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INTERNATIONAL
PROGRAMME FOR THE
DEVELOPMENT OF
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PART V

**REGIONAL PROJECTS SUBMITTED TO THE
IPDC**

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REGIONAL

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	FREEDOM OF EXPRESSION AND THE MEDIA IN CENTRAL AFRICA: <i>THE SITUATION IN CAMEROON, CAR AND CHAD</i>
2.	NUMBER	IPDC/54 RAF/01
3.	CATEGORY OF MASS MEDIA	All media
4.	IPDC PRIORITY AREA	Freedom of express and media pluralism
5.	SCOPE (NATIONAL, REGIONAL, INTERREGIONAL)	Regional
6.	TYPE OF ASSISTANCE REQUESTED	Institutional development
7.	TOTAL COST OF PROJECT	US\$ 39,000
8.	AMOUNT REQUESTED FROM IPDC	US\$ 32,500
9.	PROJECT BENEFICIARY	Professional journalist associations
10.	IMPLEMENTING BODY	Yaoundé Regional Office
11.	PROJECT LOCATION	Cameroon, Central African Republic and Chad
12.	PROJECT PREPARED BY	NNO MEDIA SOLUTIONS 96, cours de la Martinique 33000 Bordeaux - Tel.: +33 (0) 628145215 Email: ouendji@nno-mediasolutions.com
DECISION OF THE BUREAU		

B. PRESENTATION

1. PROJECT JUSTIFICATION:

In Cameroon, freedom of expression and press freedom are guaranteed by the Constitution. The abolition of censorship in January 1996 was considered to be a decisive turning point in this regard. The liberalisation of the audiovisual sector in April 2000 also contributed to diversifying the information offering in Cameroon, where privately operated radio and television stations now occupy a significant part of the media landscape. This situation is consistent with point 3 of the "*Windhoek Declaration on Promoting an Independent and Pluralistic African Press.*"

Similar observations can be made of the other countries of Central Africa sub-region covered by the UNESCO Office in Yaoundé. In the Central African Republic, for example, the Freedom of Communication Act of January 14, 2003, specifies that "*all individuals have the right to freedom of communication.*"

In Chad, these same principles are also guaranteed in the Press Act of August 12, 1994, which provides that "*the freedom to express one's ideas and opinions by any means of communication is recognized for all citizens*". The Act further specifies that "*the right to information is a fundamental right for each citizen*". Article 2 states that "*the press and printing are free*".

Despite significant liberalisation and these "spaces of freedom", journalists and editors are still, here and there, subject to repressive measures which are detrimental to the development of pluralistic and independent media. Cases of journalists being arrested, taken into custody, questioned, intimidated, aggressed, suspended, banned from practising, charged and detained are often reported and condemned by human rights organisations and professional associations. Some journalists have claimed that they have been forced into exile to escape imprisonment or elimination.

We believe that the publication of an annual report on this issue is of particular import in a context marked by all sorts of obstacles to freedom of expression and media independence. A non-negligible proportion of the report would be devoted to presenting the newspapers which are regularly published in the targeted countries, as well as the radio and television stations broadcasting out of these countries. Furthermore, the document would examine the legal and regulatory framework governing social communication, as well as the economic environments in which the media outlets operate. Sources of financing would also be mentioned, with special focus on indices such as public aid to the press...

The proposed report is consistent with the actions being conducted, or which are encouraged by UNESCO and the IPDC in this area. Given its original nature, it is expected to fill a wide gap.

2. DESCRIPTION OF THE TARGET GROUP:

This project concerns journalists from Cameroon, the Central African Republic Chad, as well as their professional associations.

3. DEVELOPMENT OBJECTIVE:

The project will provide a means of keeping up-to-date with progress and regressions in the areas of freedom of expression and press freedom. It will provide media-development players with an important diagnostic, evaluation and decision-making tool. The project will serve as a reference for identifying journalists' training priorities, and for developing awareness programmes aimed at the media's partners and political authorities.

4. IMMEDIATE OBJECTIVES:

- Provide, for the general public, a documented and credible database on freedom of expression and press freedom, as well as on the state of the media in Cameroon, CAR and Chad;

- Alert citizens to and increase their mobilisation in favour of press freedom;
- Remind national and international opinion of the importance of freedom of expression in the construction of "democratic infrastructure" and the promotion of good governance;
- Prompt and encourage debate, among journalists and concerned players, on issues relating to freedom of expression and standards of professional conduct;
- Identify journalists' training needs, regardless of the medium in which they exercise their profession.

5. EXPECTED PROJECT OUTPUTS:

- A reduction in the number of violations of press freedom in Cameroon, the CAR and Chad;
- Progressive awareness of the need to protect journalists in their search for and dissemination of information based on free access to sources, and on adherence to standards of professional conduct;
- States' fulfilment of national and international commitments in respect of freedom of expression and the development of media outlets;
- Associations of media professionals strengthened and equipped to pursue the actions undertaken within the framework of this project.

6. ACTIVITIES:

- Evaluation of media's needs and resources;
- Establishing a method of working;
- Training in research methods for interviewers (one week);
- Gathering of information and data over a one-year period;
- Processing of data, publication and dissemination of results;
- Exploitation of the results to organize discussion forums and advocacy missions.

7. PROJECT INPUTS:

- Three national consultants in charge of collecting data in the field;
- One international consultant in charge of coordinating the work;
- Writing and page layout;
- Contact with printers;
- Digitisation and online publication.

8. WORK PLAN:

ACTIVITIES / MONTH	1	2	3	4	5	6	7	8	9	10	11	12+
Define and formulate in writing the data-collection method to be used by the international consultant												
Recruit consultants												
Send and explain the method of work to national consultants												
Collect data in the field												

Quarterly evaluation																				
Cross-check information and write up final report																				
Proof-reading																				
UNESCO's observations on the report prior to publication																				
Publication, distribution and circulation of the report (Yaoundé).																				
Online publication, monitoring and final evaluation																				

9. INSTITUTIONAL FRAMEWORK:

The project will be implemented by NNO MEDIA SOLUTIONS, a Yaoundé, Cameroon-based agency with numerous professional contacts and permanent branch offices throughout Africa. NNO Media Solutions is a specialist in the fields of Information and Communication, media development, and strengthening journalist capacity, particularly in Africa.

10. SUSTAINABILITY:

The report will be produced annually. Its publication and dissemination is expected to coincide with *International Press Freedom Day* (May 3). The report will enhance the importance and content of this event. An Internet version will be published for international dissemination. Depending on circumstances and needs, periodic or intermediate reports on topical media- and journalist-related issues could be published and disseminated through this medium. Media professionals, through their associations, will be involved, and asked to incorporate project-related work in their annual schedules.

11. FRAMEWORK OF MONITORING:

The project will be monitored by NNO MEDIA SOLUTIONS, under the supervision of the UNESCO Office in Yaoundé. The project was drawn up in collaboration with Mr Jean-Pierre ILBOUDO, Regional Councillor for Communication (Cameroon, CAR and Chad).

12. EVALUATION:

Following the publication of several scientific studies on the media in Africa, between 2001 and 2003, we conducted a detailed study of the legal framework governing the press and communication in Chad and the Central African Republic (September-October, 2004). Monitoring media activities in these countries revealed a need for a regular report on the situation. In the case of Cameroon, the same conclusion was reached after a trip to that country from April to June 2009. The publication of such a report would stimulate debate on the state of the profession, and enable decision-makers to implement appropriate measures in favour of communication development.

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING:

In collaboration with the designated consultants in the target countries (Cameroon, CAR and Chad), NNO MEDIA SOLUTIONS will produce quarterly reports on the progress of the surveys, or of the data collection in the field. Producing these intermediary documents will facilitate the production of the final document.

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)

Layout and printing of the report (magazine format, 2 colours, glossy paper, 3000 copies):	15,500
Fees for 3 national consultants:	3,000
Data-collection-related expenses (telephone, internet, newspapers, magazines, books, etc.) for the 3 national consultants:	3,000
Mailing, communication, travel:	2,500
Fees for 1 international consultant's/coordinator (<i>flat rate for 12 months</i>):	6,000
Distribution / dissemination of the report:	2,500
<u>TOTAL:</u>	<u>32,500</u>

BREAKDOWN OF BENEFICIARY'S CONTRIBUTION (in US dollars)

Writing up of the report:	700
Proof-reading (approx. 80 pages):	500
Online publication:	1,500
Monitoring and evaluation:	2,500
Miscellaneous:	1,300
<u>TOTAL:</u>	<u>6,500</u>

REGIONAL

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	AMARC: REINFORCING AFRICAN COMMUNITY RADIO NETWORKS TO INCREASE THEIR SOCIAL IMPACT ON DEVELOPMENT
2.	NUMBER	IPDC/54 RAF/02
3.	CATEGORY OF MASS MEDIA	Radio broadcasting
4.	IPDC PRIORITY AREA	Community media
5.	SCOPE (NATIONAL, REGIONAL, INTERREGIONAL)	Regional
6.	TYPE OF ASSISTANCE REQUESTED	Financial
7.	TOTAL COST OF PROJECT	US\$ 58,900
8.	AMOUNT REQUESTED FROM IPDC	US\$ 32,000
9.	BENEFICIARY BODY	AMARC Africa AMARC International Secretariat
10.	IMPLEMENTING OFFICE	UNESCO Office Windhoek
11.	PROJECT LOCATION	Johannesburg, South Africa
12.	PROJECT PREPARED BY	Franklin Huizies Vice-President of the Board AMARC Africa
DECISION OF THE BUREAU		

B. PRESENTATION

1. PROJECT JUSTIFICATION

The community radio sector in West, Central, Eastern and Southern Africa is large (521 radio stations are members of AMARC Africa in 44 countries). Nonetheless, the sector suffers from sustainability and capacity shortcomings to actually implement the community radio mission of public service to poor listeners, and community self-help for social, economic and cultural development. Furthermore, national community radio networks organised with the goal of strengthening the organisational development of their members have so far been effective only in a few countries: Ghana, Mali and South Africa. This was one of the key results of a workshop held last April at the 4th AMARC Africa Conference.

(Please visit http://africa.amarc.org/index.php?p=Pan_African_Conferencesandl=EN).

While some national networks have been highly successful in mobilising the community radio stations on shared objectives and guidelines, in organising regular training sessions and undertaking advocacy initiatives on their behalf, most national networks have not yet been able to provide these required services to their members.

Consequently, this proposal seeks to contribute to knowledge sharing and experience exchanges between community radio network representatives to increase the social impact of community radio in achieving development objectives. We propose to start by a workshop, being the first forum for community radio network representatives from Western, Central, Eastern and Southern Africa. It will allow successful and less successful networks to share experiences and lessons encouraging the development of a stronger community radio sector. Participants will devise a plan of action to reinforce country community radio networks and setting an Action Committee to follow the process.

The 3-day workshop will bring together 25 participants from 11 Western, Eastern, Central and Southern African countries. It intends to initiate the process of strengthening the African Community Radio Network in order to increase its social impact.

2. DESCRIPTION OF THE TARGET GROUP

25 representatives of national community radio networks from the following countries which would participate in the proposed workshop are the primary target:

- 1) GHANA: Ghana Community Radio Network (GCRN)
- 2) CENTRAL AFRICAN REPUBLIC: *Union des Radios Communautaires*.
- 3) IVORY COAST: *Union des Radios de Proximité de Côte d'Ivoire* (URPCI)
- 4) KENYA: Kenya Community Media Network (KCOMNET)
- 5) MALI: URTEL/ARCOM
- 6) MOZAMBIQUE: FORCAM
- 7) NAMIBIA: MISA
- 8) SENEGAL: URAC (*Union des radios communautaires et associatives du Sénégal*) ;
- 9) SIERRA LEONE
- 10) SOUTH AFRICA: National Community Radio Forum (NCRF)
- 11) UGANDA

3. DEVELOPMENT OBJECTIVE

- Create a knowledge exchange platform adapted to the needs of National Community Radio Networks as well as to their means, which would ultimately facilitate the participation of the most diverse and marginalised community groups;
- Enhance the capacities of community radio in Africa by developing and using professional guidelines and ethical codes;

- Advocate further recognition and support by African governments for enabling legislative and regulatory frameworks that facilitate the development of the community radio sector.

4. IMMEDIATE OBJECTIVES

- Discuss and web publish the situation of the national networks in the various countries: overall context of the media and of community radios, profile of the national networks, organisational structure, guidelines/codes (if any), description of adopted practices for servicing members (advocacy, training, participation and economic / social viability);
- Initiate knowledge-sharing and capacity-building for representatives of national networks (Central African Republic, Ivory Coast, Kenya, Namibia, Senegal, Sierra Leone and Uganda) on community radio network management through exchanges with representatives of successful networks (from Ghana, Mali, Mozambique and South Africa.);
- Adopt mentoring and capacity-building mechanisms, timetable and milestones.

5. PROJECT OUTPUTS

- An action plan for knowledge-sharing and peer mentoring network for Community Radios network development involving 25 representatives from 11 countries is set up within the AMARC Africa network;
- 16 representatives of 8 “underdeveloped” national networks receive basic training on network development and management, and are sensitised to knowledge-sharing and mentoring with representatives of “successful” networks;
- 8 representatives of the 4 “successful” AMARC Africa national networks have been able to reflect on their own practices as well as those of the “underdeveloped” national networks, and thus understand what knowledge and practices to share;
- All 25 participants have been trained in knowledge-sharing;
- Web publication of a report on the situation and experience of the national networks in the concerned countries.

6. ACTIVITIES

- Preparation of the workshop one month before its inception. A questionnaire is drafted and sent to the participants to document the situation and experience of the national networks in the various countries;

Participatory methods and tools are prepared for workshop to facilitate maximum participation;

- Report on the workshop is distributed to participants and finalised one month following the workshop;
- Training / tutoring during 12 months;
- Evaluation / monitoring report on the training / tutoring 8 months after implementation.

7. PROJECT INPUTS

- Airline tickets for 20 participants from 11 countries;
- Accommodations for 25 participants for 5 days (Kenya, Namibia, Mozambique, Uganda and South Africa) include hotel, food and conference catering;
- Hire of conference venue with appropriate equipment;
- 2 facilitators for 5 days;
- Secretariat (One person and hired equipment);
- 2 teams of interpreters (English to French/French to English).

8. WORK PLAN

ACTIVITIES / MONTHS	1	2	3	4	5	6	7	8	9	10	11	12
Preparation of the workshop	■											
Workshop		■										
Workshop report : finalised and adopted		■	■									
Training / tutoring		■	■	■	■	■	■	■	■	■	■	■
Monitoring and evaluation				■			■			■		
Final evaluation report : first and final draft								■				■

9. INSTITUTIONAL FRAMEWORK

The project is submitted by the National Community Radio Forum (NCRF) of South Africa as a national AMARC Africa network for Eastern and Southern Africa with the support of AMARC International Secretariat and the AMARC Africa Bureau. Overall financial responsibility and monitoring for the project will rest on AMARC International Secretariat. Implementation and follow-up of the training / tutoring exercise will be executed by the AMARC Africa Coordinator in relation with the Training Officer and the Vice President for Eastern and Southern Africa. The AMARC International Secretariat and the AMARC Africa Coordinator are experienced professionals since more than 15 years in project implementation and execution.

10. SUSTAINABILITY

- Knowledge of the situation and experience of the national networks in the various countries and of overall contexts of the media and of the organisational structures and working practices of community radios throughout the continent will provide the basis for all future training activities of AMARC Africa;
- Workshop will help identify potential trainers within the national networks who will constitute the corps of AMARC Africa trainers;
- Increased exchanges between different networks and between people with various backgrounds and experiences will not only increase and distribute knowledge and expertise throughout AMARC Africa, but will also strengthen human bonds across the organisation;
- Peer to peer training and tutoring at distance will be tested and adopted by AMARC Africa to constitute a relatively inexpensive and efficient method for capacity development.

11. FRAMEWORK OF MONITORING

There will be ongoing regular monitoring by AMARC on each of the Community Radio networks to help them realise their objectives and activities. MISA, even though an associate member of AMARC Africa, being an independent African media organisation, could be tasked to monitor project implementation along with UNESCO.

12. EVALUATIONS CARRIED OUT

Every year, AMARC Africa sends out a Training Needs Survey about the needs, demands and realities of the members. These surveys, updated after informal consultations and discussions during the 4th AMARC Africa Pan African Conference have provided the basis for the definition of the present project.

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING

- Before the Community Radio Network meeting, each participating community radio network will prepare a background paper on issues identified in the rationale. It is expected that the participating

networks will commit themselves to undertake concrete activities. The commitments (within the AMARC Africa strategic plan), will be monitored through quarterly reports submitted to AMARC Africa by the networks, and shared with other participating networks. AMARC Africa will then use this to form the content of a joint narrative report to the IPDC.

- At the end of the project, AMARC Africa will produce a final report based on these quarterly reports and on its own assessment.
- Preparation and submission to UNESCO of the reports will be the responsibility of AMARC Africa Coordinator, Ms Alymana Bathily.

D. BUDGET			
BREAKDOWN OF IPDC CONTRIBUTION			
(in US dollars)			
<i>Accommodation of participants</i>	Qty	Unit price	Total
South Africa (2 participants):	5 days	140	1,400
Kenya (2 participants):	5 days	140	1,400
Uganda (2 participants):	5 days	140	1,400
Mozambique (2 participants):	5 days	140	1,400
Namibia (2 participants):	5 days	140	1,400
Airfares			
Kenya (2 participants):	2	1 200	2,400
Uganda (2 participants):	2	600	1,200
Namibia (2 participants):	2	500	1,000
Mozambique (2 participants):	2	450	900
Interpreters' fees:			7,000
Conference facilitators:			2,500
Hire of venue:			10,000
TOTAL:			32,000

BREAKDOWN OF THE BENEFICIARY'S CONTRIBUTION	
(in US dollars)	
Project preparation and reporting:	3,000
Staff costs (8 months × 1 person):	4,400
Project coordinator (half-time × 8 months):	10,000
Administrative costs (estimate over 8 months):	5,000
Communications (estimate over 8 months):	1,500
Local transport:	2,000
Contingencies:	1,000
TOTAL:	26,900

REGIONAL

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	WORKSHOP FOR THE CAPACITATION OF THE CENTRES OF EXCELLENCE IN JOURNALISM EDUCATION IN AFRICA
2.	NUMBER	IPDC/54 RAF/03
3.	CATEGORY OF MASS MEDIA	All media
4.	IPDC PRIORITY AREA	Training
5.	SCOPE (NATIONAL, REGIONAL, INTERREGIONAL)	Regional
6.	TYPE OF ASSISTANCE REQUESTED	Financial, training
7.	TOTAL COST OF PROJECT	US\$ 39,500
8.	AMOUNT REQUESTED FROM IPDC	US\$ 35,000
9.	BENEFICIARY BODY	Highway Africa
10.	IMPLEMENTING OFFICE	UNESCO Office in Windhoek
11.	PROJECT LOCATION	Rhodes University, Grahamstown, South Africa
12.	PROJECT PREPARED BY	Guy Berger for Highway Africa
DECISION OF THE BUREAU		

B. PRESENTATION

1. PROJECT JUSTIFICATION

Much positive work has flown from the UNESCO-Commissioned Centres of Excellence in Journalism Study which commenced in 2006. That study identified three broad criteria for excellence in African Journalism Education:

- Internal: The curriculum and capacity of a Centre;
- External: Professional and public service, external linkages and societal responsiveness;
- Looking Ahead: Development plans, strategy and potential.

In attempts to improve on all these criteria, a momentum has been building up through cumulative capacitating of the UNESCO-recognised potential Centres of Excellence and potential Centres of Reference:

- A preliminary conference of the Centres debated the results of the study in March 2008, and developed partnerships with UNESCO national commissions;
- A follow-up group of 7 representatives of the Centres shared progress made in September 2008;
- A workshop for most of the UNESCO identified potential journalism Centres of Excellence and Reference in Africa was held in Namibia in May 2009 to introduce participants to strategic planning and the need for curriculum reform so as to take cognizance of new ICTs in media;
- A UNESCO training workshop took place in September 2009, alongside the “*Highway Africa*” Conference to introduce professionals from the UNESCO-recognised potential Centres to teach new media in their courses;
- An African Precom for the 2nd World Journalism Education Congress, involving the UNESCO centres and including a research colloquium on African journalism education was also convened in September 2009 at Rhodes University, Grahamstown.

As indicated in the ‘Activity’ below, this current project aims to take this momentum another step forward. It will build on the fact that representatives from the Centres will have been sensitised on best practice with regard to the importance of integrating ICTs into their curriculum, trained about the pedagogy and teaching issues, and will develop an interactive web platform for their Centres.

The current project proceeds to practical skills training, new media production output and reflection. It will entail 17 educators from UNESCO-recognised African journalism schools, spending 6 days at Rhodes University, 3 learning and reflecting on the subject matter of this workshop, and 3 overlapping with the World Journalism Education Congress (WJEC).

The outputs will raise the criterion of the external profile of the Centres and also impact on their ‘Looking Ahead’ long-term strategic goals.

2. DESCRIPTION OF THE TARGET GROUP

- The target group is comprised of journalism, media and communication educators from all the UNESCO potential Journalism Centres of Excellence and selected Centres of Reference in Africa that attended the Namibian workshop (May 2009) and the UNESCO Mainstream Convergence in African Journalism Schools workshop (September 2009). The total number of institutions targeted is 17, each one being represented by a one candidate, 12 from potential Centres of Excellence and 5 potential Centres of Reference.

- They will work alongside and in conjunction with hopefully up to 50 other African journalism educators in the part of the programme that overlaps with the World Journalism Education Congress and the *Highway Africa* Conference to be held in July 2010.

3. **DEVELOPMENT OBJECTIVE**

- To extend the practical skills of 17 educators in new media production in a simulated and live context during the 6-day workshop;
- To provide practical experience of live blogging using New Media Technologies during the World Journalism Education Congress and the 14th Highway Africa Conference in 2010.

4. **IMMEDIATE OBJECTIVES**

The project will capacitate UNESCO potential journalism Centres of Excellence and Reference as opposed to current status of “potential”; this effort will further aid media professionals to access training appropriate to their needs.

5. **PROJECT OUTPUTS**

- The project needs financial support to cover travel, accommodation and subsistence costs for 17 journalism educators;
- Fees for one lead consultant and an assistant to deliver the workshop;
- Management costs to the value of US\$ 2 000 are contributed by Rhodes University;
- The cost of the meeting venue and use of equipment to the value of US\$ 1 200 is contributed by Rhodes University;
- Cost of material and equipment to the value of US \$ 300 is contributed by Rhodes University;
- Cost of logistical and administrative support to the value of US 1 000 will be contributed by Rhodes University.

6. **ACTIVITIES**

- Journalism/media/communication educators able to understand and produce content using new media;
- A selection of published content about newsworthy events. In this instance, the 14th Highway Africa Conference 2010 and the Second World Journalism Education Congress (WJEC) will benefit the external profile of the Centres involved;
- Reflective reports on the lessons learnt and their relevance to the long-term strategy (Looking Ahead) for the Centres in New Media teaching and curriculum reform.

7. **PROJECT INPUTS**

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- The lead consultant (trainer) would need to spend two days in preparation, including surveying participants in advance, preparing an appropriate course and learning materials, and one day in reviewing the course and liaising with participants on their return. One day training in hard skills of live blogging as well as education about some of the problematic surrounding these ICT uses;
- 4-day implementation of the learning through coverage of the World Journalism Education Congress and the *Highway Africa* Conference;
- One-day review and planning (coinciding with the last day of *Highway Africa*);
- The report will be compiled by Rhodes in collaboration with the lead consultant.

8. WORK PLAN

ACTIVITIES / MONTHS	1	2	3	4	5	6	7	8
Communication and publicity to representatives of the Centres								
Selection of candidates								
Logistical preparations for travel and accommodation of candidates								
Commencement of the workshop								
Trainer workshop and activities								
Implementing learning from Highway Africa and WJEC								
One-day review and future planning								
Compilation of report								

9. INSTITUTIONAL FRAMEWORK

The project will be implemented by *Highway Africa*, a Pan-African network at the Rhodes University School of Journalism and Media Studies. *Highway Africa* is the world's biggest annual gathering of African journalists, and it also engages in extensive training and research. Rhodes University is a non-profit state-owned facility based in South Africa.

10. SUSTAINABILITY

- This project provides the foundations for confident and skilled continuity of practical new media instruction in the Centres from which participants come;
- It has a sustainable future in that it becomes part of an ongoing and wider momentum to capacity build the African potential Centres of Excellence and Reference;
- It adds to the community-building amongst the institutions involved, with the benefits of deeper networking and sharing of resources and experience;
- Coinciding in part with the World Journalism Education Congress will not only enrich the training dimension of this workshop, but network its participants with international potential partners.

11. FRAMEWORK OF MONITORING

- Participants will be required to evaluate the workshop according to the usual mid-way criteria and at the conclusion of project activities;
- Their performance will be monitored throughout the period;
- The quality of their output will be assessed;
- Their learning and experiences will be recorded and assessed by the workshop leader.

12. EVALUATIONS CARRIED OUT

This project grows out of the evaluation of the Centres in Namibia in May 2009, which was supported by UNESCO and the Open Society Institute of West Africa (OSIWA). That workshop highlighted the importance of further work on deepening the embrace of the Centres of Information and Communication Technologies.

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING

The agency undertakes to report on project within two months of its completion.

D. BUDGET**BREAKDOWN OF IPDC CONTRIBUTION
(in US dollars)*****Air travel***

Makere University (Uganda):	1,995
Walter Sisulu University (S.A.):	333
Mozambican School of Journalism (Mozambique):	930
Namibia Polytechnic (Namibia):	465
University of Lagos, Department of Mass Communication (Nigeria):	930
Tshwane University of Technology (S.A.):	1,995
University of Nairobi (Kenya):	330
École Supérieure des Sciences et Techniques de l'Information et de la Communication (ESSTIC – Cameroon):	930
University of Stellenbosch (S.A.):	1,995
Centre d'Études des Sciences et Techniques de l'Information (CESTI):	335
Unité de Formation et de Recherche en Journalisme (UFR):	1,995
University of Ouagadougou (Burkina Faso):	1,328
Daystar University (Kenya):	3,320
Lagos State Polytechnic (Nigeria):	1,995
African University College of Communications (Ghana):	1,995
University of Namibia (Namibia):	1,063

Accommodation and subsistence

Conference registration: travel and 3 days subsistence (17 persons):	9,030
Bed and breakfast (17 candidates):	1,130
Subsistence (17 candidates × 3 days):	1,016
Trainer and assistant (2 days):	140
Trainers' fee (US\$ 140 × 9 days):	1,260
Assistant to trainer (US\$ 75 × 5 days):	350
Project management (Report):	140

TOTAL:**35,000****BREAKDOWN OF THE BENEFICIARY'S CONTRIBUTION
(in US dollars)**

Management costs:	2,000
Meeting venue:	1,200
Equipment:	300
Logistics and administration support:	1,000
<u>TOTAL:</u>	<u>4,500</u>

REGIONAL

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	CBA: MEDIA SELF-REGULATION TRAINING IN EAST AFRICA
2.	NUMBER	IPDC/54 RAF/04
3.	CATEGORY OF MASS MEDIA	Radio
4.	IPDC PRIORITY AREA	Training of media professionals
5.	SCOPE (NATIONAL, REGIONAL, INTERREGIONAL)	Regional
6.	TYPE OF ASSISTANCE REQUESTED	Funding for a training workshop
7.	TOTAL COST OF PROJECT	US\$ 34,200
8.	AMOUNT REQUESTED FROM IPDC	US\$ 26,000
9.	BENEFICIARY BODY	Jasmine Dhariwal, Director of Training Commonwealth Broadcasting Association (CBA) 17 Fleet St. London EC4 1AYY. Tel: +44 207 583 5550 - Fax: +44207 583 7277
10.	IMPLEMENTING OFFICE	UNESCO Nairobi Office
11.	PROJECT LOCATION	Nairobi (Kenya), Dar es-Salaam (Tanzania), Kampala (Uganda)
12.	PROJECT PREPARED BY	Jasmine Dhariwal, CBA - London
DECISION OF THE BUREAU		

B. PRESENTATION

1. PROJECT JUSTIFICATION

This proposal seeks support to introduce a 2-part training programme for news editors and radio station managers representing community and mainstream broadcast outlets in the Commonwealth Countries of East Africa (Kenya, Uganda and Tanzania).

The purpose of the project is to encourage and improve media self-regulation on matters of independence, fairness and ethical approach via a ‘top-down’ training model that will promote the production and implementation of internal editorial policy frameworks. At present, free and pluralistic media development in this region is significantly weakened by an absence of decisive newsroom leadership, allowing only the powerful members of society to dominate the information scene

Media Development Agencies observe widespread institutional practices that feed the problem. ‘*Brown envelope journalism*’ is particularly endemic in Uganda and Western Kenya, with even the smallest of civil society groups expected to pay journalists in order for them to consider their views newsworthy. Elsewhere, surreptitious political ownership of ostensibly independent community radio stations serves to limit the plurality of their content.

The private and community radio sector in all three countries has grown rapidly since the introduction of more liberal media laws from the early 1990s onwards. In most cases, licensing is a finance-led process with little infrastructure or legislation to encourage positive regulation of content. Each country also has well-established public-service broadcasters who operate numerous regional and vernacular radio services in addition to their national TV operations. Whilst journalism and mass communication degrees are widely available, there is little or no advanced media training for senior editorial staff in these countries, and many newsroom managers are largely self-taught. Furthermore, the majority of classical international media development interventions target training at journalists on the newsroom floor; reporters’ skills can only fully impact an audience with a culture of free and pluralistic editorial leadership.

