COMPILATION OF IMPLEMENTATION OF IPDC REPORTS 2014

INTERIM REPORT FOR NATIONAL PROJECT IMPLEMENTED BY RAMALLAH OFFICE

Country: Palestine-Ramallah
Project title: Promoting the concept of young citizen journalism through training and open platform at Wattan [Network of social media activists]
Budget code: *354GLO5002.43*
US$: 20,000
Status: ongoing

INTRODUCTION / RATIONALE

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

The shall promote the transition from classical media to modern media through an integrated model of social media, social activists and citizen journalism that will benefit the local communities from which the network reporters will reports and upload articles and items for further publicity. The project will also benefit further trainees/interns who join Wattan for training internships on monthly basis.

IMPLEMENTATION

- **Description of activities implemented / outputs:**

1.1 Training of citizen journalists

The project started with the harmonization of knowledge, skills and competencies of citizen journalists. Wattan conducted a training workshop, to enhance the professionalism and competencies of the participated journalists in the project, on writing skills and storytelling, in addition to providing training that will ease the process of networking among them as well as connecting with Wattan staff to be able to share their stories and publish on Wattan broadcasting channels.

1.1.1 Pre-training preparations

Training program:

The training program was designed based on the experience and needs of the trainees participating in the project to harmonize their competencies to the maximum possible extent. In specific, the program included the following topics:

- Story writing.
- Text editing.
- Techniques for video and still filming.
- Video montage and editing
- Social media techniques and editing by Youtube.
- Compression of media and video materials for emailing.
- Audio recording programs
- Networking with the local community and civil society for media coverage and cooperation purposes
- Creating a story
- Personal and information Computer Security
- Protecting computer privacy

Venue, tools and equipment:

The training started with a meeting between the Network Coordinator and around 20 citizen journalists from all the West bank and Gaza Strip districts, UNESCO coordinator for the project were present too. Gaza colleagues participated through Skype and were active and reflecting their training needs and identifying gaps. Input of the whole group was analyzed and finally reflected on the design of the training program.

Training material and methodology:

The training material included lectures materials and handouts, Panel discussion, work groups. All these training material items were assembled and handed out to all trainees and major basic reference including Gaza journalists, besides essential equipment as working stations and facilitation in the field. Training material also had news items like preparing news stories using social media, including Facebook and Twitter, an introductory for using and transferring files through FTP, Moreover, personal computer security, information security, editing and montage, writing skills and techniques, and protecting personal privacy on the internet.

The methodology touched various topics, that included questions and discussions raised by the participants. The lectures also included live examples of techniques used on the internet and social media, and stories published on different media outlets, with highlights of bros and cons of each. The participants were also given interactive exercises and quizzes to enrich the participation and increase the engagement in the training.

1.1.2 Implementation of training

Specialized media experts and technicians carried out the training.

- Dr.. Akram Ashkar: University lecturer in art direction, editing and media technologies, and social media activist, film producer and director.
- Mr. Emad Abu Baker: technician, social media expert and a graphic designer with more than 10 years' experience.
- Mr. Ala' Zaid: IT expert for explaining the FTP technology and the ranking of the produced stories through tracking the number of visits and hits of the stories.
- Mr. Aysar Barghouti: Reporter and a specialist in publishing stories through Twitter.
- Mrs. Saida Hamad: Chief Editor at Wattan TV with more than 23 years of experience, on writing stories, reporting, writing for the web and editing.

1.1.3 Post training: production and assignments

In line with the training sessions and after that, the network journalists produced news items as multimedia production that included texts, video and still images. Then sent to Wattan to be evaluated by Chief Editor. Network Coordinator and Wattan News Agency Editorial Director

1.2 News production and post-production [broadcasting and dissemination]

The journalists started by sending suggested ideas for stories to the Network Coordinator at Wattan in supervision of Wattan Chief Editor, and her approval. Suggestions reviewed and feedback shared with the participants in order to enhance the quality of the suggested stories. The journalists then started working on producing the stories from their side, Wattan continued to publish the news articles and reports produced by the young reporters on Wattan website.

- **Analytical reflection:**

Over all, the project's activities are being implemented as approved and planned, except for the extension that was approved due to Administrative delays occurred on the budget allocation and preparation of the contract. War on Gaza gave a better achievement scope to this specific project, as citizen journalism played and is still playing a huge role on the visibility of the real stories, reports are coming so strong giving space and opportunities to young male and female journalists to express themselves and enforce the practical side of the training.

CHALLENGES AND KEY LESSONS

This project included an impressive gender component, female participants in the training and in producing excellent spots and report, but taking account the specific nature of Palestinian society and the volatility of women, a more structured gender component would have been useful in Gaza, which is a challenge by itself.

The duration and budget of the IPDC projects always gives limitation to the partner, consideration shall be discussed for giving a 2-year funding and better participation in the overall budget of each project.

IPDC activities are of high impact to the Palestinian community, Journalists are motivated by the specific scope; therefore, monitoring and continuous supervision takes effort and time which needs to be considered in the field office supporting budget.

INTERIM REPORT FOR NATIONAL PROJECT IMPLEMENTED BY RAMALLAH OFFICE

Country: Palestine-Ramallah **Project title:** EMPOWERING FEMALE JOURNALISTS CLUB TO PROMOTE FREEDOM OF EXPRESSION AND INTRODUCE A WOMEN'S DISCOURSE INTO THE PUBLIC SPHERE **Budget code:** *354GLO5002.42* **US\$: 15,000** **Status:** ONGOING

INTRODUCTION / RATIONALE

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

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

Four years ago, a recommendation was laid out to Filastiniyat by a group of Palestinian female journalists to establish a body that brings together female journalists in Gaza Strip and West Bank despite their political and social different backgrounds and despite the occupation policies which separate the two areas and the people living in them. They wanted a body that defends and protects their rights as women and as journalists. Filastiniyat took the recommendation seriously and in partnership with UNESCO, launched the "Female Journalists' Club" which aims at providing a free forum to the female journalists, defending their rights and provide them with all the capacity needed to compete in the very small market. The overall objective is to empower the role of Palestinian Female Journalists in influencing media scene and public discourse in the Gaza Strip and the West Bank.

IMPLEMENTATION

Description of activities implemented / outputs:

I. Purchase one still camera to be used during Gender reporting training

The preparations of the project started mid-July so that our coordinator in Gaza, where the coordination in Gaza purchased one still camera to be used in the training of Gender reporting. The female reporters benefited highly from this piece of equipment which was supporting the four field tours to document war crimes in the Gaza strip southern area.

II. Field trips

On August 12th, the club organized a field tour for the club's members to enable journalists to access relatively distant locations, where they were not accessible under the Israeli strikes, also it aimed at helping them to start filming and writing feature stories focused on the delivery of humanitarian voice of women through women. The tour has started from Gaza City, toward the Khan Younis, and the eastern border of the Gaza Strip, it has been documenting what has happened in the destruction and annihilation of the residential neighborhoods as a whole, so that is no longer their buildings habitable, and then the journalists went to Khuza'a and exposed the worst aggression during Israeli ground offensive, all houses were destroyed over the heads of their inhabitants.

Many stories and reports have been completed after the tour. On the other hand the tour considered as part of the well-being activities as many of the journalists were desperately need to get out of their houses after about a month of war.

III.   Well-being activity for the female journalists in Gaza Strip in September

In September the club organized a well-being trip for the female journalists as part of the psychosocial sessions that are intend to be held in the Gaza strip, the trip was for one day, as an urgent activity in response of the needs after the end of the Israeli aggression on Gaza, and it was as need assessments to understand the real need of the female journalists in Gaza in order to choose best coaches who can work with them on stress relieving, and inner peace. More than 51 female journalists have participated in this activity from different areas of Gaza strip; their children were allowed to come with mothers as well.

Preparations for psychosocial counseling sessions is ongoing, UNESCO coordinator shall conduct a short mission to Gaza min January to follow-up and be present at the sessions and other activities.

- **Analytical reflection:**

CHALLENGES AND KEY LESSONS

Female participants are always the target for this partners, never the less, in all workshops and activities (other than the direct counseling) male Journalists were observed to take part in an impressive number.

The duration and budget of the IPDC projects always gives limitation to the partner, consideration shall be discussed for giving a 2-year funding and better participation in the overall budget of each project.

IPDC activities are of high impact to the Palestinian community, Journalists are motivated by the specific scope; therefore, monitoring and continuous supervision takes effort and time which needs to be considered in the field office supporting budget.

FINAL REPORT FOR NATIONAL PROJECT IMPLEMENTED BY THE KATHMANDU FIELD OFFICE

Country: Nepal
Project title: BUILDING PROFESSIONAL CAPACITY OF NEWCOMER JOURNALISTS IN FIVE DISTRICTS OF NEPAL
Budget code: 354GLO5002.54
Amount approved (in US$): 17000.00
Status: Completed

INTRODUCTION / RATIONALE

Although the professional right of media was firstly recognized by Nepal's Constitution of 1990, however, until now there are very few media houses facilitating the provision for in-house training for the newcomer journalists. Due to the lack of professional capacity such human resources is not able to maintain the standard of journalism of what the state refers as the fourth estate and also due to this, the number of deserving professionals fall behind while pursuing their career. With media trainings being centralized, the scenario of the local media is even worse. Local media plays integral role in bridging the gap between the local and national sphere.

The project had been guided by the vision of capacitating the aspiring journalists of the local media and providing them with constructive training and laying a foundation for strengthening their career. This intervention's core objective was to contribute in improving the quality of media sector in Nepal particularly in the local media. The project focused on training the women and the marginalized groups who are not able to access such kind of in-house training. MAG's commitment for gender balance has been prioritized in all the five project locations. The project location has also been chosen after strategic planning and consultations.

IMPLEMENTATION

Media Advocacy Group was able to implement the targeted activities/output as agreed with the contractor. The activities had remained same in all the project locations so that MAG can measure the consistency and result of the activities implemented and reflect the same in the final report. Below is the list of activities that had been carried out:

- Developing and publication of the training manual (500 Copies) by an media academic expert who was agreed between MAG & the contractor
- Thematic presentation by the trainers
- Lecture sessions
- Group work/activities
- Individual assignments
- Role Play
- Field visit for sample news collection
- Work evaluation and feedbacks from the trainers
- Interaction
- Role Play
- Sharing of experiences
- Training participation certificates to the participants

Analytical reflection:

During the workshop, in most of the training location the participants were unaware of the ABC (Accuracy, Balance & Credibility) of news-making and they had realized that until now they had been practicing the wrong method of news-writing. As the training was majorly focused on news writing as the core essence of journalism, the trainers efforted in generating maximum and comprehensive understanding through individual assignments, group works and field visits by providing their continuous feedback and evaluations.

The group work and sharing sessions were not just able to generate the understanding of the participants but it also helped them to learn from the experience of their fellow participants. The extensive and vigorous lecture and presentation sessions of the trainers focused on providing conceptual clarity which was well aided by the individual & group assignments implemented immediately after each lecture and presentations contributing in their practical understanding.

Media ethics and safety of journalists had been an instrumental topic which constructed their understanding on being ethically and legally equipped in journalism. The training manual developed by Dr. Nirmal Mani Adhikary (Asst. Prof), Media Department, Kathmandu University incorporated instrumental and constructive knowledge on basic journalism. Since, we provided it also to the participants whom we were not able to include in our training due to the budget limitation (although, MAG involved some on its own expenses), we hope that they have been indirectly yet significantly sensitized by the content and guidelines of the training manual.

In most of the project locations, participants stated that this kind of training was conducted for the first time in their area and requested for continuation of it and also implement advance journalism training to the ones who have participated in the basic journalism training.

CHALLENGES AND KEY LESSONS

Mention the key lessons which have emerged as a result of the project's implementation and the challenges faced during the process. With regard to the problems/challenges, state what could have been done differently and provide recommendations to improve effectiveness / efficiency in the future.

The major challenge had been involving women participants during the training conducted in the Terai areas, Bardibas (Mahottari) & Rajbiraj (Saptari) where the women still are confided in the socio-cultural periphery, which does not allow them to stay out for long hours and requires them to complete their family and social duties before they explore for their own. But, each female participants, who had participated in the training showed persistent enthusiasm and determination throughout the workshop. This has given way for a strong urge to conduct more of such programs with concrete gender inclusion planning to bring the deserving female journalists in the picture.

The other challenge had been convincing the local media management for sending their journalists to the training programs due to the time span and the training being conducted for the whole day.MAG with the help of its local project coordinators was able to convince the management. However, it showed like perhaps the local media should also be sensitized on the importance of being professionally capable.

It is recommended that series of basic journalism training in other different districts should also be carried out and if we can provide print media journalists with the feature writing training as well. This kind of training is really necessary to make the participants realize that local media which is often seen as less opportunity provider actually offers potential prospectus and experiences boosting public relation and exposure. Also, increasing the number of participants is important in such training while implementing in the local/district areas. MAG has been receiving numerous of requests to conduct this project in other districts also.

SUPPORTING DOCUMENTATION

Please provide any relevant supporting documentation (NB - *photos in particular are strongly recommended*. Other examples: Reports from beneficiaries/project implementers, CI field professionals' mission reports to visit project activities, press cutting, etc).

Photos

Participants of Rajbiraj, Saptari during group work

Participants of Kanchanpur on sharing her new-writing experience

 Participants of Dailekh during their field visit

The quality of the Implementation Reports is of great importance to the IPDC in living up to its claim of being a transparent and efficient Programme, and in order to attract support from donors who are increasingly demanding more rigorous reporting. The Reports are published online and therefore showcase the quality of both UNESCO's reporting skills and the outcomes of projects that the IPDC supports.

Final Report:

Project Title: Promoting Gender Equality and Pluralism in Nepali Media by Building Capacity of Journalists with Special Focus on Gender Perspective and Sensitizing Media Persons to be more Gender Sensitive
Target Districts: Baitadi, Rolpa, Kapilvastu, Ramechhap, Sunsari and Kathmandu
Vender No: 322522
Funding Source: UNESCO, Kathmandu Office
Implementing Organizations: Jagaran Media Center (JMC) & Human Rights Journalists Association (HURJA)
Total Budget Approved: US$ 20,000
Reporting Period: 16th June, 2014 to 31st October, 2014
Project Starting Date: 16th June, 2014
Project Ending Date: 31st October, 2014
Name of Person Completing Report: Rajesh Chandra Marasini

Executive Summary

Jagaran Media Center (JMC) and Human Rights Journalists Association (HURJA) in association with UNESCO/IPDC project implemented the project entitled "Promoting Gender Equality and Social Diversity in Nepali Media" for the period of five and half months. The project was held from the 16th June 2014 with the purpose and goal of promoting gender sensitivity and pluralism in Nepali media by building the capacity of journalists with a particular emphasis on gender perspective and sensitization of the media to the gender perspective. The project was guided by the following objectives:

- To build the capacity of journalists to promote pluralism in Nepali media through increased, equal, and balanced coverage on social issues;
- To sensitize editors on the issue of pluralism particularly focusing on Women, Dalits, Indigenous People and other marginalized and excluded communities;
- To contribute to creating a media environment that is free, fair, balanced and objective complying with pluralistic norms and principles.

