the beneficiary.

## NATIONAL PROJECT

**JAMAICA: CREATIVE MEDIA AND CREATIVE CONTENT DEVELOPMENT:  
INTERNET RADIO/MOBILE ICT LAB -THE CONTAINER PROJECT  
PROJECT NO: PDC/51JAM/01 (354 JAM5061)  
US\$20 000**

### **TYPE OF PROJECT**

The Container Project was established in 2003 and is essentially a 40 ft container retrofitted into a 14-computer laboratory; thanks to it, training in various new ICT skills was made possible for a number of marginalized youth. Over the past three years, the Container Project has received support from UNESCO/IPDC to enhance it and transform it into a fully-fledged Community Multimedia Centre (CMC). This particular funding is intended to make the facility truly mobile.

The project aims at establishing a multimedia lab in a wheeled bin, which would travel to a number of marginalized communities and in which training sessions in ICT/Multimedia technology would be conducted, in view of increasing the capacity of at least 60 hard-to-reach, at-risk and socially excluded youth in audio/video production, interface design and Internet usage. The lab will also offer an inexpensive method of moving the workshop from street to street and city to city.

### **IMPLEMENTATION**

IPDC approved this project to the tune of US\$ 20,000. A contract has been established with the partner. Multimedia, radio equipment and material have been purchased, and the mobile facility is now being retrofitted. Dialogue with supporting agencies who will provide the desired participants, such as the May Pen Magistrate Court and other community service groups, has commenced.

### **RESULTS**

When completed, the project should have yielded the following results:

- At least 60 young people living in innercity communities trained in areas relating to radio and television production, operations and management of the multimedia centre, audio and video manipulation, Internet and other multimedia;
- At least 2 radio programmes and 15 digital stories on issues affecting youth at risk in unstable communities designed and produced;
- Quarterly community newspaper for the CMC designed, developed and distributed throughout the community;
- Enhancement and Expansion of the Caribbean Internet Radio Portal (CIRP).

## NATIONAL PROJECT

**JAMAICA: DEPARTMENT OF CORRECTIONAL SERVICES PRISON RADIO NETWORK (REHABILITATION RADIO)**  
**PROJECT NO: PDC/51 JAM/02 (354 JAM 5062)**  
**US\$ 32 000**

### **TYPE OF PROJECT**

This project involves the use of ICTs (Internet, radio, computers, newspaper etc) as a tool for crime mitigation by targeting prisoners in correctional facilities in Jamaica. Programmes will be designed, developed and distributed to educate the inmate population (via courses, discussion groups, interviews and guest speakers) and to inform them on events across the penal system. This will create an atmosphere which is conducive to learning and will benefit both the inmates and correctional officers.

The project envisages reinforcing the capacities of the Department of Correctional Services (DCS) through creating a positive interactive radio environment throughout DCS involving correctional officers, administrators, inmates and families. The radio network will be a major vehicle to advance the DCS's Life Skills Programme and provide the opportunity for positive change since there is currently no medium for coordinated education and communication in the prison.

### **IMPLEMENTATION AND ACHIEVEMENTS**

This project implementation is nearing completion. To date the following activities have been completed:

- Management committee was established;
- Three training workshops organized;
- At least 60 inmates and correctional officers have been trained;
- Quarterly newsletter has been developed and launched
- High quality content has been developed;
- The prison radio now stream live online on [www.mcclinks.com](http://www.mcclinks.com) ;

### **RESULTS**

**When completed the project would have yielded the following results:**

- At least 75 inmates and correctional officers trained in areas relating to media and communication skills, programming, broadcasting, basic electronic engineering, videography, photography and related multimedia skills, promoting ICTs as a tool for enhancing understandings of a culture of peace and non-violence and capacities for re-integration to community and society;
- Quarterly newspaper for the Prison Radio Network designed and developed;
- Improved infrastructure for at least three correctional facilities, namely, Fort Augusta (women), Rio Cobre Juvenile (youth) and the St Catherine Adult (men);
- Management committee for the CMCs, consisting of senior officers of DCS, correctional officers, and inmates established; providing and ensuring continuous support and enabling environment for the participants to produce news articles, radio and video programmes through the CMCs;
- At least 10 radio programmes and 20 digital stories on issues of importance to the prison community produced and broadcast;

- A guide on the use of mass media and ICTs for rehabilitation and community broadcasting tailored to penal communities in the Caribbean developed and disseminated;
- Enhanced interventions to deter potential delinquents from a life of crime through the broadcasting and dissemination of content produced by the inmates on-line [via the Caribbean Internet Radio Portal [(CIRP)] and through traditional means inside the correctional facilities involved as well as to the general public.