2. DESCRIPTION OF THE TARGET GROUP

The immediate beneficiaries of this project are news editors, managing editors and station managers representing a cross-section of community, mainstream commercial and public radio stations in the target countries.

The beneficiaries will be split into two skill-level groups, considering the differing levels of professionalism between smaller community-based outlets and larger metropolitan and public broadcasters.

3. DEVELOPMENT OBJECTIVE

The project promotes the role of media as a platform for democratic discourse by fostering a culture and system of positive self-regulation in the beneficiary outlets. Mechanisms and techniques to deliver fairness and impartiality will also be improved.

Through positive and creative quality control, radio stations will also be better served to represent the views of marginalised sections of society.

4. IMMEDIATE OBJECTIVES

- The training activities will equip participants with the skills and materials to produce or improve editorial policies and self-regulation systems at up to 40 radio stations in Kenya, Uganda and Tanzania;

- 20 editors of public and mainstream media as well as 30 community broadcasters to be equipped with skills to train their own staff in the practical implementation of editorial policies and self-regulation systems.

5. PROJECT OUTPUTS

- 20 public and mainstream commercial radio news editors/managers trained in advanced editorial and ethical principles and equipped to introduce/improve self-regulation systems;
- 30 community radio news editors/managers trained in entry-level editorial and ethical principles, deepening their understanding and ability to introduce self-regulation;
- All of the above accompanied by distance learning and mentoring after the main workshops.

6. ACTIVITIES

Phase 1: Regional training workshop for 20 public and mainstream commercial radios.

The higher-level public and commercial radio group will have the majority of their 5-day course designed around the creation of editorial policies with a deeper analysis of the themes they need to consider and techniques for training their own staff.

Phase 2: Three in-country workshops for 30 community radio practitioners in each country.

Three 5-day training workshops for community radios will commence with a baseline assessment of the core principles and purpose of ethical journalism, before using practical exercises to explore different styles of news treatment, the importance of balance and strategic use of newsroom resources. The remaining days of the workshop will be used to create individual roadmaps towards basic editorial policies and internal training for each newsroom.

Both workshops will include the following core modules:

- Policy ‘health check’;
- Station sound and breadth of editorial approach;
- News planning;
- Interactive exercises on news treatment, fairness, impartiality and ethical principles;
- Policy mapping;
- Training of trainers (for effective introduction of editorial policies).

Distance Learning and Mentoring

Both groups will have the benefit of a distance learning/mentoring programme which will be available for 2 weeks after each workshop to support them in the final production of their new policy documents.

7. PROJECT INPUTS

- One international trainer with expertise in teaching senior editorial staff and/or production of editorial policy materials;
- Three in-country trainers with expert knowledge of beneficiary media outlets;
- Reproduction of training manuals and materials;
- Rental of training rooms/equipment;

8. WORK PLAN

ACTIVITIES / MONTHS	1	2	3	4	5	6	7	8	9	10	11	12
Selection / contracting of consultants												
Research and selection of participating stations												
Design and production of training materials												

Regional workshop : public and mainstream radio														
Follow-up distance learning / mentoring														
Mid-point evaluation														
In-country workshops: community radio														
Follow-up distance learning / mentoring														
Final evaluation														
Submission of reports														

9. INSTITUTIONAL FRAMEWORK

The CBA (Commonwealth Broadcasting Association) has been established for over 60 years. It has over 110 broadcasting members in 53 countries. The objectives of the CBA are to provide assistance to its members through training, bursaries, consultancies, networking opportunities and material to broadcast. The CBA supports freedom of expression, ideals of public service broadcasting and the exchange of information among its members.

We work closely with our funders and partners when developing and implementing training. In East Africa, we would draw upon support from CBA member stations to implement the project.

10. SUSTAINABILITY

The proposed workshops and follow-up mentoring represent a model that is sustainable beyond the project life in that tangible, high-standard, editorial policies will be produced by individual beneficiaries. These policies will act as an ongoing internal training and self-regulation tool.

11. FRAMEWORK OF MONITORING

The project will be monitored by the local UNESCO Office. Participants will be supported through the CBA distance learning course and also through an online forum after the training.

12. EVALUATIONS CARRIED OUT

The CBA annually runs a regulating workshop at its conferences around the world and has also published guidelines which have been very useful to broadcasters.

This workshop will cover all aspects of media regulation for both public service broadcasters and community stations. Participants will leave the workshop with some fundamental knowledge and skills they will use when they return to their respective organisations.

13. FRAMEWORK OF BENEFICIARY AGENCY’S REPORTING

At the end of the training, the CBA and the trainers will prepare an evaluation report on the training and on the participant’s progress.

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)	
<i>Training for mainstream media</i>	
International trainer fees (US\$ 300 × 5 days):	1 500
International trainer travel (US\$ 2 000 + DSA : US\$ 250 × 6 nights):	3 500
Participants regional travel (12 participants × US\$ 600):	7 200
Accommodation, meals and tea breaks (12 participants × US\$ 120):	1 450
Hire of training room and projection equipment (US\$ 80 × 5):	400
Day meals and breaks (21 participants × US\$ 30 × 5 days):	3 150
<i>3 in-country training of community media</i>	
Local trainer fees (US\$ 100 × 5 days × 3):	1 500
10 participants local accommodation, meals and tea breaks (10 × US\$ 70 × 3):	2 100
Hire of training room and equipment (US\$ 80 × 5 × 3):	1 200
<i>Online monitoring programme</i>	
Online trainer fees × 4 weeks (2 weeks after each workshop) US\$ 500 × 4:	2 000
Design and technical support of online mentoring forum:	2 000
<u>TOTAL:</u>	<u>26 000</u>

BREAKDOWN OF THE BENEFICIARY'S CONTRIBUTION (in US dollars)	
Teaching materials:	1 900
Inoculations, insurance UK travel for trainers:	400
Airfare for one trainer / consultant:	1 000
Airfare for local consultant:	600
Accommodation and subsistence for both trainers and both workshops:	2 800
Accommodation for project co-coordinator:	1 500
<u>TOTAL:</u>	<u>8 200</u>

REGIONAL

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	CBA: BUILDING THE KNOWLEDGE BASE OF BROADCASTING REGULATORS TO ENSURE PUBLIC SERVICE BROADCASTING
2.	NUMBER	IPDC/54 RAF/05
3.	CATEGORY OF MASS MEDIA	Broadcasting (TV, radio, Internet)
4.	IPDC PRIORITY AREA	Freedom of expression; training of media professionals
5.	SCOPE (NATIONAL, REGIONAL, INTERREGIONAL)	Interregional
6.	TYPE OF ASSISTANCE REQUESTED	Financial
7.	TOTAL COST OF PROJECT	US\$ 56 300
8.	AMOUNT REQUESTED FROM IPDC	US\$ 40 000
9.	BENEFICIARY BODY	CBA (Commonwealth Broadcasting Association) 17 Fleet street London EC4Y 1AA
10.	IMPLEMENTING OFFICE	UNESCO Windhoek Office Mr. Jaco Du Toit
11.	PROJECT LOCATION	Sandton Hilton, Johannesburg; Ofcom Offices, London
12.	PROJECT PREPARED BY	Elizabeth Smith, Secretary-General, CBA elizabeth@cba.org.uk
DECISION OF THE BUREAU		

B. PRESENTATION

1. PROJECT JUSTIFICATION

The CBA works with broadcasting regulators in order to establish a framework for democratic principles in broadcasting. In order to reinforce the CBA's "*Guidelines for Broadcasting Regulators*", supported by UNESCO and published in 2007, with a second updated edition in 2009, there is a need for an annual Workshop for Broadcasting Regulators. The CBA proposes to hold it first in Johannesburg in April 2010, and to invite 24 Commonwealth Regulators / those responsible for broadcasting regulation. Some regulators in Africa are well staffed and well funded, and have been established for a number of years, as in South Africa, Nigeria, Ghana, Botswana, Kenya and Tanzania. Others were more recently established, or in process of being established, as in Malawi, Lesotho and Swaziland. Some countries, as Zimbabwe and Gambia, still regulate broadcasting from the Ministry of Information. In all, however, there is a tendency to find it easier to allocate frequencies than to steer the nation's broadcasting in such a way as to require fair election coverage and socially varied coverage appealing to all sections of society. The workshop would focus on content regulation. The countries to be invited include Kenya, Tanzania, Zambia, Zimbabwe, Nigeria, Ghana, Gambia, Botswana, Sierra Leone, Cameroon, Uganda, Mozambique, Namibia, Malawi, Lesotho, Swaziland and South Africa. A strong representation from Southern Africa is expected.

The CBA proposes to hold a follow-up workshop in London in March 2011, to reinforce the message. The CBA, which now specialises in Distance Learning Training, also sees a need for a distance learning course for regulators. The CBA distance learning course would draw on the CBA Guidelines for Broadcasting Regulators, and will run for 2 months for 24 participants.

The CBA has run regulatory workshops for the Caribbean and for the Pacific, with funding from DFID and the UK FCO. The workshops include guidance on what regulators should do about: the protection of democratic principles: accurate and impartial news, election guidelines, dealing with offences against human dignity, and taste and decency, privacy, right to reply, protection against racial hatred, religious programming and sanctions that can be applied.

The CBA has developed seven successful courses for broadcasters using distance learning. The key to success is to operate through the key organizations, and for the students to have a maximum engagement with their tutors by e-mail.

2. DESCRIPTION OF THE TARGET GROUP

The Broadcasting Regulators of English-speaking Africa, and particularly those from Southern Africa: Kenya, Tanzania, Zambia, Zimbabwe, Nigeria, Ghana, Gambia, Botswana, Sierra Leone, Cameroon, Uganda, Mozambique, Namibia, Malawi, Lesotho, Swaziland. Some of these are independent or semi-independent regulatory bodies; some others are officials responsible for broadcasting in Ministries of Information.

3. DEVELOPMENT OBJECTIVE

Training broadcasting regulators helps bring about a system of regulation conducive to freedom of expression, pluralism and diversity of media (Category 1), helps make the media available for democratic discourse (Category 2) and supports institutions that underpin freedom of expression, pluralism and diversity (Category 3). Over the years, the plan is to support professional capacity building (Category 4) and encourage public access (Category 5).

4. **IMMEDIATE OBJECTIVE**

Broadcasting regulators from 24 countries in the Commonwealth will acquire capacities in protecting democratic principles in their respective countries, based on the above-mentioned “Guidelines for Broadcasting Regulators”. 24 of their staff will then be trained through the CBA distance learning course for 2 months in order to understand and apply social principles in broadcasting regulation.

5. **PROJECT OUTPUTS**

24 broadcasting regulators will be familiar with all the major sources of information on democratic principles in broadcasting and will be able to apply them in a new broadcasting legislation and in their Codes of practice.

6. **ACTIVITIES**

- One-day workshop in Johannesburg in April 2010, primarily but not exclusively for Africa, for 24 people; it will deal with the issues the regulators should enforce, i.e.: the protection of democratic principles listed above;
- Distance learning course for 24 people from Commonwealth countries – primarily Africa – on the principles of regulating broadcasting according to democratic principles (part-time for 2 months);
- One-day workshop for 24 people on the protection of democratic principles. It will focus on content regulation, in particular ensuring accurate and impartial news and election guidelines. This is to be held in London in March, 2011.

7. **PROJECT INPUTS**

One-day workshop in Johannesburg in April 2010:

- One facilitator from the UK for 3 days;
- A conference room (one day);
- Airfares for 12 people from among Kenya, Tanzania, Zambia, Zimbabwe, Nigeria, Ghana, Gambia, Botswana, Sierra Leone, Cameroon, Uganda, Mozambique, Namibia, Malawi, Lesotho and Swaziland. Where it is not possible for African regulators to attend, funds would be used for regulators from other parts of the Commonwealth, but the attendance would be primarily from Africa;
- Air tickets from UK and hotel for the workshop facilitator, and an organiser.

Distance learning course in May 2010:

- A tutor is needed to devise the course and set it up (10 days) then teach it for 8 weeks, using intensive and personal tutoring of each participant by e-mail;
- Web-based material will also need to be prepared.

One-day workshop in London in March 2011:

- A facilitator from the UK for 2 days (one day preparation);
- Airfares and hotels for 2 nights for 24 people from Kenya, Tanzania, Zambia, Zimbabwe, Nigeria, Ghana, Gambia, Botswana, Sierra Leone, Cameroon, Uganda, Mozambique, Namibia, Malawi, Lesotho, Swaziland, Pakistan, Bangladesh, Sri Lanka, Maldives, Mauritius, the Caribbean.

8. **WORK PLAN**

Year 1 – 2010

ACTIVITIES / MONTHS	1	2	3	4	5	6	7
Selection/contracting of organiser and facilitator							

Development of the distance learning course							
Logistics for workshop							
Send out invitations to workshop and online course							
Hold the workshop (Johannesburg)							
Teach the course							
Submission of implementation reports							

Year 2 – 2011

ACTIVITIES / MONTHS	1	2	3	4	5	6
Selection/contracting of organiser and facilitator						
Logistics for workshop						
Send out invitations to workshop						
Hold the workshop (London)						
Submission of implementation reports						

9. INSTITUTIONAL FRAMEWORK

The CBA had its first meeting in 1945. It has experience in running workshops for broadcasting regulators in Nassau and Tonga. It has developed 7 distance learning courses for broadcasters. It has 4 full-time staff and 4 part-time staff.

10. SUSTAINABILITY

The plan is to hold such workshops annually. The distance learning course can be repeated at lower cost in later years. The copyright to the course would be owned by the CBA but free use by UNESCO on request, and also by other appropriate bodies.

11. FRAMEWORK OF MONITORING

The UNESCO Representative in Windhoek will be welcome to attend the respective workshops. Passwords will be given to the same offices so that they can enter the closed website for the distance learning course.

12. EVALUATIONS CARRIED OUT

Questionnaires will be given to the workshop and distance learning participants to ascertain how useful they think both were. We would also ask the Windhoek branch of UNESCO to put questions to the respective workshop participants while attending, and to assess the teaching modules of the distance learning course, and access the web forum.

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING

Ms. Elizabeth Smith, the CBA Secretary-General, will ensure that accounts and reports, describing the extent to which the objectives were achieved, are submitted within three months of the completion of the project.

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)			
<i>Johannesburg workshop</i>	Qty	Unit price	Total
Conference room, lunches, teas, coffees:	26 pers.	54	1 404
3 hotel nights (delegates):	14 pers.	180	7 560
Airfares:	14	1 219	17 066
Airfare for the UK workshop facilitator:	1	1 292	1 292
Hotel nights for the facilitator:	3	180	540
Honoraria for the international consultant:	3 days	250	750
Inoculations, contingencies:			500
<i>Distance learning course</i>			
Web set up and administration of the course:	10 days	140	1 400
Tutor and course design:	32 days	140	4 480
<i>London workshop</i>			
2 hotel nights for the delegates:	14 pers.	161	4 508
Honoraria for the international consultant:	2 days	250	500
<u>TOTAL:</u>			<u>40 000</u>

BREAKDOWN OF THE BENEFICIARY'S CONTRIBUTION (in US dollars)			
	Qty	Unit price	Total
CBA management and overheads (10 %):			4 000
Communications:			1 000
Airfare for the UK workshop facilitator:			1 290
Johannesburg hotel:	3 nights	180	540
Honoraria for the workshop organiser:	10 days	200	2 000
Tutor and Web design:	42 days	160	6 720
Consultant fees:	5 days	150	750
<u>TOTAL :</u>			<u>16 300</u>

REGIONAL

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	SABA : CLIMATE CHANGE AWARENESS POLICY
2.	NUMBER	IPDC/54 RAF/06
3.	CATEGORY OF MASS MEDIA	Radio and television
4.	IPDC PRIORITY AREA	Personal and institutional capacity building; policy development
5.	SCOPE (NATIONAL, REGIONAL, INTERREGIONAL)	Regional
6.	TYPE OF ASSISTANCE REQUESTED	Training and development support
7.	TOTAL COST OF PROJECT	US\$ 41,500
8.	AMOUNT REQUESTED FROM IPDC	US\$ 39,500
9.	BENEFICIARY BODY	Southern African Broadcasting Association (SABA)
10.	IMPLEMENTING OFFICE	UNESCO Office, Windhoek
11.	PROJECT LOCATION	Johannesburg, South Africa
12.	PROJECT PREPARED BY	Southern African Broadcasting Association 30E Northcliff Corner, 129 Milner Drive Corner Beyers Naude/Northcliff, South Africa Tel: 011 888 4472 Cell: 083 557 8383 Fax: 011 888 4489 Email: sabasg@telkomsa.net
DECISION OF THE BUREAU		

B. PRESENTATION

1. PROJECT JUSTIFICATION

Climate change already affects every member country in the SADC region: droughts, floods, unseasonable weather events, pests and food shortages. People on the ground need to be empowered by the awareness of the authorities. Broadcasting plays a pivotal role in bringing these urgent issues to the attention of the authorities. Education of the authorities and information of the public will enable them to take informed and responsible decisions.

Broadcasters in the region need both the journalistic skills for this programme and the structures through which they can exchange and co-produce content. However, many broadcasters are structured in different ways to others, and these incompatibilities hinder regional cooperation. Sustainability depends on mutual cooperation and procedures that allow for linking across the borders. The broadcasters then need a policy compatible with all other broadcasters to make possible this content exchange and co-production.

The introduction of Digital Terrestrial Broadcasting over the next five years presents opportunities for this awareness programme. However, the enabling policies need to be in place sooner rather than later, as already two countries in the region have migrated to digital. The policy framework is the basic foundation for sustainability. It is designed to be a model upon which common policies are accepted by each member broadcaster, so that content can be produced and exchanged, all driven to regional needs and to sustainability.

The advantages of a regional intervention enable the landlocked and resource-challenged countries like Swaziland and Lesotho to gain from regional cooperation. It is also the poorest countries in the region that are most vulnerable to the negative effects of climate change.

2. DESCRIPTION OF THE TARGET GROUP

20 broadcast programme directors within all broadcasters in the region. The more informed and trained they are, the quicker the policy can be guided through the structures towards acceptance.

3. DEVELOPMENT OBJECTIVE

To sustainably develop, produce, co-produce and exchange content within the region to create awareness in climate change and empower people to make informed decisions when faced with the consequences of climate change.

4. IMMEDIATE OBJECTIVES

- To develop and agree a model for policy within 10 member broadcasters, such that 20 delegates can adapt the model to their own conditions so as to have a common climate change awareness policy for all broadcasters to enable the co-production and exchange of content;
- To develop and perfect training material for future use.

5. PROJECT OUTPUTS

- An agreed policy template or model submitted for acceptance to member broadcasters. The model will be cooperatively designed so that ratification by all members is made possible;
- 20 trained broadcast programme directors, one in radio and one in TV in 10 member states.

6. ACTIVITIES

A 5-day training meeting that encompasses climate change journalism, broadcaster responsibility, programme evaluation and the agreement on a universal template for internal broadcasting policy for 10 broadcasters.

The 5-day event will be competency-based, and will thus include practical exercise, case studies, scenarios, simulations and other appropriate interventions.

1. Broad overview of the growing effects of climate change in the region;
2. The role of broadcasting in developing awareness among the authorities and opinion-makers;
3. The concept of sustainability;
4. Climate change journalism – how and why it has unique aspects;

The techniques of journalism in empowering people to make informed decisions;

5. The cost implications of special programming in the region;
6. Review of the moves towards programme exchange made over the past three years;
7. The need for a common policy to enable programme exchanges;
8. Elaboration of a model for a common policy that can be used in the region;
9. Review of the road ahead starting with acceptance of common policy;

A commitment towards sustainability.

7. PROJECT INPUTS

- 20 air tickets;
- Accommodation for 20 persons in radio and TV;
- 5-day training designed to workshop needs;
- 26 copies of the training materials;
- One expert trainer and one assistant;
- Individual research into broadcaster systems of member states, and the development of a draft template prior to the meeting;
- Media as partners in education for sustainable development. A training and resource kit.

8. WORK PLAN

ACTIVITIES / MONTHS	1	2	3	4	5	6	7	8
Setting date and venue; invitations								
Training research and development								
Meeting								
Meeting evaluation and follow-up								
Institution of policies								

9. INSTITUTIONAL FRAMEWORK

The Southern African Broadcasting Association (SABA) is a membership organization representing public service and other broadcasting organizations of the Southern African Development Community (SADC) region. It was launched in 1993 as a non-profit, non-governmental organization to promote quality broadcasting by enhancing professionalism and the credibility of public service broadcasting in the countries of the region.

9. SUSTAINABILITY

Once policies are in place, the developmental processes that have been followed over the past five years can be put in place. The core structure of the policy model will be based on sustainability. Further funding will be needed for the content development.

11. FRAMEWORK OF MONITORING

SABA will manage the project according to its internal accountability management, and report to UNESCO as requested.

12. EVALUATIONS CARRIED OUT

The training will be designed for full assessment. Delegates will be given a post-course project. The last day of the course must produce an agreed policy template. Delegates will be required to report on how the output of the intervention was accepted by their own broadcasters. This will enable corrective action to be taken if necessary.

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING

Reporting will be made by Ms. Amina Frense, Project Manager, and SABA.

D. BUDGET			
BREAKDOWN OF IPDC CONTRIBUTION			
(in US dollars)			
	Qty	Unit price	Total
Airfares:	20 pers.	800	16 000
Accommodation:	20 p.× 6 d.	100	12 000
<i>Training</i>			
Room and lunch:	24 p.× 4 d.	42.92	4 120
Equipment:	5	135	675
Training materials:		525	525
Delegate materials:	22	70	1 540
Trainer:	5 days	140	700
Assistant trainer:	5 days	100	500
Transport:	20p.× 4d.	7	560
Allowances (dinner):	24p.× 6d.	20	2 880
<u>TOTAL:</u>			<u>39 500</u>
BREAKDOWN OF THE BENEFICIARY'S CONTRIBUTION			
(in US dollars)			
Logistics:			1 000
Contribution to training expenses:			1 000
<u>TOTAL:</u>			<u>2 000</u>

ASIA AND THE PACIFIC

REGIONAL

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	“RADIO SYMPOSIUM INDONESIA – OPPORTUNITIES & CHALLENGES”
2.	NUMBER	IPDC/54 RAS/01
3.	CATEGORY OF MASS MEDIA	Radio
4.	IPDC PRIORITY AREA	Capacity building
5.	SCOPE (NATIONAL, REGIONAL, INTERREGIONAL)	Regional
6.	TYPE OF ASSISTANCE REQUESTED	Training support - financial
7.	TOTAL COST OF PROJECT	US\$ 58,300
8.	AMOUNT REQUESTED FROM IPDC	US\$ 28,500
9.	BENEFICIARY BODY	Asia-Pacific Institute for Broadcasting Development (AIBD) P.O.Box 1137, No.16 Lorong Maroof, 59100 Kuala Lumpur, Malaysia Tel: +60-3-2282-3791, Fax: +60-3-22822761 email: javad@aibd.org.my Dr Javad Mottaghi, Director
10.	IMPLEMENTING OFFICE	AIBD, Kuala Lumpur
11.	PROJECT LOCATION	Radio Republik Indonesia (RRI), Jakarta, Indonesia.
12.	PROJECT PREPARED BY	Padarabinda Das, AIBD Programme Manager, Mr Arya Gunawan, UNESCO, Jakarta
DECISION OF THE BUREAU:		

B. PRESENTATION

1. PROJECT JUSTIFICATION:

Radio is still the most popular and affordable means for mass communication. Nevertheless, Radio is facing stiff competition from TV, Internet, MP3 players, etc. However, despite all challenges demand for radio is still growing. But, expansion of radio is limited to availability of spectrum in broadcasting bands (SW, MW and FM). Moreover, the reception of radio in MW and SW bands is not very satisfactory due to inherent propagation problems. Therefore, there is a need to improve the quality of radio reception and create more space/channel capacity for new innovative/interactive radio programmes.

The modern technologies, developed recently, have addressed the problems and concerns of analogue radio system. These technologies provide new opportunities and new scopes for radio as well. However, complexity of technology, non-availability of expertise, poor exposure, lack of training, etc. are some of the reasons that make the broadcasters LDC & developing countries difficult to derive the benefits from the new technologies.

Along with the growth in radio medium, there have been developments in the manner in which radio programmes are produced, scheduled and delivered to the listeners. The participation of the listeners in radio programming has increased in the recent years due to technological developments in Internet and telecom sector. This has implications even in planning for revenue streams.

Considering the importance and contribution of radio to the society, understanding the drawbacks and limitations of the analogue radio, and recognizing the difficulties faced by the broadcasters in promoting radio, AIBD proposes to organize 3-Day Regional seminar on “Radio Symposium Indonesia - Challenges & Opportunities” in Jakarta during 9-11 August 2010 in collaboration with UNESCO and RRI. This would enable the radio broadcasters in Indonesia and other Asia-Pacific countries to explore the potential of modern radio technologies and to find new opportunities for the development of society using radio medium.

The symposium will provide a platform for effective exchange of information and ideas for the development of radio broadcasting. About 150 delegates are expected to participate from Indonesia and about 50 from the Least Developing Countries/ developing countries. Delegates will be benefited from the knowledge and experience of eminent speakers from leading broadcasting organisations/ industries. The Annual Radio symposium will definitely assist radio broadcasters in strengthening the radio services and making it more attractive and effective.

2. DESCRIPTION OF THE TARGET GROUP:

The target groups of this symposium are 200 decision makers and managers from both the Technical and Programme departments of radio broadcasting organizations in the selected countries of Asia and the Pacific

3. DEVELOPMENT OBJECTIVE:

The Radio symposium will assist the broadcasting professionals and decision makers in strengthening and expanding the radio network across the country, mainly, to ensure that radio is accessible by all. It will enhance the role of radio beyond its conventional usage through integration with ICT by exploring the potentials of digital radio technologies. It will ensure more choices, more varieties of information and services, which would enable radio to become the best friend.

4. IMMEDIATE OBJECTIVES:

It will enable the radio service providers to improve the quality of service and create more channel capacity to accommodate new interactive services including effective coverage with proper selection and application of modern technologies.

5. PROJECT OUTPUTS:

- Awareness on the usages and benefits of modern broadcasting technologies developed in more than 200 radio broadcasting professionals.
- Proper selection and implementation of modern technologies enabled broadcasters create more space for new radio channels.
- The problems associated with propagation and will enhance the reception quality of radio programme minimised.
- The potential of radio and would provide value added services, interactive programmes, etc. adding a new dimension to the conventional radio explored.

6. ACTIVITIES:

- i. Preparation project outline
- ii. Drafting of agenda/work schedule
- iii. Coordination with the host organization regarding hosting of this event
- iv. Identification and invitation of speakers for the symposium
- v. Invitation of nominations from broadcasting organizations for participation as delegates
- vi. Selection and confirmation of participants
- vii. Coordination of travel arrangement including visa for the international delegates
- viii. Organize accommodation
- ix. Selection of symposium venue and arrangement of logistical facilities
- x. Finalization of programme schedule
- xi. Compilation of presentation content/ papers from the speakers
- xii. Conduction of 3-day symposium
- xiii. Preparation of report with financial statement

7. PROJECT INPUTS:

- About 25 speakers from reputed broadcasting organisations
- About 200 delegates from Indonesia and outside
- Presentations for the session topics
- Symposium facilities (audiovisual projection, venue, signage, computer, etc.)
- Seminar package (Lunch, tea/coffee, bag, pen, note pad, etc)
- Demonstration on new developments and applications of radio

8. WORK PLAN:

ACTIVITIES / MONTHS	1	2	3	4	5	6	7	8	9	10	11	12
Drafting of project plan	■	■										
Coordination host organisation regarding hosting of the symposium		■	■	■	■							
Identification and invitation of speakers for the symposium						■	■	■	■	■		
Invitation of nominations from broadcasting organizations							■	■	■	■		
Selection of participants									■	■		
Making travel arrangements for trainers and the participants									■	■	■	
Finalization of course outline, content and detailed programme									■	■	■	
Compilation of presentation content/ papers from the speakers									■	■	■	
Coordination regarding arrangement of symposium facilities									■	■	■	■
Conduct the symposium											■	■
Review, evaluate and report writing												■
Overall review of the project and final report writing												■

9. INSTITUTIONAL FRAMEWORK:

The Asia-Pacific Institute for Broadcasting Development (AIBD) is a regional inter-governmental organization servicing countries of the United Nations Economic and Social Commission for Asia and the Pacific (UN-ESCAP) in the field of electronic media development. The Institute currently enjoys a membership of 26 countries, 90 affiliates and 46 partners in Asia, Pacific, Europe and North America.

Since its inception, training has been AIBD's main mandate. More than 28,000 broadcasters and media professionals have benefited from various training programmes over the years. Some 1800 broadcasters from 50 countries are currently being retrained through AIBD programmes per year.

Radio Symposium is one of the events targeting to facilitate the radio broadcasters in promoting and expanding the radio broadcasting network and services.

AIBD will be responsible for all planning, coordination and implementation of the project, given its extensive experience in organizing training courses, seminar and conferences in this field.

AIBD will collaborate with the respective host countries to contribute in terms of required local organization and facilities. The Institute will designate a Programme Manager who has the expertise in this area to manage the project in organizing, evaluating and collaborating with participating media organizations.

10. SUSTAINABILITY:

AIBD is one of the institutes in the Asia-Pacific region mandated by its members in developing human resource development in core competency development programmes in the media for lifelong learning whereby the implementation of the project guarantees its sustainability. AIBD members from leading broadcasting organizations do extend support in case of urgency.