In order to measure the specified project objectives; concrete initiative was taken through regular consultation with experts and UNESCO/IPDC Project. JMC and HURJA developed the project implementation modality for creating a higher level of coordination between implementing partners and others stakeholders including FNJ and other media based organizations both at the central and district level. The responsibility for the coordination at the district level event was given to FNJ district chapter of each the respective districts which helped to ensure balanced participation of journalists working in the districts. In order to enhance the training sessions and provide a comprehensive resource on social diversity and gender equality in the media, a training manual entitled "Social Diversity and Gender Equality in Media" was prepared by the two experts in the field, Manju Thapa and Subechhya Bindu Tuladhar. Five district level training workshops were conducted which were facilitated by the authors of the training manual. This significantly enhanced the understanding of the participants and encourages their engagement in the workshops. Two day long training sessions were held and then followed by meetings with editors and media managers at the district level. The purpose of the meetings with the editors and media managers was to discuss the various issues and challenges that result in lack of pluralism in the media. Finally, there was a meeting with editors and media managers in Kathmandu that was organized for the purpose of promoting pluralism and gender sensitivity at the national level. The delivery of this project remained highly successful for enhancing the knowledge, kills and capacity of working journalists at the district level on social diversity and gender equality in their reporting. The project also resulted in the sensitization of media managers and editors on the issue of creating a media environment that is free, fair, balanced, objective and in compliance with pluralistic norms and principles.

General Methodology/Approach

For the effective implementation of the project activities, the following methodology was taken;

- JMC and HURJA carried out all activities in close coordination with the UNESCO office in Kathmandu ensuring quality, efficiency and impact;

- Maintained close coordination with FNJ district chapter of the five project districts for ensuring effective and efficient participation.

- The authors of training manual were assigned as the trainers to facilitate the training for a higher level of sharing and understanding and imparting the knowledge and skills envisaged through manual;

- Evaluation forms were distributed among the participants in each training to measure the impact of the training;

- The implementing organizations JMC and HURJA worked to coordinate the effective delivery of the project in consultation with the UNESCO/IPDC Project;
- The news of training workshops were disseminated utilizing JMC social media network at large;

Ms. Manju Thapa and Ms. Subechhya Bindu Tuladhar developed the manual that reflects their extensive knowledge and experience. They also facilitated the trainings held in the five districts and shared their experiences at the district level in the meetings that were held at the central level

Monitoring and Evaluation:

For effective delivery of this project, regular monitor was carried out by the representative of UNESCO Kathmandu Office. All six events of programs from central level to district level were organized in close coordination and consultation with UNECO Kathmandu Office. Mr. Jeet Bahadur Bihwakarma, representative from this office directly monitored the event held at Ramechhap. After the completion of each district level event, participant composition and event news were shared timely with the UNESCO Kathmandu Office and also published through JMC's social media network. In preparation of the training manual, there was coordination and feedback from this office which was imperative to maintain the content and quality of the final book. In order to evaluate the project, evaluation forms were distributed to the participants. The evaluation forms were prepared in consultation with this office. The results from the evaluation forms indicated that the participants lacked

sufficient knowledge and understanding of social diversity and gender equality and the role that these two issues play in the media. The results from the evaluation forms demonstrated that the trainings were critical to enhancing the participants understanding on social diversity and gender equality in the media.

Activities Carried Out

Activity 1: *Development of Training Manual:*

Prior to the training, a manual entitled **"Social Diversity and Gender Equality in Media"** was published. The purpose of the manual was to provide resource material for the training as well as a comprehensive work on various aspects of social diversity, pluralism and gender equality in relation media. The manual has been divided into three sections; 1) Introduction of the manual, 2) Media, Social Diversity and Pluralism, and 3) Media and Gender including training workshop schedule. Five hundred copies of the manual were published and disseminated to different media training institutions as well as academic institutions for future use. It was prepared in the Nepali language reflecting UNESCO's Gender-Sensitive Indicators for Media: Framework of Indicators to Gauge Gender Sensitivity in Media Operations and Content.

Outcome:
- The book has been prepared in consultation with the experts of media, gender and social diversity and therefore is a reliable resource for citation and research; and
- The has become the historic document for training workshops to be held on Social Diversity and Gender Equality in Nepali media; and

The book was critical to enhancing the knowledge and skills of the participants (working journalist) on social diversity and gender equality in the media.

Activity 2: *Training for Working Journalists to Promote Pluralism in Nepali Media*:

Two day trainings were held for twenty journalists in five districts. The training workshops were conducted in **Baitadi, Rolpa, Kapilvastu, Ramechhap and Sunsari** in coordination with the local network of implementing organizations. JMC and HURJA coordinated with the Federation of Nepali Journalists (FNJ) district chapters for the selection of suitable candidate to participate in the training representing different means of media and social segments. Journalists were trained on a wide range of issues including gender issues in reporting, issues of marginalized communities and the importance of maintaining gender sensitivity and uniformity while reporting on these issues. Through their enhanced capacity and coordination, the media will benefit as participants will report in a more objective and fair fashion by giving equal voice and space to the marginalized communities free from any prejudice or bias.

The trainings were facilitated by two highly professional media persons including the author of training manual. Each training were divided into various sessions; **introduction, group division, presentation, workshop, group presentation, feedback collection,** etc. Comprehensive presentations were made by the facilitators on social diversity, gender inclusion, pluralism and their link with media. The participants were actively engaged in working groups that help to facilitate discussion and interaction. The participants also were able to share their experiences in the workplace and raise questions as to how they would be able to apply the skills and knowledge gained from the trainings in their jobs to ensure social diversity and gender equality. Details about the training workshops are in *ANNEX*.

Outcome:
- One hundred working journalists received comprehensive and practical knowledge and practical knowledge on social diversity and gender inclusion in media in five project districts;
- The participants were given the opportunity to interact with experts and discuss various obstacles they face in performing their responsibilities regarding social diversity and gender equality;
- The participants committed to work extensively on social diversity and gender equality as part of their career.

Activity 3: *Consultation with Editors and Media Managers at District Level*:

Following the trainings in each project district, one consultation meeting was held with editors, media managers and participants. The purpose of the meeting was to discuss the various issues and challenges that created obstacles for the promotion of gender equality, social diversity and pluralism in the media. In this consultation program, editors, media managers, new chiefs and new coordinators along with reporters were presented. The consultation meeting was focused on how to move forward with the promotion of these issues through the media at the district level. It was found that in many cases, the same person is the both the media manager and editor and that the politicization of the media has resulted in lack of credibility with the people. The major issues identified from the consultations are as follows:
- At the district level, journalist are assigned to the same beat for a prolonged period of time and they are not exposed to other areas for coverage in the media; Many journalists have not received any education and/or pre-employment training and thus the result is that they must learn on the job without appropriate supervision or guidance; Huge

gaps are seen between senior and junior journalists in term of opportunities and resources which often discourages then newcomers;

- Media managers and editors do not understand the issues of social diversity and gender equality and thus there is a lack of sensitivity to these issues and they are often ignored; ;
- Sensitization to media managers and editors and orientation to the junior journalists on different time interval is realized;
- Fellowship for the journalists is critical for journalist to develop the capacity to engage in qualitative investigative reports on these issues.

Outcome:
- The junior level journalists got the opportunity to interact with senior journalists in the district level which helps to identify the gaps that remain between these two levels of journalists;
- Editors and media managers were sensitized to the need for promotion of social diversity and gender equality;
- Methods for promoting social diversity and gender equality were comprehensively discussed.

Activity 4: *Media Fellowship*:

For the promotion of pluralism and gender sensitivity in media reporting, a media fellowship was granted to 10 working journalists from different mediums. Of these ten journalists 5 were female and equal representation from marginalized segments of society was taken into account while granting the fellowship. The fellowship was given to two journalists; one female and one male including marginalized group, who were participated the program. Before granting the fellowship, concepts were invited among them. On the basis of the concept, the best concepts were selected for fellowship schemes. The inputs from the experts were given frequently until the reports were published through local new papers. The details about the Fellowship are in *ANNEX*.

Outcome:
- 10 working journalists at the district level had the opportunity to develop investigative report on issues related to social diversity and gender equality;
- Significant but hidden social issues related social diversity and gender equality were explored and published;
- 10 journalists' skills on developing investigative report on social issues have been enhanced through regular consultation and interaction with thematic experts.

Activity 5: *Consultation with Editors and Media Managers at Central Level:*

After the completion of training for working journalists at the district level, a consultation program with editors and media managers was organized in Kathmandu to promote pluralism and gender sensitivity at national level through media. The program was divided into three session including; formal **inauguration session, presentation session and sharing session**.

In the first session, Mr. Borna Bahadur Karki, president of Nepal Press Council, Dr. Mahendra Bista, President of Federation of Nepalese Journalists (FNJ), Mr. Danda Gurung, resident of Federation of Nepal Indigenous Journalists (FONIJ), Ms. Manju Thapa Executive Director of Asmita Women Publication and one of the facilitators of district level training workshop and Rajeh Ahiraj, president of Madhesh Media Foundation provided their remarks regarding social diversity and gender equality in Nepali media. Their major highlights were as follows:

1. Nepali media are yet to reflect the social reality;
2. Social diversity and gender equality are have not generally been internalized by the Nepali media;
3. Women journalists and the journalists from other marginalized groups are not represented well in the media and their life in media is not safe and secured as compared to others;
4. IIn terms of content, Nepali media has been the reflection of a particular political party and social issues have been ignored.

Speaking as the chairman of the program, Mr. Rem Bahadur BK said Nepali media have been failed to reflect the diversity of Nepali social.

The presentation session was moderated by Mr. Laxman Datt Pant, Ms. Subbechay Bindu Tuladhar made the first presentation in which the findings of the training workshop conducted in the five districts were presented. The second presentation was by Mr. Bimal Gautam, associate editor of Republica National and Mr. J. B. Bihwakarma p provided some critical remarks on their presentations. Mr. Gautam's presentation entitled **"Role of Media in Promoting Gender Sensitivity and Social Diversity"** covered the following things;

- Media Content
- Gender Balance in Decision Making Level
- Gender Equality in various institutions and programs
- Promotion of women in Leadership position
- Gender Friendly Editorial Policies/code of ethics
- Safe Working Environment for Women

- Gender Awareness across editorial content
- Education and training
- Media's role in promoting social diversity
- Gender Friendly Environment in Republica
- Way Forward

Similarly, Ms. Tuladhar's presentation entitled **"Finding from the Field"** covered the following things;

- Situation of Social diversity and gender equality;
- Problems in promoting social diversity and gender equality;
- Achievements from the delivery of this project; and
- Recommendation for future.

Her presentation was solely based on her and another trainer Ms. Manju Thapa's finding as trainers in the project districts. Putting critical remarks on the presentation Mr. J. B. Bishwakarma said media coverage regarding social diversity and gender equality is found high in case of murder or other crime committed against women and other marginalized groups. Whereas the issues of their inclusion, access to resources and opportunity, best practices are hardly got the space in media which is inconsiderable.

Similarly, the participants shared their view and opinion for promoting social diversity and gender equality. They are as follow;

- **Swagat Nepal** - Local level media organizations are more inclusive than central level. Government owned media are not inclusive enough which is the violence of existence law and policy;
- **Sachit Rai** - Nepali media is yet to be professional. One can not sustain his or her life as journalists. The media law and policies are not implemented effectively, media owners deserve extreme rights which ultimately hinders for the promotion of social diversity and gender equality in Nepali media;
- **Pabitra Sunar** - The structure of Nepali Media is in disastrous situation, exited media related law and policies must be implemented sincerely. The Right based media organizations should take the initiatives to sensitize the editorial team of media houses;
- **Gopal Baraily** - Government should take concrete initiative for the promotion of social diversity and gender equality in Nepali media and the policy should be formulated accordingly. In order to make media content inclusive editorial team should be made accountable;
- **Amendra Pokhrel** - Opportunity is equally available to all regardless of gender and caste. One must have the capacity to grasp opportunities. Demand merely doesn't ensure rights. Unfortunately, issues in media are divided into different caste and gender whereas the issues of media are gradually disappeared;
- **Bhuvan KC** - Concept of making media is the good thing. However, the foundation for that should be laid down. Capacity enhancement is the most important part toward this end. Nowadays, it has been really difficult to differentiate between journalists and activists;
- **Amardhoj Lama** - Presenting issues from commercial perspective is not enough; responsibility toward society should be realized by media. Social reality must be reflected in media and for that inclusion in media is inevitable;
- **Rajesh Ahiraj** - Socially excluded groups including women, Dalit, Madheshi and Janajai are made weaker. Media should own the social responsibility honestly. So that people living across the country can have the sense of attachment with central level media.

Outcome:

- Social diversity and gender equality status in five project districts were shared at central level;
- Challenge and opportunities for the promotion of social diversity and gender equality have been discussed in the direct participation of FNJ, press council and leading personalities of mainstream media and right based media organizations;
- Situation of social diversity and gender equality in mainstream media were highlighted and discussed among the various levels of journalists.

Challenges Faced:

JMC and HURJA worked in close coordination with different stakeholders from the central to the district level. However, the delivery of this project was free from the challenges. The major challenges were caused by the over politicization in FNJ district chapters. The representatives in this umbrella organization are from the media based sister organizations of political parties who have lacked stability and consistency since the time of election which was seen during the delivery of this project. Similarly, journalists in the district level were often found performing double responsibilities news reader as well a station manager-that increased the movement of participants and impeded their ability to participate in the trainings. As the training programs were not residential, the participants were not able to only concentrate on training. Similarly, the number of working journalists in the district level was found quite nominal with only 40% participation in the program. .

Significant Impact of the Project

- **A resource material on social diversity and gender equality has been published**: A training manual entitled "Social Diversity and Gender Equality" has been published which has and can continued to be used in trainings and as a resource material by organizations and academic institutions. The book is not helpful for training purpose but will be equally important for the researchers as it contains most important data and issues.
- **100 working journalists have developed their skill for the promotion of social diversity and gender equality through media**: in five project districts 100 journalists were able to benefit from development training by the experts which significantly contributed to their ability to engage in reporting that is sensitive to gender and diversity issues. The facilitators imparted knowledge for developing gender sensitive media content for the promotion of social diversity and gender equality through media. In each training, evaluation forms were distributed among the participants to measure their understanding level on social diversity and gender equality in media. The evaluation forms resulted in an understanding that the participants had limited to no understanding and that the trainings were successful in imparting critical knowledge and skills on these issues in relation to the media.
- **Significant but hidden social issues were explored and published through fellowship scheme**: during this project period 10 journalists from five project district were awarded fellowship aimed at employing social change values to the media and to explore issues at a deeper level. The results of the fellows were published in the local newspapers.
- **10 journalists received practical skills for developing investigative reports on social diversity and gender equality:** ten journalists from five project district were awarded the fellowships for developing investigative reports on social diversity and gender equality. The journalists had the opportunity to learn from thematic experts up until the publication of their reports. As a result, the journalists were able to gain essential skills that will enable them to develop and grow as journalists with the goal of preparing investigative reports on social issues.
- **Intensified the discourse of social diversity and gender equality in Nepali media from central level to district level:** The delivery of this project created an atmosphere and space for the promotion of social diversity and gender equality in Nepali media from the district level to central level in direct participation with media activists, media managers, editors and journalists. As a result, individuals working on different levels with different perspectives were able to discuss the various issues that are related to social diversity and gender equality in the media.

Recommendations:

By conducting five training events in five different districts, it created an avenue for sharing information and experiences on the situation of social diversity and gender equality in the media. It also brought together media mangers, editors and journalists in the districts who were able to share with and learn from each others perspective. The country is going through the process of drafting a new constitution and the media can play the instrumental role in the promotion of social diversity and gender equality. However, the Nepali media is not free from the charges of being not inclusive enough. The delivery of this project has resulted in some recommendations for the promotion of social diversity and gender equality in media.