## **CONCLUSION**

This project is nearing completion. This is a pioneering UNESCO project that should be replicated. Actions will be taken for the experience to be shared at with the Association of Commissioners of Prison in the Caribbean. The report of the Ethnographic Action Research carried out as a part of this project will be edited and published.

## NATIONAL PROJECT

**NICARAGUA: TRAINING PROGRAMME IN RADIO PRODUCTION FOR  
COMMUNITY COMMUNICATORS**  
**PROJECT N°: PDC/51 NIC/01 (354 NIC 5061)**  
**US\$ 25 000**

### TYPE OF PROJECT

The Nicaraguan Sustainable Development Network ensured that reporters to improve their ability to communicate and interact with their communities, via the production of new radio programmes and the use of new forms of radio production which induce a greater awareness of the community. The project reduced the gap between citizens and their local and national authorities by promoting a better access for the citizenry to the media. The priority area of this project was training in the area of community media. SND Nicaragua was established in 1994 as a result of a project executed by the United Nations Development Programme (UNDP). Its objective was to promote sustainable development by providing access to information through the use of new Information and Communication Technologies (ICTs) and the radio;

### IMPLEMENTATION

100% of the foreseen activities in the work-plan were implemented by the beneficiary. The financial and technical reports were submitted to UNESCO/SJO.

### RESULTS

- 60 local communicators trained in technical and conceptual radio production tools so as to promote community development, specifically in the areas of freedom of expression, communication for development and communication strategies at local level;
- 45 communicators trained in the use of new ICTs for improving community radio production techniques, investigation and information services.

### CONCLUSION

The project was successfully concluded by the beneficiary

## NATIONAL PROJECT

### **PANAMA: FREE PRESS AND ETHICS IN PUBLIC AND PRIVATE TELEVISION AND RADIO JOURNALISM**

**PROJECT N°: PDC/51 PAN/01 (354 PAN 5061)**

**US\$ 20 000**

#### **TYPE OF PROJECT**

The Sistema Estatal de Radio y Televisión (SERTV) of Panamá (i) improved the skills of journalists and students in research, development and analysis in the area of news production; (ii) strengthened their knowledge of the ethics used in the making of the news; (iii) enhanced legal knowledge concerning press freedom and its importance for democracy and collective liberties; and (iv) reinforced the development of citizenship awareness.

Created in 1978 and originally conceived for educational and cultural broadcasting, Canal 11 was absorbed by the Panamanian State, and slowly became a government propaganda media, with very low ratings and no credibility from its viewers.

In 2004, a new administration presented a project to the National Assembly (Parliament), through which Canal 11 would soon become the SERVICIO ESTATAL DE RADIO Y TELEVISION, with a new mission towards its audience.

#### **IMPLEMENTATION**

100% of the foreseen activities in the work-plan were implemented by the beneficiary. The financial and technical reports were submitted to UNESCO/SJO.

#### **RESULTS**

- 100 journalists and students improved their skills in research, development and analysis in the area of news production.
- 100 journalists trained with a better knowledge of the ethics used in the making of the news.
- Enhanced the knowledge of 100 journalists on legal issues related to press freedom and its importance for democracy and collective liberties.
- Reinforced the role of 100 journalists in the development of citizenship awareness.

#### **CONCLUSION**

The project has been successfully terminated. Final Report submitted to UNESCO SJO.