The key findings/ recommendations of the seminar will be published in AIBD periodical magazine and website. It will be circulated to the Ministry and concerned departments in AIBD member countries. Members will be requested to send us a compliance / status report periodically on these aspects.

11. FRAMEWORK OF MONITORING:

UNESCO, Jakarta to monitor the project.

12. EVALUATIONS CARRIED OUT:

The project was initiated based on the training need inputs received from RRI. There was also a request from RRI to organize a seminar on radio Indonesia which has over 2000 radio stations. AIBD will carry out evaluation of the effectiveness of this symposium through analysis of feedback from the participants, speakers and sponsors at the end of the symposium.

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING:

AIBD will submit report on project progress to UNESCO on a four- month basis. The final report will be submitted within one month of the completion of the Symposium. The reports will be prepared by AIBD.

C. ADDITIONAL INFORMATION

AIBD has been coordinating with RRI regarding hosting of this event and has obtained in principle approval already. The final approval from the Ministry is awaited. It has prepared a draft programme schedule for the symposium. It also has started contacting potential speakers from leading broadcasting organizations.

RRI has been requested to provide local facilities and human resources required for implementation of this project. AIBD has not approached any other organisations for assistance.

Previous IPDC support received by AIBD.

AIBD is a long-time beneficiary of IPDC/UNESCO assistance and has executed the following projects:

- 2005 UNESCO-IPDC/AIBD project on Diversifying Information and Improving Radio Programme Production through the Digitization of Radio Archives, Thailand, Laos, Samoa and Bangladesh.
- 2005 UNESCO-IPDC/AIBD Project on Promoting best practices in digital sound archiving for national and local radio stations, Kyrgyzstan, Uzbekistan, Kazakhstan.
- 2005 UNESCO-IPDC / AIBD Training for ICT enhanced regional radios, held in Laos, Bangladesh, and Vietnam.
- 2006 UNESCO-IPDC AIBD Project on Training of radio journalists in Ethics, Strategies and Concepts for Public Service & development programming in Cambodia, Pakistan and Thailand.
- 2008-09 UNESCO-IPDC AIBD Project on Competence Development Programme for Media practitioner in Almaty, Kazakhstan.

AIBD will contribute to project management; workshop materials; premises and facilities in the host country in Jakarta, Indonesia where the project will be implemented in liaison with the UNESCO office in Jakarta.

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)

1. Airfare (return economy) for 15 participants and speakers (participants from Least Developed Countries (Afghanistan, Bangladesh, Bhutan, Cambodia, Laos, Myanmar, Nepal, Maldives, PNG) and Developing Countries (Mongolia, Pakistan, Philippines, Sri Lanka, Vietnam, Thailand, Brunei, India)	12 000
2. Accommodation (4 days each x \$ 70 for 25 participants and speakers)	7 000
3. Seminar package @ \$35 (Lunch, tea/Coffee, Bag, pen, etc.) for one Day for about 200 delegates	7 000
4. Preparation and Distribution of Symposium content on CD	2 000
6. Communication (Mail, Fax, telephone, photo copy, etc.)	500
<u>TOTAL :</u>	<u>28 500</u>

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

1. Project administration 12 month @ US\$ 500	6 000
2. AIBD's Consultant fees 2x 3x US\$ 500	3 000
3. Seminar facilities (venue, audiovisual projection, PA system, signage, etc)	5 000
4. Seminar package (Lunch, tea/Coffee, Bags, etc.) for two Days	14 000
5. Registration process (Lanyard, nametags, database, printing, etc.)	1 500
6. Transport	300
<u>TOTAL :</u>	<u>29 800</u>

REGIONAL

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	MEDIA AND GOOD GOVERNANCE IN CENTRAL ASIA
2.	NUMBER	IPDC/54 RAS/02
3.	CATEGORY OF MASS MEDIA	TELEVISION
4.	IPDC PRIORITY AREA	FREEDOM OF EXPRESSION AND HUMAN RESOURCE DEVELOPMENT
5.	SCOPE (NATIONAL, REGIONAL, INTERREGIONAL)	REGIONAL
6.	TYPE OF ASSISTANCE REQUESTED	TRAINING SUPPORT
7.	TOTAL COST OF PROJECT	US\$ 36,080
8.	AMOUNT REQUESTED FROM IPDC	US\$ 29,680
9.	BENEFICIARY BODY	AIBD (Asia-Pacific Institute for Broadcasting Development) P O Box 1137 Pantai; Kuala Lumpur, Malaysia; T:(6-03) 2282 1046, F:(6-03) 2282 2761; javad@aibd.org.my
10.	IMPLEMENTING OFFICE	UNESCO ALMATY
11.	PROJECT LOCATION	Kazakhstan, Kyrgyzstan, Tajikistan and Uzbekistan
12.	PROJECT PREPARED BY	Ms Lutfah Ahmed, programme manager, AIBD and Mr Sergey Karpov, NPO/CI, UNESCO Almaty Cluster Office
DECISION OF THE BUREAU:		

B. PRESENTATION

1. PROJECT JUSTIFICATION:

The Central Asian countries started independent broadcasting systems since 1992 but governmental censorship of press freedoms, weak media legislation and corruption are barriers for the development of non-partisan media. Although supporting good governance in such circumstances is relatively difficult, training on access to information (A2I) and investigative or research based journalism can start bridging the gap and enable media to support countries on the path to good governance.

Governments in Central Asian countries have recently started positive changes in the field of access to information. The A2I law in Kyrgyzstan is most developed, but governmental officials are having difficulties on its implementation. Tajikistan ratified the freedom of information law in 2008, without showing on media a single case related to its implementation. Kazakhstan government started A2I preparation, with no involvement to population at the current stage. Media content is far from the good governance issues. Practical training and programme production can help broadcasters in the region to engage with the access to information initiative through highlighting the rights of the public in countries where freedom of information has been ratified.

Involvement of the state and private broadcasters on the topic of access to information could help increase the level of understanding by populations on such topics with positive influence to good governance.

Professional journalism is an important part of creating an environment for good governance.

Good information is vital to governance, which is transparent, inclusive and fair. When journalists provide citizens with reliable information, they can make informed decisions about their lives. Professional media outlets can improve awareness of the law of the land, make citizens responsive to issues in society and elicit participation to tackle these issues. Balanced journalism helps participation by giving a voice to a variety of views, while reporting unethical activities supports transparency and the rule of law. Yet the media can be used by vested interests to deny citizens access to information, denying them good governance. It is vital that journalists are equipped to play their important role. There is a need to train journalists and empower them with a clear understanding, especially on issues like the right to information.. Journalists need to be given adequate skills and awareness building on such topics so that they understand the issues and can develop accurate, interesting and fair reporting.

The proposal is to provide Media programme production training for around 50 state and private broadcasting journalists/media professionals in the 4 countries of Central Asia. The training and programme production will aim to highlight the role of media professionals in providing research based journalism using the theme of “access to information” and through it, to contribute to good governance.

2. DESCRIPTION OF THE TARGET GROUP:

12 Journalists and media professionals in each country(Kazakhstan, Kyrgyzstan, Tajikistan and Uzbekistan) will be targeted for training

3. DEVELOPMENT OBJECTIVE:

- Freedom of expression, information and public participation for good governance using where applicable reporting on “access to information” for the public as the theme promoted in Kazakhstan, Kyrgyzstan, Tajikistan and Uzbekistan
- Research based TV journalism encouraged
- Professional capacity building and supporting media workers will have access to professional training and development

4. **IMMEDIATE OBJECTIVES:**

Better understanding of the roles media in promoting freedom of information on the path to good governance among 50 media professionals developed and their skills on topic finding, story developing, scripting etc through practical production training improved.

5. **PROJECT OUTPUTS:**

The training will produce:

- a. Human Resource Development and Improved skills development for 50 local media professional
- b. Around 10 to 12, programs of 3-minute duration produced as part of the training

6. **ACTIVITIES:**

The workshops will be of 40 hours duration each, with a total of 4 workshops proposed.

- Four one week training workshops organised in Kazakhstan, Kyrgyzstan, Tajikistan and Uzbekistan
- Confirm locations, venues, dates and facilities for training in the four countries
- Identify local Broadcaster, identify and contract the free lance trainers and production team, equipment etc
- Contact local Broadcasters to seek and select for participation around 12 suitable broadcasters
- Course outline, content and detailed programme prepared and tailored to each area
- Identify interpreter/s from each of the aforesaid countries
- Organise travel and accommodation of the Trainers
- Conduct one week training workshops in Kazakhstan, Kyrgyzstan, Tajikistan and Uzbekistan
- Evaluate the workshops and submit the final report to IPDC-UNESCO.

7. **PROJECT INPUTS:**

Conduct 4 training workshop of one-week duration the inputs will include:

- Workshop content and schedule,
- Location, equipment, logistics and transport for remote areas etc.
- Experts, trainers, cameramen, producers and other resources
- Invitation, selection of participants for the workshop
- Venue, food, accommodation

8. **WORK PLAN:**

ACTIVITIES / MONTHS	1	2	3	4	5	6	7	8	9	10
Preparation of first draft of proposal										
Final proposal to IPDC										
Preparation of workshop content/schedule										
Selection of location, equipment, logistics, transport etc										
Selection of local Broadcaster										
Selection of experts, trainers, cameramen, producers and other resources Invitation										
Finalisation of detailed expenditure plans against approved budgets										
Selection of participants for the workshop										
Implementation of workshops in 4 countries										
Reporting, evaluation of workshop										

9. INSTITUTIONAL FRAMEWORK:

UNESCO established AIBD in 1977 as a UN project initially with 13 member countries. Since its inception, training has been AIBD's main mandate. Some 1,500 broadcasters from 50 countries are currently being retrained through AIBD programmes each year. AIBD currently has 43 full members in 26 Member Countries, 89 Affiliate Members and 48 International Partners. AIBD has close cooperation with several Broadcasting Unions/ Associations. Among them are the Asia–Pacific Broadcasting Union (ABU), the European Broadcasting Union (EBU), the Arab States Broadcasting Union (ASBU), Southern African Broadcasting Association (SABA) and the Commonwealth Broadcasting Association (CBA). UNESCO and the International Telecommunication Union (ITU) – being permanent members of AIBD's Executive Board – play a key role in planning and executing many of the Institute's developmental activities. The Friedrich-Ebert Stiftung has also supported AIBD activities since its inception in 1977. The AIBD has 18 staff, led by the Director of AIBD. The activities are handled by 8 Programme managers and support staff and a vast bank of Consultants who can be drawn it for their relevant expertise. It has over 30 years of experience in media training. AIBD's main income is from member subscription fees and income from partners to run activities.

10. SUSTAINABILITY:

Participants will be encouraged to share ideas and support each other after the workshop and experience has shown that the networking opportunities created within these sessions help in the sustainability of the programme. AIBD also plans to hold further sessions at a regional level in South East Asia (pending funding availability) and to follow on with more local sessions through encouraging and connecting broadcasters.

11. FRAMEWORK OF MONITORING:

The project will be monitored by UNESCO Almaty office through interim and final reports on activity.

12. EVALUATIONS CARRIED OUT:

The AIBD has conducted similar trainings and programme creation in the region and evaluation results from participating organisations and participants have been very positive

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING:

The reporting will be done in two stages. An interim report will be provided once preparation for the workshops are completed and a final report provided once activities are completed.

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)

Travel (for 2 experts, airfare USD 750 each) for 4 workshops	6,000
Module development (\$444,44 cost of 9 items based on 9 FOI principles, 50 pages)	4,000
Expert fees (6 days of work x \$125 fee per day x 4 workshops)	3,000
Perdiem expert (2 experts @ USD 160, 6 days x 4 workshops)	7,680
Local transport & site visit 4 workshops	1,200
Food, prod. equipment for 4 workshops	6,000
Materials 4 workshops	1,200
Communication 4 workshops	600
Total 4 workshops	29,680

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

Workshop equipment	1,600
Technical/broadcast equipment	4,000
Communications to international experts	800
Total 4 workshops	6,400
Total costs	36,080

REGIONAL

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	MONITORING AND DEFENDING MEDIA RIGHTS IN THE PACIFIC
2.	NUMBER	IPDC/54 RAS/03
3.	CATEGORY OF MASS MEDIA	All categories
4.	IPDC PRIORITY AREA	Promotion of freedom of expression and media pluralism and enhancing professional capacity
5.	SCOPE (NATIONAL, REGIONAL, INTERREGIONAL)	Regional
6.	TYPE OF ASSISTANCE REQUESTED	Financial
7.	TOTAL COST OF PROJECT	US\$ 55,500
8.	AMOUNT REQUESTED FROM IPDC	US\$ 37,500
9.	BENEFICIARY BODY	International Federation of Journalists (IFJ)
10.	IMPLEMENTING OFFICE	UNESCO Apia
11.	PROJECT LOCATION	Pacific, with activities in Solomon Islands or Vanuatu
12.	PROJECT PREPARED BY	IFJ: Deborah Muir UNESCO Apia: Abel Caine
DECISION OF THE BUREAU:		

B. PRESENTATION

1. PROJECT JUSTIFICATION:

The proposed 12-month action to provide training for at least 10 journalists from across the Pacific Islands is intended to augment the capacity of media personnel in the Pacific to implement a systematic advocacy response to media-rights violations in their countries and across the region, while also strengthening regional networking through a nascent network of press freedom activists. By successfully monitoring, documenting and publicising media rights violations, journalists and civil society across the Pacific can challenge and ideally prevent impunity for attacks and restrictions on the media and freedom of expression in the region.

This proposal is framed by concerns about the severe repressions against the media and freedom of expression in Fiji, and fears across the region about the potential for a domino effect on other Pacific Island States. These concerns were voiced strongly at a workshop in Samoa in May 2009, attended by the IFJ and about 40 media and press freedom advocates from 12 Pacific States. The workshop, which dealt with freedom of expression rights and the need for media rights monitoring and reporting, provided a rare opportunity for Pacific media workers to come together to develop strategies for dealing with region-wide concerns about limits to freedom of expression. The situation differs in each country, but participants described first-hand experience of official and unofficial restrictions on the media, questionable use of contempt and defamation laws, physical assaults, and threats and intimidation. Cultural and religious taboos were also highlighted for playing a part in inhibiting reporting and open media discussions. Concerns were noted about regulatory issues, notably in regard to Freedom of Information and dealing with complaints about media content.

Participants were worried about the ripple effects from Fiji, where the situation worsened steadily through 2008-09 with deportations of publishers and editors, police raids on media offices, contempt of court rulings carrying hefty punishments, and a “watch list” on foreign journalists. The regime’s leaders say strict censorship – whereby media outlets must submit “sensitive” reports to officials and accept censors in newsrooms - is needed because media debate impedes reform. The society is now denied basic freedoms, including rights related to freedom of expression, freedom of the media, access to information and the right to associate and assembly. Much of the information about the reality in Fiji is now disseminated through web-logs and externally hosted websites. The repression of dissent, the intolerance of alternative narratives and the clamping down on media and freedom of expression pose significant challenges to development, political stability, good governance and ultimately the timbre of democracy – not only in Fiji, but among its Island neighbours.

Fiji’s civil society and media have struggled to gain cohesion for coordinated efforts to defend basic freedoms and rights. Without national democratic processes to engage in, civil society has been unable to influence events. The Fiji Media Council and the Pacific Islands News Association (PINA) have struggled to respond effectively. Some of these problems are reflected elsewhere in the region. The action will therefore seek to address problems which weaken free media and pluralistic media development, while enhancing the professional capacity of media workers and their organisations, though provision of training identified at the Samoa meeting as a key need for the region. By building on the experience of the IFJ, notably in South Asia, to create national and regional networks through activities that support journalists and press freedom defenders, the action will strengthen and seek to expand the Pacific press freedom network. The activities will be coordinated with media personnel and press freedom defenders in the region, notably through Pacific Freedom Forum (PFF).

2. DESCRIPTION OF THE TARGET GROUP:

The immediate target group includes media workers and press freedom activists representing at least 10 Pacific Island countries (including radio, television, print and online workers), and by extension local, national and regional journalists' organisations. The final beneficiaries are all consumers of information in the Pacific Islands and therefore all citizens of Pacific Islands States.

3. DEVELOPMENT OBJECTIVE:

The development objective is to strengthen the role of media workers, press freedom advocates and civil society actors to support a strong, vibrant and free media across the Pacific, with a focus on building regional solidarity and networking in defence of media-related freedoms. In meeting the immediate objective, the project will support broader aims of promoting a free and diverse media that in turn supports democratic discourse and participation, while also building the professional capacity of individuals and organisations participating in a regional media rights monitoring network.

4. IMMEDIATE OBJECTIVES:

The immediate objective is to provide training and resources to assist in building an enduring coalition of media workers and press freedom advocates able to promote and defend rights related to freedom of the media, freedom of expression and access to information in Pacific Islands States. The project will empower journalists, press freedom activists and their organisations (at local, national and regional levels) to carry out media rights monitoring and local training on such rights.

5. PROJECT OUTPUTS:

- A training and resources package for monitoring and reporting media rights violations will be available for Pacific Islands journalists, press freedom advocates and their organisations.
- At least 6 media workers will attain the skills to deliver training to colleagues on media rights monitoring and reporting.
- Up to 120 media workers will receive training and resources delivered by local trainers on media rights monitoring and reporting.
- The network of Pacific media freedom activists will be strengthened and generate more regular reports from in-country members, resulting in the issuing of regular statements and press releases (distributed through regional networks, the IFJ and IFEX, among others).

6. ACTIVITIES:

- The IFJ will develop a training module and resources package for monitoring and reporting on media rights violations in the Pacific.
- One three-day media rights monitoring workshop, led by an expert on media rights reporting, will be conducted with up to 10 media workers from across the region, using the module/package and including elements of train the trainer programs. The location will be determined in consultation with regional and local organisations, although the Solomon Islands or Vanuatu are mooted as most likely.
- At least six participants in the three-day workshop will conduct one-day monitoring and reporting workshops in their own countries (six), with about 20 journalists in each course. The countries to be targeted will be identified via assessment of the skills of trainees and country needs at the initial workshop. The countries may include the Solomons, Vanuatu, PNG, Samoa, Tonga, Palau. Options for training in Fiji would depend on assessment of tactics and personal safety.

7. PROJECT INPUTS:

- One trainer provided by IFJ, with expertise in monitoring and reporting media rights violations, as well as network building.
- Advice of Pacific organisations such as PFF on the selection of participants for the three-day workshop, and its location.
- Local resource people recommended by PFF and others, including for the prior gathering of information to be used in developing locally specific materials.
- IFJ resources for media rights monitoring, network building, and longer-term related activities such as preparing press freedom reports (IFJ examples for South Asia and China).
- Draft monitoring guidelines for the region, to be discussed at the workshop.
- Materials and equipment for workshops, such as LCD or overhead projector, stationery, etc.
- IFJ supervision, coordination of activities, in consultation with local/regional organisations.

8. WORK PLAN:

ACTIVITIES / MONTHS	1	2	3	4	5	6	7	8	9	10	11	12
Project coordinator appointed; updated contacts with regional organisations; time lines decided through consultation												
Consultation on location of workshop												
Identification of expert trainer												
Identification of in-country contributors to materials development												
Development of training material & resource package, including draft media monitoring guidelines												
Consultation on identification of participants for three-day workshop												
Issue workshop invitations; organise air fares and accommodation												
Interim report to UNESCO												
Conduct three-day workshop												
Publish monitoring guidelines online												
Conduct local one-day workshops x 6												
All reporting on one-day workshops submitted to IFJ												
Ongoing issue of alerts and statements												
IFJ submits final reports to UNESCO												

9. INSTITUTIONAL FRAMEWORK:

The International Federation of Journalists (IFJ) was established to promote international solidarity and campaigning for journalists’ rights around the world. It has extensive experience in working with national journalists’ associations to build their capacity and improve their campaigning skills on press freedom issues. It runs international campaigns on safety, press freedom, public service broadcasting, editorial independence, gender equality, tolerance, and working conditions. It believes that journalists need to be able to freely organise into associations and trade unions in order to campaign for improvements in their social and professional rights. The IFJ represents more than 600,000 journalists in 120 countries.

The Sydney-based IFJ Asia-Pacific regional office, which will implement the action, is staffed by a Regional Director, Projects Manager and Human Rights and Safety Coordinator. A South Asia Coordinator works from New Delhi, India, while the China Project Coordinator works from Hong Kong.

The regional office commonly accesses a pool of experienced trainers and media specialists through its network of affiliates and associates. The regional office reports to the IFJ General Secretary, based at the IFJ's head office in Brussels. On average, the regional office's annual expenditure (which is notionally equal to its income) is about USD 350,000, varying depending on approved project work. Most work is funded through project-specific grants from funders such as the EC, UNESCO, LOT-CO, USIP, NED, Open Society Institute and Freidrich Ebert Stiftung (FES).

Associate Organisations

The IFJ will liaise closely with Pacific Freedom Forum (PFF) to implement the activities. PFF is a regional online network of Pacific journalists and press freedom advocates which formed in mid-2008 and registered as a non-profit organisation in the Cook Islands in June 2009. PFF was a leading organiser of the Samoa meeting in May 2009 (mentioned above, it was in fact PFF's inaugural meeting under the theme *Project XIX: Courage Under Fire*). It was the widely representative participants at this meeting who requested the action outlined in this proposal. PFF also operates under the umbrella of the Pacific Islands News Association (PINA), the regional association of media organisations in the Pacific, which will also be invited to join the action.

Other organisations which will be invited to provide support and input include 1) Pacific Media Centre (PMC), a media support organisation and its component *Pacific Media Watch* based at AUT University, Auckland, New Zealand; 2) the Regional Media Centre, based at the Secretariat of the Pacific Community in Fiji; 3) the Media, Entertainment and Arts Alliance (MEAA), the Australian journalists' union; 4) the Engineering, Print and Manufacturing Union (New Zealand) (EPMU), New Zealand's journalists' union; and 5) the Journalists' Association of Western Samoa (JAWS), a professional association of journalists that has shown strong interest in IFJ's media rights work. Harnessing the input of this broad group will assist to promote maximum participation and consensus-building between a wide cross-section of media and civil society representatives.

10. SUSTAINABILITY:

The IFJ's experience in implementing projects around the Asia-Pacific region and the world is that cooperation with local organisations is critical to sustainability and success of project objectives. The project therefore focuses on building the capacity of Pacific media and organisations, and related press freedom networks (in particular PFF). Local and regional organisations and the target groups will be closely involved in the activities and will fully own results. The numbers in the three-day workshop are limited, but there will be a focus on encouraging inter-generational mentoring.

The action features in-built sustainability via (i) the resources package and media monitoring guidelines to be used by the participants, which include inputs from local individuals and organisations and will be disseminated among colleagues; (ii) the three-day workshop will develop the training capacity of media representatives and organisations; (iii) the one-day local workshops will ideally be replicated without need for project funding support; and (iv) the activities will promote solidarity among the network of local and regional organisations to build a more cohesive platform for future work and continuity in defending media freedom across the Pacific.

The activities will provide an opportunity for the IFJ to further assess needs for addressing long-term sustainability. It is intended that separately funded work will build on this action to promote and sustain journalism that serves the public interest, on the understanding that media and civil society organisations driven by public service values help to protect and entrench basic freedoms (geared toward the development objective).

11. FRAMEWORK OF MONITORING:

- Desk research will be initially conducted to ascertain the prevalence, reach and effectiveness of existing mechanisms and frameworks for media rights monitoring in the Pacific.
- Feedback from participants in the workshops, one-day trainers, observers and partners.

- Volume of communication specific to media rights monitoring and follow-up that takes place within the existing network represented by PFF.
- Volume of media rights alerts received following the workshop and one-day trainings.
- Public statements issued by local and regional organisations (and media pick-up).
- Internal evaluation reports conducted by project coordinator and local organisations that engage closely in the activities.

12. EVALUATIONS CARRIED OUT:

The project will have several evaluation techniques. Participants in activities will be asked to complete evaluation forms at the conclusion of activities. The purpose is to evaluate the performance of trainers and the quality, relevance and content of the training and resources package. Recommendations from the evaluation forms will be incorporated into the training module and by the trainers. The interim and final reports will include evaluation by the coordinator, and will incorporate feedback from participants in activities as well as local and regional organisations that engage closely in the project.

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING:

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

C. ADDITIONAL INFORMATION

Assistance sought from other sources

The IFJ intends to seek support from the European Commission for activities that expand on the proposed action, including a one-day roundtable meeting to address risks to media freedom, freedom of expression and freedom of association across the Pacific which would be tied to the three-day workshop, and later provision of professional development support for “public service journalism” activities. The professional development support would lead directly on from work to support media rights monitoring.

Previous IPDC grants

The IFJ's previous IPDC grants have related to work in South Asia, including two grants for *Capacity building in response to media rights violations and the safety of journalists in South Asia (2008)* and *Strengthening South Asia journalists' safety and Media Monitoring initiatives and networks (2009)*. In 2005-2006, the IFJ provided support to the Centre for Policy Alternatives (CPA) in Sri Lanka to implement activities under a grant to CPA to implement an IPDC program promoting public service broadcasting in Sri Lanka.

Contribution foreseen by the beneficiary agency during the project period

The IFJ will contribute project supervision, office resources and draft training modules from previous projects, as well as contacts and organisational networking in the Pacific.

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)

Training expert: x 4 days	1200
Training expert flight & per diem/accom x 4 days	2200
Regional participants TTT flights & per diem/accom x 10 x 4 days	20,600
Venue hire TTT x 3 days	1500
Venue hire x local workshops x 6 x 1 day	2100
Local trainers for local workshops x 6 x 1 day	900
Training module and resources package	8000
Stationery & communications	1000
<u>TOTAL :</u>	<u>37,500</u>

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

Project supervisor/coordinator x 2 days per month x 12 months	12,000
Training expert: x 4 days	400
Training module and resources package	3000
Admin costs 5%	2600
<u>TOTAL :</u>	<u>18,000</u>

REGIONAL

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	ASIAN PRESS EXCHANGE FOR SOUTH-SOUTH MEDIA COOPERATION
2.	NUMBER	IPDC/54 RAS/04
3.	CATEGORY OF MASS MEDIA	Print, online media
4.	IPDC PRIORITY AREA	South-South Media capacity and partnership building
5.	SCOPE (NATIONAL, REGIONAL, INTERREGIONAL)	Regional
6.	TYPE OF ASSISTANCE REQUESTED	Fund
7.	TOTAL COST OF PROJECT	US\$ 60,000
8.	AMOUNT REQUESTED FROM IPDC	US\$ 38,000
9.	BENEFICIARY BODY	China Daily, ANN - No. 15 Huixin Dongjie Chaoyang District - Beijing 100029 – PRC
10.	IMPLEMENTING OFFICE	UNESCO Beijing Dana Ziyasheva, ACI
11.	PROJECT LOCATION	Beijing, China
12.	PROJECT PREPARED BY	China Daily, Asian News Network (ANN)
DECISION OF THE BUREAU:		

B. PRESENTATION

1. PROJECT JUSTIFICATION:

This project will consist of an Exchange in Beijing and the on-line platform for Exchange follow-up. China Daily will organize the Exchange, inviting the 18 countries of the Asian News Network (ANN). The nations in this network include Bangladesh, Bhutan, Brunei, Cambodia, China, Japan, India, Japan, Indonesia, Lao, Malaysia, Nepal, Pakistan, Philippines, Singapore, South Korea, Sri Lanka, Thailand and Vietnam. Invitations will also be extended to include both the Democratic People's Republic of Korea (DPRK) and Mongolia, as these nations are not currently part of ANN. Through this project, we hope to include these two countries in the ANN, in order to mainstream media outlets from those countries in Asia's information circuit.

AIBD, ABU and AMIC conduct regular meetings and exchange capacity-building activities in the broadcasting field. However, this kind of cooperation mechanisms is yet to be promoted in the field of print media in the region. Therefore, ANN and China Daily are proposing to host the first regional Exchange for print media.

The Exchange will enhance and enrich network partnership strategies to enable stronger South-South ties. The main priority of this Exchange is to identify specific issues of concern to East Asia media and establish mechanisms to address them. Through these mechanisms the extended network will facilitate the development of standards in fields including: editorial independence, investigative journalism, coverage of environmental issues, freedom of information, and the safety and security of journalists.

In preparation of the Exchange, the China Daily and ANN will create an on-line platform which will serve as a partnership building tool throughout the region as well as a superior venue for training and awareness-raising. Currently, the ANN website is a comprehensive entry-point to its member's websites highlighting main events in the region. The project intends to expand the scope of this on-line facility to address media development and issues of common concern to media outlets in East Asia.

2. DESCRIPTION OF THE TARGET GROUP:

Editors-in-Chief of ANN and interested media outlets from Mongolia and the DPRK

3. DEVELOPMENT OBJECTIVE:

To enhance exchange and infrastructural capacity for media development in East Asia

4. IMMEDIATE OBJECTIVES:

The goal of this project is to bring together public print media outlets in East Asia to establish concrete and cost-effective mechanisms for networking, and partnerships in the fields of internships, trainings and content exchange.