- Long term training that targets working journalists at various time intervals would encourage and enhance their capacity for the promoting social diversity and gender equality in media;
- Enhancing the capacity of journalists and sensitization of editors and media managers is must for the promotion of social diversity and gender equality in media;
- More research is required for the promotion of social diversity and gender equality;
- Education on social diversity and gender equality is equally essential to the community level people along with journalists;
- To make the news desk more inclusive and gender sensitive, editorial team and media owners must be sensitized;
- Regular lobbying and advocacy are essential to incorporate social diversity and gender equality in university curriculum;
- Media training institutes should include social diversity and gender equality as a training content;
- Regular fellowships for working journalists from central level to district level are the tools for the promotion of social diversity and gender equality developing practical knowledge and skill of journalists;
- The Right based media organizations should take the initiatives to sensitize the editorial team of media houses;
- Effective implementation of exited media law policy is the weapon for the promotion of gender equality and social diversity.

FINAL REPORT FOR NATIONAL PROJECT IMPLEMENTED BY THE KATHMANDU FIELD OFFICE

Country: Nepal
Project title: Promoting gender equality and pluralism in nepali media by building capacity of journalits with special focus on gender perspective and sensitizing media persons to be more gender sensitive
Budget code: 354GLO5002.53
Amount approved (in US$): 20000.00
Status: Completed

INTRODUCTION / RATIONALE

This project tried to address two root causes of the lack of pluralism in Nepali media. First, media houses are not accommodating or sensitive enough towards the issues of marginalized and excluded communities including women, Dalit, Janajati and other excluded communities. Media houses neither have guidelines nor editorial policies which encourage increased coverage on issues that reflect Nepal's socio-cultural diversity in a manner that promote pluralism and harmony among different castes and ethnic communities. Often media content lacks objectivity and there is no uniformity about the substance of the issue as everyone covers the story with extreme prejudice.

Second, journalists lack the adequate capacity to enhance their knowledge, journalism skills, and broaden their understanding on various issues relating to media pluralism, caste, gender and ethnic diversity and cultural sensitivity which often results in misinformed or misleading news content. There is a need of advanced skills, trainings that enable them to report more professionally and confidently on these issues in a manner that is fair, objective, and informed.

IMPLEMENTATION

- **Description of activities implemented / outputs:** *Describe* the project's implementation (without analysis), noting whether or not the project was carried out as originally envisaged or is on track to do so. If not, state any changes which occurred and why. This can draw on the four-monthly reports that should be required from the award-winners in contracts with them.

  The project was carried out as originally envisaged. As envisaged originally, five major activities were conducted with the goal of promoting social diversity and gender equality in Nepali media. A training manual on **Social Diversity and Gender Equality in Media** was published that has become the historic document for training workshops to be held on Social Diversity and Gender Equality in Nepali media and become a resource material for enhancing the knowledge and skills of the participants (working journalist) on social diversity and gender equality in the media. **Five trainings for working journalists to promote pluralism** were held in five districts. Hundred working journalists in the district level received comprehensive and practical knowledge on social diversity and gender inclusion and skill of reporting on the issues. Similarly, in all five project districts, **Consultation programs with Editors and Media Managers** were held that resulted into the sensitization of media owners for the promotion of social diversity and gender equality at district level. **Media Fellowship** was awarded to ten journalists; two in each district taking into consideration of gender equality and Social inclusion perspective that imparted the practical knowledge to develop investigative report on issues related to social diversity and gender equality. The investigative reports prepared under this fellowship scheme were published through local newspaper. Finally, **the Consultation with Editors and Media Managers at central level** was held. This event of program remained fruitful to make national level media houses sensitized on their social responsibilities reflecting the reality of country.

- **Analytical reflection:** *Analyse* how the stipulated activities and outputs contributed / are contributing towards achieving the immediate and developmental objectives envisaged. (including the expected impact of any changes mentioned)].
  The activities delivered under this project remain significantly important to intensify the discourse of social diversity and gender equality in Nepali media from central level to district level through the publication of training manual, sensitize district to central level editors and media managers, media fellowship. The training manual is a pivotal resource material to conduct the similar types of training in future and for research purpose as well. The trained journalists in the district level have been empowered that motivated them for the promotion of social diversity and gender equality through their work. The need of social diversity and gender equality has been realized by the media owners from central to district level and they are continuously working toward this end. The fellowship awarded enhanced the capacity of journalists in their reporting on social diversity and gender equality through media. This

also helped to explore the social issues at deeper level through investigative reporting. This project remains successful to promote pluralism, increased and balance and fair coverage on the issues of marginalized and excluded communities in Nepal as development goal.

CHALLENGES AND KEY LESSONS

Mention the key lessons which have emerged as a result of the project's implementation and the challenges faced during the process. With regard to the problems/challenges, state what could have been done differently and provide recommendations to improve effectiveness / efficiency in the future.

Despite immense success of project delivery, some challenges were faced during this period. The major challenges included; the polarization of journalists into different political parties; the low numbers of female journalists available in the districts made us unable to make specified numbers of female journalists participant in training programs, the scarcity of trainers on subject matter also remain the challenge of this project. The allowance expected by participants was not fulfilled due to budget limitation. Lack of sensitivity on social diversity and gender equality in media is due to the controlled and domination of elite class male which remained the challenge for this project.

Moreover, the delivery of this project remains insightful in many regards. For the promotion of social diversity and gender equality in Media inclusion policy is essential and for that purpose regular advocacy and lobby with governmental agencies and political parties is inevitable. Media fellowship for investigative reporting is the best tool to enhance the capacity of journalists and explore social issues. Residential long terms trainings, at different time interval, are realized for intensive discussion and capacity building of working journalists in district/local level. Regular lobby and advocacy with editors and media managers is imperative for the promotion of social diversity and gender equality in media. Intensive types of research on the issues would create the ground for the exploration of situation and way forward. Development of trainers on the issues at central and local level is necessary to produce large numbers of journalists with enhanced knowledge and skills. Adopting a pro-active approach are vital conditions for integrating more women into media productions

SUPPORTING DOCUMENTATION

REPORT ON

FOR BUILDING PROFESSIONAL CAPACITY OF NEWCOMER JOURNALISTS IN FIVE DISTRICTS OF NEPAL

Submitted by

Date: November 25, 2014

BACKGROUND

Media is the backbone of the state performing imperative duty of keeping the state and people informed. Professional capability is crucial for journalists as it enforces and capacitates their knowledge on constitutional and legal provision, providing them with legal and moral track while they pursue their duty. Although the professional right of media was firstly recognized by Nepal's Constitution of 1990, very few of the media houses facilitate the provision of in-house training for the newcomer journalists and thus the standard of journalism is not maintained by such human resources.

With the advancing form of media and increasing number of aspiring professionals seeking their future in it, professional capacity building has become even more mandatory. However, there are only few institutes providing instructive and standardized media training to the newcomer and aspiring journalists.

In the context of Nepal, local media are treated as miniature and their news remains as in their synonym periphery – local. However, the fact remains undisputed that local media share more proximity with the local news and people. Local media comprises potential and young journalists but not all of them have the opportunity to participate in professional skill

orientation training and thus many of them give up on their work and there are numerous others who struggle hopelessly for many years to mark their presence in journalism.

Media Advocacy group (MAG) has expertise in media sector and has implemented programs promoting Right To Information, women participation/representation in constitution assembly and state level mechanisms. It aims to achieve its target through advocacy campaigns/programs from grass-root to the highest level of state mechanism. MAG and UNESCO, Kathmandu Office under its IPDC program (International Program for Development of Communication) joined hands for conducting five days extensive training on Basic Journalism in five districts of Nepal (Saptari, Mahottari, Dailekh, Kanchanpur & Gorakha) comprising the newcomer journalists of the local media houses.

As per the contract between MAG & UNESCO Kathmandu Office, MAG & UNESCO a hand book on Basic Journalism was developed by Dr. Nirmal Mani Adhikary (Asst. Prof, Media Studies Department, Kathmandu University) under extensive consultations and guidance of MAG & UNESCO which was used as the reference material of the training program.

This compiled report covers the important excerption of trainings conducted in the above mentioned districts.

PROGRAM DETAILS

Date & Venue

The first training program was conducted in Bardibas, Mahottari from Jul 30-Aug 03'2014. 15 journalists from the local print and broadcast media participated in the workshop program. Similarly, the second training program commenced in Rajbiraj, Saptari (Aug 04-08'14) and 16 journalists of the local media participated in the training.

The third training program was organized in Dailekh from Aug 31-Sep 04, 2014 where 19 newcomer journalists of local media participated. Kanchanpur, Mahendranagar was the fourth training location where 17 local journalists participated in the training from Sep 06-10, 2014. The final training program was conducted in Gorakha from Oct 12-16, 2014 and 16 newcomer journalists from local media participated in the training workshop.

Resource Persons/Trainers

Ms. Babita Basnet, President of MAG was the main trainer and facilitator in all the five training locations. She was co-assisted by Mr. Dharmendra Jha (Senior journalist & Former President, FNJ) in Mahottari. In Saptari, Mr. Rakesh Chowdhury (Journalist) was the Assistant Trainer and Ms. Kalpana Acharya (Journalist, Avenues TV & Lecturer of Mass Communication) co-assisted the training sessions held on Dailekh, Mahendranagar & Gorkha consecutively.

Session structure

The training session had been planned similar in all the training locations and moved with the same plan as below:

Day 1 – The training commenced with a small informal opening sessions where the participants and trainers introduced themselves. After that they were informed about the objectives of the training program and the session plan of the next five days. The trainers sensitized the participants on introduction of journalism, role of journalists, news and its value. An interaction program was conducted for increasing proximity between participants and the trainers. They were provided with the handbook on Basic Journalism prepared by MAG & UNESCO, Kathmandu Office as the training reference material.

Day 2 - On the second day the trainers made presentations and extensive lecturing sessions about the various form of news production, sources of news, methods of news collection etc. Vigorous class and group activities was conducted consecutively by the trainers. Participants were given group assignments where they actively participated and later on their works were reviewed by their trainers. During this day-long session, the trainers also conducted reflexivity exercise and mind games to avoid the training being monotonous.

Day 3 – It started with brief review of the earlier day session. The trainers explained about interview, press release, press conference etc. Participants were informed about other different forms of news collection and the procedures for identifying the right news and information during this session.

Day 4 – The fourth day also commenced with a recap of the earlier day session and the participants were sensitized about the process and structure of news writing. They were also explained about the ethical consideration of a journalist to adopt while writing any news. Final news is processed after series of drafting and editing and journalists must follow this to provide an informative, structure and well written news. Group sessions, interactions and discussion were conducted from time to time to generate practical understanding about the issue. The trainers also shared their personal and professional experience of working in media with the participants that were very informative and useful.

Day 5 – On this final day of the training, comprehensive lecture and presentations were made by the trainers on the aspects of news editing, inter-relation between news reporting and editing, reporter and sub-editor, process of news editing etc. The participants were also explained about the ethics of media and journalist along with state's legal provision for media. Every profession is bound with ethical and legal restrictions. Media bears decisive responsibility and accountability towards the state and its people. Ethical and legal consideration is important for journalists for their professional security as well. After the final presentations, short session of the participants opinion/feedbacks on the training sessions were conducted where all the participants immensely thanked the organizers for organizing such kind of training in their respective locations which had helped them to enhance their professional skill and capacity. They humbly requested the organizers to conduct another level of such programs shortly in future.

Some of the noted local media representatives were also present on the final day of training in most of the training locations and they shared some of their opinion and experience with the participants. All the participants were provided with training completion certificates on this final day of training and the trainers extended their best wishes.

Field Visit

To make the training more practical, trainers had also conducted field visit in each locations on the third day of the every training sessions. The participants were individually assigned to collect sample news about the places they had visited. The field visit conducted were in; Tuteshawor Mahadev - Bardibas (Mahottari), Koshi Barage-Rajbiraj (Saptari), Panchdeval Dailekh, Mahakali Zonal Hospital & a nearby squatter area - Kanchanpur (Mahendranagar). However, due to the storm and falling temperature field visit in Gorkha could not be conducted. The assignments were checked and evaluated by the trainers during the later session of training day. All of the participants actively involved in this session and made queries generating maximum understanding.

Methodology/Activities

Multi-dimensional teaching form was adopted by the trainers so as to generate maximum knowledge on the aspects of basic journalism. As all the training comprised of newcomer and entry level journalists extensive classroom activities and discussion sessions were incorporated in the trainings.

- Interaction
- Thematic Power point presentations
- Individual assignments
- Group activities/discussion
- Sharing personal/professional experience
- Demonstrations/Display
- Role play
- Lecture sessions
- Field visit for sample news collection
- Class assignment evaluation and feedbacks
- Providing training participation certificates

PARTICIPANTS CATEGORIZATION

The five days training conducted in each five project location (Saptari, Mahottari, Mahendranagar, Dailekh & Gorkha) comprised total 83 participants of the local print and broadcast media.

As, MAG had committed to involve maximum participants from the women & marginalized groups in the training program it has tried its best to maintain the gender balance ratio of 1:3. Although the targeted number of the participants was 15 in each training location but as such training program was apparently conducted for the first time in some of the project locations, many other participants then invited approached directly with MAG to participate in the workshop. MAG took some participants under its own expenses but could not include everyone who came. However, it tried to sensitize the remaining participants by providing the handbook on Basic Journalism which was prepared for the project and other IEC materials, resources available within its vicinity.

Please find the chart distribution of the participants according to their category below:

District	Total Participation
Bardibas (Mahottari)	15
Rajbiraj (Saptari)	16
Dailekh	19
Kanchanpur (Mahendranagar)	17

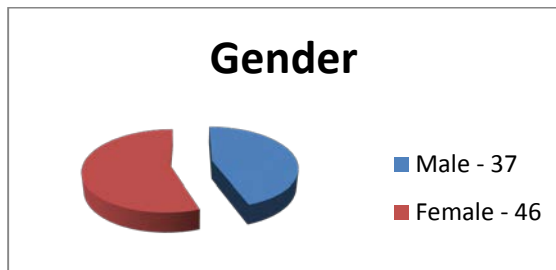| Gorkha	16
Total Participants	*83*

Total Participation

Figure 1: Gender distribution in number

As per the gender distribution the total number of female participation was 46 i.e. 55.4 % and the male participation in number was 37 i.e. 44.5%.
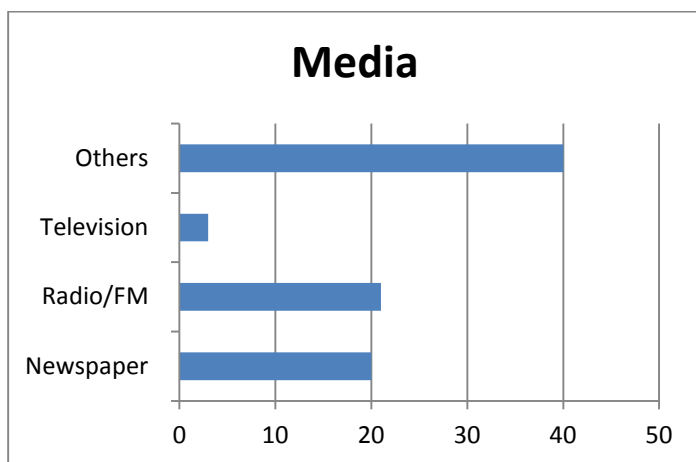

Figure 2: Local media participation in numbers

Total 44 media (20 Local newspapers, 21 radio/fm stations and 3 televisions) participated in the training conducted in five project location; Saptari, Mahottari, Dailekh, Mahendranagar & Gorkha. The 40 participation categorized as others in the figure 2 above comprises the media representative of the same media house and some are the students of media & journalism.