## NATIONAL PROJECT

### **PANAMA: TRAINING PROGRAM FOR POPULAR JOURNALISTS: PRACTICAL TECHNIQUES TO IMPROVE COMMUNICATION SKILLS**

**PROJECT N°: PDC/52 PAN/01 (354PAN5071)**

**US\$ 25 700**

#### **TYPE OF PROJECT**

FETV (*La Fundación para la Educación en la Televisión*), Channel 5, started in 1990. Its mission is to provide education and increase the levels of culture of the Panamanian society, by providing wholesome entertainment and contributing to form critical thinking through information, orientation and continuous dialog, all with programming and production of programs with quality.

FETV will emphasize alternative methods of communication, those same methods that the participants can develop in their communities in order to improve it, and to make them (the participants) more effective in their work and the development of their communities.

One of the key goals of this project is the transformation of members of rural communities into a source of effective information, but with real participation. By realizing alliances with many mass media outlets they could establish bonds and develop effective communication vehicles in which these communities can tell the rest of the country their activities, problems and events that they seldom have the opportunity to let the outside world know.

#### **IMPLEMENTATION**

- a) Sensitizing by means of radio and television regarding the importance of the proposed program to train in communication techniques
- b) Preparation of the *Manual for Alternative Means of Communication for Popular Journalists*
- c) 12 workshops, three in each of the four chosen provinces of Colon, Darien, Veraguas and Cocle.

#### **RESULTS**

- a) Radio and television sensitized on the importance of the training program in communication techniques.
- b) A Manual for Alternative Means of Communication for Popular Journalists prepared.
- c) Organization of 12 workshops, three in each of the four chosen provinces.

#### **CONCLUSION**

- The project started in August 2008 and will be concluded by August 2009.
- First Progress Report will be submitted to UNESCO San José in March 2009.



## NATIONAL PROJECT

**PERU: RED RADIAL AMAZONICA**  
**PROJECT NO: PDC/51 PER/01 (354-PER-5061)**  
**US\$ 28 000**

### **TYPE OF PROJECT**

This project aimed at developing the capacities of community and educational radios associated with *Red Radial Amazonica*, in order to strengthen their action in favour of educational and civic information, foster a dialogue between political and social actors and contribute to the design, implementation and monitoring of local and regional policies. The objective was to promote the participation of excluded native populations of the Amazon region in the decentralization and regional development processes. The project focused on three main components: training, production and public debate.

### **IMPLEMENTATION**

A contract was signed with *Radio Oriente de Yurimaguas* in October 2007 for US\$ 27,000 for the implementation of the following activities:

- Organize a two-day regional workshop with 20 journalists, producers and communication agents from native communities on legal matters concerning the use and exploitation of land as well as on citizens' journalism.
- Organize three two-day workshops addressed to 120 native communicators, on regional integration and development, native communities' issues, participation mechanisms, radio communication strategies and radio production formats.
- Organize three public fora on the social problems and development objectives of the communities involved, to be incorporated into the electoral debates and the formulation of participative programmes and plans.
- Produce 10-minute daily news programmes, a 15-minute news bulletin, and a weekly 30-minute programme of analysis and debate, to be broadcast through the network's radio stations.

### **RESULTS**

A regional workshop on Communication and Amazonic Development (with 53 participants) and a public forum on journalism and decentralization were carried out in the city of Yurimaguas in February 2008.

Since March 2008, the news bulletin is being broadcast twice a week through the network's radio stations.

The first local workshop on Land and oil exploitation by indigenous communities was held in Nauta in July 2008 with the participation of 23 leaders of indigenous communities. The second one, addressed to communication agents, was organized in Yurimaguas in August 2008, with the presence of 32 community leaders and rural authorities from 5 districts. Due to the delay in the implementation of the activities foreseen, the contract had to be amended. The final report, with information on pending actions, is expected by the end of March 2009.

### **CHALLENGES**

Several factors contributed to the implementation delay. First, the distance between communities in the Peruvian jungle, in addition to the bad conditions of roads and weather, made it difficult to gather all the participants foreseen for each activity planned. Second, due to problems with courier services, the reports were lost twice; this caused an important delay in payments from UNESCO's Quito office.