5. PROJECT OUTPUTS:

- Improved communication channels and mechanisms for media development in East Asia
- A permanent online forum to address media development and issues of common concern to media outlets in East Asia hosted by ANN
- Opportunities for networking, and partnership agreements in the fields of internships, trainings and content exchange. At least 2-3 bi-lateral or multilateral partnership agreements
- At least 50 Editors-in Chief and journalists will improve their knowledge and understanding through the inter-media exchange mechanisms
- Website containing comparative studies and recommendations on international standards and experiences

6. ACTIVITIES:

- Three-day Exchange held in Beijing; communication mechanisms and network channels will be established
- Development of website: define the structure, scope and content providers for the website

7. PROJECT INPUTS:

- At least six experts (trainers) will contribute their time and expertise to the training workshop
- A designer, a webmaster and TICCS staff will contribute to construction of the Website, and development of supplementary teaching material

8. WORK PLAN:

ACTIVITIES / MONTHS	1	2	3	4	5	6	7	8
Workplan, the budgetary breakdown and the tentative agenda of the Exchange								
Mobilize funds for this Project through China Daily								
Online Forum planning & creation								
Invitation letters to publishers, editors and agents both in China and abroad								
Confirm the attendance with Chinese and foreign publishing houses, editors and agents								
Establish an on-line platform, identify the interoperability options with ANN members websites, membership, content provision and moderation procedures								
The meeting's logistics: visa arrangements, simultaneous interpretation, etc.								
Promote the Exchange at domestic and international events. Publish the announcement in China Daily newspaper at least 3 times								
Organize and conduct the Exchange and launch the on-line platform								
Add presentation content to ANN forum								
Submit Final Reports on the project								

9. INSTITUTIONAL FRAMEWORK:

a) China Daily, established in 1981, is China's national English-language newspaper and is one of the most authoritative newspapers in the country and serves as a key reference point for overseas media and society. The newspaper's mission is to connect the world. The newspaper boasts an average daily circulation of more than 300,000 in 150 countries and regions. Two-thirds of China Daily's readers are government officials, think tanks and decision-makers as well as top executives from multinational corporations.

In addition, China Daily runs a website that receives nearly 12 million hits daily. The China Daily website was launched in 1995 and is now one of the top nine news portals at the state level. The website has three major sections: English Portal, World Online, and English Study.

b) The Asia News Network (ANN) is a network of national daily newspapers published in Asian cities, organized to provide avenues for cooperation and to optimize coverage of major news events in the region. ANN's objectives include: enhancing and improving news coverage of Asian affairs; providing member newspapers with reliable access to news sources in Asia; helping to promote the professional development of journalism in the region.

Membership to ANN is by invitation. The acceptance of a new member will be decided by consensus by the Executive Board, which meets twice a year. Membership in the network is limited to institutions, not by individual. Each Asian country shall be represented by one English newspaper, unless otherwise decided by the Board, and a vernacular newspaper, the utility of which shall be assessed by the same Board. Membership of a newspaper will lapse if the Board decides that a newspaper has not contributed productively to ANN.

10. SUSTAINABILITY:

After the Exchange, the participants will benefit from established partnerships and the network. Additionally, the on-line platform established through the ANN will allow the network to address media development and issues of common concern to media outlets in East Asia. China Daily is capable raising funds for the future training.

11. FRAMEWORK OF MONITORING:

- Regular monitoring by UNESCO Beijing ACI, 6-month progress reports and deliverables as specified in the terms of reference and the schedule.
- Monitoring visits by a professional organization that could be assigned by UNESCO to monitor the project progress.
- Auditing by UNESCO Beijing ACI through financial reports together with itemized financial statements.

12. EVALUATIONS CARRIED OUT:

We have consulted the thorough assessments of these issues found in:

- 2007 ANN members and China Daily partnered for the Tourism Development Forum in Hangzhou, China
- 2001 For ANN annual meeting, main themed as “Get-together in Beijing” themed as cooperation between South and South Media Cooperation.

These events highlight the changes taking place in Asia, pertaining to local and international news, politics, business and investment, sports and entertainment. These events and meetings had the goal of improving the coverage of Asian affairs by Asian media through providing member newspapers with reliable access to news sources in Asia as well as helping to promote the professional development of journalism in the region. The objective of ANN is to exchange stories daily, photos and soon will change videos among their members. It is from the lessons learned that we developed the foundation for this project.

13. FRAMEWORK OF BENEFICIARY AGENCY’S REPORTING:

The beneficiary agency undertakes to report on project progress on a six-month basis. China Daily will submit a comprehensive final report after the end of the project within one month.

C. ADDITIONAL INFORMATION

Contribution foreseen by the beneficiary agency during the project period:

China Daily will mobilize additional funds to successfully implement this project. Additionally, China Daily has a permanent office equipped with modern office equipment and a large staff who will be in charge of the organizational aspects of the project together with UNESCO.

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)			
I. Media Exchange			
Travel and accommodation of Mongolian and DPRK representatives	5,700		
Return flight from Mongolia (\$600*2)	1,200		
Return flight from DPRK (\$800*2)	1,596		
DSA (3 days * \$242 (Beijing) * 4 people)	2,904		
Partial travel grant to participants from Indonesia, Lao, Nepal, Pakistan, Sri Lanka and Vietnam	11,000		
Partial DSA (3 days * \$242 * 20 people)	11,000		
Lunch and refreshments for the participants	5,000		
Closing ceremony/Great Hall of People	4,300		
Rental of event rooms, translation, brochure, supplies	9,000		
Total Media Exchange Costs	35,000		
II. Website			
Development	2,500		
III. Coordination/logistics/fees			
Monitoring/evaluation, Progress Reports	500		
Total Project website	3,000		
Total Contribution requested from IPDC		38,000	

BREAKDOWN OF BENEFICIARY AGENCY'S CONTRIBUTION (in US dollars)			
IV. Preparation			
Staff Members: Project Coordinator/assistant	3,000		
Communication	3,000		
Reporting on project progress and finance	1,000		
Advertisement leading up to the Exchange	3,000		
Inaugural Ceremony	10,000		
Total beneficiary's contribution		20,000	

LATIN AMERICA AND THE CARIBBEAN

REGIONAL

A. PROJECT IDENTIFICATION		
1	PROJECT TITLE	AMARC: POPULAR CORRESPONDENTS: SUPPORTING VOICES OF THE EXCLUDED SECTORS IN LATIN AMERICA
2	NUMBER	IPDC/54 RLA/01
3	CATEGORY OF MASS MEDIA	Internet information agency (Newswire) for community radio broadcasters
4	IPDC PRIORITY AREA	Training of media professionals To promote community media To strengthen freedom of expression
5	SCOPE (NATIONAL, REGIONAL, INTERREGIONAL)	Regional (Latin America and the Caribbean)
6	TYPE OF ASSISTANCE REQUESTED	Training support
7	TOTAL COST OF PROJECT	US\$ 40,530
8	AMOUNT REQUESTED FROM IPDC	US\$ 20,425
9	BENEFICIARY BODY	Asociación Mundial de Radios Comunitarias – América Latina y Caribe (AMARC ALC). Paula Castello, Project Coordinator. Address: Sarmiento 4636, dpto H. CP 1170. Ciudad de Buenos Aires. Argentina. Phone Number: (+ 54 11) 4865-1134. e-mail: paulacastello@amarc.org
10	IMPLEMENTING OFFICE	UNESCO Office Montevideo
11	PROJECT LOCATION	Buenos Aires, Argentina
12	PROJECT PREPARED BY	AMARC ALC. - Rosa M. Gonzalez, UNESCO Office Quito - Günther Cyranek, UNESCO Office Montevideo
DECISION OF THE BUREAU		

B. PRESENTATION

1. PROJECT JUSTIFICATION

Community broadcasters, which exist in Latin America for over 60 years, have become important communication channels for marginalized groups, and communication proved to be a strategic field for inclusion. For these groups - indigenous people, women, farmers, children, adolescents and unemployed people - access to media is key to exercise their rights. By the same token the possibility to have access to a variety of stories and perspectives, is a condition for the construction of societies that respect diversity and pluralism. Article 19 of the Universal Declaration of Human Rights includes this perspective, based on the possibility that all people, may express their ideas and opinions through any means of their choice. Against this background and with the intention to provide precise and truthful information that guarantees freedom of expression, the Púlsar Information Agency (newswire) of the World Association of Community Broadcasters – AMARC ALC offers community and independent broadcasters a full scope of information from Latin America and the world on issues of interest to the civil society, considering the characteristics of radio language. It has 3,900 subscribers and receives more than 36,000 unique page visits a month to its website (www.agenciapulsar.org). In order to ensure a citizen and gender perspective, Púlsar favors alternative information agencies and Latin American community broadcasters as journalistic sources. However, community media professionals face difficulties in becoming leaders and information sources. These difficulties are related, among other factors, to the lack of professional formation, of reaction capabilities when facing events, and of monitoring capabilities of political, economic and cultural processes. Facing this diagnosis, during the last quarter of 2008 and up to August 2009, Púlsar, with support from IPDC, developed a Network of Correspondents, with journalistic activity specifically targeted towards the issue of Human Rights. This first process focused on a group of seven correspondents, in order to guarantee guidance and support during this first formal process of incorporation. Based on the great success, it is now important for the newswire to increase the group's capacities.

2. DESCRIPTION OF THE TARGET GROUP

The target group is Pulsar's correspondents network was established in 2008/2009 under the management of AMARC ALC and comprises fourteen journalists (seven existing and seven new entries) who are members of radio broadcasting stations associated to AMARC ALC in its sub-regions Southern Cone, Brazil, Andean Countries, Central America, Mexico and the Caribbean and the Women's Network. Also target group are 430 direct associates of AMARC ALC, more than 1,200 indirect associates, and 3,900 Pulsar subscribers.

3. DEVELOPMENT OBJECTIVE

This project aims to promote media as a platform for democratic participation by demonstrating the needs, problems, proposals, voices and diversity of Latin American marginalized social groups (category 3 of UNESCO media development indicators). Community broadcasters serve as a tool for reflection and freedom of expression. The project further strengthens networking and coordination of community radios.

4. IMMEDIATE OBJECTIVE

- This project proposes to support the Púlsar correspondents network expanding it to seven new radio journalists (representing the six sub-regions and the Women's Network of AMARC ALC), who will participate in a four-day training course where they learn journalistic techniques for web and radio communications, new perspectives and technical knowledge to carry out their journalistic task. Púlsar will benefit from a greater diversity of voices, journalistic expertise and additional sub-regional journalistic coverage: two regional journalistic reports and weekly issuing of notes and audio reports.

- All fourteen members of Pulsar's correspondents network will prepare and cover AMARC 10 in November 2010 in Buenos Aires. The conference will gather more than 500 community broadcasters from all over the world. Therefore it represents an excellent opportunity to increase debates on the fundamental right of freedom of expression, which is crucial for the visibility and inclusion of marginalized Latin American social groups.

5. PROJECT OUTPUTS

- A Network of fourteen community radio journalists, correspondents of Púlsar, has been established. It represents the six sub-regions and the AMARC ALC Women's Network.
- A regional context analysis and needs assessment study was conducted by the seven new Púlsar network members.
- A four-day journalistic training course was held in Buenos Aires for the seven new Púlsar network members, where participants analyzed the Latin American social context with regard to issues of Human Rights and Freedom of Expression.
- More news items and audio reports in relation to Human Rights topics and marginalized groups in the region covered by Púlsar, have been edited by Púlsar correspondents.
- Two special regional reports have been written by Púlsar correspondents.
- A special report on AMARC 10 has been written by the fourteen correspondents and Púlsar's coordination team.
- A CD with voices and debates recorded during AMARC 10 was distributed at the end of AMARC 10 to over 400 community radio journalists.
- A digital map visualizing the needs, problems and voices of marginalized sectors in Púlsar's cover regions was designed and put on Púlsar's website.

6. ACTIVITIES

1. Enlargement of the team of Púlsar correspondents to foster freedom of expression and to give visibility to marginalized social groups in Latin America.

1.1. Planning. Methodological design of the training course, convening and selection of ten attendants: seven correspondents (from the sub-regions and the Women's Network of AMARC ALC), and three members of Púlsar's coordination team and the AMARC ALC Regional Office.

1.2. Knowledge exchange. Topics will include discussions on participants' own journalistic experience, planning of Púlsar's local and regional activities as well as an analysis of regional standards and practices in compliance with freedom of expression and the situation of marginalized groups throughout the continent.

1.3. Training course. The training course in Buenos Aires, Argentina, at Púlsar's headquarters will include the following objectives: a) analysis of Latin American and Caribbean standards of human rights and freedom of expression in particular; b) journalistic training: criteria of newsworthy information, management of information sources, journalistic writing for the radio; c) human rights: freedom of expression and the right of communication, gender equality, marginalized groups, indigenous peoples.

2. Correspondence.

Each Púlsar correspondent will send one news item and one audio report per week for publication on the agency's website. The main theme of the items will be human rights.

3. Regional Reports.

There will be two regional reports, prepared by members of Púlsar's team of correspondents, and Púlsar coordinators.

4. AMARC 10.

Preparation of, participation at and journalistic coverage of AMARC 10: radio programs, a daily event summary and reporting on the Assembly, all transmitted through streaming and placed on Púlsar’s website for distribution through community radios.

5. CD of Radio productions.

A CD of radio productions that synthesizes the main topics, voices and debates in the course of AMARC 10, will be distributed to the 430 associates of AMARC ALC.

6. **Production of a digital map** visualizing the needs, problems and voices of marginalized sectors in Púlsar's cover regions.

7. PROJECT INPUTS

- Human resources for planning, coordination, logistics and oversight of: (1) a training course for the seven new network members, (2) feedback on new members' correspondence, (3) preparation of two regional reports, (4) preparation and coverage of AMARC 10.
- Materials of training course for new members.
- Travel, accommodation and living expenses for seven participants during the training course and for fourteen participants during AMARC 10.
- Coordination, production, design, editing, publishing and distribution of an audio CD.
- Production, design and publishing of a digital map.

8. WORK PLAN

ACTIVITIES / MONTHS	1	2	3	4	5	6	7	8	9	10	11	12
Formation process of the new team of correspondents												
Correspondence (weekly item delivery)												
Regional reports												
Preparation and coverage of AMARC 10												
Radio production CD												
Production of digital map												
Project monitoring												
Evaluation reports												

9. INSTITUTIONAL FRAMEWORK

AMARC was founded in 1983 in Montreal. In 1990, the office for Latin America and the Caribbean was founded. Púlsar Information Agency is one key product of AMARC ALC aiming to democratize communications throughout the continent. Púlsar’s objective is to ease community broadcasters’ access to reliable, relevant radio information through a proposal based on the convergence of radio and new technologies. Since 1995, it has placed information based on an alternative newswire at the disposal of community radio stations, promoting open access to pluralistic and democratic communication.

10. SUSTAINABILITY

The development of this project means a crucial strengthening for Púlsar, whose institutional services, technical conditions and infrastructure allow the realization of this proposal and its continuity after the

project lifetime. Annual fees of AMARC's 430 direct associates guarantee financial contributions to the Púlsar Network. Moreover, international cooperation on AMARC ALC's main lines of action, missions, objectives and radio campaigning strengthens the network.

11. FRAMEWORK OF MONITORING

Monitoring will be undertaken by the UNESCO Adviser for Communication and Information in consultation with AMARC ALC. Consolidated reports produced by the partners and the ACI will be submitted to IPDC on a regular basis by the UNESCO Quito Office. AMARC ALC suggests Bruce Girard, director of Comunica (www.comunica.org), to monitor and oversee the project. Comunica's regional network researches and supports the use of new information and communication technologies by local and independent media in less developed countries to reinforce local initiatives for development and democracy.

12. EVALUATIONS CARRIED OUT

The project is based on AMARC ALC's and particularly Púlsar's strategic action lines and objectives: fostering the participation and decentralization of the network while strengthening the information service. In 2006, a survey on Púlsar's services was performed and delivered to AMARC (www.agenciapulsar.org/encuesta). Regular evaluation of Púlsar's services is conducted by its members and AMARC ALC's Regional Council and Regional Office.

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING

Two progress evaluation reports and one final evaluation report will be prepared based on the objectives and expected results, in line with UNESCO's requirements. We will consult Púlsar's subscribers and users, workshop participants, national representatives of AMARC ALC and other network members on the quality of the service provided.

C. ADDITIONAL INFORMATION

AMARC regional projects supported by IPDC: 2005. Regional Project: training trainers for community radio. Developed by AMARC ALC's training program.
2008/2009. Popular Correspondents: Human Rights in Latin America and the Caribbean. Developed by Púlsar Information Agency.

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)	
Special regional reports	
Correspondents' travel (USD 700 x 2 reports x 2 correspondents)	2800
Correspondents' hotel and living expenses (USD 50 x 4 days x 2 reports x 2 correspondents)	800
Training course for 7 new pulsar's team members	
Correspondents' air travel (USD 700 x 7 participants)	4900
Hotel expenses (USD 25 x 4 days x 7 participants)	700
Living expenses (USD 25 x 4 days x 10 (7 participants + 3 trainers/coordinators))	1000
Local transport (USD 15 x 4 days x 7 participants)	420

Training course material	200
Coverage of AMARC 10 (7 new PULSAR's team members)	
Airfare (USD 700 x 7 participants)	4900
Hotel expenses (USD 25 x 9 days x 7 participants)	1575
Living expenses (USD 25 x 9 days x 10 (7 participants + 3 coordinators))	2250
Local transport (USD 10 x 9 days x 7 participants)	630
Preparation material	100
Material and equipment for coverage (cables, headphones, transformers)	150
<u>TOTAL:</u>	<u>20 425</u>

BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION (in US dollars)	
Project coordination (USD 150 x 12 months)	1800
Communications (USD 100 x 12 months)	1200
Special Regional Reports coordination fees (USD 500 x 2 reports)	1000
Training course for new correspondents team members	
Logistics and administration fees	500
Rental of training course venue (USD 150 x 4 days)	600
Trainers (USD 100 x 4 days x 2 trainers)	800
Coverage of AMARC 10 (7 existing PULSAR team members)	
Airfare (USD 700 x 7 participants)	4900
Hotel expenses (USD 25 x 9 days x 7 participants)	1575
Living expenses (USD 25 x 9 days x 10 (7 participants + 3 coordinators))	2250
Local transport (USD 10 x 9 days x 7 participants)	630
Preparation material	100
Material and equipment for coverage (cables, headphones, transformers)	150
Logistics and administration fees	500
Coordinators (USD 100 x 7 days x 2 coordinators)	1400
CD production	
Coordination fees	500
Graphic design and printing	600
CD copies and distribution	400
Digital map	
Graphic web designer	500
Production and web hosting	700
<u>TOTAL :</u>	<u>20 105</u>

REGIONAL

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	ALAIC : FREEDOM OF EXPRESSION AND PLURALISM IN LATIN AMERICA
2.	NUMBER	IPDC/54 RLA/02
3.	CATEGORY OF MASS MEDIA	Newspapers, radio, television and community media
4.	IPDC PRIORITY AREA	Freedom of expression, community media and training of media
5.	SCOPE	Interregional
6.	TYPE OF ASSISTANCE REQUESTED	Financial assistance / institutional capacity building
7.	TOTAL COST OF PROJECT	US\$ 50,500
8.	AMOUNT REQUESTED FROM IPDC	US\$ 36,000
9.	BENEFICIARY BODY	Professors, researchers and, media professionals in Latin America.
10.	IMPLEMENTING OFFICE	Asociación Latinoamericana de Investigadores de la Comunicación (ALAIC)
11.	PROJECT LOCATION	ALAIC's head office - Universidade de Brasília - Programa de Pós-graduação em Comunicação - Campus Universitário Darcy Ribeiro è Brasília - DF, Brazil
12.	PROJECT PREPARED BY	César R. S. Bolaño, Professor Dr. President of ALAIC - University of Brasilia Tel: (+55 61) 99016357 Email: bolano.ufs@gmail.com Fernando Oliveira Paulino, Professor Dr. Administrative Director of ALAIC University of Brasilia Tel: (+ 55 61) 8114-1175 Email: fopaulino@gmail.com Rodrigo G. V. Braz, journalist Secretary of ALAIC - University of Brasília Tel: (+ 55 61) 81034637 Email: rodrigo_jornalismo@yahoo.com.br
DECISION OF THE BUREAU:		

B. PRESENTATION

1. PROJECT JUSTIFICATION:

The *Asociación Latinoamericana de Investigadores de la Comunicación* (ALAIC), representative entity of Latin American researchers on the communication area, proposes to IPDC actions aimed at improving the competencies of academic researchers and professors. To this end, ALAIC intends to restructure its website and transform the electronic platform into a portal of academic and professional interest (by incorporating the Latin American Journal of Communication Science, which is currently available only in printed version). ALAIC's purpose is to integrate local researchers in a network and create a more effective way to disseminate their research works and studies. The distribution of high qualified articles, papers and essays on issues as media structure, social development and communication policies contributes to free and pluralistic media and democratic development of Latin America countries.

ALAIC was created in 1978 and its mission was to integrate local researchers and their contributions to communication knowledge. Since the 90's, there has been an increasing number of initiatives to promote democracy as well as critical thought about questions related to freedom of expression and the right to communicate. However, those discussions are still constrained by structural problems of political, social and economic order. According to a study by *Instituto Prensa y Sociedad* (IpyS) the structure of Latin American infocommunicational markets has passed through great transformations since the 1990's decade. Notwithstanding this transformation, "statistics show that, in the majority of the studied countries, the income inequality distribution indices have worsened" (*Instituto Prensa y Sociedad*, 2006, p. 279). On the other hand, the Freedom of Expression Report (2004) by the Organization of the American States views the control channels of communication shaped within a monopolistic and oligopolistic model that can affect information pluralism.

This scenario poses a need to give priority to actions and research on freedom of expression, media pluralism policies and alternative media works in Latin America. In this connection, ALAIC aims to provide an online space for thinking and reevaluating communication actions on a daily basis, and promoting critical discussions and studies on alternative media practices developed by several Latin America communities with the support of international bodies.

2. DESCRIPTION OF THE TARGET GROUP:

People immediately benefited by this project are universities and research institutions that will be able to disseminate their work and also access other studies in the communication field. The emphasis on freedom of expression in the Latin American Journal of Communication Science, international seminars and local debates should stimulate the insertion and consolidation of related themes on universities' and colleges' curricula.

The promotion of a humanistic education, focused on freedom and democracy, may encourage the free flow of information in public and private research institutions; promote a wider and better balanced dissemination of information on studies among universities and colleges and strengthen researchers and professors communication capacities in Latin America countries.

Indirectly, the project reaches stakeholders — citizens, media workers and government regulatory staff training — in which freedom of expression and media pluralism actions have been developed, based in the study, dissemination and record of those experiences. ALAIC assumes this role by promoting Work Groups, conferences and seminars; disseminating information on its actions; and providing a Latin America communication researchers and researches record.

3. DEVELOPMENT OBJECTIVE:

- Consolidating a network of communication researchers, professors and students to promote the debate on freedom of expression, free and pluralistic media, and communications policies for a democratic development of Latin America countries.

The above goal will be inspired by the UNESCO's document *Media Development Indicators: a framework for assessing media development*, particularly the categories 2 and 4. The Category 2: "Plurality and diversity of media, a level economic playing field and transparency of ownership; The state actively promotes the development of the media sector in a manner which prevents undue concentration and ensures plurality and transparency of ownership and content across public, private and community media"; and Category 4: "Professional capacity building and supporting institutions that underpins freedom of expression, pluralism and diversity: Media workers have access to professional training and development, both vocational and academic, at all stages of their career, and the media sector as a whole is both monitored and supported by professional associations and civil society organizations".

4. IMMEDIATE OBJECTIVES:

- Strengthening the debate on themes related to freedom of expression on communications human resources development — focusing in the introduction of those themes on universities' and colleges' curricula —, contributing to media workers and government regulatory staff training, communication professors edification and students education;
- Unifying and strengthening communication researchers and research bodies in Latin America.

5. PROJECT OUTPUTS:

- ALAIC and Latin America partners organized one (1) international seminars (gathering researchers from Brazil, Bolivia, Argentina, Mexico and Porto Rico)— as they disseminated articles, studies and researches on communication — in order to reach out universities, researchers, professors, students and media workers, assuring their involvement with issues related to freedom of expression, such as community media development and the right to access public information.
- The Association raised funds and organized five (5) local debates and four (4) online forums with researchers and partners to assure the project indicators are followed (such as the numbers of international seminars, Latin American Journal of Communication Sciences issues, etc.) and the priority themes reach the needed visibility (such as freedom of expression, free and pluralistic media, and communications policies for a democratic development of Latin America countries). The online forums' debates and the project evaluation summarized. Four (4) partial reports and one (1) final document sent to IPDC.
- Restructuring the website in order to host and store the electronic version of the Latin American Journal of Communication Sciences — which is of great academic interest and it is published once per semester —, aiming at improving the current publication. Also, the portal hosted a Monthly Informative Journal (to disseminate communication researches, events and news in the region) and a Data Bank with texts and researches available to ALAIC members and the general public. Therefore, the website as a communication channel for professors, students and communication professionals. The electronic platform carried on activities to disseminate and exchange information about communication researches and works produced in the countries of the region;
- The Latin American Journal of Communication Sciences first electronic issue dedicated to Freedom of Expression and Media Pluralism in Latin America. This inaugural issue provided a dossier on the current freedom of expression scenario in many Latin American countries, contemplating critical analyze on projects and actions that have been developed in many countries of the region to promote freedom of expression and media pluralism.

6. ACTIVITIES:

- Organization of the Seminar on Freedom of Expression and Media Pluralism in Latin America with the presence of Latin American communication researchers (of the international group) and a parallel work meeting for planning the activities for the year. The event will take place on August 2010;
- Organization of local seminars in each of the involved countries (Brazil, Bolivia, Argentina, Mexico and Porto Rico) for discussion about the priorities and the needs that should be addressed by the portal and the Latin American Journal of Communication Sciences electronic version, as well as by local debates on freedom of expression and media pluralism, development of community media, and promotion of media workers training, communication professors edification and students education;
- Meetings with the hired firm to talk about the structure, features, design and visual identity of the Portal and also to adequate the website to the Latin American Journal of Communication Sciences electronic version and to the communication researches and professionals Data Bank;
- Disseminating to universities public paper call for the Latin American Journal of Communication Sciences in Latin American electronic version, stimulating the active participation of members from the ALAIC Board of Directors researchers team and other partners, especially Working Groups (WG) coordinators;
- Restructuring ALAIC communication mechanisms (portal, electronic lists, blogs) with project team members and WG coordinators participation, besides the help from other partners, such as communication bodies, professionals and researchers in Latin America;
- Disseminating the portal and the Latin American Journal of Communication Sciences electronic version to universities and research institutes on international level;
- Organizing five simultaneous events (Brazil, Argentina, Bolivia, Mexico and Porto Rico) with online transmission of the launching ceremony of ALAIC restructured portal, the Latin American Journal of Communication Sciences first electronic issue and the public paper call the second issue of the journal.

7. PROJECT INPUTS:

- Hiring a technology firm to restructure the ALAIC portal;
- Hiring 1 communication professional to manage the website
- Training the portal manager;
- Hiring a secretary for reception and organization of ALAIC’s publications information;
- Designing and Formatting the Latin American Journal of Communication Sciences electronic version;
- Organizing the launching event for the website and the Latin American Journal of Communication Sciences first electronic issue;

8. WORK PLAN:

ACTIVITIES / MONTHS	1	2	3	4	5	6	7	8	9	10	11	12
Meetings/Seminar with Latin American communication researchers to discuss the project methodology and execution												
Debate with Latin American researchers about the Journal guidelines and values												
Survey with all ALAIC members to set priorities and needs that should be addressed by the web page and the Journal												
Hire a qualified firm to develop the site												
Meetings with the hired firm to talk about the structure, features, design and visual identity of the web page												

Public paper call to different universities of all Latin American countries															
Elaborate the web page															
Disseminate the website and its goals to universities and research institutes from all continents															
Acceptance of paper/ Text formatting for the electronic journal															
Event to release the website, the first edition of the journal and the second edition's public paper call															
Disseminate the website, the journal and the second edition's public paper call															

9. INSTITUTIONAL FRAMEWORK:

The Asociación Latinoamericana de Investigadores de la Comunicación (ALAIC) is an international organization created in 1978 for scientific, union and nonprofit purposes, aiming at bringing together researchers, associations and institutions devoted to scientific research on communication. Currently it is based on Brazil (2009-2011) and it has approximately 295 members of all Latin America countries. Professors who compose ALAIC elected board — Dr. César Bolaño (Brazil), President; Dr. Délia Covi (Mexico), vice president; Dr. Fernando Oliveira Paulino Oliveira (Brazil), administrative director; Dr. Gustavo Cimadevilla (Argentina), scientific director; Dr. Carlos Arroyo (Bolivia), communication director; and Dr. Eliseo Colon (Puerto Rico), international relations director — will provide the theoretical support and also coordinate the activities to be carried out by “ALAIC Project: Freedom of Expression and Pluralism in Latin America”. The website will be managed and overseen by a journalist hired for the project.

ALAIC board reports to the General Assembly, that meets every two years during the conferences. Furthermore, it has an Advisory Board consisting of seven people, including former presidents, representatives of partners organizations and individual members chosen by the board. It also has an Audit Committee, elected with members of the board and regional representatives. There may also be constituted extra-statutory committees, such as those for publications, subject to the area director or to the inter-cultural support committee. Currently ALAIC has 27 thematic working groups, that report to the scientific director aided by a support commission, consisting of three members. The academic journal of the entity represents a parallel structure with a publisher, two editors, and an extensive editorial board.

10. SUSTAINABILITY:

ALAIC will assure the project continuity with resources gathered by membership annuities, the support of national bodies whose mission is to promote research (such as the Brazilian National Counsel of Technological and Scientific Development-CNPq) and the contribution of Latin America universities. Also, the main network mechanisms developed by the project (ALAIC’s portal and journal) are online and, after the electronic platform is built, they may be managed and updated with less resources.