Some of the noted local media representatives were also present shortly during some sessions of the training program (opening, closing, guest speaker) in some of the project locations (Gorkha, Mahendranagar & Dailekh). The names are as below:

Mahottari- Gopal P.Baral from RSS and Ishwari Kafle, Nepal Samachar Patra

Saptari- Hem Sankar Singh, Editor-Madhesh Kranti

Dailekh - Naman Shahi (President of FNJ Dailekh) & Amar Sunar (RSS), and Prakash Adhikari, Kantipur Daily

Kanchanpur (Mahendranagar) - Laxman D. Pant (UNESCO, Kathmandu Office), Kundan Raj Pandey (Radio Rastriya), Dhirendra Sinal (Sukhlaphanta FM), B.P Anamol (Radio Paschim Nepal), Kesabraj Joshi (FNJ), Bhupal KC (Radio Mahakali), Hemanti Chaudhary (Fonij), Karna B. Chand (Press Chautari) and LaxmanTiwari (FNJ)

Gorakha - Bhim Lal Shrestha-President, FNJ, Kishore Jung Thapa-Former President FNJ, Sudip Kaini-correspondent, Kantipur daily, Prashanna Pokhrel-journalist, working in print and electronic media

CONTENT OF THE TRAINING MANUAL

According to the contract between UNESCO, Kathmandu office & MAG, a media-training manual was developed by Dr. Nirmal Mani Adhikary, Assistant Professor, Media Studies Department, Kathmandu University. This book was prepared under extensive consultation of UNESCO, Kathmandu office & MAG. It covered the important aspects of Basic Journalism

and News making. The book was used as the reference material of the training program and distributed to all the participants.

Some of the major topics of the training program were:

Introduction of Journalism

This topic started with a brief background and some definition about journalism from global perspective. Similarly, the participants were explained about the importance of journalism & media as an indispensible form of democratic functioning of any state. It capacitates the information rights of the citizen and bridges the gap between the state and the people. Journalism is people's platform for expressing their opinions and referred as 'watch-dog' of the society due to its intrusive and investigative characteristics.

Media form is different from what it was to now. Thus, the form of journalism has also advanced according to it. Now, there are multi-dimensional form of journalism as; online journalism, photo journalism, advocacy journalism, public journalism, investigative journalism, citizen journalism etc. This makes professional capacity even more pre-requisite. Participants were also explained about the quality of a journalists being able to work in team, competitive, maintaining public relation, open to challenges and ethics oriented. ABC (Accuracy, Balance & Credibility) of journalism seemed to be unknown to most of the participants while they realized it as the imperative spell for news writing.

Professionalism in Media & Safety of Journalists

Professionalism is the driving factor of work and in media/journalism it is even highly regarded. Media is the functioning mechanism of the state and journalist are the representative of people and the state. Professional capability provides erudite and moral lens to the journalist which is essential. A journalist should possess news sense, morality, diligence, accountability, communication skills and work ethics.

Citizen & journalists' right of opinion and expression is the essence of freedom of expression or press freedom. Press freedom guarantees the safety and security of the journalists. If a state cannot guarantee the safety then journalists tend to become more self-censorship, which will hamper the information rights of the people. Many of the times, professional incompetency also risks the safety of the journalists while they publish irrelevant and false news. Ethical guidance and professional capacity enhances the safety and security of journalists.

News: Structure and making process

News is the primary content of media and has lately become the commercial commodity. News is different from other pieces of information due to its structure, writing process and the effect after news. 5WH (What, When, Why, Who, Where & How) is must in news making as it guarantees the validity and accuracy of the news. However, a journalist should always be aware of turning news into propaganda. It is a one sided news which intentionally promotes the news of their interest. The Nazi promoting network of Hitler during the World War II is the most successful example of propaganda news. In Nepal also there are various examples of hoax news and its sources misleading the media. A journalist should always be able to identify the news and its valid source.

Participants were taken for field visit on the 3rd day of each training session where they had to collect sample news on the local/historical issues of the field location. The collected news then was reviewed by the trainers and given collective feedback from their fellow participants. This practical session helped the participants in generating comprehensive understanding about the process of news making.

News Value & Source of news

Numerous activities and events happen every day but not all turn into news, which clearly depicts that news must have its specified components. The value of any news is driven by interest and importance. However, there are some specific indicators supporting news value as timelines of the news, public proximity on the subject matter, conflict issues, news of prominent figures, relating to human interest and emotions and emergency issues and consequences.

News value might be important in journalism but it is only a concept. Any news getting headline in a certain media might not get the same coverage in other. The core content of the news particularly are the coveting issue of public interest as state affairs, crime, violence, development, sports, entertainment, scientific discoveries, economy etc. to name some. Media should always focus on the news of the public interest but they should also consider news that might carry important information for the people.

Sources of news are usually predictable, unpredictable and anticipated. Journalists are required to identify and verify all the sources materials of the news before they prepare any news. There are different aspects to measure the reliability of the

source. Similarly, journalists should also always maintain the commercial relation between news & its source which and at critical times of news journalists guarantees the privacy and protection of the news source.

News collection method & Editing

Interview, press release, press conference and reporting are the methods of news collection. Interview has also different forms as; news interview, personality-interview, opinion interview & entertaining interview. A journalist many times is also required to prepare news on the base of press releases. Press release is an authorized statement, which guarantees the reliability & validity of the news prepared under it, however a journalist should be able to identify the main news value from it. Similarly, press conference is conducted by to express views & opinions on certain issue but it does not mean that press conference will be focused only on one subject/issue, different other subject matter can be contemporary and emerging. Reporting is another form of news collection and is effective with broadcast media as they can immediately & live cover the reporting from the place of event. However, journalists should take into consideration some technical and fundamental aspects while doing reporting.

Editing is the final and crucial tool of news production that ensure the value and validity of any news. Editor plays vital role in giving news its final form. They need to review the news from all the forms of 5WH, legal safety, checking the validity of data mentioned and the writing techniques used. Editor has to follow every given procedure of making any news worth reading and informative.

Reporter makes field visits, collects information and produces news which is reviewed and edited by the editor making the news effective. Professional understanding between a reporter and editor is important as at times when the reporter is new, the editor might need to put lot of scissors in their news before approving it whereas with experience reporters the editor might not need to work hard. So, if a reporter should learn to prepare news from editor's perspective too. Participants were informed about the editing process and techniques by the trainers from theoretical and practical perspective.

Journalism Ethics

Press Freedom allows the media/journalists to express and write about their opinions but freedom can never be regarded as unlimited expression. It is essential is freedom is balanced and respected between all levels of society and its components and people. Right of opinion and expression are the fundamental aspects of freedom in any democratic form of government. Sovereignty of state and people is also guaranteed by the freedom of expression.

Journalists should not take press freedom as their own freedom, they should see it more like the citizen's right to know and express. Journalists are the representative of people and are often referred as 'voice of the voiceless'. State law does not allow media/journalists to work against public benefit in the sake of press freedom. They do not have the rights to contempt of court and individual liberty. Journalists should always stay away from defamation and obscenity and always work under the code of ethics mentioned to them.

At many times, press freedom are controlled by the state but it is the duty of the state and law to explain the media about the reasons behind this and the reason should be in accordance to the law and valid as per the state regulation and judiciary possess the right to make final verdict in such cases.

Media ethics is guided by the social norms and values, morality & ethics, press law and Code of conduct. Status of rule of law reflects the democratic government functioning in any state. Journalism/media ethics are instructed by press law. Many of the countries do not have provision of fully democratic press freedom, indeed media has to follow the rule of its particular state but they are not compelled to adopt the obstacle made by law of the state. Press has the right to struggle such hard laws and stand against it.

Media and state are inter connected as both work for the purpose of people's rights and establishing a fully capacitated and peaceful society. Press freedom has been respected and adopted unanimously in most of the global platform but media/journalists should also maintain and respect the regulation, respect and sovereignty of the state and its people.

ACHIEVEMENTS

As targeted the training was able to capacitate the newcomer & aspiring journalists on the fundamental aspects of journalism. During all the training in the five project locations it was found that very less number of the journalists knew about ABC (Accuracy, Balance & Credibility) of news and also they were not following the correct process of news writing. As the workshop had mainly focused in news-writing as the main essence of journalism, participants were involved in extensive news writing practice throughout the training program which had been successful enough in generating maximum knowledge and understanding about the process of writing news.

Similarly, the thematic and detailed presentations made by the trainers had been very resourceful and helpful for the participants. The lecture sessions were vigorous but very interactive and all the participants enthusiastically participated in

all the working sessions and assignments and this was observed in all the five training locations of the project. There were many other participants who directly approached MAG on the training commencing day. MAG involved few participants from its own expenses but it could not accommodate everyone who came. However, but it provided the Basic Journalism hand-book developed for the project and other resourceful materials to the ones who could not be included in the training program. Thus, although in indirect way, major number of the participant had also been sensitized about the professional aspect of journalism.

Furthermore, the training helped to capacitate the newcomer and aspiring journalists and provided in-depth understanding about the professional and fundamental aspects of journalism. Media and professional ethics included in the course provided them with the ethical compass and proper understanding of the media provision of the state. Similarly, safety of journalist topic made them aware of the press freedom and professional rights of working as journalist. The experience sharing and review of their individual assignments gave them the opportunity to know about the different perspective which will be definitely useful.

Media is a crucial functioning of the state and it always requires potential and committing professionals who will be able to justify their duty towards the people and the state at all times. Many times due to the lack of opportunity or not being able to make full use of it, young and potential human resources reluctantly give up on their dreams on working in media. In this project, the organizers have made their best efforts to capacitate the newcomer journalists of the targeted districts. Besides the course content, the trainers shared their personal/professional experiences which added constructive and instrumental understanding and lessons that can help them in the long run.

CHALLENGES

The project also had to face certain challenges at the time of implementation. The organizers had to face difficulty while involving the female participants in the training of Bardibas (Mahottari) & Rajbiraj (Saptari). These locations falls in Terai region, where the society still does not allows women to stay out for long hours. However, MAG tried its best to accommodate the gender balance as agreed. Similarly, most of the media houses were also reluctant to send their staffs for whole day training for 5 consecutive days but with the enthusiasm of the participants who wanted to be the part of the training program very much helped MAG to convince the management of the production houses.

Many of other participants approached the organizer to take part in the training but due to the budget limitation it was not possible. MAG from its own expenses included some participants but still it was a bitter experience to say sorry and send back others with the hand book developed for the project. Budget constraint had also been a challenge during this project.

The other challenge had been completing the project in given time-frame as there were important national festivals (Dashain & Tihar) which eventually delayed our project in the last location – Gorkha.

RECOMMENDATIONS & FUTURE STRATEGY

- Series of Basic journalism training in other different districts required.
- Advanced journalism training to the ones who received the Basic Journalism Training.
- Feature writing training for print media journalists.
- There has always been a significant gap between local and national media. Local media usually covers only local issue and national media provides very less space to the local news. Perhaps, the series of such training on basic journalism and capacity building can help to bridge the professional gap between them.
- Several participants were not clear even about the ABC (Accuracy, Balance & Credibility) and 5WH. Also it was observed during the practical sessions that major number of participants did not know about the process of news making and editing. It is important to capacitate the local media/journalists about news writing which is the core element of journalism.
- Increase the number of participants for such trainings in future as MAG received additional participant requests in some of the training locations.
- The media houses were reluctant to send their staffs to the training. Thus it seemed necessary that they too should be provided a comprehensive picture about the importance and necessity of basic journalism and professional capacity for the newcomers.
- In most of the training locations the participants said that such training had been conducted for the first time and should be implemented in other districts as well.
- Local media is the most direct and strongest platform for public dialect. Thus, local media should be standardized and capacitated through such programs.
- MAG had to face real hard times including female participants in the trainings which sadly reflected both, the bitter gender stereotyping prevailing in our society & lack of professional female journalists in media. But, there is a strong urge to conduct more of such programs to capacitate maximum number of female journalists and brining them in the list of potentials.

- This kind of training is really necessary to make the participants realize that local media which is often seen as less opportunity provider actually offers potential prospectus and experiences boosting public relation and exposure.
- After the completion of this program, MAG has been receiving requests from other districts to conduct such programs in their places also.

Media coverage of the activities:-

Activity	News Links	Date
Field tour to document war crimes in the Gaza strip southern area	http://www.nawa.ps/arabic/?Action=Details&ID=12942	26-2-2014

Photos from the activities:

SUPPORTING DOCUMENTATION

Produced Reports during reporting period

	Story Title	City	Reporter	Description	
1.	Groundwater has made Sa'eer one of the oldest villages in the world	**Hebron**	Hamza Al Salayma	Sa'eer was built on a rich land of groundwater thousands of years ago. The date of building the village goes to the date of building Jericho city 10,000 years B.C. The village was built after finding a fountain of sweet fresh water in it for drinking, according to historians.	Watch & read
2.	The water of Al Daraj well in Kherbat Qais is for healing	**Salfeet**	May Ziada	Kherbat Qais was named after Qais Al Ansari, who is a historical Muslim respected figure, near Salfeet. Half of the villagers in Kherbat Qais have left to Kuwait in the 50s, now only 200 residents are living there. The village has Al Daraj well is an old Romanian well; it was famous for its Therapeutic water for diseases.	Watch & read
3.	High buildings in Hebron are a time-bombs threatening residents' life.	**Hebron**	Doa'a Al Syouri	Around 21 buildings in Hebron were built against the architectural and constructional quality standards for general safety without an official license. Despite of the many warnings for deconstruction sent to the owners by the municipality, the construction of these buildings continues.	Watch & read
4.	after calling her death: Al Zahhar came out alive	**Gaza**	Razan Al Sa'afin	After looking for Rida Al Zahhar for hours and calling her death in the civil registry she came out alive under the ruins of her house	http://www.wattan.tv/ar/news/108862.html
5.	Omayma and Samah, two out of twenty women who were murdered this year	**Hebron**	Doa'a Syouri	Since the beginning of 2014, 20 women were murdered in Palestine. Many claimed for an amendment to the Jordanian Penal Law which is applied in Palestinian Territories since 1960 for its tolerance to criminals.	http://www.wattan.tv/ar/news/109128.html
6.	Badran creates a website connecting between social sites	**Nablus**	Ayat Farhat	Nisreen Badran, 33 years, has established a website that connects between places' addresses and social sites. The website showed huge success in an entrepreneurship contest at Al Najah University. It is called Wainak "Where are you?"	http://www.wattan.tv/ar/news/109316.html
7.	Cavemen in Gaza	**Gaza**	**Omar Ferwaana**	The Palestinian citizen in Gaza suffers from the high prices on food as a result of the recent aggression that destroyed a lot of resources. This comes with challenging economic situations of Gazans and the delay in the salaries from the government for 5 months.	http://www.wattan.tv/ar/news/110228.html
8.	Hemp Hypoid is the Most Dangerous Types of Druges in Palestine –	**Tulkarm**	**Hamsa Al Tayeh**	A new study was done by Basma Al Damiri, the Head Department of Pharmacology and Toxicology in Al Najah University, shows that the number of drug addicts is not considered as a	http://www.wattan.tv/ar/news/107463.html

				serious danger on the Tulkarm society while the rolling type of the drugs, the "Hemp Hybrid" drug poses a serious threat on the society, based on the amount of the drugs that have been caught in Tulkarm in 2014.	
9.	Al Faroukh Family: weak bodies attacked by sickness and poverty	**Hebron**	Doa'a Al Atrash	Al Shroukh family, 9 members, suffers from sickness and poverty. The mother got her leg amputated for having the despotic foot disease and she needs monthly expensive drugs for medical treatment. Another member of the family "Ribheyya" suffers from physical disability and she is unable to walk or move. The family provider Shaher, the father of 5 children, has physical and psychological diseases and is unable to get a job.	Watch & read
10.	After Al Shroukh story: Hebron responses to their distress call	**Hebron**	Doa'a Al Atrash	After publishing the previous report on Al Shroukh family, several philanthropists from Hebron responded to the call of the family and came over along with Islamic Zakat committee to provide medical and food aid to the family.	Watch & read

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INTERIM REPORT FOR NATIONAL PROJECT IMPLEMENTED BY THE KINGSTON CLUSTER OFFICE

Country (JAMAICA) **Project title: Community Radio for the Trelawny Town Maroons** **Budget code: 354GLO5002.65, US$ 13500** **Status: on-going**

INTRODUCTION / RATIONALE

This community radio will foster freedom of expression and media pluralism.