DESPITE THE DELAYS, THE PROJECT HAS SO FAR ACHIEVED SOME OF ITS OBJECTIVES. UPON RECEIPT OF THE FINAL REPORT WE WILL BE ABLE TO EVALUATE THE OVERALL RESULTS

## NATIONAL PROJECT

### **PERU: ITINERANT TRAINING FOR JOURNALISTIC AND TECHNICAL TEAMS FROM RED TV**

**PROJECT NO: 354-PER-5071**

**US\$ 22 000**

#### **TYPE OF PROJECT**

The project aimed at designing an itinerant training programme for the benefit of 75 journalists and technicians producing *Enlace Nacional*, which is a news show produced and broadcast by 17 local television stations throughout Peru. The decentralized production structure makes of this programme the only truly national news programme on Peruvian TV, as it incorporates information from the entire country with a democratic, decentralized and citizen-based approach.

#### **IMPLEMENTATION**

A contract was signed with *TV Cultura* in November 2008 for US\$ 20,000 for the implementation of the following activities:

- To produce the *Enlace Nacional* news programme with the inputs from all participating journalists in the different regions of Peru;
- Publish two training manuals, one on journalistic production and audiovisual treatment of news and the other on editing, compressing and transferring digital video archives, both to be disseminated on paper and electronically;
- Design an itinerant training programme for 30 journalists and 45 technicians associated with the *Enlace Nacional* initiative, to be conducted for one week in each of the 15 participating TV channels.
- Organize the itinerant training workshops and provide final reports on the activities.

#### **RESULTS**

The project is still on-going. The workplan and training plan were received in November 2008. The workshops are scheduled to take place between March and July 2009. The manuals shall be delivered by November 2009.

#### **CONCLUSION**

THE PROJECT IS BEING IMPLEMENTED AS PLANNED.

## NATIONAL PROJECT

### **ST. LUCIA: SOUFRIERE COMMUNITY RADIO/COMMUNITY MULTIMEDIA CENTRE**

**PROJECT NO: PDC/51 STL/01 (354 STL 5061)**

**US\$26 000**

#### **TYPE OF PROJECT**

This project seeks to establish a community multi-media centre with a radio station to improve the access of residents of Soufriere community to public debates and opportunities to influence the agenda on national policy formulation as it affects their daily lives. The project also seeks to develop the broadcasting capacity of community members to administer and manage the community radio station. It is also aimed at developing capacity (human and technical) at the community level so that community members can produce their own information packages. The project is being implemented in collaboration with the Soufriere Regional Development Foundation (SRDF).

#### **IMPLEMENTATION/ACHIEVEMENT**

A number of activities have been carried out by the implementing agency, including training, the publication and dissemination of the community newsletter. However, this project has experienced some delays due to a change in the Board of Directors of SRDF and difficulties in obtaining license to broadcast.

#### **To date the following activities have been completed:**

- Basic survey of issues affecting the community, awareness, possible solutions and how community radio/new technologies can help;
- Establishment of a project management committee.
- Establishment of community advisory board.
- Identification and selection of participants
- Community consultation to develop policy, operations and scope of Community Multi Media Centre.
- Four-week training workshops were organised;
- Quarterly community newspaper has been designed.

#### **RESULTS**

#### **When completed the project would have yielded the following results:**

- At least 20 young people living in the Soufriere community trained in areas relating to radio production, operations and management of the multimedia centre, audio and video manipulation, Internet and other multimedia skills;
- Quarterly community newspaper for the Soufriere CMC designed and developed;
- Soufriere CMC established; the first community radio in St Lucia;
- At least three radio programmes on issues of importance to the residents of the Soufriere community designed and produced.

This project is nearing completion.

## NATIONAL PROJECT

### **ST. VINCENT AND THE GRENADINES TRAINING OF JOURNALISTS IN ONLINE JOURNALISM**

**PROJECT NO: PDC/52 STV/01 (354-STV-5071)**

**US\$ 14 500**

#### **TYPE OF PROJECT**

This a capacity building project which is designed to train 30 journalists from local media houses in St. Vincent and the Grenadines through scholarships to pursue a course in Online Journalism being offered by the Caribbean Institute for Media and Communication (CARIMAC), University of the West Indies. Participants will receive training in such areas as web content writing and editing and the use of online technologies, online journalism and e-governance.