Therefore, after the project implementation, the website and the electronic version of the Latin American Journal of Communication Science will be managed and looked after by the ALAIC board. The payment of annual fees by members will finance the continuity of initiatives, providing the necessary technological upgrades and resources for dissemination.

11. FRAMEWORK OF MONITORING:

UNESCO (Brasilia Office) and Professor José Marques de Melo (UNESCO Chair of Communication-UMESP) will be responsible for monitoring ALAIC’s project. Professor Melo is a former president of the organization and currently is an advisory ALAIC board member and the coordinator of one UNESCO Chair in Brazil. Therefor, he has access, at any time, to all the information needed for monitoring. Furthermore, ALAIC board will work to assure that information on the project will be available in accordance with the schedule proposed and the data will be appropriate for submission to UNESCO at the time of grant.

Moreover, the Association will organize online forums with researchers and partners to assure the project indicators are followed and the priority themes reach the needed visibility. The online forums' debates and the project evaluation will be summarized in four partial reports and one final document to be sent to IPDC.

12. EVALUATIONS CARRIED OUT:

- The Project execution team will meet at the beginning of the activities, as proposed in the present Project, and will keep in touch by e-mail/phone. There is also a meeting scheduled at Bogota (ALAIC Congress, September 2010) to evaluate the observance of the steps established;
- At the end of the activities, a Final Report will be sent to UNESCO with the evaluation of the accomplished actions.

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING:

For each stage that is concluded, ALAIC will submit progress reports on implementation of the activities to the UNESCO Brasília Office. These reports will be prepared by ALAIC's teamwork.

D. BUDGET	
BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)	
10 international traveling tickets to assure key researchers will attend the Seminar on Freedom of Expression and Media Pluralism in Latin America	10,000
1 Computer to be shared by the communication professional (to allow the website update) and the secretary (to gather and organize ALAIC's publications information in one place)	1,500
1 Projector for presentations during the international seminar	1,000
1 Laser printer for the communication professional and the secretary	500
Website restructuring and managing platform for permanent update. The electronic platform will be developed as the needs of ALAIC with a dynamic programming language, such as PHP with the usage of Drupal or Joomla structures. The firm responsible for the website will also provide maintenance and backup services.	8,000
A communication professional responsible for the website update and layout of the Latin American Journal of Communication Science electronic version.	9,000
Secretary to receive and organize ALAIC's publications information	6,000
<u>TOTAL:</u>	<u>36,000</u>

BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION (in US dollars)	
Organization of local lectures in each of the participating countries (Brazil, Bolivia, Argentina, Mexico and Porto Rico) to discuss the priorities and needs of the website and the electronic version of the Latin American Journal of Communication Science, as well as for disseminating and expanding local debate.	4,000
Physical structure, energy and phone bills provided by universities involved in the "ALAIC Project: Latin-America Pluralism and Freedom of Speech"	4,000
10 Print Cartridge	1,000
Consumption materials (paper, envelopes, stapler, staples, folders, archives, etc.)	5,500
<u>TOTAL:</u>	<u>14,500</u>

REGIONAL

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	SEMINAR FOR TRAINING MEDIA PROFESSIONALS ON JOURNALISM, ENVIRONMENT AND DEVELOPMENT.
2.	NUMBER	IPDC/54 RLA/03
3.	CATEGORY OF MASS MEDIA	Printed media, radio, TV and Web
4.	IPDC PRIORITY AREA	Human resources development
5.	SCOPE(NATIONAL, REGIONAL, INTERREGIONAL)	Regional
6.	TYPE OF ASSISTANCE REQUESTED	Training support
7.	TOTAL COST OF PROJECT	US\$ 39 860
8.	AMOUNT REQUESTED FROM IPDC	US\$ 26 636
9	BENEFICIARY BODY	The José Martí International Institute of Journalism Calle G No. 503 e/ 23 y 21, Vedado, Havana 10400 Tel: (53 7) 832 - 0566/67 E-Mail: eventos@prensaip.co.cu Contact: Rebeca Cabrales (Public Relations Officer)
	IMPLEMENTING OFFICE	Regional Office of Culture for Latin America and the Caribbean, UNESCO Havana. Isabel Viera, Project Officer, Communication and Information i.viera@unesco.org.cu
11.	PROJECT LOCATION	The José Martí International Institute of Journalism. Calle G No. 503 e/ 23 y 21, Vedado, Ciudad de La Habana, CP 10400, Cuba.
12.	PROJECT PREPARED BY	Antonio Moltó Martorell (Director of the José Martí International Institute of Journalism)
DECISION OF THE BUREAU:		

B. PRESENTATION

1. PROJECT JUSTIFICATION:

Latin America and the Caribbean is a very vulnerable region regarding environment, and mostly due to having so many economically underdeveloped small insular states in the region, the impact of climatic change would be appalling. The urgency for development is contradictory to the care for the ecosystems that distinguishes this region, which generates several conflicts at the social scale.

Frequently and unfortunately, the media and journalists do not have a specialty degree, particularly on environmental issues to reflect objectively those issues, playing their role of surveillance against impacts to the environment and to educate citizens to protect it. These issues tend to be in the media exclusively as informative, casuistic, non-systematic and with a catastrophic approach.

Offering Latin American and the Caribbean journalists training on topics such as climate change, deforestation, pollution, natural resources administration, biodiversity protection and sustainable development, is a first goal in this project. These professionals should become opinionated and trained leaders for their colleagues in their countries.

The seminar aims to maintaining a workgroup for information exchange, long-distance training and the coordination of projects. These will be mainly done through blogs, discussion forum, web publications, bulletins, etc.

2. DESCRIPTION OF THE TARGET GROUP:

Journalists and media specialists who practice environmental journalism in countries of Latin America and the Caribbean.

3. DEVELOPMENT OBJECTIVES:

Journalism training project: the project aims at promoting good governance and transparency by building professional capacities in the field of environmental journalism and climate change in countries from Latin America and the Caribbean region.

4. IMMEDIATE OBJECTIVES:

- To provide the participants to the seminar with up-to-date information and communication tools that will allow them to manage the environmental and climate change issues in a most effective way in order to imprint a conscious approach in their recipients.
- To identify and learn from the concrete practices, good moves and flaws in this type of journalism in the region with an active and permanent exchange to socialize the best practices.

5. PROJECT OUTPUTS:

- 35 Latin American journalists trained as trainers to able to reproduce at their countries the knowledge and experiences they acquired on environmental journalism and climate change, and to carry out further research on environmental communication.
- To ensure that the journalists maintain an information and opinion exchange in order to promote constant professional update on environmental topics through blogs, web bulletins, discussion forums, joint attendance to events, etc.

6. ACTIVITIES:

- A three-day seminar course held in the project submitters’ premises to teach the essential skills of environmental journalism and climate change issues, for 35 journalists from Cuba, Brazil, Argentina, Mexico, Ecuador, Dominican Republic, Haiti, Venezuela, Chile and Costa Rica.
- Visits to places where model environmental projects are being developed (Havana Bay, 100th. Street Garbage Dump Biogas Plant).
- The participants will make a characterization of the environment, the society and the communication in their own countries, to be handed out at the end of the seminar.
- The implementation of communication platforms (blogs, websites, discussion lists...) to publish this works and some topics of information, discussion and exchange will continue to be held.

7. PROJECT INPUTS:

- 1 facilitador and 5 lecturers to deliver dissertations on the essential skills for environmental journalism, as well as on climate change issues
- One Pentium-4 personal computer and one overhead projector for the three-day workshop. Four speak-out microphones, an audio amplifier and two woofers, digital audio recorder and CDD cam to take the memories and transcriptions of the seminar.
- Simultaneous ranslation staff and headphones (Spanish, English and French)
- Rental of a Website hosting service.

8. WORK PLAN:

ACTIVITIES / MONTHS	1	2	3	4	5	6	7
Selection / contracting of instructors and trainers							
Selection of equipment							
Purchase and installation of the equipment							
Preparation of training materials							
Selection and notification to workshop participants							
Seminar carried							
Submission of implementation reports							

9. INSTITUTIONAL FRAMEWORK:

Founded in 1983, the Jose Marti International Institute of Journalism is a training centre of the Cuban Journalists’ Organization. It’s the coordinating centre for professional training of Cuban and Latin American journalists. The teaching staff is formed by experienced journalists and media specialists coming from universities and Research Centres.

The Institute is a Leading Center of post-graduate education. The staff has carried out successful previous experiences in other UNESCO projects. There is a small residence for students, classrooms and conference rooms and Internet service. Cooperation agreements are signed with Schools of Journalism of the University of Havana.

10. SUSTAINABILITY:

As the follow-up of the seminar, the Institute will support and promote networking for media professionals regarding environmental and climate change issues.

The Institute will include the training seminar as a regular part of the training programmes offered by them for national journalists.

11. FRAMEWORK OF MONITORING:

This project could also be monitored by the Latin American Journalists Federation. (FELAP).

12. EVALUATIONS CARRIED OUT:

April 2008, the Institute of journalism carried out a Seminar – workshop project “Journalistic coverage of Hurricanes”, supported by an IPDC Regional Project.

December 2008, organized a Seminar on Scientific journalism, also supported by regional bureau of UNESCO.

From June to July, 2009: International Diploma Course on Journalism and the Environment, hosted by the José Martí International Journalism Institute.

13. FRAMEWORK OF BENEFICIARY AGENCY’S REPORTING:

The International Journalism Institute will emit the corresponding report as beneficiary agency. This report should be submitted by Antonio Moltó Martorel, Director of the Institute.

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)	
Flying tickets for 16 journalists from Latin America and The Caribbean who practice environmental journalism.	13,890
Airport taxation. (US\$ 27x 16)	432
Inter-province transportation for 13 Cuban journalists who do not live in the capital.	1,040
Full coverage accommodations for 4 nights for 29 participants (4 nights x 29 participants)	4.200
Payment of simultaneous translation services	432
Rental of simultaneous translation equipment	972
Design, printing and diffusion of advertising material and multimedia	2.000
Lunch for national Participants y foreign media.	164
Welcome and farewell cocktail	600
Communication services	270
Meals during the sessions	300
Files, notebooks, pens and materials for the participants	800
Payment for 1 facilitator and 5 lecturers (6 x 3 days x 72 usd)	1.296
Fuel for local transportation	240
TOTAL	26.636

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

Conference local	500
Equipment technical staff	1.296
Internal transportation to airport and scheduled visits	2.500
Advertising material	900
Translation of documents to English and French	1.296
Use of the Institute Documentation Center	900
Communication services event preparation	1.756
Internet services	1.900
Logistic expenses for the organizing process	2.176
<u>Total</u>	<u>13.224</u>

REGIONAL

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	BUILDING REGIONAL HIV BROADCASTING CAPACITY BY OFFERING HIGH-QUALITY TRAINING TO PRODUCE EFFECTIVE HIV PROGRAMMES FOR POSITIVE SOCIAL CHANGE
2.	NUMBER	IPDC/54 RLA/04
3.	CATEGORY OF MASS MEDIA	Radio and television (supported by existing online and SMS initiatives)
4.	IPDC PRIORITY AREA	Media pluralism, training, development of media professionals and building effective partnerships
5.	SCOPE	Regional
6.	TYPE OF ASSISTANCE REQUESTED	Training support and capacity building
7.	TOTAL COST OF PROJECT	US\$ 100,000 for first phase of implementation
8.	AMOUNT REQUESTED FROM IPDC	US\$ 40,000
9.	BENEFICIARY BODY	Caribbean Broadcast Media Partnership on HIV/AIDS [CBMP], suite #8, Beaumont House, Palm Beach, Hastings, Christ Church, Barbados, West Indies. Tel: (246) 437-0101; Fax: (246) 437-0279; Allyson Leacock, Ph.D., Executive Director e-mail: aleacock@cbmphiv.org and Radio Montserrat (ZJB)
10.	IMPLEMENTING OFFICE	UNESCO Kingston Cluster Office for the Caribbean
11.	PROJECT LOCATION	Radio ZJB, Brades, Montserrat, West Indies
12.	PROJECT PREPARED BY	Allyson Leacock, PhD, Executive Director, CBMP and Chair, World Aids Campaign, with advice from UNESCO Kingston Cluster Office for the Caribbean
DECISION OF THE BUREAU:		

B. PRESENTATION

1. PROJECT JUSTIFICATION:

This project is intended to provide dedicated airtime to addressing the HIV pandemic in the Caribbean, the second highest HIV-affected region in the world after sub-Saharan Africa. The goal is to build on current initiatives to revitalise Montserrat's broadcast channels and commit at least 50% of Radio ZJB's airtime to pro-social programming with a particular focus on HIV and its related socio-economic triggers. This would create a relatively dedicated regional HIV radio station broadcasting from within Montserrat to the wider Caribbean.

During the 1970's, 80's and early 90's, Montserrat historically led the region with the most powerful regional radio station ever established in the Caribbean – Radio Antilles. However, since 1995, dramatic volcanic activity there has stymied the country's national development and deeply affected the sustainability of many of its critical institutions, including the media and the national radio station, ZJB.

Although Radio Montserrat is an active member of CBMP, this project is envisaged as an ideal opportunity to build on existing CBMP efforts to promote freedom of expression and media pluralism while developing Montserrat's community radio media professionals by enhancing their HIV reporting and programming skills.

The CBMP is part of a global initiative established in 2004 by then UN Secretary-General Kofi Annan. The Global Media AIDS Initiative was formed to leverage the unparalleled power of the broadcast media to help stem the spread of HIV and reduce the related stigma and discrimination in the Caribbean. Established in May 2006 with 30 leading media executives from 20 Caribbean countries, the CBMP has grown to 92 broadcast media members in 25 countries with a headquarters in Barbados since October 2007. The CBMP's four core activities are:-

1. Leadership development and member support
2. Skills building
3. Partnerships
4. A coordinated multi-platform consumer campaign

This proposal supports all these activities while synchronising with the outstanding work being done by the UNESCO cluster office in Kingston, Jamaica to develop community radio. Ultimately, the project would also help to rekindle the power of Montserrat's communications and impact across the region.

2. DESCRIPTION OF THE TARGET GROUP:

The primary target will be Montserrat media professionals who, when properly trained, will produce compelling programming to reach the following audiences:

- a. Residents across the region where Radio Montserrat broadcasts [through its programmes]
- b. Young people [13-25 age group] as a special focus
- c. Key marginalised at-risk populations [through media programmes]

3. DEVELOPMENT OBJECTIVE:

To develop a station whose primary focus is educating the people in the region to build hope and believe in possibility in an age of HIV through dynamic, creative and interactive programming that creates a new model of pro-social broadcasting in the region. Montserrat media will be used as a platform for democratic discourse on the many socio-economic contributors to the HIV pandemic and represent the diversity of views and interests in society, including those of marginalized groups. Through the CBMP training on HIV reporting, there will also be the opportunity to build the capacity of media professionals

and supporting broadcast institutions, resulting in a more skilled, informed and knowledgeable media sector.

4. IMMEDIATE OBJECTIVES:

- Dynamic training programme that bolsters the broadcast and production skills of media professionals in Montserrat, particularly in relation to reporting on HIV/AIDS
- Interactive HIV-related programming and broadcast training that assists the economic and social recovery of Montserrat through the re-building of a robust broadcasting brand with a regional reach
- Creative radio programmes that act as catalysts for the crafting of a Caribbean-wide movement to sensitise the regional community to issues related to HIV, including ways to help stem its spread and reduce related stigma and discrimination throughout the Caribbean Community
- Measureable improvements in Montserrat's domestic capacity to design, transmit and sustain radio broadcast programmes for national and regional development, particularly as they relate to creative HIV programming
- Viable programme schedule for Radio ZJB that enables approximately 50% HIV content in the broadcast day across all genres: news, entertainment, sports, public affairs, special events
- CBMP training on HIV Reporting to all Montserrat media
- CBMP HIV Reporting Manual made available to Montserrat broadcasters
- All of CBMP's HIV programme material, rights free, given to Montserrat
- Development by Montserrat and CBMP of a unique model of pro-social broadcasting for the Caribbean

5. PROJECT OUTPUTS:

- Montserrat will be the unique broadcaster in the region whose primary focus will be on HIV and other pro-social content
- Up to 50 media professionals will be trained and acquire the skills in HIV reporting and production
- A National network of journalists and producers equipped with the skills to work with the National AIDS Programmes and the Ministry of Health to create a reliable resource to develop well-produced programmes for broadcast to inform and educate the community to make more informed life choices.

6. ACTIVITIES:

- Development of a targeted training programme for radio and television, including all teaching and learning materials, for HIV-related radio programming
- Delivery of one-week training course designed for 25 journalists and producers each held at ZJB to impart HIV reporting and production skills and best practices in reporting and producing radio and television content on HIV
- 25 producers and journalists trained in the minimum and maximum production values as benchmarks to guide creation of superior HIV content
- Preparation/implementation of survey to evaluate the training programme/participants/local trainers

7. PROJECT INPUTS:

- HIV PSAs, features, magazine programmes, radio diaries of PLHIV, documentaries for broadcast
- One HIV broadcast expert trainer to conduct the training of broadcasters
- One rented multimedia projector and a laptop rented for the one-week workshop
- One TV set

8. WORK PLAN:

ACTIVITIES / MONTHS	1	2	3	4	5	6	7	8	9	10	11	12
Selection/contracting of trainer	■											
Selection of Equipment		■										
Purchase/Installation of equipment			■									
Preparation of Training Materials			■	■								
Identification/delivery of CBMP's HIV programme materials, rights free			■	■								
Selection/notification to workshop participants				■								
In-Country workshop #1					■							
In-Country workshop #2 (as numbers require)						■						
Production/broadcast of programmes						■	■	■				
Survey delivery									■			
Survey Assessment										■	■	
Submission of implementation reports												■

9. INSTITUTIONAL FRAMEWORK:

(Please refer to 1. above, “Project Justification”). The CBMP has a staff of four: an Executive Director, Creative Director, Operations Manager and Administrative Assistant. Professional Accounting and Legal Services are contracted to service the CBMP. Quarterly financial and operational reports are submitted to the Board of Trustees and monthly Management Accounts provided to the Executive Director by the Operations Manager and Professional Accounting Firm. The organisation has a network of individuals trained in HIV reporting and production, as well as best practices in reporting and producing radio and television content on HIV. It will draw from this network in the delivery of the training component of the proposed project.

10. SUSTAINABILITY:

The project is designed in such as way as to achieve the following results:

- Cadre of local trainers able at the end of the training to replicate its content for future instruction
- Development of an archive of audio-visual materials that can be used in conjunction with online materials to assist new and future broadcasters in production of HIV content
- Specific recommendations emerging from the training itself and coming from the participants aimed at supporting the long-term sustainability of the training programme

11. FRAMEWORK OF MONITORING:

The CBMP currently hosts an online tracking tool that enables all broadcast stations to log the use of CBMP-distributed HIV materials. This facilitates CBMP in monitoring frequency in the use of the materials by genre to better design messages and materials for the future. Furthermore, the CBMP conducts an annual survey of all its members to assess the effectiveness of its campaign and materials. Finally, in collaboration with the OECS, an audience survey will be conducted in which some specific questions on the CBMP LIVE UP campaign will be included in an attempt to measure its effectiveness.

12. EVALUATIONS CARRIED OUT:

To date, three annual CBMP membership surveys have been conducted to assess the effectiveness of HIV content distributed by CBMP to regional broadcasters.

Each training session in Montserrat will be evaluated by participants for its effectiveness and to assist in designing future follow-up sessions.

13. FRAMEWORK OF BENEFICIARY AGENCY’S REPORTING:

The CBMP is a registered Charity No. 714 under the Laws of Barbados Cap. 243 and reports to an independent Board of Trustees, chaired by Sir George Alleyne, UN Special Envoy on HIV in the Caribbean. The CBMP also collaborates with an eight-member Steering Committee representative of its broadcast members. A regional Creative Committee comprising media and HIV professionals works with the CBMP Creative Director to provide feedback and ensure cultural diversity and relevance in all creative campaigns produced by the CBMP. An Annual Report is published with audited financial statements conducted by PricewaterhouseCoopers. CBMP Executive Director Dr. Allyson I. Leacock will prepare and submit all reports associated with the successful delivery of the proposed project.

C. ADDITIONAL INFORMATION

In February 2006, the Office of the Chief Minister (OCM) of the Government of Montserrat (GOM) contracted Dr. Annalee C. Babb of ACB Knowledge Consultants, Inc., Barbados, to provide consultancy services for the strengthening of Radio Montserrat (ZJB) and the Government Information Unit (GIU). Four (4) critical functions of the consultancy were to:

- i. Design a National Communications Strategy;
- ii. Develop, coordinate and implement an appropriate training programme in radio and public information aimed at facilitating the use of communications, particularly radio, as an effective tool to catalyse development in Montserrat;
- iii. Build capacity to design, communicate and sustain programmes of information and communication for development;
- iv. Formulate programmes to upgrade in-country capacity to manage public information and communication.

Dr. Babb’s has completed the Communications Strategy and made certain recommendations to the GOM, including suggestions for revamping the country’s institutional capacity to utilise the media, radio in particular, to rebuild the Spirit of Montserrat in the age of globalised digital technologies, media and services. Her initial training with respect to the new digital media and the opportunities they present for broadcast professionals comes to an end in October 2009.

This presents a timely opportunity for the CBMP, in association with the UNESCO cluster office in Kingston, Jamaica, to build on their own efforts to develop community radio through the delivery of HIV-related training and production values while also supporting the GOM and Radio ZJB in their ongoing efforts to rebuild and jump-start national development.

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)

Workshop Set-Up and facilitation	10,000
Tutors (air travel, accommodation, subsistence)	3,000
Tutors (Fees)	10,000
Training material and training aids	4,000
Equipment rental/purchase	1,500
Programme duplication and distribution	10,000
Montserrat programme schedule development	1,500

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

Duplication on DVD/broadcast tapes of all radio and TV HIV programmes in CBMP archive (70 programmes in total)	25,000
Design, composition, compilation and publication on HIV reporting in the Caribbean	20,000
Multi-media training tools and HIV training materials	15,000

REGIONAL

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	ALAI : STRENGTHENING MEDIA AS A PLATFORM FOR DEMOCRATIC DISCOURSE THROUGH TRAINING AND APPLICATION OF WEB 2.0/3.0 ICT TOOLS
2.	NUMBER	IPDC/54 RLA/05
3.	CATEGORY OF MASS MEDIA	Print, radio, television
4.	IPDC PRIORITY AREA	Training
5.	SCOPE (NATIONAL, REGIONAL, INTERREGIONAL)	Regional
6.	TYPE OF ASSISTANCE REQUESTED	Training support / institutional capacity building
7.	TOTAL COST OF PROJECT	US\$ 66 673
8.	AMOUNT REQUESTED FROM IPDC	US\$ 39 963
9.	BENEFICIARY BODY	Agencia Latinoamericana de Información (ALAI) Av.12 de octubre 622 (N18-24), Of. 503, y Av. Patria, Quito, Ecuador Postal address: ALAI, Casilla 17-12-877, Quito. Tel: (593 2) 2505074 / 2221570 Fax: 2505073 URL: www.alainet.org Contact: Sally Burch, Executive Director Email: alai@alainet.org
10.	IMPLEMENTING OFFICE	Rosa M. González Communication and Information Adviser for the Andean Countries, UNESCO, Quito
11.	PROJECT LOCATION	Quito, Ecuador
12.	PROJECT PREPARED BY	Sally Burch, Executive Director, with the assistance of UNESCO/Quito
DECISION OF THE BUREAU:		

B. PRESENTATION

1. PROJECT JUSTIFICATION:

Two central aspects of the evolving political landscape of Latin America are a growing demand for democratic participation and renewed initiatives of regional integration. Within this framework, it is essential that marginalized social groups exercise their right to freedom of expression by making their viewpoints known to the rest of society and by participating in democratic processes at local, national and regional levels.

The media have a fundamental role to play in building peace, intercultural dialogue and diversity. Unfortunately, there are many obstacles preventing the media from realizing this potential of facilitating mutual knowledge and understanding among neighbouring peoples. One central factor is that a majority of media in the region are linked to entrenched political and economic interests, and thus very rarely report on the interests and viewpoints of marginalized groups. There is a serious deficit in terms of plurality and diversity in international media content that negatively affects freedom of expression within national contexts of the region. Achieving greater balance requires strengthening development of media dedicated to reflecting regional concerns and a wider range of viewpoints. Ultimately, we must work towards strengthening media as a platform for democratic discourse, which in addition to self-regulation and professional conduct, also entails representing the diversity of views in society, particularly marginalized groups that have been excluded from forums of debate and participation.

Many of the existing media in the region that do share these concerns have limited capacity to disseminate their information, especially internationally. While recourse to Internet may boost distribution, it still reaches only a minority public in the region: those with Internet access and the capacity to seek out information. It is an unfortunate reality that marginalized groups are most often excluded from the benefits and applications of new communication and information technologies (ICTs). This digital divide, as with other parts of the developing world, is present in Latin America and continues to inhibit both access to information as well as forms of expression.

This project will respond to these problems by promoting greater synergy and exchange among media in the region. It will combine a seminar and a follow-up evaluation and planning workshop to reflect on these issues and seek common solutions, with development of a decentralized integrated technological platform, incorporating Web 2.0 tools and exploring Web 3.0 options, as well as capacity building in optimizing use of such technologies for media dissemination. The project, then, will address the creation of local content as well as the digital divide by creating the conditions for both an increase in information exchange among such media, and greater supply of quality journalism and expression. The objective is to create a media environment that not only responds and takes advantage of ICTs for the benefit of marginalized groups, but also, more generally, enables the expression and participation of a wide range of voices and concerns.

ALAI has identified the use and training of ICTs, specifically the journalistic application of Web 2.0/3.0 tools, to address the above problems. Tools of Web 2.0 because they allow for user-generated content that fosters the free exchange of ideas and knowledge; and tools of Web 3.0 because information societies are moving towards a more integrated, semantic model of interaction that consolidates dynamic content and links information across mediums. If information societies are to truly reflect the pluralism and diversity of society, marginalized groups must be trained in the applications and potential of these technologies.

ALAI is in an ideal position to develop such a service and training, as a respected information and media training organization with three decades of experience, offering a multimedia information service (print magazine, Web, data base, email) with existing networks across the region.

2. DESCRIPTION OF THE TARGET GROUP:

25 media professionals and social communicators from independent and community media outlets throughout the region - print, radio, television and multimedia - that are from or work with marginalized social groups will be trained in the journalistic application of Web 2.0 and Web 3.0 tools, as well as the application of the integrated Web technological platform.

3. DEVELOPMENT OBJECTIVE:

The project contributes to increasing the plurality and diversity of regional media content in Latin America by enhancing the possibilities of marginalized social groups to use media as a platform for democratic discourse at a regional level, as well as through improved opportunities for media professionals to use new technologies effectively for regional and international information dissemination.

4. IMMEDIATE OBJECTIVES:

Within a 12 month period, ALAI and 25 partnering media outlets from 16 countries will create greater levels of synergy, exchange and training to work towards common goals of media plurality and diversity; media professionals from marginalized groups will have improved opportunities and capabilities of using technology to disseminate their information and viewpoints through a variety of media outlets at national and international levels, and capacity to replicate the acquired knowledge and skills in their respective countries.

5. PROJECT OUTPUTS:

- A group of 25 media from the region, committed to giving greater expression to the voices and concerns of marginalized social groups of their respective countries and to encouraging their engagement with the media, will have strengthened their networking capacity and multiplied their dissemination opportunities.
- A decentralized integrated 2.0/3.0 web-based platform (extended from ALAI's existing media system and services) for sharing and disseminating local media content to regional and international audiences will be created and maintained in part with local content contributions from the trained media professionals.
- ALAI and the participating media will acquire greater capacities to use new technologies to enhance media dissemination and bridge the digital divide; ALAI will be better equipped to train and support other media organizations in this field.
- A network and online community based on the 25 participating media outlets will be created to continue collaboration among themselves and other regional media through the application of Web 2.0/3.0 tools and platform that link information and content across mediums.

6. ACTIVITIES:

1) Seminar

A 3-day seminar held in Quito, with 25 journalists and/or directors of independent national media outlets from 16 Latin American countries (Argentina, Bolivia, Brazil, Chile, Colombia, Costa Rica, Cuba, Ecuador, El Salvador, Guatemala, Haiti, México, Nicaragua, Peru, Uruguay, Venezuela) will analyse the media situation in the region, develop strategies to reaffirm the plurality and diversity of voices and viewpoints in the media and their role in promoting democratic discourse, and identify elements for a common agenda. The seminar will include consultations with an international expert on the applications, challenges and potential for Web 2.0 and 3.0 tools to promote expression and participation of marginalized social groups. The seminar will include a public event on the opportunities new technologies provide to media for furthering intercultural dialogue among countries and promoting democratic discourse.

2) Online fora

Based on the seminar, an online network and community will be created for the participants to continue their interactions towards the conceptual and technical development of a web-based platform designed to enable the participating media to give greater international visibility and dissemination to their production, syndicate content, facilitate search of relevant content and provide regional content to mainstream and other media. The online fora network will include training and advice for the participating media in using and appropriating the technology. The fora will likewise work towards developing the skills and knowledge for using these technologies for reporting and production of local content. The platform will be developed by ALAI's computing department on the basis of existing open source software applications, but will require expert advice to define the concept as well as skills training for the department staff. The online fora will last a duration of four (4) months.