Jamaica has a vibrant radio media sector with twenty stations offering service, the majority being nationwide offering vast selections of music, phone in programmes and news. The sector is highly competitive, but driven by the dictates of the advertisers and where they are prepared to spend their money. Community special needs driving development are only catered to Roots FM in the inner city, FREE FM for the prison populationin rural Jamaica there is JET FM. These three community radio stations were developed with seed funding from UNESCO and all three have found creative ways to stay sustainable.

The "Trelawny Town Maroon Accompong State" is a state within Jamaica. The Maroons are the beneficiary of thousands of acres of land bequeathed to us through Treaty rights. The Treaty was signed in 1738 between the Ashanti Africans and the British Monarchy. These Africans were the first Freedom Fighters in the Western Hemisphere. Two hundred and seventy four years ago, our ancestors effectively developed and used the abeng as their tool to communicate across the mountains. Now in the 21st Century the Maroons use the abeng as a tool to call meetings to order and to alert the community of a death or at a funeral.

Maroons are descendants of these African Freedom Fighters but linger behind in many aspects of development including education and dissemination of rich cultural heritage. Community media will be used as a platform to increase communication locally. Such a platform will provide the means by which the communities will formally begin to capture our cultural heritage and to share this information first locally and then internationally. We need more trained media personnel in our community.

The purpose of this project is to operate a licensed sustainable community radio station that will serve the needs of Accompong and the immediate environs. This is the first initiative of this kind in Accompong. The radio station in Accompong will provide the access to empowerment and development for both the men women, boys and girls of Accompong.

IMPLEMENTATION
Description of activities implemented / outputs:

This project is progressing well. To date the equipment Radio in a Box has been ordered from suppliers in Australia. The equipment is scheduled to arrive in Jamaica within the next 6 weeks.

The Maroons have formed a steering Committee for the project. They have had 3 community meetings where the Steering Committee have shared the concept of the radio station with community members.

One workshop has been held so far, with 22 young men and women of the Accompong Community being trained in Media Management and Radio Operations. This training has been carried out with collaboration with the UNESCO Kingston Office, The Jamaica National Commission for UNESCO and The Ministry of Youth and Culture.

Analytical reflection:

The arrival of the community radio station in Accompong has given hope and enthusiasm to the Maroons. The 22 young men and women who were trained in Media Management and Radio Operations have pledged to use the training they receive to build community spirit and teach other members of the community as well as the wider environs about Maroon culture. The radio station is the "Voice of the Maroons".

The Steering Committee plans to open the radio station in January 2015 at the Maroon Treaty Celebrations which is their biggest annual celebrations.

CHALLENGES AND KEY LESSONS

There have been some interpersonal conflicts with community members as to how to run the radio station. In addition the equipment Radio in a Box is being purchased from Australia which is far away from Jamaica and this has delayed the actual setting up of the radio station.

In an indigenous community such as the Maroons communication with the wider community has to take place from the point when the project is conceptualized to minimize possible fall out when a project like this is approved by the IPDC.

Unfortunately, the equipment needed was in Australia so there is very little that can be done to get the equipment to faster than the standard shipping time.

Mention the key lessons which have emerged as a result of the project's implementation and the challenges faced during the process. With regard to the problems/challenges, state what could have been done differently and provide recommendations to improve effectiveness / efficiency in the future.

INTERIM REPORT FOR NATIONAL PROJECT IMPLEMENTED BY THE KINGSTON CLUSTER OFFICE

Country: DOMINICA
Project title: Community Radio Engendering Community Cohesion and Development
Budget code: 354GLO5002.64
Amount approved (US$ 20000), and Status (on-going).

INTRODUCTION / RATIONALE

In Dominica the constitution guarantees freedom of the press. There are two weekly newspapers, published in English. *The Chronicle circulates to* 3,000 on Fridays. The *Sun,* appears on Tuesday. Dominica has four radio stations, including the state-owned Dominica Broadcasting Corporation, and two cable TV networks that cover the island. The internet, used by around 40 percent of the population, is neither restricted nor censored by the government. The island also has several online news portals *www.dominicanewsonline.com, www.davibes.com, www.insidedominica.com, www.newsdominica.com* are among the most popular. Most, if not all media houses are based in the Capital city of Roseau.

Portsmouth one of the most populous communities in Dominica, has limited access to media since they are constrained by distance and ownership, control and management of these mediums are external to the community. An assessment of the media houses and access to mass media in Portsmouth found that the only readily available access was through an immature online outlet www.insidepossie.com. Challenges in communication and information dissemination including cost and access have been cited by the town council and disaster management group, illustrating the need for a local radio outlet. Limited low cost options are available for the use of community groups, artists across various art forms and citizens in general.

At a community meeting to introduce the concept of a Community Radio Station to Portsmouth and to recruiting volunteers over twenty persons signed up as volunteers and continue to be active in the development of the station.

The overall goal of this project is to increase community awareness of the hazards of and alternatives to plastics, leading to a significant reduction in the use of plastics, and the elimination of Styrofoam (polystyrene foam) and the phase-out of PVC (polyvinyl).

This community radio station is projected to reach over 6,000 listeners, with a broadcasting radius of approximately 5km serving the town of Portsmouth and its environs (see Appendix A - map of Fresh 88.5FM's broadcast radius).

As a Community Radio Station based in Portsmouth, it will provide readily available access to a means of mass media and communication in the target area. The Station will serve to empower and provide access to the citizens to mass media that is immediately available and affordable. This platform will facilitate dissemination of information to the population on current issues and will serve an avenue for the promotion of culture and empowerment of the general population. The project will encourage mothers, fathers, girls, boys and prominent community members to become involved equally and ensure the gender balance on the all the committees of operating the radio.

The project is designed to establish and operationalize a sustainable community radio station serving the Portsmouth providing and diversifying local access to media in the area. The project will seek to train 15 persons in journalistic and radio management skills, increasing local capacity and introducing new competencies in the media with a view to realizing the overall goals of this project which is to increase community awareness of hazards and alternatives to plastics, leading to a significant reduction in the use of plastics, and the elimination of Styrofoam (polystyrene foam) and the phase-out of PVC chloride) and improving the quality of life of citizens of the community.

- **Description of activities implemented / outputs:**

No implementation has taken place yet. The project coordinator has reported that training will start training in December 2014.

The Project Coordinator cites delays in payments as well as the inability to get the preferred trainers for the original scheduled dates as reason for the delay in implementation.

- **Analytical reflection:**

Project is delayed hence the key interventions have not been made yet.

CHALLENGES AND KEY LESSONS

This project is delayed in getting the planned activities to proceed as per schedule.

It is important that project coordinators give themselves adequate time to procure equipment and host training, taking into consideration the time it takes for funds to be released from UNESCO; as well as the procurement and hipping time for equipment. This will make the whole process more efficient and effective.

INTERIM REPORT FOR NATIONAL PROJECT IMPLEMENTED BY THE KINGSTON CLUSTER OFFICE

Country (BELIZE)
Project title: Building Capacity of Journalism Apprentices
Budget code: 354GLO5002.63
Amount approved (US$ 12000), and Status (completed).

INTRODUCTION / RATIONALE

None of Belize's junior colleges and universities provides formal educational training in journalism. However, the demand for such media personnel has been steadily growing in recent years with more and more media houses opening. The country is at a stage now where each of the six districts in Belize has at least one television station and print media establishment. Belize City, the commercial capital, has no less than four major newspaper establishments, three major television stations, and numerous radio stations. Within all these media establishments it is estimated that some 250 individuals are employed as journalist, and of these less than five percent has any real training in journalism.

Due to the lack of journalism education, most of Belize's journalists possess only training in English Language and English Literature or some other field when they enter the journalism profession either as full-time employees or as apprentices. Consequently, there exists a huge gap in the skills and competencies of these journalism apprentices as well as those already practicing journalism in Belize.

The Organization for the Promotion of Youths in Journalism (OPYJ) is very concerned about this situation, and has been advocating and working with youths interested in journalism as a career path to obtain information about scholarships to study abroad. To date this organization has assisted five individuals in securing scholarships to study journalism abroad since its inception in August of 2010. However, this represents only a small proportion of the number of individuals who have been knocking on our doors for help in advancing their journalistic careers.

Therefore, in order to reach a larger number of journalism apprentices, OPYJ has proposed to enhance its own capacity to deliver a curriculum of relevant and quality journalism education to its target group. Consequently, in keeping with the objective of IPDC, according to the statutes adopted by the UNESCO General Conference, of supporting the development of electronic and print media, OPYJ is requesting partial funding for its apprentice journalism training program initiative. This training program will upgrade and equip apprentice journalists with the necessary skills and knowledge of journalism for them to truly contribute to the gathering, critical analysis, and dissemination of information.

IMPLEMENTATION

The project was carried out as per schedule with a training programme that consisted of four modules. In total six (6) male and nine (9) female participants were trained. The four modules of training have been completed. The modules are Introduction to Journalism; Business and Financial Journalism; Women and News; and Ethics of Journalism. In addition to these modules there was a practical component in the project where the participants went on two field trips one to a radio station and one to TV station to observe the operations of the entities.

The Introduction to Journalism module was designed to (a) survey the various forms of contemporary journalism, with an eye toward helping students make career choices, and (b) critique those same forms, with an eye toward helping students become better journalists and more engaged citizens. The underlying goal of this module was to introduce students to the field of journalism and provide them with a solid understanding of the importance of reliable journalism. Here students were required to visit a series of radio and television stations, produced and recorded shows, read news, and learned to operate various production equipment. The module also examined the current status of quality of Journalism in Belize, lack of participation of youths in national discourse and in Journalism, and samples of stories in the media that were deficient, sensational, and loaded with negativity.

The Business and Financial Journalism module introduced students to the techniques of business journalism. Business journalism has grown rapidly over the past decade and promises to be one of the most interesting, lucrative areas of journalism in the future, particularly on the Web. In this course participants developed competencies in financial information-gathering and writing, and demonstrated those skills by preparing articles for publication.

The Ethics in Journalism module examined ethical issues in the media through class discussion, films, and journalistic writing such as editorials and analysis pieces. Ethical questions in a variety of contexts were considered – for example, is it ever ethically acceptable to lie to a source, your boss, your client, your employee, or your reader/viewers? How much information should the mass media provide about the private lives of public figures and private figures? What is appropriate news coverage of "needy causes"? What is and should be the influence of competition and the profit motive on news? Do broadcasters have different responsibilities than print journalists?

Finally, the Women and the News module explored women's relationship to news both historically and currently and the role of the news media in reinforcing and/or challenging prevailing stereotypes and attitudes about gender. It focused on women both as producers of journalism and as subjects of media portrayals.

- **Analytical reflection:**
This project is a success story as it has achieved both its immediate objective which was to train a cadre of young Belizean Journalists particularly those who were apprentices in media houses. This training course is on track for satisfying the developmental objectives by laying the foundation for more long term intervention from NGOs such as the Organization of Young Journalists and tertiary institutions in Belize to provide tertiary level training and certification in Journalism.

Overtime this should begin showing up in better quality reporting in both broadcast and print media and even social media as well, as a cadre of young Belizean journalist both men and women are now trained to deliver high quality media reporting.

CHALLENGES AND KEY LESSONS

It was not possible to train all the young men and women who were interested in participating in the project. Of the 53 that applied only 15 or 28.3% of the applicants could be accommodated.
Funding sources for training such as these must be expanded.

In the future we could have some of the workshops in rural communities so has to spread knowledge.

Country (REGIONAL)
Project title: Framework for Media Self -Regulation in The Caribbean
Budget code: 354GLO5002.66
Amount approved (in US$ 19000), and Status (complete)

INTRODUCTION / RATIONALE

Ownership of media across the Caribbean region is mixed between private and state operators skewed towards the former. There is a multiplicity of media outlets and formats: daily/weekly newspapers, radio and television stations; internet/blogs; and national and community-based media. The two largest media markets in terms of number of outlets and audience size are Jamaica and Trinidad and Tobago.

Most of the media markets in CARICOM have state regulators for the electronic media sector as well as libel/defamation laws on their books. In recent times, national, regional and international media trade/professional associations have been advocating the relaxation of the libel laws across the region to facilitate more robust scrutiny of public officials without the chilling effect of libel suits.

The push back from state actors, echoed by some civil society, is a call for greater accountability from the media and, specifically, the establishment of some public complaints body to which aggrieved persons can seek redress. There is need in individual media markets across the region for such a body and a companion Code of Practice. Jamaica has already developed a Code of Practice, but this has been stymied by the absence of a complaints body.

The Code was developed by the Mona School of Business, University of the West Indies in collaboration with the Press Association of Jamaica, and Media Association Jamaica Limited.

This project is intended to benefit media practitioners spread across the 15-member states of the Caribbean Community (CARICOM) plus associate member states including Jamaica, Barbados, Bahamas, Trinidad & Tobago, Grenada, St Kitts & Nevis, Antigua & Barbuda, St Lucia, Dominica, Guyana, Suriname, Belize, Haiti, Montserrat, Belize and Curacao.

The Association of Caribbean Media workers (ACM), which is a network of media professionals and their associations, across the region is spearheading a project to address the existing situation of weak/absent self-regulatory systems in each media market.

The purpose of the project is to establish or strengthen the self-regulatory systems for the media in CARICOM and connected states. The project will develop a template for a Code of Practice for Media Practitioners as well as recommendations for the implementation of self-policing mechanisms.

This project will facilitate the holding of four public consultations in four country clusters (Barbados, Guyana, Trinidad & Tobago, Jamaica) involving the participation of 200 media practitioners and civil society representatives, as well as the compilation of the code of practice and recommendations for self-policing mechanisms.

IMPLEMENTATION

The Association of Caribbean Media Workers held four training workshops as scheduled in the following countries Guyana, Jamaica, St. Lucia and Trinidad and Tobago. The broad focus of all the consultations was *Building a Framework for Media Self -Regulation*. A number of journalists participated with support from their local Media and press associations. They were the Guyana Press Association (GPA), The Jamaica Press Association, The Media Association of St. Lucia (MASL) and Media Association of Trinidad and Tobago. The ACM also collaborated with other partners such as the Caribbean Institute of Media and Communication (CARIMAC), International Press Institute (IPI), College of Arts Science and Technology Trinidad and Tobago (COSTATT), the Trinidad and Tobago Publishers Association, Monroe College and UNESCO Kingston Office.

There were 25 journalists who participated in the Jamaica Consultations; 30 participated in Trinidad and Tobago, 16 participated in St. Lucia and in 33 participated in Guyana for a total of 104 journalists in the four countries.

The ACM is currently preparing the final document on Building a Framework for Media Self-Regulation for publishing and distribution to Media and Press Associations and Media Organizations and Journalists around the Caribbean as well as other key partners such as UNESCO.

- **Analytical reflection:** Though the main focus of all the workshops was Building Capacity for Self-Regulation there were some differences in delivery in each country. For example in Guyana and Trinidad and Tobago there exists an appetite for

systems of media self-regulation by the local media, while in Jamaica The Press Association of Jamaica is in favour of media self-regulation while the Media Association of Jamaica which represents media owners are not in favour.