#### **IMPLEMENTATION**

This is some delay in the implementation Contract has been established with Interactive Media Limited and the following activities have been carried out or have commenced:

- UWI course and the availability of scholarships from UNESCO advertised in local press;
- Applications have been received and screened by a joint committee of Interactive Media and the National Commission and 30 successful applicants have been granted scholarship to pursue course
- Journalists have applied to CARIMAC for admission to the course
- Pre-training evaluation of websites has commenced.

#### **RESULTS**

When completed the project would have yielded the following results:

- 30 journalists trained in writing and editing content for the web and the effective use of online technologies.
- Two evaluation reports (one before the project, one after) prepared on the websites of the media houses of the journalists being trained in terms of news value, ease of use, design, interactivity, hits, timeliness of news, and use of web technologies.

#### **CHALLENGES**

The project has experienced delay because the delivery of the Online Journalism by CARIMAC is facing a snag due to changes in the administrative procedures for online course offered by the University of the West Indies (UWI). UWI has recently launched its fifth campus, which is a virtual campus called the Open Campus. This has lead to the changes in administrative procedures for all online courses offered by the University. The project is being closely monitored to ensure full implementation.

The project is ongoing.

## NATIONAL PROJECT

**St Kitts Nevis: INSERVICE DIGITAL ARCHIVING FOR MEDIA PROFESSIONALS AND DIGITISATION OF AUDIO-VISUAL ARCHIVE OF ZIZ BROADCASTING CORPORATION**  
**PROJECT NO: PDC/51 STK/02 (354 STK 5061)**  
**US\$31 000**

### **TYPE OF PROJECT**

This project seeks to enable ZIZ television to expose the youth in the country and make information from its audio-visual archives readily available for public usage, rebroadcasts and the creation of new programmes on past events. The project involves the training of staff (media professionals and workers) to undertake conversion of its video archives from analogue/VHS to digital, and the provision of the necessary equipment to accomplish this task.

### **IMPLEMENTATION**

The first of two workshops was held on February 12-15 2008. The second was held in July 2008. Some equipment has been purchased and installed; however the final purchase has been delayed.

### **RESULTS**

When completed the project would have yielded the following results:

- At least 15 media professionals and workers trained on digital archiving and management of media content;
- Training manual designed, prepared and packaged on CDrom for distribution;
- Audio-visual content converted from analogue to digital;
- An increase (about 20%) in audio visual content available to the public over the life of the project;
- Enhanced capacity of ZIZ Radio and Television to facilitate on-going digitisation of media libraries;

### **CHALLENGES**

Final Deliverable for this project has been delayed due to by unforeseen problems with the delivery of a major piece of equipment by the suppliers.

This project is on-going.

## NATIONAL PROJECT

**TRINIDAD AND TOBAGO: MAYAROLIFE COMMUNITY MULTIMEDIA CENTRE – GIVING THE COMMUNITIES OF NARIVA/MAYARO A VOICE**  
**PROJECT NO: PDC/51 TRI/01 (354 TRI 5061)**  
**US\$28 000**

### TYPE OF PROJECT

This project involves the establishment of the Mayaro community multi-media centre consisting of a community radio, community television and internet facilities and the training of community members to utilize the facilities. It is envisioned that this CMC will give the Mayaro community:

- The means and medium to collect and disseminate community specific information;
- An outlet for the community to express its concerns on local and national issues;
- A supportive environment for the development and expression of community talent;
- A natural disaster information centre - providing residents with timely warnings about natural disasters and threatening weather patterns as well as general safety information. This is particularly important to the community which lies along the country's east coast
- Opportunities for training and employment in the mass media.

The project is being implemented in collaboration with the Mayaro Life NGO.

### IMPLEMENTATION/ACHIEVEMENT

Contract has been established with partner and implementation is nearing completion.