3) Follow-up evaluation and planning workshop

5 representatives, one from each sub-region (Mesoamerica, Caribbean, Andes, Southern Cone, Brazil), designated among the participants, will meet in Quito together with ALAI and the trainer to evaluate the progress made, explore solutions to problems with the trainer and plan follow-up activities.

7. PROJECT INPUTS:

- Consultants to advise and train ALAI staff for the Web development: 2 national experts and 1 international expert, in the following specialisations: Web 2.0 and 3.0 tools for interaction with social networks, and data base development. Multimedia web platforms. Search engine optimization. (fees; + travel and accommodation for the international expert).
- One online facilitator with experience in the journalistic application of Web 2.0 and Web 3.0, to organize and facilitate the online fora and network trainings. (2 months preparation; 4 months operation of fora).
- One expert trainer in Web 2.0 and 3.0 media applications, for the seminar and workshop (travel, accommodation and per diems)
- 20 international and 5 national seminar participants: airfares, travel costs, accommodation, meals
- Venue, equipment rental, materials for seminar and public event.
- Event organization services for seminar.
- 5 international and 3 national workshop participants: airfares, travel costs, accommodation, meals
- Staff provided by ALAI: 1 project administrator and coordinator, 2 Website developers; 1 website manager; journalists and support staff.
- Equipment rental: A Web server in UK (for ALAI's website, already hosted at GreenNet UK). The new search and data base applications will require the use of an enhanced dedicated server. (ALAI's contribution)
- Software: necessary for the Web platform and on-line training space, with priority to existing free and open source software applications, to be adapted, configured and further developed according to the needs of the program.
- Communication costs, website hosting, office space and equipment, running costs, office materials (ALAI)

8. WORK PLAN:

ACTIVITIES / MONTHS	1	2	3	4	5	6	7	8	9	10	11	12
Selection and contracting of technical consultants												
Technical consultancies												
Web platform conception and development: phase 1												
Selection / contracting online facilitator and expert trainer												

Selection and invitations to seminar participants																				
Preparation of Online fora and seminar																				
Seminar																				
Web platform development: phase 2																				
Online fora and training																				
Follow-up workshop																				
Submission of implementation reports																				

9. INSTITUTIONAL FRAMEWORK:

The Agencia Latinoamericana de Información (ALAI) is a media and communications organization, committed to human rights, gender equality, and citizen participation in the development and public affairs of Latin America. Its mission is to contribute to democratizing communication. Main activities are journalism, as a regional news agency, (through online and printed media outlets); training in media and communications; and advocacy relating to communication rights. The Women's Program develops similar activities in relation to gender equality in communication. The board of directors is elected by a 16-member international advisory council (general assembly). The programs are coordinated by coordinator/information director. Staff: 8 permanent, and 2-4 rotating project staff. ALAI was established in Montreal in 1977; the Quito office opened in 1983 and was legally established as head office in 1991.

10. SUSTAINABILITY:

This project builds on a history of relations that ALAI has developed with media and journalists in the region, and therefore provides conditions for continuation of those relations on a more solid and permanent basis. ALAI's website already has a consolidated presence on the Web (10 years, now reaching around 1 million page-views per month), which guarantees continuity of the online presence. The project will complement and reinforce ALAI's on-going training programs in media and communications, which give priority to training multiplying agents.

11. FRAMEWORK OF MONITORING:

Monitoring will be undertaken by the UNESCO Adviser for Communication and Information in consultation with ALAI and the trainer participating in the project. Consolidated reports produced by the partners and the ACI will be submitted to the IPDC on a recurrent basis by the UNESCO Quito Office.

12. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING:

The beneficiary agency undertakes to report on project progress at the conclusion of each project activity phase. Additionally, at the conclusion of the project, the beneficiary agency will submit a comprehensive final report describing the extent to which the immediate objectives of the project were achieved. Sally Burch, Executive Director of ALAI, will prepare and submit the reports.

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)	
<i>Technical development for Web platform: Consultancy and training for ALAI staff:</i>	
Local consultants fees: \$150 x 2 consultants x 3 days each [\$150 x 2 x 3]	900
International consultant fees: \$230 x 7 days [\$230 x 7]	1.610

Airfare and travel costs for international consultant: \$750 (estimated)	750
International consultant: accommodation and subsistence: \$80 x 8 nights [\$80 x 8]	640
<i>Online fora and trainings:</i>	
Online facilitator, experienced in journalistic application of Web 2.0 and Web 3.0 (fora and trainings): \$800 /month x 6 months (pt) [\$800 x 6]	4.800
<i>Seminar:</i>	
International travel: average airfare \$800 + \$75 travel costs, x 20 participants [(\$800+\$75) x 20]	17.500
Accommodation, meals: \$40 /day, x 20 international participants x 4 nights [\$40 x 20 x 4]	3.200
Food/refreshments: \$12 /day x 5 national participants + 3 organizers x 3 days [\$12 x (5+3) x 3]	288
Venue and equipment rental	200
Materials, documents: \$8 x 30 kits + general materials \$100 [(\$8 x 30) + \$100]	340
Expert trainer: airfare \$800; accommodation and per diems \$100 x 4 days [\$800 + (\$100 x 4)]	1.200
Seminar organizer services	1.500
Public event: venue and refreshments	400
<i>Evaluation and planning meeting:</i>	
International travel: average airfare \$800 + \$75 travel costs, x 5 participants [(\$800+\$75) x 5]	4.375
Accommodation, meals: \$40 /day, x 5 international participants x 4 nights	800
Food/refreshments: \$12 /day x 3 national participants + 2 organizers x 3 days [\$12 x (3+2) x 3]	180
Materials, documents for participants and sessions: \$80	80
Expert trainer: airfare \$800; accommodation and per diems \$100 x 4 days [\$800 + (\$100 x 4)]	1.200
Total	<u>39.963</u>

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

1 project administrator/ coordinator: \$200 x 12 months (pt) [\$200 x 12]	2.400
2 website developers: \$500 x 2 staff x 6 months (pt) [\$500 x 2 x 6]	6.000
1 website manager: \$500 x 7 months (pt) [\$500 x 7]	3.500
2 journalists: \$300 x 2 staff x 7 months (pt) [\$300 x 2 x 7]	4.200
Administrative and support staff costs: average \$200 x 2 staff x 12 months (pt) [\$200 x 2 x 12]	4.800
Communication costs, including web hosting: \$100 x 12 months [\$100 x 12]	1.200
Dedicated Web server rental: \$ 150 x 7 months [\$150 x 7]	1.050
Office supplies, running costs: \$30 x 12 months [\$30 x 12]	360
Office space and equipment: \$100 x 12 months [\$100 x 12]	1.200
Project reporting	500
Contingencies	1.500
Total	<u>26.710</u>

REGIONAL

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	MPP: STRENGTHENING THE ROLE OF JOURNALISM IN THE BUILDING OF TRUST BETWEEN NATIONS: Colombia, Ecuador, Venezuela.
2.	NUMBER	IPDC/54 RLA/06
3.	CATEGORY OF MASS MEDIA	All types of media
4.	IPDC PRIORITY AREA	Promotion of freedom of expression, training of media professionals, media pluralism
5.	SCOPE (NATIONAL, REGIONAL, INTERREGIONAL)	Regional: (Colombia, Ecuador, Venezuela)
6.	TYPE OF ASSISTANCE REQUESTED	Training support, equipment
7.	TOTAL COST OF PROJECT	US\$ 45,370
8.	AMOUNT REQUESTED FROM IPDC	US\$ 38, 670
9.	BENEFICIARY BODY	MEDIOS PARA LA PAZ Address: Cra. 15 No. 82-58, Bogotá Phone: (571) 530 4200 E-mail: direccion@mediosparalapaz.org Web: http://www.mediosparalapaz.org/ Marisol Manrique - Executive Director E-mail: direccion@mediosparalapaz.org
10.	IMPLEMENTING OFFICE	Rosa M. González Communication and Information Adviser for the Andean Countries, UNESCO, Quito
11.	PROJECT LOCATION	Bogotá, Colombia
12.	PROJECT PREPARED BY	Marisol Manrique, Executive Director of MPP MEDIOS PARA LA PAZ (MPP, Spanish acronym for Media for Peace)
DECISION OF THE BUREAU:		

B. PRESENTATION

1. PROJECT JUSTIFICATION:

In recent years the media's information agenda across Colombia, Venezuela and Ecuador has been dedicated in large part to the different declarations from their respective leaders, much of it revolving around a border crisis caused by a series of events related to the Colombian armed conflict and security policy. The extant media scene is characterized by a polarization and politicization of information that many times works against the function of the media as an instrument for democracy and peace. Due to the tensions between national neighbors, it is important to foster actions that will help journalists and public opinion to form a deeper understanding of this crisis. Furthermore, the situation at the borders and other subjects that influence the relations between Colombia and Ecuador, Colombia and Venezuela, and Ecuador and Venezuela, should be addressed as matters of journalistic importance – for reasons of both contributing to an informed public, but also to help foster understanding between countries.

It is obvious that the subject that provokes the most interest in these three countries' media outlets is the political crisis and the effect it may have on different areas. We believe, however, that if the media collectively explore (among colleagues in the three countries) different approaches to this crisis and give more relevance to border issues, they might be able to provide a different dimension to the event, and open up a space of recognition and understanding. The issues of borders is particularly important because these issues are not usually included in the media's agenda, despite the fact that situations such as migration, refugees, the conditions in the border regions, social and cultural issues are of vital importance to democratic participation.

This project is about going past the limits of presidential 'interventions' and broaching other subjects that deserve the attention of journalists, thus contributing to a better-informed citizenship. This project addresses the current regional media context of reducing information to presidential attacks-responses-attacks, which do nothing that to instigate animosity between the citizens of these countries. One way to establish channels for understanding, or at least widen the focus on what unites or distances these countries, is precisely to provide journalists and the media with a better understanding of what is happening, so they may explore and dig deeper, in a more resourceful and complete way, into the crisis and the different subjects from which the relations between Colombia, Ecuador and Venezuela might be seen and assumed.

The project proposed seeks to open these channels of understanding through a series of sensitization and trainings with journalists about border and bi-national reporting. Medios para la Paz insists that journalists, besides having rights, also have duties and responsibilities. It is our intention that they assume their commitment and professionalism when covering information.

The project targets one thematic aspect of journalistic professionalism by promoting a new form of coverage of different subjects, specifically the bi-national reporting about the armed conflict and border issues. We seek to foster a more balanced, wider media agenda that shows the situations of each of these nations from different points of view, from different populations, and even from different subjects and issues: social, cultural, sports, science, technology, etc. Plurality and diversity of information is essential to informed citizenry. Put differently, this project is about re-discovering that there are more important solutions/problems than those related solely to the armed conflict and war. This project will constitute a first step, a pilot project, towards the strengthening of the relation between these countries by using the inherent contribution of an independent, pluralistic media. The first meeting will invite colleagues to offer new options in their treatment of information in order to reference the ties between the nations. The project will then implement two bi-national workshops with high-level, international journalists to promote a collective contribution to a more pluralistic, professional media based on mutual interests and understandings.

2. DESCRIPTION OF THE TARGET GROUP:

- A group of four (4) professionals from each of the three countries (made up by an editor from a media outlet, a social and political analyst, a journalist who covers international affairs, and a board member from a journalism association) will have the possibility to discuss the situation in their country at different levels, and collectively build a sensibilization and training proposal for journalists in Colombia, Ecuador and Venezuela. In total, twelve (12) professionals, linked to well-known, high-level media and institutions in their country, will have this responsibility.
- A group of seven (7) international journalists and news editors from different media (press, radio, television and the Internet) from each country (Colombian, Ecuadorian and Venezuelan), for a total of 21 colleagues, will be able to have a more down to earth, proactive involvement from their journalistic activities, in the definition of the information agenda and the treatment of the issues concerning the relations among the Andean countries.

3. DEVELOPMENT OBJECTIVE:

To contribute to a fairer, more balanced and pluralistic media reporting on border issues between Colombia, Ecuador and Venezuela.

4. IMMEDIATE OBJECTIVES:

Media professionals from Colombia, Ecuador and Venezuela, linked to well-known, high-level media and institutions in their respective countries, will be trained as “trainers of trainers” so that they can sensitize journalists in their countries on conflict-related issues and have an influence in the definition of the information agenda and the treatment of the issues concerning the relations among the Andean countries.

5. PROJECT OUTPUTS:

- One (1) round table organized in Bogota, which will identify an action plan for the two bi-national training workshops and to be implemented in Colombia, Ecuador and Venezuela.
- Two (2) bi-national training workshops will be realized for reflection and training for a total of twenty-one (21) journalists that are in charge of international issues: seven (7) from Colombia, seven (7) from Ecuador, and seven (7) from Venezuela.
- A network of journalists who will continue collaborating on border issue reporting and reflection after the project is over.
- Two (2) case studies of current ‘habitual’ journalistic coverage of bi-national relations, to be used in future trainings.
- The minutes from (3) meetings that will retell the initial process and the training sessions.
- Three (3) journalistic reports that will collect the main reflections, photographs and audio/video interviews.
- A campaign for disseminating the results through the MPP Network (5,200 members in August 2009) and the Medios para la Paz website (47,000 hits a month), as well as to IDPC, UNESCO.
- Follow-through plan to be implemented for sustainability.
- Evaluation of the experience.

6. ACTIVITIES:

1. One Meeting – Exploratory Round Table.
Place: Bogotá (Colombia). Duration: 2 days.

An Exploratory workshop will receive presentations of proposals from representative organizations to help shape the project. The purpose is to present this general idea as a starting point in the collective

construction, and obtain fundamental local support in each country, for the contents and tools to be used in the training stage.

The idea is to identify four (4) people in each country: an editor from a media outlet, a social and political analyst, a journalist who covers international affairs, and a board member from a journalism association, so that they can provide feedback on the creation of the workshop. In total twelve (12) high-level, well-respected professionals will participate in this activity: four (4) from Colombia, four (4) from Ecuador, and four (4) from Venezuela. This will be a closed meeting that will serve as an exploratory workshop, dedicated to planning and subject definition, stemming from the contexts and realities of each nation. This meeting will result in a fully detailed agenda for the two training Seminars – Workshops, as well as a work plan for future trajectory of work.

2. Bi-national Training Workshops for Journalists from the three Countries

Place: Bogotá (Colombia). Duration: 2 days each.

Workshop 1: With journalists from Colombia and Venezuela.

Workshop 2: With journalists from Colombia and Ecuador.

The plan above will be the basis for the two (2) seminars: Colombia – Venezuela; Colombia – Ecuador. At Workshop 1 a total of fourteen (14) journalists will participate: seven (7) journalists from Colombia and seven (7) journalists from Venezuela. At Workshop 2, also, fourteen (14) journalists will participate: seven (7) from Colombia and seven (7) from Ecuador. MPP proposes the following axes for these two activities: Contexts and cases of the realities of the countries (central and border area levels); Case presentation and analysis. Press, radio, television and the Internet. Emblematic cases, considering the ‘visible’ and the ‘invisible’ in information issued by the media; Role and possibilities of journalism (duties and responsibilities); Work tools; Conclusions. Proposals, possibilities and alternatives (joint creation).

3. Follow-up, Systematization and Dissemination of the Experience. “How to Build Trust among the Countries through the Media?”

A team of professionals will collect, systematize and provide an account of the experience, which will have a double purpose: they will serve as a tool for reflection among participants, but also as future training documents for sensibilization and information. The mechanisms for collecting the reflections and learning experiences will be the following: The minutes from the three (3) meetings (contributions, conclusions, testimonials, future expectations, commitments); Three (3) journalistic reports (progress) that will include photographs from each meeting; One (1) final document that will contain the entire process; One (1) special report to be spread through MPP’s Network (5,200 members in August 2009) and the Medios para la Paz websites (47,000 hits a month), as well as IPDC, UNESCO.

4. Support and evaluation

Monitoring and evaluation of the entire project will use pre-designed evaluation forms (for those participating) and face-to-face and/or virtual meetings to exchange perceptions among the instructors, academicians and/or organization members in all three countries. All this information will be systematized into reports which will be presented to UNESCO periodically, according to a previously defined schedule. (see questions 11 and 13)

7. **PROJECT INPUTS:**

- MPP has the capability to provide to this project its 11 years of experience in the definition of useful strategies for journalists and the media to embrace greater responsibility in the performance of their work.
- MPP will assume costs such as coordination, a secretary, office equipment (computers, photographic camera, video camera, etc.), telephone and Internet service, and office supplies.
- Computers for workshops

- Virtual Information Journalist (for strengthening of online network, distribution of articles, correspondence among network, and drafting of special reports emerging from round tables and training process)
- Human resources for coordination and administration of project
- Editor for reports and final publication
- Trainer for the two bi-national workshops
- Airfare, accommodation, meals, transportation, equipment and facilities for participants in all three workshops (see budget section).

8. WORK PLAN:

ACTIVITIES / MONTHS	1	2	3	4	5	6
Planning / definition of the schedule						
Contact with possible partners / presentation of the initiative						
Invitation to meeting and processes						
Meeting – exploratory workshop						
Meeting – bi-national workshop 1						
Meeting – bi-national workshop 2						
Follow-up, systematization and dissemination of the experience						
Writing of reports						

9. INSTITUTIONAL FRAMEWORK:

Medios para la Paz (MPP) works to foster the ethical, socially responsible exercise of journalism as an instrument for building democracy and a culture of peace, with emphasis on the Colombian armed conflict. The organization, made up of 88 member journalists, includes 5,200 people inside and out of the country who, through the exchange of information on the Internet, maintain permanent analysis and reflection on the everyday events of war and peace, and the journalistic task. Through its training and formation with and for journalists area, MPP has undertaken more than 140 direct information and sensibilization workshops, and has made its way into the international arena through activities such as the “*Journalism and Border Conflicts*” Seminar - Workshop (Colombia and Venezuela, Colombia and Ecuador, Colombia- Peru- Brazil). MPP is part of the Alianza Proyecto Antonio Nariño (PAN, Spanish acronym for the Antonio Nariño Alliance Project) for the Defense of Freedom of Expression and the Right to Information, a strategic alliance made up by five Colombian institutions that work in journalism. This Alliance coordinates and articulates efforts and contributions to promote the consolidation of a culture of respect and protection towards the journalism trade in the country, in order to guarantee the generation and access to information as a public right. More information can be found: <http://www.mediosparalapaz.org/>

10. SUSTAINABILITY:

With the purpose of building trust among the countries (Colombia, Venezuela and Ecuador) the Antonio Nariño Project (PAN) has a special interest, and MPP, as part of this alliance, has discussed the subject with them. For a few months, we have been jointly exploring the possible strategies and mechanisms that could contribute to the recovery of the channels of communication and dialogue between the countries. For this reason, and in collaboration with International Media Support (IMS), we have defined work in this area as a priority. The most favorable advance of this project is that we see, in this alliance, the possibility of providing continuity to the work that MPP is beginning with the support of UNESCO. It is a ‘first step’ that we must push forward through initiatives yet to be developed.

11. FRAMEWORK OF MONITORING:

Monitoring will be undertaken by the UNESCO Adviser for Communication and Information in consultation with MPP and the trainer participating in the project. Consolidated reports produced by the partners and the ACI will be submitted to the IPDC on a recurrent basis by the UNESCO Quito Office.

12. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING:

The beneficiary agency undertakes to report on project progress at the conclusion of each project activity phase. Additional, at the conclusion of the project, the beneficiary agency will submit a comprehensive final report describing the extent to which the immediate objectives of the project were achieved. Marisol Manrique, Executive Director of MPP, will prepare and submit the reports.

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)	
HUMAN RESOURCES	
Conceptual and Methodological Expert Advisor (6 months, \$750 per month)	4500
Virtual Information Journalist (for strengthening of online network, distribution of articles, correspondence among network, and drafting of special reports emerging from round tables and training process)	2400
Editor of reports, testimonies and case studies (1 month)	1000
Design of reports	500
ROUND TABLE (in Bogotá)	
Airfare (4 tickets at \$650 = \$2600, 4 tickets at \$480 = \$1920) (Venezuela and Ecuador, 4 people each, 8 tickets in total)	4500
Housing (6 people x 3 nights at \$145)	2610
Meals (21 people at \$50)	1050
Rental of meeting room and equipment (\$250 x 2 days of workshop = \$500)	500
Facilitators (2 x 2 days at \$250 each = \$1000)	1000
TRAINING (Two workshops; in Bogotá)	
Airfare (7 tickets at \$650 = \$4550, 7 tickets at \$480 = \$3360) (Venezuela and Ecuador, 7 people each, 14 tickets in total)	7910
Housing (Workshop 1: 7 people for 3 nights at \$125/night = \$2625) (Workshop 2: 7 people for 3 nights at \$125/night = \$2625)	5250
Meals (21 people at \$60 x 2 workshops = \$2500)	2500
Rental of meeting room and equipment (\$250 x 2 days of workshop x 2 workshops = \$1000)	1000
Facilitators (4 x 2 days at \$325 each = \$2600)	2600
GENERAL COSTS	
Communication (mail, telephones, Internet)	900
Materials (certificates, paper, books, videos, etc)	450
TOTAL	38670

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

HUMAN RESOURCES	
Organization of round table and training courses; logistics	3000
Rapporteur	1200
GENERAL COSTS	
Office equipment	2500
TOTAL	6700

REGIONAL

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	CELE: IMPROVING THE MONITORING OF PRESS FREEDOM IN THE ANDEAN REGION
2.	NUMBER	IPDC/54 RLA/07
3.	CATEGORY OF MASS MEDIA	Radio, television, newspapers
4.	IPDC PRIORITY AREA	Freedom of expression; freedom of the press.
5.	SCOPE (NATIONAL, REGIONAL, INTERREGIONAL)	Sub-regional Andean countries, especially Bolivia, Peru, Ecuador, Colombia Venezuela
6.	TYPE OF ASSISTANCE REQUESTED	Legal experts and workshop instructors.
7.	TOTAL COST OF PROJECT	US\$ 44,900
8.	AMOUNT REQUESTED FROM IPDC	US\$ 36,800
9.	BENEFICIARY BODY	CENTRO DE ESTUDIOS EN LIBERTAD DE EXPRESION Y ACCESO A LA INFORMACION – CELE- (Center for Freedom of expression and Access to Information Studies) Facultad de Derecho (Law School) University of Palermo - Ricardo Popovsky President of the University of Palermo Foundation - Address: Mario Bravo 1050 Buenos Aires (C1175ABZ). Argentina Phones/Fax: (5411) 5199-4500, int.1207 Email: rpopov@palermo.edu
10.	IMPLEMENTING OFFICE	Rosa M. González, Adviser for Communication and Information in the Andean countries UNESCO, Quito
11.	PROJECT LOCATION	FUNDAMEDIOS of Ecuador, the National Press Association of Bolivia and El Instituto Prensa y Sociedad (The Press and Society Institute) in Peru, Colombia and Venezuela.
12.	PROJECT PREPARED BY	Eduardo Bertoni, Director, Center for Freedom of Expression and Access to Information Studies (CELE)
DECISION OF THE BUREAU:		

B. PRESENTATION

1. PROJECT JUSTIFICATION:

Attacks on the press in the sub-Andean region are adopting increasingly indirect modalities, which require a more complex, ample and precise monitoring than has been traditionally conducted. Part of this problem is related to the arbitrary enforcement of laws and regulations dealing with the press, radio and television, as well as the aggressive intervention of government officials, and other covert forms of harassment that are difficult to objectively report.

It is important to point out that there is no adequate record of the trials against journalists and media organizations. In Peru, the Press and Society Institute (IPYS, Spanish acronym) managed to build a database of thirty years of trials against journalists up to 1999 (Prensa Juzgada/ Treinta años de juicios a periodistas peruanos (1969-1999), Press on Trial / Thirty Years of Trials against Peruvian Journalists (1969-1999)). In Bolivia, Venezuela, Colombia and Ecuador, there is no information of this nature. It is increasingly important for oversight organizations to recognize the modalities of the issues that may require more attention, and not all these organizations have a legal department. Furthermore, in the case of regulations or laws, it is necessary to ensure that NGOs have a greater capacity for legal analysis in order to detect violations.

In consequence, this project intends to assist a group of non-governmental organizations that defend freedom of expression —henceforth the Andean Group for Freedom of Information (GALI, Spanish acronym)— in elevating the scope and precision of the registration of violations of freedom of expression and of the press in the Andean countries — Peru, Ecuador, Venezuela, Bolivia and Colombia.

The organizations that make up GALI have built networks of duly trained monitors on a national level in Bolivia, Peru, Ecuador and Venezuela, and monitors specialized in access to information in Colombia. These monitors have been working for the past few years, and due to the advances detected, GALI has agreed to move forward with an oversight plan with a more sophisticated common methodology that can help to obtain a better understanding of the phenomena that produce violations to freedom of expression and freedom of the press.

In order for the monitors to take on this new task, GALI has requested the assistance of the Center for Freedom of Expression Center (CELE, Spanish acronym) so that, within its character as external actor and academic consultant, it will aid GALI in the improvement of its methodology during the recollection of data.

2. DESCRIPTION OF THE TARGET GROUP:

Civil society associations and institutions working for the defence and promotion of freedom of expression in the Andean region: Bolivia, Colombia, Ecuador, Peru and Venezuela.

3. DEVELOPMENT OBJECTIVE:

To improve press freedom monitoring mechanisms in the Andean region and through that, promote freedom of expression, pluralism and diversity in Andean media. The objective of the Project is related to Category 1 of IPDC's "Media Development Indicators" developed by UNESCO.

4. IMMEDIATE OBJECTIVES:

Confirmation of a database that contains more and better information about violations of freedom of speech and freedom of the press; development of indicators on violations of freedom of expression; improvement of oversight activities and the analysis of data; and evaluation of public policies that the GALI organizations propose as a consequence of the data obtained.

5. **PROJECT OUTPUTS:**

CELE will develop the following products to comply with the project's general and specific objectives:

- An initial workshop between CELE and the organizations. The reunion will be held in one of the Andean countries, yet to be defined, and will last for one and one-half days. Two representatives of CELE, and one representative of each of the organizations that make up GALA will participate; in total, there will be seven participants.
- A half-yearly analysis report on GALI's oversight work.
- A final report, which will contain:
 - Specific recommendations on the improvement of the oversight instruments;
 - A proposal for legislative changes or changes in the practices that the organizations should promote.
 - An evaluation, according to the data obtained to that moment, of the state of freedom of the press in the countries and during the period of the oversight.
- A final workshop for evaluation between CELE and the organizations. The reunion will be held in one of the Andean countries, yet to be defined, and will last for one and one-half days. Two representatives of CELE, and one representative of each of the organizations that make up GALA will participate; in total, there will be seven participants

6. **ACTIVITIES:**

Because empirical data can contribute to the presentation of proposals in legislations or in judicial and legal practices, this oversight activity will be performed by collecting determined information on attacks to the press and systematizing this data according to an analysis matrix that will enable an ideal evaluation of the information. From the design of a database using the data collected by GALI, the same procedure will be followed in Peru, Ecuador, Colombia and Venezuela. Specifically, the CELE will be in charge of the following activities:

- Assisting GALI in the creation of the design and methodologies for the observation of violations of freedom of expression linked to the lack of a legal framework, or the flaws in framework and their concrete application.
- Evaluation and follow-up of the production of alerts and the registration of cases that the organizations make based on the methodology they designed.
- Evaluation of the application of new parameters for the oversight of attacks to freedom of expression performed by the organizations associated to GALA in Peru, Ecuador, Venezuela and Bolivia.
- Proposal of improvements and recommendations for the development of the oversight system.

7. **PROJECT INPUTS:**

The development of the project requires:

- One senior legal expert (part-time) with experience working in evaluation of freedom of expression and legal analysis of the norms in the region. S/he will perform the general supervision of the project and be in charge of the final edition of the reports mentioned in the activities.
- One junior legal expert (full time) with experience in the collection of data on human rights violations. This expert will perform the research on the oversight system proposed by GALI, and write the drafts of the reports mentioned in the activities.
- A facilitator with experience in the organization of events, leading workshops, recollection of information for the preparation of reports, and other activities that the project requires in relation to the two reunions specified in the activities.

8. WORK PLAN:

ACTIVITIES / MONTHS	1	2	3	4	5	6	7	8	9	10	11	12
Selection of advisors.												
Workshop between CELE and GALI.												
Evaluation of the database made by GALI, and follow up of the production of alerts and registration of cases.												
Elaboration of report with changes.												
Continuation of the evaluation of the database made by GALI, and follow up of the production of alerts and registration of cases, with the implementation of the changes suggested.												
Elaboration of final report with recommendations.												
Final workshop and presentation of report.												

9. INSTITUTIONAL FRAMEWORK:

The “Centro de Estudios para la Libertad de Expresión y Acceso a la Información” (CELE, Spanish acronym for Center for Freedom of Expression and Access to Information Studies) was created within the Law School of the University of Palermo (founded in 1986), in order to provide rigorous research that would be useful to defenders of these rights in civil society and academia, as well as government institutions, particularly in Latin America. The CELE’s director is Professor Eduardo Bertoni, who has renowned experience in The CELE was created in March of 2009 by the Dean of the Law School, Professor Roberto Saba, well known for his work in the defense of civil rights, among them, freedom of expression and access to information. Currently, the CELE receives funds from the Open Society Institute for the development of a specific Project and the activities it entails (USD \$116,000.00). It also receives funding from the University of Palermo to keep up its basic structure (USD 23,000.00).