The workshops have stirred much thought amongst the journalists in the Caribbean and the ACM is currently compiling data retrieved from these consultations which will reveal where the Media houses, Media and Press Associations could move in the near future with regards to media self-regulation. The ACM now has preliminary recommendations such as the following:

Media Houses need to develop their own code of ethics as there is no evidence that this exists.

CHALLENGES AND KEY LESSONS

There are varying views amongst stakeholders throughout the Caribbean as to how to Build a Self-Regulatory Framework.

Of the 200 journalists who were targeted for the workshop only 104 participated. Some journalists had difficulties leaving their job assignments to attend the workshops. There was also the issue of funds which was limited and could not accommodate journalists from the countries other than the four host countries.

Some smaller workshops could be held in other Caribbean countries so as to accommodate the views of the media and press associations and journalists in those other territories. Nevertheless the ACM report on Building Self- Regulatory Framework is eagerly anticipated.

INTERIM REPORT FOR NATIONAL PROJECT IMPLEMENTED BY THE APIA CLUSTER OFFICE

Project title: *Enhancing Media Freedoms in Jordan: from Research to Advocacy*
Project Description: The research study will explore Internet media regulations and freedoms from around the world in order to create an informed and well-researched critical analysis to the Jordanian Press and Publication law. This paper will articulate good practices and examples from other countries in a comparative study.
Country (if National scope): Jordan
Amount approved (in US$): USD 9,000
Status (ongoing / completed): Ongoing

I. Introduction:

In line with IPDC;s support to projects promoting media independence and pluralism, development of community, media and radio and television organizations, the IPDC Bureau has accepted the project proposal on "Enhancing Internet Media Freedom in Jordan: from Research to Media Advocacy", submitted by 7iber for Training and Technology through UNESCO office in Amman. This project addresses the limited capacity of the media environment in Jordan, and follows a comprehensive and focused approach that includes training media professionals, publishing research-based informative content for publication, and building knowledge.

II. Implementation:

A. Research: "*Enhancing Internet Digital Media Freedom in Jordan*".

This research puts forward five models of digital media regulatory frameworks as examples of good practices from countries around the world. After setting the standards to what constitutes a "good" practice, five countries were chosen: Brazil, Argentine, Finland, South Africa and Tunis. It also provides a critique on the current Media laws in Jordan especially the Press and Publication law, and the Journalist Press Association law from a new perspective that based on both, new findings on the state of electronic websites and journalists in journalists, and alternatives that these regulatory models offer.

The research phase also contained an information session in regional preparatory meeting for Arab Internet Governance Forum in November 24th. This aim of this session was to get feedback from regional journalists and activists on the preliminary findings of the research, and venture more into the legislative framework of respective countries.

The research was originally set to be the last component in the project. However, it was later agreed that is more efficient and sensible to base the curriculum for the workshop, and information sessions on the findings of the research. Therefore, the sequence of activities changes to become producing the research, developing the curriculum, and then organizing an information session and a workshop. The research has taken longer than it was estimated, which delayed the development of the curriculum and the holding of the workshop. New deadline for research is **December 18**.

B. Curriculum:
The curriculum will be based on the above comparative research and other research that 7iber has been producing on the state of online media in Jordan. Up tip now, the developed curricula included two info graphics, that were integrated in other pieces that 7iber published to analyze the current status of electronic websites a year after the applying the amendments of the Press and Publication Law. Other parts of the curriculum will focus on findings of the research above.
Curriculum will be packaged in a trainers' guide, a presentation, and research materials for print out. This will be packaged and published on 7iber, and on flash desks for journalists who will be attending the workshop.

The curriculum was originally planned to be the first component of the project; however, it was later agreed that it should be based on the developed research to achieve better dissemination of findings; and the same time, produce a different curricular narrative when critiquing the current Media laws. New deadline for curriculum is **December 26th**.

C. Training:

Two trainings will be held for different target groups: journalism students, human rights NGO, and parliamentarians. Each of these groups will be targeted on their own given that messages on their roles towards digital media freedoms will differ according to the roles of the target groups between reporting, advocacy and legislation.

The original plan was to have a three-day training for Journalists on "reporting on Media Freedoms". This was modified into two separate event, one is an information session and the other is a training in order to target more than one stakeholder and push further in the direction of advocacy. In addition to a training for journalism students, we are dedicating one

information session for parliamentarians, human rights activists and NGOs. The first session will be held for PMs and activists in **December 29th.**

The proposed time for the second session is **January 11th, 2015** to accommodate the mid-term break of journalism students

III. Analytical Reflection:

The research is offering a new analytical perspective on the local Media laws by: first delving into the holes in two media laws: Press and Publication Law, and Journalists Press Association Law, and second, putting forward "real life alternatives" to the official rhetoric of the "necessity of licensing" digital media. So far the argument against the registration of websites did not go beyond critiquing the violations of human rights of "expression" and "free press". This was pushed back by the official, contested, yet irrelevant, justification for licensing: the need to hold websites accountable for the crimes of defamation, libel and slander. Offering this research and the curriculum is one step to enrich resources for activists, journalists and parliamentarians on alternatives around the world for licensing, building on alternative proposed laws put forward by other organizations. The research and curriculum will be available online and packaged in easily accessible way.

We expect through the information session and training to develop a network of journalists, especially students, with a solid critical eye towards media laws and freedoms in Jordan, in comparison to other models in different countries. Targeting journalism students came from the belief that their narrative on media freedoms is still in the exploratory phase, where there is more space to develop new skills and knowledge on media freedoms. This may produce a fresh wave of perspective on digital freedoms in Jordan through articles that they are required to write on this issued during the training.

On the other hand, holding an information session for PMs and activists, will contribute to this network of professionals, that will put forward a scientific rationale behind the critique of media law. There is a possibility that the Media law will be open for another parliamentarian discussion next year, therefore, we see a big value in targeting this group to channel research efforts with advocacy.

The research and curriculum are very integral to the information session and training. They combine all the work that 7iber has done to investigate digital media freedoms in Jordan in the past month, and the global perspective on different legislative models.

IV. Challenges and Key Lessons:

The key Lesson learned from the implementation of this project is:

(1) Better estimation the time needed for the implementation of activities, especially research. Having to select five countries as models for "good legislation practices" required extensive research on worldwide media laws, review all international media rating standards, and identifying standards the research time want to set in order to justify the selection of these countries. Lessons learned here, is to dedicate more time for preliminary research in any comparative legislative research.

(2) Maximize the value of each activity through having each contributing to the one after. While the initial plan was to publish the research the last thing after developing a curriculum, and arranging a workshop, the research team found it is more useful for the research to be ahead of the curriculum and the workshop to provide richer content for both.

V. Supporting Documentation:

Supporting documentation of this research phase are the following:

A. Developed curriculum:

Journey of Electronic Websites through the Amendments of Press and Publication Law (timeline)
http://www.7iber.me/2014/11/news-websites-licensing-in-jordan/

Conditions of Websites License according to Press and Publication Law:
http://www.7iber.me/wp-content/uploads/2014/11/news-websites-infographs-Edit-01.jpg

The Structure of Public Administration of the Journalist Press Association:
http://www.7iber.me/wp-content/uploads/2014/11/news-websites-infographs-Edit-02.jpg

Please provide any relevant supporting documentation (NB - photos in particular are strongly recommended. Other examples: Reports from beneficiaries/project implementers, CI field professionals' mission reports to visit project activities, press cutting, etc).

B. Research:

A draft of the first part of the research analyzing the state of information controls in Jordan.

REGIONAL PROJECT

ABU: Gender Mainstreaming in Broadcasting Organizations in Asia-Pacific Region **Budget Code: 354 RAS 5011   US$ 33 000** **Budget Code: 354GLO5001.34 US$ 11 000**

INTRODUCTION / RATIONALE

The project addressed MDI: 4.1.14; 4.2.3; 4.3.2, and Gender Sensitive Indicators for Media (GSIM, 2012). This project is implemented by the Asia-Pacific Broadcasting Union (ABU). The project is aimed at capacity building within leading broadcasting organizations in 8 Asia-Pacific countries: Malaysia, Maldives, Philippines, Sri Lanka, Pakistan, Thailand, Kyrgyzstan, Kazakhstan and Tajikistan focusing particularly on correcting serious gender imbalances and inequities in employment opportunities in broadcasting media, female participation and media portrayal of women and girls in the region.

The aim of this project is to enhance the skills and knowledge of 40 male and 40 female "gender champions" - CEO and top decision-makers as well as human resource, production – technical and programme personnel from national PSBs, including community media who contribute to non-stereotyped portrayal of women by the media and greater gender equity in employment in practicing broadcasting journalism.

IMPLEMENTATION

Description of activities implemented / outputs: 1. Adapting the UNESCO GSIM as a practical tool for gender equity and diversity in broadcasting organizations

The ABC Australia Manager Diversity Ms Chrissie Tucker "translated" the UNESCO comprehensive guide on GSIM into practical toolkit for implementing Gender Equity and Diversity in broadcast organisations. She developed a standardised templates which could be adapted for the needs of any type of organization – big or small, government, public service or private. It is also culture sensitive allowing for changes in this direction in order to accommodate for cultural sensitivities.

2. ABU Gender Champions Training

Regional Workshop – Kuala Lumpur, Malaysia, 20 – 22 June 2013.

Since 2010 the ABU has been increasingly involved in gender mainstreaming. There is a lively network of ABU Gender Champions who are crucial to changes in their organisations and societies. These are individuals who over the time have been at the frontline of changing minds and behavior in their countries and promoting in and outside the ABU network gender equality in employment and in programmes.

They were introduced to the GSIM Toolkit during the first workshop of this project in June 2013 in Kuala Lumpur, Malaysia. The facilitators of the workshop were Ms Chrissie Tucker, Manager Diversity of ABC, Australia, and Mr. Martin Hadlow, the then Secretary –General of AMIC. The GSIM Toolkit was tested practically for its relevance to the needs of the South- East countries targeted by the project – India, Maldives, Malaysia, Pakistan, Thailand and Viet Nam. As a result, they developed draft Gender Diversity Action Plans for their organisations.

3. Developing cross – cutting, inclusive gender sensitizing programme for media.

The Gender Champions met several times to discuss more holistic approach in implementing the 8 remaining in-country training workshops. The prevailing wisdom was that the consultants for these workshops should be local and in tune of the developments in the targeted countries. That led to splitting the projects between 4 Consultants, who were experts in their catchment areas. It was considered that in this way the in-country workshops could be better tailored to the needs of the media in these countries.

The other input into the implementation stage development was the idea to involve different, outside the media groups in the training workshops. The ABU Gender Champions group belt that it is of strategic importance to involve critical gatekeepers of society in the capacity building initiatives for media persons on gender because that will give more practical and realistic focus of the training.

As a result, a three tier approach to capacity building targeted media persons at national level, regional level and community level, attracted partnerships from civil society, public bodies, film makers, trainers and development workers. The initiative as a whole proved to be empowering for not only the media persons but for the many partners involved and such groups as police, university lecturers, university students and NGOs.

4. In-country workshops implementation

The initial project envisaged 8 in-country workshops in Kyrgyzstan, Kazakhstan, India, Maldives, Malaysia, Pakistan, Sri Lanka, Thailand and Vietnam. One of its outcomes was to sensitize 72 managers from the targeted countries and promote the adoption of Gender Diversity Plans for their organisations.

However, thanks to the creative approach of the ABU team implementing the project through local partners, they managed to have 1 regional and 11 in-country workshops and train 328 people coming not only from media but also from government organisations, academia and NGOs.

The countries included in this pilot project are in a different level of achieving gender equality in and through media with media in Thailand and Viet Nam leading. Due to project prioritization countries with most needed in gender sensitization of their media and delivering activities to them. The work focused on Kyrgyzstan, Kazakhstan, India, Maldives, Malaysia, Pakistan, and Sri Lanka.

Analytical reflection: Series of activities strengthened institutional capacities and building awareness in application of UNESCO gender mainstreaming instruments, for transparency and dialogue between management and staff. The workshop programmes was accessible to rural women including female youth correspondents on reporting the perspectives of marginalized groups in Kyrgyzstan.

CHALLENGES AND KEY LESSONS

Change could come only if there is gender sensitization at all levels – national, regional and local/community levels.

The 12 workshops conducted as part of this project proved to be extremely popular and all consultants voice the recommendation for follow up workshops with the same organsiations. There are currently 6 specific requests from 4 countries for second series of workshops with offer to host them.

The training should not be done in isolation but with cross-society participation. The ground-braking India workshops highlighted that. The representative of the police realized the need to be sensitized about what real gender issues are, how social pressures and day-today behavior of people influence the lives girls and women of all ages and how they can help.

That goes both ways. Media people realized that they need to understand various nuances of operating social systems, functioning of various arms of governance, their constraints and strengths and how and where media can create linkages to catalyze change in attitudes. IPDC/ABU workshops were quite stimulating for media persons to interact with other stakeholders like police, grass root NGOs and to hear the stories of women who had built a life of confidence and dignity.

The Bishkek Workshop in August 2013 and the India workshop in November 2014 both involved community radio. Both consultants conducting the workshops were surprised and sad to discover that the community radios, who are chosen by several agencies to impart training, had never been sensitized on gender issues. The first ever workshops on gender mainstreaming was done by this ABU/UNESCO project. There is obviously a very strong need to feel this glaring omission with future training of community radios on gender issues.

SUPPORTING DOCUMENTATION

Final report including photos and multimedia materials of IPDC/ABU workshops:
http://www.unesco.kz/ci/2014/abu/IPDC-ABU-Final-Report.docx
http://www.unesco.kz/ci/2014/abu/ABU-ANNEXES.zip

CONCLUSION

The project is successfully implemented.

11.

FINAL REPORT FOR SUB-REGIONAL PROJECT IMPLEMENTED BY THE ALMATY CLUSTER OFFICE

Regional project: AIBD: CAPACITY BUILDING WORKSHOP ON SAFETY OF JOURNALISTS IN CENTRAL ASIAN REPUBLICS
Budget Code: 354GLO5002.45 - US$ 19 000

INTRODUCTION / RATIONALE

Project contributed to MDI 3.13.5 Media Organisations have policies for protecting the health and safety of their staff. 3.14.2 Confidentiality of sources is protected in law and respected in practice.
The issue of safety on online also concern more than just the individual blogger or the professional journalist in Central Asian Republics. The project will provide training for twenty-seven Journalists, which includes those from traditional and new media (Journalists who maintain websites, Facebook and participate as bloggers) in Kyrgyzstan, Kazakhstan and Tajikistan, invited to attend the training workshop in Kazakhstan.

IMPLEMENTATION:
Description of activities implemented / outputs: 10 multi-skilled journalists from traditional and new media (radio, television, print, bloggers) from broadcasting organisations from Kazakhstan, Kyrgyzstan and Tajikistan trained; Participants are: increased awareness and understanding problems regarding security; acquired skills in analysis of occupational risks and measures on their reduction; learned to write plans, safety analyzes, taking into account measures to minimize the risks, safety of information and its sources, as well as notification procedures; improved skills in the safe operation of the network; higher understanding of legal security; improved their skills with the sources of information; found and discussed new ideas for future materials.

AIBD organized from 13 to 15 October 2014 IPDC/UNESCO Regional Workshop on Capacity Building for Safety of Journalists in Central Asian Republics in Almaty, Kazakhstan. The workshops focused on acquire knowledge and apply the key concepts of risk analysis to establish safety indicators with simple procedures for online and before reporting from hostile venues, establish and operationalise safety indicators in the participating countries in the Central Asian Republics.