To date the following activities have been completed

- Assigning of Project Management Team to various aspects of the project
- Recruitment of Project Coordinator
- Preparation of site for Multi Media Centre
- Acquisition and installation of appropriate equipment
- Recruitment of persons trained in media production and in centre management
- Organizing and conducting of training programme; 30 persons have been trained.
- Community newsletter produced

### RESULTS

When completed the project would have yielded the following results:

- At least 60 young people living in the Mayaro community trained in areas relating to radio and television production, operations and management of the multimedia centre, audio and video manipulation, Internet and other multimedia skills;
- At least 15 young people trained on how to use the CMC to stimulate and enrich natural heritage tourism development, natural and cultural heritage preservation, hospitality, tour guiding, marketing and tourism business start-up and life skills training;
- A quarterly community newspaper for the Mayaro Life CMC developed and circulated;
- At least five radio programmes, five digital stories, and two TV programmes on issues of importance to the youths of the Mayaro community produced and broadcast.

This project is nearing completion.

## NATIONAL PROJECT

**URUGUAY: COMMUNITY COMMUNICATION FOR DEVELOPMENT**  
**PROJECT NO: PDC/51 URG/01 354 URG 5061**  
**US\$ 18 000**

### TYPE OF PROJECT

The Project aimed at strengthen community multimedia centres (CMCs) of the nationwide RUTELCO network in Uruguay through (1) training of their managers in community promotion; (2) adding the advantages of community radios to existing telecentres; and (3) promoting the incorporation to the Internet of an existing and successful radio in order to widen its reach as a pilot. RUTELCO is represented by the NGO Committee for Democratization of Informatics (CDI).

The specific objectives for strengthening CMCs in Uruguay were: (1) to provide ICT-based development tools for 20 community centres in Uruguay; (2) to train 100 persons from 10 community radios in community radio content management; (3) 300 people trained in community promotion, and CMC's Sustainability; (4) to create three new community radios; and (5) install one existing community radio transmitting through the Internet, as a pilot experience.

The development objective was to empower less protected people in Uruguay by providing information and technological tools for their personal and communitarian improvement.

### **IMPLEMENTATION :**

The project was based on the experience of UNESCO's project with RUTELCO and AMARC on "Strengthening Community Multimedia Centres: Two pilot cases in Northeast Uruguay" (Regular Programme 2006/2007). The selected community centres were Masoller and Cerro Pelado.

The results of implementation are below described in three areas: (1) training and content; (2) community radios; and (3) community radios broadcasting.

### RESULTS

#### **1. Training and content**

The immediate objective was to train 300 people in Community Promotion, and in Sustainability of Community Multimedia Centers (CMCs). Eleven courses have been delivered to trainers and multipliers covering the following subjects of community promotion: (1) Transactional Analysis; (2) Personal Entrepreneur Plan; (3) Teleworking; (4) One Laptop per Child Applications (2 courses delivered); (5) Labour Insertion; (6) Train the Trainers; (7) Virtual Room; (8) Unlimited Potential; (9) Free Software; (10) Community Multimedia Centres maintenance; (11) Regional Forum "CEIBAL Learns" (modality 1 learner: 1 notebook)

The courses were delivered at CDI premises and/or ANTEL Telecommunications Company. Several courses were replicated in the CMCs, (e.g. CMC – Young Men`s Christian Association (YMCA) – and Supermarket Géant). Total amount of participants: 357 (19% above the goal)

The seminars aiming at giving community support to Plan CEIBAL (OLPC Program) have been specially innovative and successful as many CMCs joined the training courses from distant rural areas and up to 25 persons participated in presence at CDI premises.

For more information about programmes and pictures see website [www.cdi.org.uy](http://www.cdi.org.uy). Information on delivered courses can be found in the ANTEL USI Portal <http://www.usi.org.uy/es/rutelco/index.html>.

## **2. Community radios**

The delivered training courses were: (1) Journalism - Children's Radio (in CMC Géant and La Esperanza): 26 participants; (2) Connecting CR to Internet (in SECNET): 5 participants; (3) Journalism and Communication – Community Radio in Internet Training (in CDI): 19 participants.

The National Congress of Multimedia Community Centres was named 'Communication for the Community' and took place in Masoller, Rivera, an isolated community in the Northern part of the country, on October 25th, 2008.

All CMCs of RUTELCO were invited and 54 persons from 14 CMCs participated on the occasion of launching Radio Chasque in Cerro Pelado, an additional event for the promotion of community radio took place in Cerro Pelado, Rivera on 28 September 2008 where 125 persons participated. The total number of participants in community radio training and conference were 229 participants.