10. SUSTAINABILITY:

Once the Project has been finished, the CELE will maintain its commitment to continue periodic evaluations of the database, and will continue to make informal suggestions. This will be possible because the center will continue to function, and will be able to work with groups of students that can follow up the correct up-keeping and loading of the database. The expected result of this Project, i.e., the improvement of the parameters used to oversee the attacks on freedom of expression by the organizations associated to GALI, will be permanent and have long-term impact. In other words, the oversight system for the Andean region will have sustainable improvement.

11. FRAMEWORK OF MONITORING:

Monitoring will be undertaken by the UNESCO Adviser for Communication and Information in consultation with CELE and GALI. Consolidated reports will be submitted to the IPDC on a recurrent basis by the UNESCO Quito Office. CELE has proposed the Committee to Protect Journalists, Division for the Americas, with headquarters in New York City, USA to assist with monitoring. (www.cpj.org).

13. FRAMEWORK OF BENEFICIARY AGENCY’S REPORTING:

The progress reports will be made by the CELE’s director, Professor Eduardo Bertoni, at the conclusion of each project activity phase.

C. ADDITIONAL INFORMATION

Attachments included: 1) GALI's deed of constitution; 2) Letter to the CELE requesting assistance. For more information on the University of Palermo, see www.palermo.edu.

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)

Junior Legal Expert fees (12 months x US\$ 1,250, full time)	15,000
Senior Legal Expert fees (12 months x US\$ 500, part-time)	6,000
Facilitator fees (12 months)	5,000
First workshop (7 participants, one day and one half) Hotel and meals + Transportation (6 fares) (Estimation of US\$ 771 per participant)	5,400
Final workshop (7 participants, one day and one half) Hotel and meals + transportation (6 fares) (Estimation of US\$ 771 per participant)	5,400
<u>TOTAL</u>	<u>36,800</u>

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

Office space	5,000
Office supplies	1,000
Communications	1,500
Computer equipment	1,000
<u>TOTAL</u>	<u>8,500</u>

REGIONAL

A. PROJECT IDENTIFICATION		
1	PROJECT TITLE	CAPACITY BUILDING FOR JOURNALISTS OF COMMUNITY RADIO IN THE MICRO-REGION SALTO/CONCORDIA (URUGUAY/ARGENTINA)
2	NUMBER	IPDC/54 RLA/08
3	CATEGORY OF MASS MEDIA	Community media
4	IPDC PRIORITY AREA	Community media
5	SCOPE	regional
6	TYPE OF ASSISTANCE REQUESTED	Training support and equipment
7	TOTAL COST OF PROJECT	US\$ 25 085
8	AMOUNT REQUESTED FROM IPDC	US\$ 17 535
9	BENEFICIARY BODY	<p>Universidad Católica del Uruguay (UCU) Eduardo Rebollo, Chairholder of UNESCO Chair of Social Communication: erebollo@ucu.edu.uy in cooperation with: Universidad Nacional de Entre Rios (UNER) María Laura Méndez, Dean of the Faculty of Educational Science: marialaura@fcedu.uner.edu.ar</p>
10	IMPLEMENTING OFFICE	UNESCO Cluster Office Montevideo
11	PROJECT LOCATION	Salto (Uruguay)
12	PROJECT PREPARED BY	<p>Eduardo Rebollo, Chairholder of UNESCO Chair of Social Communication, UCU María Laura Méndez, Dean of the Faculty of Educational Science, UNER Günther Cyranek, UNESCO Office Montevideo</p>
DECISION OF THE BUREAU:		

B. PRESENTATION

1. PROJECT JUSTIFICATION

Community media have a long tradition in Uruguay and contribute enormously to citizens' participation in democratic processes. While community radios are protected by Uruguayan law, legislation is less supportive in Argentina, where community radios are not licensed in many provinces. Although freedom of press is formally guaranteed in both countries, media concentration and commercialization represent common threats to true participation and plurality. Vocational training for journalists and media professionals, especially in community radios, is crucial to consolidate democratization processes. This is especially important in the border region of Salto (Uruguay) and Concordia (Argentina), where strengthening of media capacity can help to prevent conflicts on economic and environmental issues (e.g. use of water resources, industrial pollution), to strengthen interregional cooperation and to foster institutional confidence of both communities.

While both cities have a long tradition in institutional cooperation, the example of the pulp mill conflict on the border river Río Uruguay demonstrates how economic and environmental issues can cause conflicts of national reach: Due to its environmental damage and economic impact, the construction of a paper mill run by BOTNIA in Fray Bentos on the Uruguayan side of the river Río Uruguay in 2005 caused a political and economic dispute between Uruguay and Argentina which has been lasting for the last four years. Media endured the conflict extending discussions to national and supranational reach.

Against this background, bi-national capacity building for the community radio FM Impactos in Salto (Uruguay) and for journalists from various broadcasting services in Concordia (Argentina) on sensitive issues which affect both countries (e.g. environment protection, industrial growth for regional development and its implications on climate change) is necessary to create opportunities for dialogue on key topics, reduce conflict potential, build synergies and find joint solutions. Cooperating in a micro-region transcending political-administrative borders means to create supranational networks which serve political, economic, social and cultural development.

2. DESCRIPTION OF THE TARGET GROUP:

Fifteen community radio journalists from FM Impactos in Salto (Uruguay). The licensed radio station has been operating for more than three years and is an active member of the AMARC network (World association of community radios). Five journalists from various radio broadcast services in Concordia (Argentina) with in-depth experience in community and social development and with strong interest in cross-border communication.

3. DEVELOPMENT OBJECTIVE

Strengthen the role of community radios in the border region of the Río Uruguay between Salto and Concordia as platforms of democratic debate, enhancing citizens' empowerment and participation (category 3 of UNESCO media development indicators).

4. IMMEDIATE OBJECTIVE

- Thanks to the provision of required infrastructure to the community radio FM Impactos in Salto and training for twenty radio broadcasters from Salto and Concordia, the quality of radio journalism in the micro-region will be significantly improved. To this aim it is essential to raise journalists' awareness of the importance of media pluralism. Community radios will become key drivers of social change for development, communicating ecologically and economically sensitive issues as opportunities for cooperation. Generating discussions on these key topics, the community radios help to increase citizens' participation in democratic processes.

- Exchange of experience between journalists from Salto and Concordia intends to strengthen cross-border partnerships in community radio initiatives.

- The objectives are intended to be reached by the end of the ten-months project lifetime.

5. PROJECT OUTPUTS

- Twenty radio journalists have acquired all necessary skills and techniques to produce high quality journalistic information programs on topics of interest to both sides of the border. They have used innovative techniques to strengthen communication within and between local communities.
- The community radio station FM Impactos in Salto has benefited from technical equipment which allows to improve journalistic professionalism in the studio.

6. ACTIVITIES

1. A five-day training course held for twenty radio broadcasters (fifteen from Radio FM Impactos in Salto, five from Concordia) in radio program production and edition will be held in the facilities of FM Impactos in Salto. Topics will include the role of journalism as a system of information production, circulation and consume; functions of mass media; news production; radio language; credibility and objectivity; differences in contents and methodology between community and commercial radios; empowerment of citizens through media participation; construction of citizenship.
2. A three-day seminar in Salto organized for the same twenty journalists: the seminar allows the exchange of practices and discussions on journalistic professionalism, the role of community radios in both regions and the creation of an interregional agenda of development topics.
3. Continuous monitoring and coordination of the training course and seminar provided in order to evaluate the qualitative impact of the project.

7. PROJECT INPUTS

- Two trainers, experts in journalism, community radio and social development, to lead the training course in radio program production, taking into account the requirements, characteristics and specific situation of community radios with regard to political, social, economical and cultural development.
- A general project coordinator for the training course and seminar
- Twenty digital recorders for training course participants
- A set of studio equipment for the community radio station in Salto comprising an 8-channel mixing console with built-in telephone, two CD players, two studio microphones, two microphone stands, two headphones, four monitor speakers, a computer with 160 GB HD 2 GB RAM, a set of cables, connectors and other accessory as well as ten digital recorders.
- Budget to cover communication, rental of equipment, transport as well as expenses for participants of the training course and seminar.

8. WORK PLAN:

ACTIVITIES / MONTHS	1	2	3	4	5	6	7	8	9	10
Contact partners, assess local needs and requirements, contract trainers										
Baseline data collection										
Training course design, preparation of training materials										
Training course in Salto on radio program production and edition										

Seminar in Salto to exchange experience and identify key topics of cooperation													
Monitoring and coordination													
Baseline measurement/Evaluation													

9. INSTITUTIONAL FRAMEWORK

Universidad Católica del Uruguay (Social Communication Department), Universidad Nacional de Entre Ríos (Faculty of Education, Communication Department), AMARC (World Association of Community Radios) and UNESCO ally to provide vocational training in journalism and technological infrastructure required to run a community radio. Responsibilities between the four partners are shared as follows: Both universities cooperate in project management, identifying the specific training needs of radio journalists from both regions, recruiting trainers and developing training materials. AMARC and UNESCO participate in parts of the training and seminar, being jointly responsible for monitoring and evaluation. UNESCO further offers continuous guidance.

Organizational structure:

UNESCO Chair of Social Communication – Universidad Católica del Uruguay, Montevideo

Dr. Eduardo Rebollo – Project Director

Lucía Gallicchio – Project Executive

Marianela Fernández Villa – Project Executive

Faculty of Educational Science – Universidad Nacional de Entre Ríos, Concordia

María Laura Méndez – Dean of the Faculty of Educational Science – Project Director

AMARC, Regional Office LAC, Montevideo

Gustavo Gomez – Responsible for Monitoring and Evaluation

UNESCO Regional Office Montevideo

Günther Cyranek – Adviser for Monitoring

10. SUSTAINABILITY

The network of training course participants (from Salto and Concordia) are invited to organize further meetings to maintain the platform for sharing best practices, synergy building and agenda setting. The community radio in Salto agreed to organize regular knowledge sharing opportunities for employees and volunteers. Both universities include this experience in their outreach programs on journalistic capacity building.

11. FRAMEWORK OF MONITORING

Representatives of AMARC in cooperation with UNESCO staff will be responsible for project monitoring and evaluation. Thanks to AMARC's outstanding expertise and experience in community media training, the organization will closely monitor the project at all stages, conducting interviews and collecting data for the project evaluation.

12. EVALUATIONS CARRIED OUT

A needs assessment study conducted by AMARC in spring 2009 demonstrated a lack of professional equipment of the community radio in Salto. Furthermore, interviews with radio journalists from both regions proved that cross-border cooperation on topics of common interest is almost inexistent.

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING

Two progress reports and one final evaluation report will be provided by Dr. Eduardo Rebollo, Lucía Gallicchio y Marianela Fernández Villa.

C. ADDITIONAL INFORMATION

The UNESCO Chair is experienced in organizing vocational training courses in various cities and provinces of Uruguay. In this context emerged a special need for vocational training for community radio journalists in Salto and Concordia, as training opportunities in Uruguay and Argentina are limited to the capitals.

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)	
Five-day training course in Salto (Uruguay)	
2 trainers' fees: (2 trainers x 5 days at US\$ 100/day)	1000
2 trainers' and 1 coordinator's accommodation costs (3 persons x 5 days at US\$ 50/day)	750
2 trainers' and 1 coordinator's living expenses (3 persons x 5 days at US\$ 20/day)	300
2 trainers' and 1 coordinator's travel expenses (3 persons x US\$ 100)	300
Participants' living expenses (20 participants x 5 days x US\$ 20/day)	2000
External participants' accommodation costs (5 persons x 5 days at US\$ 50/day)	625
External participants' travel expenses (5 persons x US\$ 50)	250
Rental of equipment	300
Course material	200
TOTAL TRAINING COSTS	5725
Three-day seminar in Salto (Uruguay)	
Seminar staff's fee (2 trainers x 3 days at US\$ 100/day)	600
2 trainers' and 1 coordinator's accommodation costs (3 persons x 3 days at US\$ 50/day)	450
2 trainers' and 1 coordinator's living expenses (3 persons x 3 days at US\$ 20/day)	180
2 trainers' and 1 coordinator's travel expenses (3 persons x US\$ 100)	300
External participants' accommodation costs (5 persons x 3 days at US\$ 50/day)	750
Participants' living expenses (20 participants x 3 days x US\$ 20/day)	1200
External participants' accommodation costs (5 participants x 3 days at US\$ 50/day)	750
External participants' travel expenses (5 participants x US\$ 30)	150
Rental of equipment	300
Seminar material	200

TOTAL SEMINAR COSTS	4880
Studio equipment	
8-Channel mixing console with built-in telephone. Hybrid	1500
CD player (2 x US\$ 400)	800
Studio microphones (2 x US\$ 150)	300
Microphone stands (2 x US\$ 40)	80
Headphones (2 x US\$ 50)	100
Monitor Speakers (4 x US\$ 200)	800
Computer 160 GB HD 2 GB RAM, Windows XP, CD-WR, Monitor 19"	1300
Cables, connectors and other accessory	450
Digital recorders (20 x US\$80)	1600
TOTAL COSTS STUDIO EQUIPMENT	6930
TOTAL CONTRIBUTION REQUEST FROM IPDC	17535

BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION (in US dollars)	
Project coordinator (10 months part-time x US\$ 250)	2500
Communication costs	800
Car maintenance and fuel consumption fees for project coordination	400
Transport costs	400
Equipment installation costs	450
Project reporting	500
Use of laboratories, radio equipment and materials of Universidad Católica del Uruguay	1000
Contingencies	1500
TOTAL BENEFICIARY'S CONTRIBUTION	7550

ARAB REGION

REGIONAL

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	CAWTAR: ENHANCING THE CAPACITIES OF MEDIA INSTITUTIONS ON GENDER ISSUES
2.	NUMBER	IPDC/54 RAB/01
3.	CATEGORY OF MASS MEDIA	All media
4.	IPDC PRIORITY AREA	Media pluralism and freedom of expression
5.	SCOPE (NATIONAL, REGIONAL, INTERREGIONAL)	Regional (Arab region)
6.	TYPE OF ASSISTANCE REQUESTED	Training
7.	TOTAL COST OF PROJECT	US\$ 64 900
8.	AMOUNT REQUESTED FROM IPDC	US\$ 31 400
9.	BENEFICIARY BODY	Centre for Arab Women Training and Research (CAWTAR)
10.	IMPLEMENTING OFFICE	UNESCO Office in Rabat
11.	PROJECT LOCATION	CAWTAR, B.P. 105, Cité El Khadra, 1003, Tunis
12.	PROJECT PREPARED BY	Atidel Mejbri (media@cawtar.org) and Lobna Najjar (info@cawtar.org), Communication and Information Unit
DECISION OF THE BUREAU		

B. PRESENTATION

1. PROJECT JUSTIFICATION

The new media landscape in the Arab region seems to be increasingly saturated with advertising, fragmented in terms of audiences, platforms, quality. It is characterised by the expansion of independent and commercial media, a vision approach which encourages profit over content, and the increased interaction between all kinds of media due to the technological developments.

Media play a crucial role in the construction of women's images and in orienting collective representations and attitudes toward women. Arab Media perpetuate prejudices and stereotypes that underestimate women, depreciate their contribution to development, and confer negative qualities to womanhood. Most conferences and reports on women and the media stress the fact that these media damage and even sometimes distort the image of women.

The obstacles facing women to capitalise on the media as a powerful tool for transformation of discriminatory practices are numerous. However, the CAWTAR / UNIFEM 3rd Arab Woman Development Report listed the limited efforts in benefiting from this tool towards promoting real and balanced images of Arab women. There is no easy way of removing the obstacles that face Arab women media professionals. There is a need to introduce gender-sensitive communication policies within the media industry, in addition to dedicating a more gender-sensitive coverage to women's issues.

CAWTAR suggests tackling these challenges by employing a number of practical tools and measures that would aim at promoting the status of women media professionals, strengthening the role that media plays in the lives of Arab women, and changing the perceptions of the public on the role that Arab women can and should play within their societies.

2. DESCRIPTION OF THE TARGET GROUP

- Journalists, editors and their professional structures;
- Decision-makers in the media;
- Political decision-makers.

3. DEVELOPMENT OBJECTIVE

The development objective would be to capitalise on media as a powerful tool to transform gender discriminatory practices and deal with women's priority issues.

4. IMMEDIATE OBJECTIVES

- Production of a training kit on gender approach;
- 24 journalists will acquire skills and knowledge to use gender approach in their productions and to train a large number of journalists.

5. PROJECT OUTPUTS

Two *training-the-trainers* sessions on gender approach for journalists.

6. ACTIVITIES

- Elaboration of a training kit on gender approach;
- Organisation of two *training-the-trainers* sessions on gender approach for journalists.

7. PROJECT INPUTS

- Project coordinator;
- Five experts (1 regional and 4 sub-regional experts) to conduct a gender-based study on the status of women journalists in the workplace and elaborate a training kit on gender approach;
- Two trainers to conduct training on gender mainstreaming.

8. WORK PLAN

ACTIVITIES / MONTHS	2010												2011					
	1	2	3	4	5	6	7	8	9	10	11	12	1	2	3	4	5	6
<i>Elaboration of a training kit on gender and women issues</i>																		
Selection and contract with the principal expert	■	■	■															
Selection and contract with 7 experts	■	■	■															
Organization of the experts workshop				■														
Preparation of the training kit					■													
Design and printing of the training kit						■	■											
<i>Organisation of two training-the-trainers sessions on gender and women issues for journalists</i>																		
Selection and contracts with 2 trainers				■	■	■												
Selection of participants for the first training session				■	■	■												
Organization of the first training session									■									
Selection and contracts with trainers											■	■	■					
Selection of participants for the second training session											■	■	■					
Organization of the second training session																■		

9. INSTITUTIONAL FRAMEWORK

CAWTAR was created in 1993, in response to the desire of a number of Arab governments, local and regional civil organisations as well as regional and international institutions, to establish a Centre of academic research and field studies relating to the status of women. CAWTAR also collects analyses and disseminates data, indicators and statistics on women’s economic, social and political conditions.

CAWTAR’s mission is to contribute to fully empowering Arab women to exercise their Women’s Human Rights, through generating knowledge as evidence base for enhancing the capacity of Arab institutions in promoting and advocating gender equality and women’s participation in the development of their communities.

CAWTAR is a national coordinator for the 2009 Global Media Monitoring Project (GMMP), a news media research and advocacy project run since 1995 by the World Association for Christian Communication (WACC), a global network of communicators aimed at achieving fair and balanced gender representation in the news media.

10. SUSTAINABILITY

The project achievements will be sustainable since they will be incorporated in CAWTAR’s programme on “*Gender and Arab Media*”, which considers the media as a dynamic source for promotion and awareness-raising about gender equality and development in the Arab region.

To maintain the project sustainability, CAWTAR will involve its partners, promote media professionals involvement, develop a core of supporters, modify the project based on evaluation and feedback, share resources, expertise, and successes, and ensure synergy between its projects related to the gender and media.

11. FRAMEWORK OF MONITORING

The UNESCO Office in Rabat will monitor the project.

12. EVALUATIONS CARRIED OUT

The evaluation and monitoring assessments will be submitted on a four-month basis.

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING

Atidel Mejbri, CAWTAR's Information and Communication Officer will prepare the project progress reports and the final report.

C. ADDITIONAL INFORMATION

Previous activities completed prior to submission of the project to IPDC

Since 2004, CAWTAR and the United Nation's Development Fund for Women (UNIFEM) launched a regional programme on "Gender and Arab Media" with the support of the Arab Gulf Programme for United Nations Development Organizations (AGFUND).

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)

<i>2 sub-regional training sessions</i>	Qty	Unit price	Total
Contracts for two trainers (2 workshops):	5 days	200	4 000
12 participants' accommodation and subsistence (2 workshops):	5 days	60	7 200
Trainers (2) accommodation and subsistence (2 workshops):	5 days	60	1 200
15 participant's travel (2 workshops):	15 pers.	600	18 000
Rental of room and training aids (2 workshops):		500	1 000
<u>TOTAL:</u>			<u>31 400</u>

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

<i>Elaboration of a training kit for journalists</i>	
Contract for the project coordinator and 5 regional experts:	22 000
Preparation of the training kit:	1 500
Printing the training kit:	10 000
<u>TOTAL:</u>	<u>33 500</u>

REGIONAL

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	COPEAM:WORKSHOP ON SOUTH-MEDITERRAN PUBLIC TV JOURNALISM TRAINING NEEDS
2.	NUMBER	IPDC/54 RAB/02
3.	CATEGORY OF MASS MEDIA	Public TV broadcasting
4.	IPDC PRIORITY AREA	Development of human resources; promotion of international partnership
5.	SCOPE	Regional (South Mediterranean)
6.	TYPE OF ASSISTANCE REQUESTED	Training
7.	TOTAL COST OF PROJECT	US \$ 60 000
8.	AMOUNT REQUESTED FROM IPDC	US \$ 35 500
9.	BENEFICIARY BODY	COPEAM General Secretariat Via Monte Santo, 52 - 00195 Rome Tel. +39 0636862405 - Fax +39 06 36226758 sgcopeam@copeam.org - www.copeam.org Contact person: Micol Pancaldi Training projects - mpancaldi@copeam.org
10.	IMPLEMENTING OFFICE	UNESCO Office, Rabat
11.	PROJECT LOCATION	UNINETTUNO Headquarters, Rome
12.	PROJECT PREPARED BY	COPEAM
DECISION OF THE BUREAU		

B. PRESENTATION

1. PROJECT JUSTIFICATION

The media sector in the MENA region (Middle East and North-African countries) is experiencing an intense growth in terms of quantity of new players (privatisation in national TV sector and emergence of Pan-Arab satellite channels), which offer diversification, scope of action and technological progress.

The existing training opportunities for journalists provided by the training and academic institutes operating in the region are not sufficient in comparison with the needs, in particular in the field of specialised training. The analysis of the current media landscape shows a large interest in a variety of actors (e.g. national or regional institutes and centres, donors, organizations and associations) and many of the media development and training-oriented initiatives. However, such efforts rarely imply regional partnerships or a multi-lateral approach, consequently producing a fragmentation of the offer.

The radio-TV broadcasters are not used to plan an in-house continuous training strategy and refresher courses for media professionals during their career, and there are few inner training structures within the Human Resources departments.

In order to improve the journalism training programmes (*IPDC priority: “Developing human resources”*), by the means of the present project, we propose to:

- Undertake a comprehensive audit on journalism training needs by involving directly the South-Mediterranean public broadcasters’ editors-in-chief;
- Promote the cross-sector exchange between radio-TV public broadcasters and media training organizations operating in the region (*IPDC priority: “Promotion of international partnership”*);
- Spread awareness about new distance learning, new media and satellite opportunities to be employed to implement complementary specialisation or refresher training activities.

2. DESCRIPTION OF THE TARGET GROUP

The target group of this project is constituted by the editors-in-chief of the Euro-Mediterranean public service broadcasters: EPTV (Algeria), SNRT and Soread 2M (Morocco), Télévision Tunisienne, ERTU (Egypt), JRTV (Jordan), LJB (Libya), PBC, (Palestine), TVM (Mauritania), ORTAS (Syria), Télé-Liban, and a pool of selected training organizations operating in the region UNINETTUNO (Italy), Canal France International, ASBU Training Centre (Syria), INA (France), ESAV (Morocco), EUROMED Management (France), Link Campus University of Malta and CAPJC (Tunisia).

3. DEVELOPMENT OBJECTIVE

It is based on the conception of an adequate journalism training comprehensive strategy. The project will allow assessing the feasibility of developing e-learning programmes and tools in order to answer to the broadcasters’ concrete training needs.

4. IMMEDIATE OBJECTIVES

- Creating an occasion to compare the existing journalism training practices and identifying the needs within the radio and TV public broadcasters of the region. Such a partnership approach may serve to narrow the gap between academic and theoretic journalism programmes and the media operators, and to develop a comprehensive audit on journalism needs.
- It will be possible to evaluate the interest and the technical possibilities to conceive specialisation and/or refresher training projects addressed to information professionals by using e-learning and new media supports.

5. PROJECT OUTPUTS

- Undertaking an audit on the journalistic training needs in the South-Mediterranean radio and TV public broadcasters also by means of specific query tools (questionnaires);
- Informing the editors-in-chief concerned about the innovative e-learning training supports to implement specialisation and/or refresher training projects devoted to the media professionals;
- Providing, through matching training demand and supply, the training organizations with the necessary information to design new training programmes targeting the actual needs of media professionals.

6. ACTIVITIES

Conception and submission of a questionnaire on information departments' organization and training needs of the Southern-Mediterranean radio and TV public broadcasters.

Organization of a 3-day workshop, to be held in Rome, addressed to:

- Eleven editors-in-chief from the Southern-Mediterranean radio and TV public broadcasters;
- Seven heads of media-training organizations from the North and South Mediterranean area.

The workshop will be structured into 2 sessions:

- Two days of consultation and exchange about the journalism training needs and the main training programmes supply in the region (detailed programme to be specified);
- One Information day on e-learning tools and opportunities (distant learning through satellite TV and Internet, on-line tutoring and virtual classrooms, production of video courses etc.) by two experts from UNINETTUNO.

7. PROJECT INPUTS

- Provision of a room equipped with the necessary technologies for distance learning. Such facilities will be supplied by UNINETTUNO;
- A supervisor expert in coordinating a monitoring on journalism training needs and practices will conduct the first session of the workshop; the second one will be led by 2 experts in e-learning pedagogical planning and techniques;
- Conception of preparatory materials (e.g. questionnaire);
- Translations from Arabic into English and vice-versa.

8. WORK PLAN

ACTIVITIES / MONTHS	1	2	3	4	5
Establishment of the sessions' agenda and contents in agreement with the coordination experts					
Pre-analysis of the needs with the concerned target group					
Conception and preparation of workshop documents and tools (including their Arabic translation)					
Organization and coordination of the workshop: logistics, suppliers, travel, accommodation etc.					
Workshop running					
Follow-up: reporting and dissemination of the results					

9. INSTITUTIONAL FRAMEWORK

Founded in 1996, COPEAM is an international non-profit organization aiming at being a permanent cooperation and skill-sharing platform for the Mediterranean audiovisual operators. COPEAM gathers more than 130 members representing 25 countries and takes concrete action in the areas of radio and TV

co-production, training, preserving and spreading out the audiovisual heritage of the Region. As an inter-professional network (gathering the Euro-Mediterranean public radio and TV broadcasters, but also audiovisual enterprises, academic and training operators, international organizations), COPEAM develops its projects by pooling the various expertises and setting up multi-lateral synergies between its associates.

Starting from January 2009, COPEAM is coordinating two international projects financed by the European Commission, in the framework of the Euro-Med Partnership, which associates two organizations (*Euromed News* and *MedMem*): the first one for the exchange and broadcast of programmes, the other for the digitisation / sharing of TV archives through the Web.

The main objective of the International Telematic University UNINETTUNO, established in 2005, is to enhance and enlarge the telematic didactic system settled by *Consorzio NETTUNO* (founded in 1992). This University networks 31 partners of 11 countries of the Euro-Mediterranean area, designs and realises university distance courses in several languages (Arabic, French, English, Italian and Spanish). It also has two satellite television channels.

Within the project, UNINETTUNO will offer to the editors-in-chief an overview on e-learning expertise, educational methodologies and technical possibilities, starting from its Internet-based didactic platform, which today represents the only distance-learning environment including the Arabic language.

10. SUSTAINABILITY

Starting from the questionnaire results and from the elaboration of workshop conclusions, a strategic report on journalism training needs within the Southern Mediterranean public broadcasters will be carried out. This audit results will be disseminated and used as a basis for the conception of new training.

The work group could continue exchanging practices and proposals. This flow of information between all the parties concerned could help avoiding duplications and fill existing lacks in the journalism training programmes.

11. FRAMEWORK OF MONITORING

A self-monitoring of the activity will be performed and a report concerning the workshop conclusions will be carried out. In consideration of the expertise that UNESCO has in monitoring the media training sector, the support of a UNESCO expert will be appreciated.

12. EVALUATIONS CARRIED OUT

- Starting from COPEAM experience in the domain of North-South media cooperation, we acknowledged the importance of involving directly the broadcasters in undertaking joint pre-consultations on production and training existing trends and needs;
- An analysis of the training current necessities could represent the basis for undertaking a similar process in this field;
- The University of COPEAM is a regional on-the-field training annual action addressed to TV, radio and web young journalists, technicians and editors coming from the public broadcasters of the Euro-Mediterranean and Gulf area.

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING

Progress reports will be submitted to UNESCO on a bimonthly basis. The person in charge at COPEAM General Secretariat is Ms Micol Pancaldi, who will work together with the UNESCO Adviser.

A final detailed report will be elaborated at the end of the project.