Analytical reflection: The project contributed to the safety of Central Asian media organizations: namely for Kazakhstan, Kyrgyzstan and Tajikistan. The project promoted networking between media outlets. This IPDC project contributed to the institutional development of 7 media outlets and complemented the three year UN/EU project Operationalizing Good Governance for Social Justice in Kyrgyzstan as well as three year UN project in Kyzylorda. The project is operationally completed.

CHALLENGES AND KEY LESSONS
The workshop overall went smoothly and without incident. The major issue was the lack of the number of participants based on earlier projections, though the size proved adequate for a successful workshop.

The participants overall were satisfied with the training and workshop content. A pre and post-test analysis was conducted with a series of the same questions for each participant on security for journalists to analyse their receptivity of the participants to the content presented. Central Asia is still needed such kind of on the support in the near future.

SUPPORTING DOCUMENTATION

Analytical report and photos: http://www.unesco.kz/ci/2014/AIBD/AIBD-IPDC-Report-web.doc

CONCLUSION

The project is implemented. The unspent amount (7,900 USD) is returned to IPDC account.

12.

FINAL REPORT FOR NATIONAL PROJECT IMPLEMENTED BY THE HANOI FIELD OFFICE

Country: Viet Nam
Project Title: Promoting the Safety of Journalists in Viet Nam
Implementing Organisation: Center for Research on Development Communication (RED)
Budget Code: 354GLO5002.50
Amount approved (in US$): $13,000
Status: Completed

INTRODUCTION / RATIONALE

In the last 20 years, Viet Nam's media landscape has expanded rapidly in terms of platforms, publications, journalists and audience. The media plays an increasing role as a watchdog in monitoring the conduct of government and state officials, particularly in the fight against corruption and wrongdoing. Yet despite existing laws that ensure freedom of speech and safety of the media, in reality, journalists are not always able to work without the fear of threats, or even death. A 2011 study on obstruction of journalists in Viet Nam by RED, supported by the British & Commonwealth Office, showed that nearly 90% of respondents faced some kind of obstruction to their work, including avoidance of information provision, bribery, detention, inflicting injuries, and seizure/destruction of working facilities. Among other things, the study recommended capacity building for media professionals on their right to safety when collecting and disseminating information, and enhancing peer assistance among media professionals.

Thus, the project aimed to promote journalist safety through capacity building workshops on existing laws for journalist safety, developing guidelines for peer assistance, establishing a monitoring network and launching a related interactive online forum for journalists.

IMPLEMENTATION

- **Description of activities implemented / outputs:** All project outputs were completed on time: (1) forming a media advisory network to support the protection of media; (2) conducting workshops to train journalists on media laws, particularly on journalist safety and skills for peer assistance; (3) conducting training for media/journalism students to provide them with basic knowledge on journalist safety; (4) developing and launching the 'Operation Principles of the Media Right Advisory Network' and 'Guidelines to Support Colleagues'; and (5) creating a website to provide a platform to share information to protect media rights

- **Analytical reflection:** As a result of the activities conducted under this project, the capacity of the media network's members has been improved. Careful preparation of the training modules together with experienced trainers led to the success of the training sessions. Participants were also interested and enthusiastic in learning and joining the advisory network, which comprises key, credible representatives of the media across the provinces of Viet Nam. The website and network, coordinated by RED, will continue to its work to promote freedom of expression and journalism safety even after the project's completion.

CHALLENGES AND KEY LESSONS

The media advisory network consists of media professionals who are very active in their respective home provinces, and there was some difficulty faced in mobilising them to participate in the training. While this is a reality that cannot be avoided, it was observed that the network coordinator – in this case, RED – plays a crucial role in ensuring that members are continuously active in the activities of the network. RED will continue its role as coordinator to ensure the effectiveness of the network in promoting journalist safety in Viet Nam.

SUPPORTING DOCUMENTATION

Please refer to the Final Report and Training Report attached below:

Adobe Acrobat Document

Adobe Acrobat Document

Final Report (including photos)

Training Report

INTERIM REPORT FOR NATIONAL PROJECT IMPLEMENTED BY THE BANGKOK CLUSTER OFFICE

Country: Thailand
Project Title: Assessing Gender Sensitivity in Thai Public Media
Implementing Organisation: Thai Public Broadcasting Service (Thai PBS)
Budget Code: 354GLO5002.49
Amount approved (in US$): $15,000
Status: Ongoing

INTRODUCTION / RATIONALE

Central to media development is the recognition that if the media are to accomplish their democratic potential, they should reflect diversity in society and ensure plurality and transparency of ownership and content. Based on this, there can be no media pluralism until women have an equal voice in the news gathering and dissemination processes.

One of the greatest challenges that Thai journalists face is bringing media accountability into the struggle for gender equality. A 2011 global report on women in the media found that men dominate management jobs and newsgathering positions in Asia Pacific. Women comprise barely 13% of those in senior management positions, have had career advancement blocked by factors like prejudices, have lower salaries in general, and are typically relegated to 'soft' news.

In this project, Thai PBS aims to assess gender equality based on the Gender- Sensitive Indicators for Media (GSIM), and formulate and implement a set of internal policies and strategies that will ensure gender equality in work and working conditions, and promote codes and editorial policies in favour of gender equality in media content. In doing so, it is hoped that other media in Southeast Asia will follow Thai PBS' lead to make gender equality issues transparent and comprehensible to the public, as well as to analyze their own internal policies and practices with a view to take necessary actions for change.

IMPLEMENTATION

- **Description of activities implemented / outputs:** The project's activities are on track. The research team is carrying out data collection and drafting the technical report. A GSIM manual tailored to Thai PBS' context is also being developed. Thai PBS has submitted their progress report and a draft GSIM manual.

- **Analytical reflection:** The project is expected to contribute to strengthening Thai public service broadcasting by improving its capacity to reflect and represent the diversity of views in society, particularly those of women. While the GSIM manual is tailored to Thai PBS, it can be adapted and used by many other countries in the region that face similar gender issues as Thailand.

CHALLENGES AND KEY LESSONS

The project is in progress and more details, including the challenges faced and lessons gleaned by the implementing organization, will be included in the next report.

SUPPORTING DOCUMENTATION
Please refer to the Progress Report attached below:

Adobe Acrobat
Document

INTERIM REPORT FOR NATIONAL PROJECT IMPLEMENTED BY THE BANGKOK CLUSTER OFFICE

Country: Myanmar
Project Title: On-line Media For Peace: Promoting Cross-Cultural Dialogue Among Myanmar Ethnic Media Groups
Implementing Organisation: Burma News International (BNI)
Budget Code: 354GLO5002.48
Amount approved (in US$): $27,000
Status: Ongoing

INTRODUCTION / RATIONALE

Myanmar is a country with more than a hundred distinct ethnic groups, and home to much ethnic-based conflict since independence in 1948. Recent studies have cited the media among "drivers of conflict" in Myanmar due to inaccurate reporting, misinformation, manifest bias, and a preference for conflict stories. As such, the media – particularly ethnic media groups – play a key role in informing and educating ethnic groups about their commonalities and differences, resulting in stronger cultural understanding and tolerance. Cooperation and networking among media practitioners, bloggers and citizens who have different ethnic backgrounds in Myanmar can significantly contribute to fostering dialogue, peace and reconciliation.

To maximize the role of ethnic media, there is a need for a common platform to facilitate the sharing of news and information produced by the different ethnic media groups. This will contribute to greater expression of views on the peace process, and a deeper understanding and appreciation of the history and culture of other ethnic communities. In this regard, an online interactive platform brings much advantages: immediacy, unlimited content, rich multimedia content, and a wide reach that goes beyond local ethnic media groups.

IMPLEMENTATION

- **Description of activities implemented / outputs:** The project activities are on track. There will be two editorial trainings by media professionals for 30 ethnic media groups. The first will be held in Yangon from 19 Dec 2014, and the second in Mandalay in January 2015. A webmaster has started work on developing a website and creating Facebook and Twitter accounts which will serve as an information sharing platform for emerging ethnic media groups in Myanmar, both BNI members and non-members. BNI also proposes to do ethnic media mapping and will prepare a report on the ethnic media landscape in Myanmar.

- **Analytical reflection:** The project's capacity-building and network-strengthening activities will help boost diverse ethnic voices, as well as the dignity and equity with regard to ethnic minorities, ultimately contributing to a peaceful democratic transition in Myanmar. From an organizational perspective, BNI will be able to expand its network of partners, building up its own capacity as well as that of other ethnic media groups in the long run.

CHALLENGES AND KEY LESSONS

An unexpected staff turnover at BNI resulted in slight delays in implementation. BNI was able to quickly re-assign new staff and revise its work plan to ensure that the project was not derailed. Some ethnic media organizations are also much more established than others, thus BNI was required to step in to provide the required support for smaller and/or newer ethnic media organizations.

It was observed by BNI that while the project is in line with ethnic media groups' needs, a one-time project implementation would not be sufficient to meet the development objective. Follow-up activities which may complement the 'ethnic media mapping' activity being undertaken by BNI outside of the original scope are also recommended.

SUPPORTING DOCUMENTATION

Please refer to the Progress Report attached below:

Adobe Acrobat
Document
Progress Report

15.

INTERIM REPORT FOR NATIONAL PROJECT IMPLEMENTED BY UNESCO RABAT CLUSTER OFFICE

Country (if National scope): National
Project title: Capacity-building for Tunisian journalists on international media-ethics standards and self-regulation and capacity-building for the Tunis Centre for Press Freedom on monitoring and advocacy techniques and strategies.
Budget code: 354GLO5002.41
Amount approved (in US$): 12'000
Status: Ongoing

INTRODUCTION / RATIONALE

The new Tunisian Constitution, adopted on 27 January 2014, guarantees to Tunisian citizens, civil society organizations (CSOs) and media actors freedom of opinion, expression, thought, information and of publication as well as the right to information. New newspapers, radio, TV stations and community media have also been launched since the fall of the previous regime.
Challenges nevertheless remain in the media landscape of Tunisia. The respect of media ethics standards and professionalism are two major challenges Tunisia media professionals face nowadays. Within this context, the present project aims at strengthening Tunisian media professionals' awareness of and capacity to apply international media ethics standards and principles of self-regulation, including with respect to gender equality and women's representation. The project also aims to strengthen the capacity of the Tunis Centre for Press Freedom to monitor the Tunisian media behavior vis-à-vis international media ethics and standards. The implementation will be carried out using a gender-balanced approach to promote equal opportunities among the beneficiaries as well as a more balanced the representation of the genders in media.

IMPLEMENTATION

The beneficiary body, Tunis Centre for Press Freedom (TCPF), decided to postpone activities implementation (training workshops and develop of 3-monthly reports) to 26 December 2014 in order to avoid to carry out activities during election campaign (26 October 2014 legislative; 21 November Presidential first round, 21 December Presidential second round). In fact, TCPF identified this external factor as a risk which will undermine the training participation rate, as the beneficiaries would be journalists, under work pressure in covering election and electoral campaign. Moreover, the payment of the first installment was delayed. However, TCPF completed the preparation phase for the project activities. In particular, the beneficiary body identified two trainers, and the project beneficiaries. They decided to concentrate only on professional journalists (16) from TV, radio, print press, public and private outlet. Indeed, they targeted 4 students from Institute of Press and Information Sciences (IPSI). Moreover, two meetings were organized for activities preparation. During the first meeting, M. Dawadi (President of TCPF) and Dr Sadok Ammami, (one of the trainer) designed the training program. During the second meeting, Dr Sadok Ammami and Mr. Yassine Saad, web master, drafted a specific website page for the training which will be part of TCPF website and where trainees could access and find pedagogical tools. It will also host the three-monthly reports.

CHALLENGES AND KEY LESSONS

As the project implementation has not started yet, no challenges or lesson learnt could be identified.

SUPPORTING DOCUMENTATION

1) Training programme;
2) List of participants;

Training programme

Activité 1: Workshops
Workshop 1 : les chartes éthiques ; 26 décembre 2014 (3 jours)
Objectifs
- Connaitre les différents types de chartes éthiques ;
- Evaluer la charte du syndicat national des journalistes tunisiens et intégrer de nouveaux principes et notamment l'accountability, médias sociaux ;

- Evaluer le respect des chartes éthiques par les journalistes tunisiens ;
Groupe Cible : Journalistes Tunisiens, tous médias confondus
Programme
Chartes de l'éthique professionnelle
- La charte de Munich 1971 ;
- La charte de l'Union Internationale des Journalistes ;
- Charte des organisations de journalistes
Exemples :
- La charte de la society of American journalistes ;
- Charte du syndicat de journalistes de Québec ;
- La charte du Syndicat des journalistes français ;
La charte du syndicat nationale des journalistes tunisiens
- Evaluation critique de la charte ;
- Intégration de Nouveaux principes : Accountability, médias sociaux ;
Les chartes éditoriales
- Exemples des chartes de la BBC, France 2, Al Jazeera, mosaïque FM, TAP, Télévision tunisienne ;
- Evaluation critique et conception d'un modèle de charte pour les médias ;
- Débat avec des représentants des médias tunisiens : TAP, Mosaïque FM ;
- Exercices à partir d'un échantillon de contenus journalistiques sur le respect de la déontologie par les médias Tunisiens.
Output : Rapport 1 sur l'autorégulation et le Respect de l'éthique pressionnelle dans les médias tunisiens (partie 1)

Workshop 2 : éthique professionnelle et nouveaux medias ; 3 janvier 2015
Objectifs
- Sensibiliser les journalistes aux enjeux éthiques liés aux usages des nouveaux médias : blogging, médias sociaux, presse en ligne….
- Applications de l'éthique professionnelle en matière de médias sociaux ;
- Découverte des chartes éthiques en rapport avec les médias sociaux ;
- Analyse du respect de l'éthique professionnelle par les journalistes tunisiens dans les médias sociaux ;
Groupe Cible : journalistes tunisiens, tous médias confondus
Axes
- Les chartes éthiques dans le domaine des médias sociaux ;
- L'éthique que professionnelle dans le domaine e la presse en ligne ;
- Le comportement des journalistes tunisiens dans les sites des réseaux sociaux et l'éthique professionnelle
Output: Rapport 1 sur l'autorégulation et le Respect de l'éthique professionnelle dans les médias tunisiens (partie 2)

Workshop 3, Monitoring et défense de l'éthique professionnelle ; 15 février 2015
Objectifs :
- Renforcer la capacité du centre au monitoring des médias en matière de défense et de promotion de l'éthique professionnelle ;
- Initier les journalistes la défense des principes de l'éthique professionnelle et de la culture et des valeurs de l'autorégulation ;
Groupe Cible : Membre du Centre de Tunis pour la liberté de la Presse
Programme
- Les principes L'éthique professionnelle ;
- Les principes du monitoring des médias ;
- Les principes de l'autorégulation, chartes, conseils de rédaction ombudsman ;
Output : Rapport 2 sur l'autorégulation et le Respect de l'éthique pressionnelle dans les médias tunisiens

Activité 2
Publication du rapport
15 mars 2015
- Rédaction et publication des deux rapports sur l'éthique professionnelle et l'autorégulation dans les médias tunisiens (200 copies + publications sur la plateforme du projet) ;
- Le rapport sera réalisé de façon participative par les participants aux 3 Workshops ainsi que les formateurs qui auront la responsabilité de la coordination scientifique et de la rédaction.

Activité 3
Développement de la plateforme
La plateforme dédié à l'éthique et à l'autorégulation sera mise en place parallèlement au lancement des Workshops.
La plateforme sera alimentée par les travaux réalisés dans le cadre de trois Workshops.