## **3. Community Radios Broadcasting**

RUTELCO Radio was created and is broadcasting on the Internet. The RUTELCO RADIO started to broadcast right after the National CMC Congress on 25 October 2008. A pilot programme was created with interviews of RUTELCO members and other authorities related to CRs and community promotion. The web site of CDI was improved to host Radio RUTELCO. The programme has been improved and broadcasted since end of October, 2008, through Internet by Radio RUTELCO ([www.cdi.org.uy](http://www.cdi.org.uy) click on Radio RUTELCO). For Children's radio were 26 children of two CMCs trained in radio production. After receiving some basic training, they created their own programmes. Their programmes have been broadcasted in the Internet as part of Radio RUTELCO since November, 2008.

ADDITIONAL CRs: The CR trainers and CDI staff explained the advantages of CRs to RUTELCO CMCs. These activities will continue during 2009. Radio RUTELCO is already a fact, and it is giving the participants the possibility to practice what they were learning, listen to their voices in Internet and have a way to be heard globally. Radio RUTELCO is broadcasting all type of programmes with the voices of all CMCs that are members of the RUTELCO network. Community radios broadcasting by air: (1) Community radio El Chasque of Cerro Pelado: One CR related to a RUTELCO-CDI CMC where UNESCO has been previously involved (Cerro Pelado) started its transmission and was helped by the project; (2) Community Radio Masoller F.M.: on 24 October, 2008, the Communication Services Regulatory Agency granted the permissions to broadcast for 38 CRs of the country, including Masoller and Cerro Pelado, both located in small, isolated and poor villages of the Northern part of Uruguay, close to the Brazilian border.

## **CONCLUSIONS:**

Although the project was delayed due to the parliamentary process for passing the community media law in Uruguay, all of the project objectives were met. The activities that started with IPDC funding will continue with other funding, as they are of great interest to the communities. IPDC was specially thanked for having given the opportunity to start such innovative ideas in Uruguay, to help the poorest and most isolated communities of the country to open their minds and have their voices heard.

The project is fully implemented



# EUROPE

## NATIONAL PROJECT

### ARMENIA: TV BRIDGE

**PROJECT NUMBER: PDC/51ARM/01 (354 ARM 5061)**

**US\$ 30,000**

#### TYPE OF PROJECT

Project Armenia TV Bridge aimed to establish a direct TV communication between the Lori region and the capital as well as between the audience and local / national officials by the means of:

- Capacity development of the TV station Loru MIG, located in the Armenian region of Vanadzor;
- Strengthening of cooperation and news bulletin's exchange between regional and national broadcasters (namely Loru MIG and Shant TV).

The overall outcome of the project was to provide Armenian people with relevant information about regional issues as well as to strengthen interaction between the people and the decision makers on both national and regional level.

#### IMPLEMENTATION

This project benefited from a US\$30.000 funding from the IPDC. Project implementation plan was developed by September 2007. The achievement of the project foresaw three legal commitments.

**First legal commitment (Fee contract for 3360 USD)** was signed with Loru MIG on 30 January 2008. It foresaw the obligations of the Contractor to produce and broadcast twice per week the programme of local news of the Lori region on the national TV channel SHANT TV for the duration of the contract, i.e. till December 2008. There have been concluded a Letter of Cooperation between the TV station Loru MIG and the national broadcaster Shant TV. TV programmes have been produced and broadcasted regularly and in accordance with the legal commitment. All the obligations under the legal commitment have been fulfilled.

Pilot TV programmes have been submitted to the UNESCO Moscow Office in July 2008. A copy of the DVD set containing 14 produced and broadcasted programmes has been submitted in December 2008 during the inspection conducted by the representative of the UNESCO Moscow Office.