D. BUDGET			
BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)			
<i>Workshop</i>	Qty	Unit price	Total
Pre-study (questionnaire, translation, analysis):			1 200
Holding of the workshop, translations:			1 070
Study report and translation:			1 050
International flights:	14	950	13 300
Accommodation (4 nights):	14 pers.	130	7 280
Subsistence (3 lunches + 4 dinners):	18 pers.	52.4	6 606
Local transport:	14 pers.	46	644
Simultaneous translation (English / Arab or vice-versa):	3 days	1 450	4 350
<u>TOTAL:</u>			<u>35 500</u>

BREAKDOWN OF THE BENEFICIARY'S CONTRIBUTION (in US dollars)			
	Qty	Unit price	Total
Questionnaire (distribution, collection of results):	7 days	155	1 085
Coordination of the pre-study:	10 days	155	1 550
Organization of the workshop:	7 days	155	1 085
Conception of the documents;	10 days	155	1 550
Dissemination of the workshop report on COPEAM network:	7 days	155	1 085
General coordination of the project:	30 days	155	4 650
Project reporting:	7 days	155	1 085
External communication:	30 days	155	4 650
Conference hall with the specific equipment:	3 days	815	2 445
Internet connection:	3 days	55	165
2 expert trainers (staff members):	1 day	2 000	2 000
Secretariat and reception staff:	3 days	535	1 605
Audio recording technician (staff member):	3 days	255	765
Training kits (folders with training materials):			780
<u>TOTAL :</u>			<u>24 500</u>

EUROPE

REGIONAL

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	ERNO-RAISING SOUTH-EAST EUROPEAN PUBLIC BROADCASTERS AWARENESS AND KNOWLEDGE ABOUT THE CLIMATE CHANGE
2.	NUMBER	IPDC/54 EUR/01
3.	CATEGORY OF MASS MEDIA	Public Broadcasting Services
4.	IPDC PRIORITY AREA	Promotion of freedom of expression and media pluralism; development of human resources
5.	SCOPE (NATIONAL, REGIONAL, INTERREGIONAL)	Regional
6.	TYPE OF ASSISTANCE REQUESTED	Financial
7.	TOTAL COST OF PROJECT	US\$ 86 100
8.	AMOUNT REQUESTED FROM IPDC	US\$ 30 500
9.	BENEFICIARY BODY	ERNO Public Broadcasters' network
10.	IMPLEMENTING OFFICE	ERNO Coordination Office, Sarajevo
11.	PROJECT LOCATION	South-East Europe
12.	PROJECT PREPARED BY	ERNO Coordination Office, Sarajevo
DECISION OF THE BUREAU		

B. PRESENTATION

1. PROJECT JUSTIFICATION

ERNO is a regional TV news exchange network in the South East Europe (SEE) established in November 2000. The news exchanges, coordinated in Sarajevo, serve mainly public broadcasters from ex-Yugoslavia post-conflict region and SEE region transitional countries. ERNO's main objectives are to reinforce the tradition of cooperation among the public broadcasters in the region, strengthen the professionalism of TV news staff and improve the quality of the news stories. 80 % of the ERNO exchanged news items are being used in the main news and bulletins of the member PSBs, as well as in other programmes.

Raising awareness about climate change, its causes, impacts and possible strategies to address the challenges is therefore crucial. Public broadcasters are among the most effective media in delivering knowledge on climate change mitigation opportunities and adaptation processes in raising public awareness through the dissemination of scientific data and options comprehensible by the public at large.

However, most regional journalists know little or nothing about the issue of climate change and its effect on the viewers. The reasons why climate change issues are poorly covered or go unreported are many and complex. Journalists need more environmental training and networking opportunities. Environment, science and climate change are not considered prestigious beats, and are often assigned to young and inexperienced journalists, or to staff who are also asked to cover a huge range of issues from health to agriculture. They do not have the time or budget to research stories in-depth, and very often lack scientific expertise.

Yet the main obstacles may be their own editors — many of whom are not interested in or do not understand climate change issues — or vested interests. For example, energy companies are major advertisers and many would prefer such issues were downplayed. Recent studies suggest climate change coverage is improving in developing countries as editors (and governments) are taking more notice of it. But progress is slow.

Donors who fund climate change work usually treat media and communications support as an afterthought. But the research and action plans they fund will have limited effect if they are not communicated to the public and policymakers. The media has both the reach and credibility to make all stakeholders take climate change issues seriously and policy-makers to undertake timely action.

Participation of the journalists / producers from the ERNO member PSBs at the workshop on the media reporting on the climate change issues will strengthen regional collaboration between them. This will optimise the quality and relevance of programming and reporting on global climate change and encourage production / dissemination of relevant audiovisual content at the local and regional level to give voice to populations affected by climate change. New media networks must be established to focus specifically on climate change and its impacts, particularly using digital platforms.

Presence of Eurovision news editors at the workshop, who already participated in similar projects, would additionally contribute to the quality of the discussion and would secure the fulfilment of the objectives of such a workshop.

2. DESCRIPTION OF THE TARGET GROUP

10-15 media professionals from Eurovision news departments and current affairs/documentary departments from Public TV stations that are the ERNO members: Croatia, Bosnia / Herzegovina, Serbia, Montenegro, Kosovo, Macedonia, Romania, Bulgaria and Albania.

3. DEVELOPMENT OBJECTIVE

- Strengthening regional cooperation between ERNO member PSBs in the SEE region to optimise the quality and relevance of programming and reporting on climate change;
- Promoting opportunities for media professionals to build information-sharing networks.

4. IMMEDIATE OBJECTIVES

- Overcoming the reporting challenges about the most important climate change stories in the SEE region;
- Improving the quality and quantity of content relating to climate change through capacity-building, networking and programme exchange;
- Encouraging the production and dissemination of the relevant audiovisual content at the local and regional level to give voice to the populations affected by climate change;
- Facilitating access to the relevant scientific information for the journalists reporting on the climate change issues at the SEE PSBs;
- Increasing journalists' knowledge on the climate change and its immediate effects on other global issues, like poverty, disease, hunger and insecurity.

5. PROJECT OUTPUTS

- 10-12 journalists and 2-4 Eurovision News editors will be trained in the first joint regional workshop about a better understanding of the climate change impact in the SEE region, better media coverage of the climate change issues and production / dissemination procedures of the relevant audiovisual content;
- Strengthening the regional cooperation between the ERNO member Public Service Broadcasters to optimise the quality and relevance of programming and reporting on climate change;
- Developing and promoting broadcasting industry standards in environmental management and urging their members to set quantifiable targets for a reduction in their own carbon footprint.

6. ACTIVITIES

- Consultation with ERNO members and preparation of the training materials for the workshop;
- Organising practical 4-day workshop to be held in Sofia, Bulgaria, for 10-15 media professionals. It will deal with the methods of media reporting on the climate change issues in the SEE region, an additional cooperation among current affairs/documentary departments and on the concrete procedures for production and best possible media reporting coverage of the climate change issues relevant for the SEE region. The workshop will benefit from the presence of 2 ERNO Coordination Office's staff members with the role of facilitators/media experts and organisers and one international expert on climate change issues;
- Getting feedback from the participating TV stations;
- On-line discussion of workshop participants and ERNO Coordination Office about the results of the project and the creation of guidelines for future reporting on climate changes.

7. PROJECT INPUTS

- Organisers and experts to organise the workshop and create the network;
- Conference room for the meetings and training sessions;

- Participants' subsistence and transportation expenses;
- Training material and rental of equipment to carry out the meeting and training;
- Computer and audiovisual equipment for presentation/discussion sessions.

8. WORK PLAN

ACTIVITY / MONTH	1	2	3	4	5	6	7
Consultation with ERNO member TV stations							
Regional workshop for media coverage of the climate change issues (future strategy discussion and training)							
Getting feedback from workshop participants							
On-line discussion							
Presentation of the results; code of practice for future cooperation							

9. INSTITUTIONAL FRAMEWORK

The project will be implemented by the ERNO Coordination Office in Sarajevo and Public TV Stations in 11 countries of South-East Europe at the level of Eurovision news desks that are already established members of the ERNO network, and at the level of current affairs/documentary departments (recruited as new members of the network).

ERNO is joint network of Southeast European Public Broadcasting Services founded in November 2000 and financed primarily by ERNO members' membership fees. The ERNO Coordination Office is registered as a legal body in Bosnia / Herzegovina, as the focal point, with its 3 employees (one ERNO Coordinator and 2 assistants). The network is additionally financed through projects contracted with various donors, including the European Commission. All decisions about this project will be taken in full mutual understanding with UNESCO. The practical organization of the workshop will be ERNO Coordination Office's responsibility. UNESCO and ERNO Coordination Office have documented track-records of cooperation in the implementation of various similar projects since 2005.

10. SUSTAINABILITY

10-15 media professionals working for the PSBs in the region on a regular basis will be trained about the new ways of cooperation and about the media reporting on the most important climate changes issues in the SEE region. They will therefore make use of the knowledge acquired from the workshop in their daily work. This project fits into the planned scale-up plan for ERNO network that aims at strengthening the created network, extend the cooperation between the public broadcasters by creating thematic cross-border regional working groups. It will also build the capacities of the television news staff for cross-border production and coordination, targeting institutionalisation and full self-sustainability of the network. In the long-term, this project will contribute to the increased commitment of an editorial independent public broadcasting.

11. FRAMEWORK OF MONITORING

Monitoring and evaluations will be conducted with the participation of the representatives of the concerned TV stations. In the course of the project, the ERNO coordination office will be responsible for collecting and summarising feedback from the various stakeholders.

Advice will be regularly sought from the UNESCO Communication and Information Sector, while reports will be submitted on an ongoing basis to the IPDC Secretariat. An evaluation report will be produced on completion of the activities.

12. EVALUATIONS CARRIED OUT

An evaluation conducted in 2006 by a UNESCO-contracted media expert showed that the scale-up cooperation and joint co-production is an effective way to achieve future self-sustainability and best operation of this regional project.

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING

The ERNO Coordination Office undertakes the task of submitting reports on project activities' progress on a six-month basis. Reports will be prepared and submitted by Ms Zeljka Lekic, Head of ERNO Coordination Office.

C. ADDITIONAL INFORMATION

Previous IPDC support received by the country

ERNO - Eurovision Regional News Exchange for South-East Europe received IPDC support for the project "*Development of free, independent and pluralistic media and community participation in sustainable development through community media*" in 2009.

Preparatory activities completed prior to submission of the project to IPDC

- ERNO already has a strong network of 11 regional Public TV Stations;
- ERNO is registered as a legal body in Bosnia / Herzegovina;
- Evaluation carried out in 2006 by a UNESCO consultant showed that the ERNO Coordination Office in Sarajevo has the necessary expertise to support the ERNO scale-up process.

Contribution foreseen by the beneficiary agency during the project period

ERNO Coordination Office will provide training material for the workshop, undertake overall supervision, write the project reports and disseminate the feedback on the results to all its member stations.

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)

DSA (<i>including accommodation</i>) 18 persons x 4 days × US\$ 200:	14 400
Conference hall rent (2 days × US\$ 500):	1 000
Travel costs (18 persons × US\$ 700 : average per participant):	12 600
Facilitator/media expert/climate changes expert fee (2 days ×3 persons × US\$ 250):	1 500
Miscellaneous (tapes, overheads):	1 000
<u>TOTAL:</u>	<u>30 500</u>

BREAKDOWN OF THE BENEFICIARY'S CONTRIBUTION (in US dollars)	
ERNO Coordinator (salary and social insurance):	22 600
ERNO coordinator's assistant/organiser (salary and social insurance):	17 750
Office rent:	5 250
Communications (phone, Internet):	8 000
Equipment maintenance:	2 000
<u>TOTAL:</u>	<u>55 600</u>

REGIONAL

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	MULTIMEDIA TECHNOLOGIES FOR THE DEVELOPMENT OF MASS-MEDIA INDEPENDENCE AND PROFESSIONAL STANDARDS OF JOURNALISM.
2.	NUMBER	IPDC/54 EUR/02
3.	CATEGORY OF MASS MEDIA	Electronic media
4.	IPDC PRIORITY AREA	Professional media training
5.	SCOPE (NATIONAL, REGIONAL, INTERREGIONAL)	Regional (<i>Ukraine, Belarus, Moldova, Armenia and Azerbaijan</i>)
6.	TYPE OF ASSISTANCE REQUESTED	Financial
7.	TOTAL COST OF PROJECT	US\$ 48 000
8.	AMOUNT REQUESTED FROM IPDC	US\$ 30 000
9.	BENEFICIARY BODY	Journalists and media from the concerned countries
10.	IMPLEMENTING OFFICE	The Higher School of Journalism – Department of the State University – The Higher School of Economics Hitrovskiy pereulok, 2/8, Building 5, Moscow Tel/fax +7 (495) 771-32-41 hsemedia@gmail.com - www.hsemedia.ru
11.	PROJECT LOCATION	The Higher School of Journalism; Hitrovskiy pereulok, 2/8, Building 5, Moscow
12.	PROJECT PREPARED BY	Tatiana Tikhomirova, Deputy director +7-909-631-86-83, ttikhomirova@hse.ru
DECISION OF THE BUREAU		

B. PRESENTATION

1. PROJECT JUSTIFICATION

The project “*Multimedia technologies for development of mass-media independence and professional standards of journalism*” aims at upgrading the skills of journalists, raising professional standards and intensifying cross-cultural communication in CIS countries by means of advanced technologies.

This project intends to provide training in use of multimedia platforms and on the theory of project management. Project participants will discuss the adaptation of journalistic ethics in Internet, and find out how multimedia technologies can help improve professional standards. The target group of the project includes journalists from local broadcasting stations, newspapers and news agencies of Ukraine, Belarus, Moldova, Armenia and Azerbaijan. 80% of this innovative intensive programme will consist of practical training and debates.

Today, traditional mass-media, being by nature a ‘one-way traffic’ of information, gain an opportunity to create interactive grounds: it opens prospects for further development, and is a challenge, since most of mass-media have lost the skill to carry on a dialogue with an audience or have never been able to establish it. Besides, Internet is a new democratic space where each one has a freedom of speech. However, any mass-medium that knows and understands its audience information needs, is able to see a concrete person, family or group behind the “audience”. Thus, understanding their social responsibility, the mass-media aim to provide their audience with high-quality information. However, they cannot do so without the multimedia instrument.

The project has been drafted and will be implemented by the Higher School of Journalism (the department of Higher School of Economics) with technical support and in cooperation with the RIA Novosti News Agency.

2. DESCRIPTION OF THE TARGET GROUP

Journalists from local broadcasting stations, newspapers and news agencies of Ukraine, Belarus, Moldova, Armenia and Azerbaijan who face the future and have an available multimedia resource (an Internet site) or plan to set such resource in the near-term outlook.

3. DEVELOPMENT OBJECTIVE

The project contributes to improve journalists’ professional standards, strengthen mass-media independence and increase their influence in community, by setting new grounds for a social dialogue. This objective is to be achieved through training of journalists in the use of innovative technologies of information production and new approaches to the study and conduct of a dialogue with audience. The project will also promote free flow of information and increase the responsiveness of the civil society.

4. IMMEDIATE OBJECTIVES

28 journalists representing electronic and print socio-political mass-media of Ukraine, Belarus, Moldova, Armenia and Azerbaijan will :

- Discuss modern trends, risks and prospects caused by the development of technologies that today’s professionals have to face ;
- Be acquainted with rules of conducting an efficient dialogue with audience and acquire the practical skills of interactive technologies needed to establish contact with audience ;
- Acquire the skills of multi-media journalism that will allow them to collect, process and organise information and produce high-quality information items ;

- Learn to create, launch and manage successful interactive multimedia projects ;
- Draw up their own interactive multimedia project devoted to the solution of an acute social problem to be launched on their Internet resource.

5. PROJECT OUTPUTS

- Special educational programme of short-term advanced training considering the needs of journalists selected to participate in the project ;
- Two groups of 14 journalists to acquire skills of multimedia project management and use of multimedia platforms after graduating a specially developed programme “*Theory and practice of multimedia journalism. Management of multimedia projects*”. The programme includes a 5-day intensive training session, distance learning and will end up with the elaboration of the model of multimedia project created by journalists to be launched on their mass-media Internet site ;
- 28 multimedia projects developed for the different types of mass-media to come out as a result of the educational process ;
- During three months, the programme participating mass-media aiming at launching a multimedia project on their Internet site will benefit from the specialists’ assistance (in the form of consultations). The total duration will be no less than 160 hours.

6. ACTIVITIES

➤ Selection of participants

28 journalists will be selected to participate in the training.

➤ Development and approval of curriculum; adjustment of training programme

Total duration: three weeks.

➤ Elaboration of a special communication and information resource of the project (Wiki)

➤ Conducting an intensive training for each group

Four trainers will conduct training sessions in the following fields:

- Filming on video camera;
 - Video processing and editing;
 - Training on production and post-production technologies;
 - Digital photo processing;
 - Internet resource development;
 - Digital publishing;
 - Creating multimedia messages.
- Organisation and carrying out assistance (consultations) at the period of distance learning

On completion of the programme, the participants will receive a certificate stating that they have passed the short-term advanced training “*Theory and practice of multimedia journalism. Management of multimedia projects*”.

➤ Consultations and support of mass-media launching developed projects

It is expected that no less than 50 % of mass-media participating in the project will want to carry out the developed projects.

7. PROJECT INPUTS

The Higher School of Journalism has a wide experience in conducting seminars, trainings and long-term educational programmes, and possesses the necessary materials and technical resources to that end. In particular, implementation of the technical part of the project “*Theory and practice of multimedia journalism. Management of multimedia projects*” requires the following :

- Computers with appropriate software for individual work;
- Five video cameras to study the basis of video filming (for groups 3 persons each) ;
- Digital cameras to study the basis of photography;
- Video editing room (station) for processing and editing video;
- Premises needed to organise the work in groups;
- Equipment needed for an efficient work of trainers and professors (two multimedia projectors, two screens, flipcharts etc.).

The Higher School of Journalism possesses everything mentioned above and will resort to these technical capacities during the educational process.

- Coordination of project and administrative support will be provided by The Higher School of Journalism.
- Consumables: the educational process requires the following : tapes for video cameras, DVD-disks for information storage, processing and transferring. These materials will also be provided by The Higher School of Journalism.
- Organisation of training practice in RIA Novosti News Agency implies the rent of working equipment:
 - Five reporter sets. A reporter set includes a Sony video camera HDR-XR500E, a tripod, a Sony microphone ECM-HGZ1 and a rucksack;
 - 2 computers Apple iMac, Final Cut Express 4.0 software for creation of infographics.
- The supervisors in the news agency where the practice will be held will be provided by “RIA Novosti” as their contribution to the implementation of the project.
- Trainers and professors. The specificity of the programme implies that the better results are achieved when the participants are working in small groups. Therefore, it is necessary to have more than one trainer working at a time.

8. WORK PLAN

ACTIVITIES / MONTHS	1	2	3	4	5	6	7	8
Participants questionnaire and selection								
Educational programme updating								
Training # 1								
Training # 2								
Distance learning								
Consulting and support								
Analysis and submission of implementation reports								

9. INSTITUTIONAL FRAMEWORK

The Higher School of Journalism is an organisation department of State University: The Higher School of Economics. It develops and launches innovative educational programmes for specialists of media industry that are unique for Russia and other CIS states. Three programmes of professional retraining obtained a license: “Specialist in mass-media management”, “Specialist in multimedia journalism” and “Specialist in art management, TV and motion picture production”. The Higher School of Journalism

also provides courses in producing and directing, stages of multimedia product development and other topics connected with media and communication.

The Higher School of Journalism is the first and only educational institution in Russia that has elaborated an educational programme in multimedia journalism. The critical goal of multimedia trainings for regional mass-media is minimising the digital gap between the regional centres and the cities.

The Higher School of Journalism possesses all the resources needed for organisation of high-tech oriented training for media specialists.

10. SUSTAINABILITY

In addition to the humanitarian meaning of the project, its results are important for the further development of curriculum in multimedia journalism, which is the unique programme of that sort in Russia and the CIS. The implementation of the project is an inestimable experience that will help to select the best elements of the programme. In the future, we intend to involve partners from the media industry and their resources in order to make the programme available.

11. FRAMEWORK OF MONITORING

All monitoring materials will be provided to IPDC specialists.

1. This will include the distribution of a questionnaire to the participants before the start and after the completion of the programme so as to evaluate programme effectiveness and to see if the programme corresponds to their expectations ;
2. Project trainers and professors will evaluate if and to what extent the programme corresponded with the participants' wishes and say whether it meets the market demands ;
3. Practical results will reveal in participants' Internet resources and this material will be available for analysis.

12. EVALUATIONS CARRIED OUT

The Higher School of Journalism carried out several researches connected with the evaluation of media industry development. In February 2009, the Higher School of Journalism interviewed 40 directors, editors and leading journalists in 10 regions of Russia on the prospects of multimedia technologies and their development in journalism. The research results denote the high importance of both theoretic knowledge and practical skills. In the respondents' opinion, the level of journalists technological ground is inadmissibly low. We received similar results when questioning 200 journalists who applied for participation in the Summer School (workshop) of multimedia journalism for regional mass-media in May 2009.

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING

Reports on the project progress will be provided according to the IPDC requirements. They will include interim reports on a four-month basis and a final report consisting of two parts (financial and analytic) on completion of the project.

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)	
Participants' accommodation and subsistence : 5 days (training) + 1 day (arrival / departure) : US\$ 85 per day × 28 participants × 6 days :	14 280
Trainers' fees : 5 days × 2 groups × 4 trainers :	6 720
Consultations for mass-media launching an interactive multimedia project (160 hours):	4 500
Consumables (discs, tapes, folders, notebooks etc.) :	1 000
Equipment rentals for working practice in RIA Novosti :	3 500
<u>TOTAL :</u>	<u>30 000</u>

BREAKDOWN OF THE BENEFICIARY'S CONTRIBUTION (in US dollars)	
Project coordination (8 months) :	3 500
Administration costs (communications, the Internet etc.) :	1 500
Equipment and materials (The Higher School of Journalism provides 15 computers with appropriate software, 5 digital cameras, 2 video editing stations, 2 projectors and 2 screens) :	5 200
Participants transport costs (provided by RIA Novosti) :	4 500
10 supervisors (provided by RIA Novosti) :	3 000
Project reporting :	300
<u>TOTAL :</u>	<u>18 000</u>

REGIONAL

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	CULTURE OF DIALOGUE VERSUS THE LANGUAGE OF HATRED
2.	NUMBER	IPDC/54 EUR/03
3.	CATEGORY OF MASS MEDIA	Community media
4.	IPDC PRIORITY AREA	Training of media professionals
5.	SCOPE (NATIONAL, REGIONAL, INTERREGIONAL)	Regional
6.	TYPE OF ASSISTANCE REQUESTED	Training support
7.	TOTAL COST OF PROJECT	US\$ 34 000
8.	AMOUNT REQUESTED FROM IPDC	US\$ 20 000
9.	BENEFICIARY BODY	Academy of Television and Radio (EATR) Phone: (+ 7 985) 967-59-09 E-mail: info@eatr.ru ; lina@eatr.ru ; ludmila@eatr.ru
10.	IMPLEMENTING OFFICE	Marius Lukosiunas, Advisor for Communication and Information UNESCO Moscow Office E-mail: m.lukosiunas@unesco.ru
11.	PROJECT LOCATION	Moscow, Russia
12.	PROJECT PREPARED BY	Valeriy Ruzin, Executive Director, Eurasian Academy of Television and Radio (EATR)
DECISION OF THE BUREAU		

B. PRESENTATION

1. PROJECT JUSTIFICATION

This subject comprises several diverse phenomena. Today's xenophobia and extremism have displayed themselves in many concrete modifications in the post-Soviet space. Therefore, we think it necessary to hold the seminar/workshop on « *Culture of dialogue vs. the language of hatred* » for young media professionals from some CIS countries.

The initiative of such project naturally belongs to Russia as a country where all the abscesses of the Soviet power have blown up recently. The consequences appeared to be eloquently pitiful. Such a seminar-training can be successful if, alongside with the Russian journalists, it will host young media professionals from CIS countries with unresolved conflicts.

Social changes may stimulate intolerance, racism and xenophobia and appear as a powerful source of danger. The danger of 'a stranger' turning into 'an enemy' is becoming more and more obvious. Some mass-media give the primitive and biased view at "*the strangers*". Sensation-oriented reportages which increase sales volume in a highly competitive media environment end up in promoting hatred between communities.

Coverage of these issues requires a critical and cautious approach. Today, we face a vital moral need to make journalists want to oppose the dialogue of cultures to the language of hatred. It is important that a journalist learns to say that the phenomenon of cultural diversity is not a dividing, but a uniting factor.

The quality journalism assumes that a governmental policy is doubtful and the politicians are condemned if they advertise intolerance, xenophobia and racism. One must neglect the widespread stereotypes on immigrants. It is necessary to reflect both facets of a coin. The behaviour of one extremist or of a group should not lead to the disgrace of a whole community.

Many of these norms have been included in the Declaration of Principles on Conduct of Journalists, adopted at the World Congress MFZH in 1954. The Declaration clearly states that « *a journalist should realise the danger of discrimination promoted by mass-media, and should do his best to avoid enhancing of discrimination based on racial, sexual orientation, language, religion, political and other beliefs as well as national or social origin* ».

2. DESCRIPTION OF THE TARGET GROUP

The target group is composed of young journalists and graduates from the faculties of journalism of the Universities of the CIS countries: Azerbaijan, Armenia, Belarus, Republic of Moldova, Ukraine and Russian Federation.

3. DEVELOPMENT OBJECTIVE

The project will upgrade the professional skills of a group of young mass-media professionals engaged in the coverage of complex inter-ethnic, multi-confessional and cultural relations inside their countries and in relation with the neighbouring states.

The main goal of the seminar is to show how to reflect the objective reality on these subjects in radio, print and electronic media: tactfully and with respect to the civil rights of an ethnic group and of an individual, with preference to the cultural impact of the group over the grounds of discord.

4. IMMEDIATE OBJECTIVES

The purpose of this project is to provide 15 young journalists with necessary knowledge, professional skills and ethical standards of objective analysis for the coverage of inter-ethnic and multi-confessional problems, with an emphasis on the dialogue of various cultures as opposed to the language of hatred.

5. PROJECT OUTPUTS

In a course of a 3-day seminar to be held in Minsk, Belarus, 15 young journalists from the CIS countries: Azerbaijan, Armenia, Republic of Moldova, Belarus, Ukraine and Russian Federation will receive training on coverage of such socio-political issues.

The programme of the workshop will cover all the aspects of coverage in print media and production of radio programmes on interethnic and multi-confessional problems. Recommendations aimed at promoting dialogue and fight hate speech will be developed and distributed among relevant stakeholders.

Minsk, capital of the Republic of Belarus, was chosen as the venue for the seminar, since Belarus represents a neutral place for the organization of such event: the Secretariat of the CIS is based in Minsk.

6. ACTIVITIES

The preparatory period will include the analysis and processing of the existing literature, the press and other materials on the subject, as well as logistics;

Organization of 3-day workshop, to be held on the basis of the training programme prepared by the trainers. Two trainers (mass-media professionals) will develop the training programme and conduct the training.

Development of recommendations aimed at promoting dialogue and fighting hate speech, and distribution of such recommendations among the media outlets and media training organizations.

7. PROJECT INPUTS

The seminar will comprise four major elements:

- Preparation of the programme and compilation of the relevant documentation;
- Selection of the participants and organization of the agenda;
- Evaluation of the session and drafting of recommendations to mass media professionals and media training institutions.

Resources:

- Two trainers to conduct the 3-day training;
- Training programme;
- Training materials / training kit / seminar kit;
- Training equipment and technician.

8. WORK PLAN

ACTIVITIES / MONTHS	1	2	3	4	5	6	7	8
Preparatory activities, selection of participants								
Training programme development								
Three-day training workshop								

Development of recommendations								
Project reporting and evaluation								

9. INSTITUTIONAL FRAMEWORK

The non-profit partnership « *Eurasian Academy of TV and Radio* » (EATR) was established in 2001. The main goal of its activity is to promote the international cooperation of TV companies and professionals throughout Eurasia and worldwide.

EATR continuously supports the initiatives and develops its own programmes in the sphere of mass media, science, culture, education and law, initiated by EATR's Presidium and developed by its Coordination, Programme and Advisory Councils and Expert Commissions. EATR carries out its activities according to the Russian Federation laws, including the law on the mass media and the legislation on Culture.

10. SUSTAINABILITY

The implementation of the project will make it possible to create a pool of young journalists from the CIS countries with non-resolved conflicts who have received the proper training and have acquired the necessary knowledge and professional skills. They will be able to exchange their experience and participate in the seminars organised by the Eurasian Academy of TV and Radio under the project's theme.

11. FRAMEWORK OF MONITORING

The implementing EATR will provide UNESCO with descriptive and financial reports as well as an opportunity for UNESCO Moscow Office representatives to visit the training and production course classes. EATR will request leading specialists from CIS universities to deal with the dialogue of cultures, to evaluate the programme and the results achieved, based on questionnaires distributed among the participants of the seminar.

12. EVALUATIONS CARRIED OUT

This project proposal is based on the conclusions of several round tables on the subject of violence, ethnic and confessional conflicts conducted by EATR during several years within the framework of its annual event in Moscow: *The Eurasian Television Forum*.

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING

Valery Ruzin, Lina Bogatyr and Ludmila Bakeeva will prepare and submit progress reports and a comprehensive final report. The activity reports will be provided according to the IPDC requirements. The final report will be composed of two parts: financial and analytical.

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)

Accommodation and meals for 15 participants (US\$ 140 × 3 days):	6 300
Training materials and equipment rental:	990
Trainers remuneration: (2 trainers × 3 days: development of the training programme, training courses):	600

Accommodation and meals for trainers (US\$ 150 × 2 × 3 days):	900
Local travel costs for the trainees:	350
Travel expenses to Minsk (from Baku, Yerevan, Chisinau, Moscow and Kiev):	10 300
Communications:	560
<u>TOTAL:</u>	<u>20 000</u>

BREAKDOWN OF THE BENEFICIARY'S CONTRIBUTION (in US dollars)	
Staff costs (6 months × 3 staff members) 3 × US\$ 300 × 6:	5 400
Project coordinator (5 months):	1 500
Communications (fax / telephone, 6 months):	700
Office renovation:	2 000
Computers for the staff:	1 100
Vehicle maintenance and local transport:	2 000
Contingencies:	1 000
Reporting:	300
<u>TOTAL:</u>	<u>14 000</u>