The Supplier provided the following equipment to Loru MIG::

Item No	description	Qty
1	Digital camcorder Sony HVR-Z1, accessories (battery SONY NP-F970, lighter HVL 20W2, battery NP-F930), Tripod Heiwa TH 650, Bag UNOMAT	1
2	Digital recorder Sony GV -HD700	1
3	Printer HP Laser Jet 1020	1
4	Cassettes HDV	24
5	Cassettes DVCAM	24
6	Cassettes DVD	100
7	Video recorder LG V271K-W1(2), (6H), LG WLK9320W (1), (6H)	3
8	V-Monitor LG 1921 A	2
9	Hub D-1 LINK DES 1024D	1
10	Computer with 17"screen: TV broadcast Intel Core 2 duo E6750, MB Intel DP35DP HDD 160 GB, HDD 250 GB, AV, RAM 2 GB, SVGA, HD2600PRO Radeon 256 MB, Sound card 24 bit, DVD-RW, UPS, speakers, LCD 17", mouse, case, keyboard	1

11	Computer with 19" screen: TV edit Intel Core 2 duo Q6600, MB Intel DP35DP, HDD 160 GB, HDD 500 GB, AV, RAM 2 GB, SVGA Millenium G550 512 MB, Sound card 24 bit, DVD-RW, UPS, speakers, LCD 19", mouse, case, keyboard	1
12	Computer with 17" screen: FM broadcast Intel Core 2 duo E6750, MB Intel DP35DP, HDD 160 GB, HDD 250 GB, AV, RAM 2 GB, SVGA 256 MB, Sound card 24 bit, DVD-RW, UPS, speakers, LCD 17", mouse, case, keyboard	1
13	DV card Matrox RT. X 100 Xtreme	1
14	Microphone Shure SM-58	2
15	Audio mixer Behringer XENYX 2442FX	2
16	Video mixer Teleview – DSC 644	1

## **RESULTS**

The results achieved correspond to the objectives outlined in the IPDC project 354ARM5061. A direct TV broadcast between the Lori region and the capital city of Yerevan has been established. Information on this particular region became available to the national audiences, which widened the impact of regional events and problems on the national politics and decision making process.

## **CONCLUSION**

The new equipment has considerably increased the capacity of Loru MIG TV station with a stable and durable basis for the long-term production of TV programmes. The technical facilities of the channel are entirely satisfactory and in compliance with the requirements of the national broadcaster Shant TV. The cooperation between Loru MIG and Shant TV proved to be successful and will be continued in the future.

## REGIONAL PROJECT

**MOLDOVA: STRENGTHENING REGIONAL MEDIA COMMUNITY**  
**354MOL5071**  
**US\$ 20 000**

### TYPE OF PROJECT

The project aims to strengthen regional media capacity to cover and analyse themes linked to the achievement of UN Millennium Development Goals (MDG) in the Republic of Moldova.

This objective will be reached by the means of:

- organization of training seminars for ten regional media organizations of the Republic of Moldova on MDG topics;
- execution of media campaign on MDGs implementation in selected regions of the Republic of Moldova;
- organization of a contest to select five best media campaign projects; support and supervision of the implementation of five selected media campaigns on MDG topics in five different regions of the Republic of Moldova;
- publication of a handbook on CD for regional journalists aimed at raising awareness regarding the implementation of MDGs.

The overall goal of the project is to develop community media; enhance professional capacity; promote freedom and media pluralism.

### IMPLEMENTATION

This project benefited from a US\$20.000 funding from the IPDC.

Project implementation plan has been developed in September 2008. According to the plan, one legal commitment had to be born in order to achieve project objectives. The legal commitment (Activity Financing Contract) was signed with the Association of Independent Press on 24 November 2008. It foresees the obligations of the Contractor to implement the activities according to the objectives of the project. The Contractor has submitted the programme of the project and the list of MDG related topics to be developed into the media activity plan tailored to suit selected regional media and its audiences (Eradication of extreme poverty and hunger; Achievement of universal primary education; Promotion of gender equality and empowerment women; Reduction of child mortality; Securement of environmental sustainability).

According to the contract, the Contractor will also submit the terms of reference of an execution of media campaign on MDGs implementation in selected regions of the Republic of Moldova by March 2009.

### RESULTS

Project implementation strategy foresees one legal commitment to be born to carry out the execution of 354MOL5071 and achieve its objectives. The legal commitment has been signed and is in the process of being implemented.

### CONCLUSION:

The implementation of this project is being carried out successfully and within IPDC's prescribed timelines.