List of participants

1 -Tarek Trabelss/ TV TNN
2- Kamel Firchichi / la presse
3- Monia Abdel Jaouadi/ TNN
4-Mehdi rzik/ Blogeur
5-Samiha hlali / journal « Essahafa »
6-Rym kafi/TV National
7-Aziza Jalel/« Radio Eddiwan – Safax »
8-Saber Frikha/journal « Essabah »
9-Thouria Bahri/ « free-lance »
10-Sabrine Matmati/institut de presse IPSI
11-Wafa Daasa/ institut de presse IPSI
12 -Amna selliti/institut de presse IPSI
13-Fathia Mahdaoui/institut de presse IPSI
14-Najla ben saleh / CTLP – Rialites
15-Fatma Makni / Radio Sfax
16 – ltifi Mohamed Ali / journal Elarab
17-Cheker Belgasem / free lance
18-Naji abbasi / journal « essahafa »
19-Wajdi Triki /journal « echourouk »
20-Moez Bay / journal "aker khaber"

INTERIM REPORT FOR NATIONAL PROJECT IMPLEMENTED BY THE HARARE REGIONAL OFFICE

COUNTRY: MALAWI
PROJECT TITLE: ADAPTATION FOR LOCAL USE OF THE UNESCO MODEL CURRICULA FOR JOURNALISM EDUCATION IN MALAWI
BUDGET CODE: 354GLO5001.10
US$: $8,800
STATUS: ONGOING

INTRODUCTION / RATIONALE

IPDC Priority: **HUMAN RESOURCE DEVELOPMENT**

Apart from the degree programme at the Malawi Polytechnic and the Malawi Institute of Journalism there are several other institutions offering journalism and/or communication and media studies. Some of these are Chancellor College, which like the Malawi Polytechnic is a constituent college of the University of Malawi; Share World Open University; ABC African Academy; and Blantyre International University. Historically, the media training institutions have approached journalism training from a traditional perspective in keeping with the way journalism has been practiced in the country and the region. In terms of curriculum standards, each institution pursues its own.
Consequently, there is need to review the curricula being taught at these institutions and revise them to respond to new demands and to reflect the UNESCO model curriculum for journalism education. The justification is that while each institution pursues what is most relevant to its target trainees, certain minimum or core standards should be common across all courses. As part of reviewing the curriculum, there is need to upgrade the teaching capacity of the trainers in the participating institutions to deliver on the new curriculum.

IMPLEMENTATION

- **Description of activities implemented / outputs:**

A curriculum needs assessment has been carried out; training materials development has been done; a 3-days training workshop was organized for journalism educators on "Multimedia Journalism" and 12 media lecturers (5 women) from Malawi Polytechnic, Blantyre International University and the Malawi Journalism Institute were trained in Internet and social media applications.

However the project has not yet implemented the following activities, but the project is still ongoing:
- 2 days seminar on curriculum revision based on the UNESCO model curriculum for journalism education.
- Institutional curricula review by at least 2 participating institutions

The remaining 2 activities were planned to be carried-out with the involvement of the Namibia Polytechnic, which could not be done up to now. Also the Malawi Polytechnic is expected to mobilize some additional funds for the remaining activities, which has not been done so far.

- **Analytical reflection:**

The training workshop for media lecturers contributed to the skills upgrade of the academic staff with new multimedia skills and has built their capacity to deliver the new courses when they are later introduced at their respective journalism schools. The trained media lecturers are expected to take part when the curricula review process gets underway.

The formulation of revised curricular and its adoption has still not taken place. As a result, the project has not yet realized the goal: "At least 500 students to receive a good quality education in journalism and the training delivered also using both the traditional and the new media channels", as an output.

CHALLENGES AND KEY LESSONS

The project funding level has not permitted the recommended involvement of the Namibia Polytechnic. Instead a local curriculum developer was engaged to facilitate the workshop.

SUPPORTING DOCUMENTATION

FINAL REPORT FOR NATIONAL PROJECT IMPLEMENTED BY THE HARARE REGIONAL OFFICE

COUNTRY: ZIMBABWE
PROJECT TITLE: MULTIMEDIA TRAINING OF LECTURERS AND CURRICULUM REVIEW IN ZIMBABWE
BUDGET CODE: 354GLO5001.12
US$: $8,800
STATUS: COMPLETED

INTRODUCTION / RATIONALE

IPDC Priority: **HUMAN RESOURCE DEVELOPMENT**

Harare Polytechnic's School of Journalism and Media Studies is the oldest journalism and media training institution in Zimbabwe. Harare Polytechnic's School of Journalism and Media Studies is the oldest journalism and media training institution in Zimbabwe. This is of serious concern since journalism is a dynamic area and stakeholders in the print and broadcast industry are calling for a review of the curriculum. As part of reviewing the curriculum, there is need to upgrade the teaching capacity of the trainers in the participating institutions to deliver on the new curriculum.
This project's aim is to strengthen multimedia journalism training and achieve significant milestones in migration to the UNESCO Model Curricula for Journalism Education in Zimbabwe, focusing on Harare Polytechnic and NUST's Department of Journalism and Media Studies.

IMPLEMENTATION

- **Description of activities implemented / outputs:**

A training workshop was organized for journalism educators on "Multimedia Journalism" and media 18 lecturers and teaching assistants (6 women) from Harare Polytechnic, National University of Science and technology (NUST) and Midlands State University were trained on ICT, Internet and social media tools as well as introduction to data journalism. The training was based on UNESCO's Curricula for Journalism Education-A compendium of new syllabi.

However the project did not implement the following activities, mainly due to the limited budget:
- 2 days seminar on curriculum revision based on the UNESCO model curriculum for journalism education.
- Institutional curricula review by two journalism institutions.

The project can therefore be assessed as off-track because the curriculum review was the main objective of the project proposal.

- **Analytical reflection:**

The training workshop for lecturers and the teaching assistants contributed to equipping the trainers with new multimedia skills and built their capacity to appreciate the teaching requirements for these new courses. The teaching staff at the participating journalism schools will take part when the curricula review process eventually starts. Hence the project has made a useful contribution towards the immediate objective: *Equip Harare Polytechnic and NUST's Department of Journalism and Media Studies with the capacity to offer model journalism curriculum based on UNESCO's model curricula for Journalism Education and upgrade journalism training skills among lecturers.* In the same vein the capacity to "Align and upgrade the training programs in journalism and media studies to acceptable international standards" was built by training the lecturers.

However, the failure to initiate the curricula review process means that it is not guaranteed that "At least 400 students will receive a good quality education in journalism in the areas covering both the traditional and the new media channels", as a planned output of the project.

CHALLENGES AND KEY LESSONS

The main challenge was the limited budget for this project and the unsuccessful local mobilization of additional funds. The project proposal was not too ambitious and if resources were allowing, most if not all planned outputs would have been achieved.

In hindsight, it could have perhaps helped to get a written commitment from the beneficiaries to follow-through the remaining planned activities, so that the project goals are fully achieved.

SUPPORTING DOCUMENTATION

Workshop in pictures

Newsday 12/05/14

Nust, Harare Poly lecturers undergo multimedia training

NQOBILE NKIWANE
STAFF REPORTER

MEDIA and journalism lecturers from Harare Polytechnic and National University of Science and Technology (Nust) have undergone a five-day multimedia training programme aimed at enhancing their teaching skills.

The United Nations Educational, Scientific and Cultural Organization (Unesco)-sponsored multimedia train the trainee jour-nalism workshop saw 16 lecturers from the two institutions getting training on visual communication, video editing, and graphic designing.

The workshop which ended at Harare Polytechnic yesterday also covered issues related to data journalism and web journalism.

Brighton Nkala one of the participants said lectures needed to be up to date with technological changes to enable them to equip students with the necessary skills needed by the industry.

"We have realised the need to improve our technical skills in line with the changes in the techno-sphere," he said.

Nkala said Harare Polytechnic had a long-standing relationship with Unesco.

"Unesco funded the purchase of training equipment for the digitalisation of the poly studios which cost over $2 000," he said.

The workshop is a follow up of a series of previous capacity building workshops held at the institution since 2010.

Another lecturer Brian Nkosana said they have been given much insight into what data journalism was about.

"It is something we were not looking into and the students will benefit much from us after this," he said.

Dr Eric Mazango from Great Zimbabwe University, who facilitated the workshop, said the training was meant to help participants appreciate the importance of multimedia story-telling, digital skills in journalism practice, news work and reporting in the advent of new convergent digital technologies.

Unesco has been supporting journalism schools in Africa to update their journalism curricula to suit the times and meet changing needs.

FINAL REPORT FOR NATIONAL PROJECT IMPLEMENTED BY THE HARARE REGIONAL OFFICE

COUNTRY : ZIMBABWE
PROJECT TITLE : CREATING SAFETY MECHANISMS FOR JOURNALISTS IN ZIMBABWE
BUDGET CODE: 354GLO5001.11
US$: *$15,400*
STATUS: COMPLETED

INTRODUCTION / RATIONALE

IPDC Priority: **PROMOTION OF FREEDOM OF EXPRESSION AND PRESS FREEDOM, PLURALISM AND INDEPENDENCE**

In Zimbabwe, journalists take professional risks in the process of collecting and disseminating news and information. The risks become higher when the country is experiencing conflict, journalists become a target. Assault on the media continues unabated. As the nation moves towards an election, there is need to put safety nets to ensure that journalists do their work without fear of being victimized. The legal security of journalists is seriously compromised in Zimbabwe and journalists have no clear judicial protection. Legal support is generally very expensive in the country and sometimes it may not be readily available when a victim journalist needs it. There are a number of media lawyers in the country but they need to be organized into a loose network of lawyers readily available on call should journalists get into trouble. The Union proposes to set up a media lawyer's network whose main responsibility is to ensure that lawyers are readily available when they are needed by journalists. The media lawyers network will also be crucial in ensuring that journalists are fully informed on legal matters relating to their profession, including electoral reporting.

In view of the above, Zimbabwe Union of Journalists (ZUJ) organized a training programme to ensure journalists are adequately informed about their legal matters as well as receiving practical skills such as first aid. Secondly and more critically, Journalists needed the safety net guaranteed by a media lawyers' network.

IMPLEMENTATION

- **Description of activities implemented / outputs:**

Within the project, the Zimbabwe Union of Journalists (ZUJ) organized a safety media training workshop in Bulawayo, Zimbabwe, where twenty-six journalists were trained (12 women) on the country's media laws, personal safety, digital security and implementing safety standards in the country's newsrooms. Participants included line editors, senior reporters as well as interns. The key outputs of the meeting, was the commissioning of a process to formalize safety standards across all media organizations.

The project did not carry out the following activity:
- Identification of media lawyers and formalising the structure of the media lawyers' network

The establishment of the media lawyers' network was not achieved because the ZUJ wanted to establish a subscription account with the identified lawyers where the journalists would be issued cards that guarantee access to legal assistance without advance payment. This subscription arrangement exists in South Africa but the lawyers in Zimbabwe have not yet launched it.

- **Analytical reflection:**

The project training workshop has equipped Zimbabwean journalists with valuable knowledge on the legal and safety environments in which they work. Zimbabwe's media rights are still being debated in the country because many laws (especially media laws) have still not been aligned with the new National Constitution adopted in a 2013 referendum.

CHALLENGES AND KEY LESSONS

The challenges were that the lawyer's network for journalists was not established and that no local journalism school offers safety training, hence it is difficult to guarantee continuity.

SUPPORTING DOCUMENTATION

We're sexually harassed: Journos

LINDA CHINOBVA/
JUNIOR MOYO

THERE is rampant sexual harassment in Zimbabwe's newsrooms, journalists from both the public and private media attending a Zimbabwe Union of Journalists (ZUJ) workshop in Bulawayo on Thursday.

In a poll conducted by ZUJ at the workshop attended by 40 journalists, the scribes revealed that senior male journalists were increasingly preying on their female counterparts, particularly interns.

Out of the ballots cast, 99% admitted to the rampancy of sexual exploitation in the newsrooms.

The participants said most of the cases either went unreported or unattended for fear of victimisation.

ZUJ secretary-general Foster Dongozi

"It has been brought to our attention that there is a lot of sexual harassment in the newsrooms and it is left undercover for fear of victimisation. Most of the people affected by this are the junior journalists who still want to explore the industry," ZUJ secretary-general Foster Dongozi said.

Other issues discussed in the workshop included the safety of newsrooms and laws that affect the work of journalists.

Some journalists said they were unhappy with their working environments.

"Our working environment is not conducive and at times we have to walk to carry out assignments or beg our sources to provide transport, which results in us writing biased stories," one journalist said.

FINAL REPORT FOR REGIONAL PROJECT IMPLEMENTED BY THE HARARE REGIONAL OFFICE

COUNTRY: REGIONAL **PROJECT TITLE: STRENGTHENING MEDIA ACCOUNTABILITY SYSTEMS IN SOUTHERN AFRICA** **BUDGET CODE: 354GLO5001.13** **US$: $9,900** **STATUS:** COMPLETED

INTRODUCTION / RATIONALE

IPDC Priority: **Promotion of freedom of expression and media pluralism**

Journalists and media practitioners in Southern Africa face relatively similar regulatory and legislative challenges, exposing them to a wide range of risks in their line of duty. Among the regulatory and legislative challenges are repressive media laws, restrictive policies, and arbitrary arrests of journalists and denial of access to information, among others. For example, while in Zimbabwe journalists are subjected to a rigorous registration process and are denied access to information considered privy to the state through the Access to Information Protection of Privacy Act (AIPPA), journalists in Swaziland are deterred from effectively fulfilling their mandate to empower citizens with information, due to at least thirty-two repressive laws, among them the Official Secrecy Act, the Parliamentary Privileges Act and the Books and Newspapers Act.

Hence there was need to enhance the capacity of journalists unions in order to effectively convey messages that promote press freedom. Unions can be supported through training on mobilization, coordinating and sustaining Unions. This support was provided to representatives and leadership of journalists.

IMPLEMENTATION

- **Description of activities implemented / outputs:**

The project provided training to journalists unions from Lesotho, Swaziland, Zambia and Zimbabwe on establishing standards guiding the profession, institutionalizing special interests networks, establishing vibrant channels of communication in defense of freedom of expression and coming up with regional advocacy strategies. Twenty representatives (4 women) of journalists' unions from the 4 countries were trained on using new media technologies websites, blogging and social media as effective advocacy tools. Further in-country consultations are expected to take place which should lead to the improved journalists' union operations.

The project did not implement the following, mainly due to the limited approved funds:
- Staging training seminars in the respective countries
- Union leaders in the respective countries will lead and conduct deliberations and wide consultations on the Media Codes of Ethics and Standards as well as editorial policies
- Each of these Unions will compile Draft Media Codes of Ethics and Standards as well as editorial policies
- The Drafts will be compiled, deliberated and adopted by Union leaders at a Media Ethics and Standards Conference to be held in Swaziland. Other participants of this Conference will be drawn from other media stakeholders, including reporters, editors, media owners, government ministries, Parliamentary Media Portfolio members for example
- Rolling out campaign strategies and monitoring implementation of the Media Codes of Ethics and Standards

- **Analytical reflection:**

Given the similar restrictive media environments in the 4 countries, the four unions shared their hurdles regarding freedom of expression, freedom of the press and access to information in their countries. This prompted them to offer to resolve to jointly broadcast each other messages and alerts, on their respective websites and social media, to avoid in country censorship.

CHALLENGES AND KEY LESSONS

The main challenges was the shortage of funds in this project. There were no funds mobilized within the region and hence the implementation fell far short of the approved proposal. The unions from these countries are severely constrained and 1 of them (Swaziland) is almost non-operational, following its recent suspension by the government together with other labour unions in that country.

It is recommended that further support to these unions be based on an assessment of their well-being. IPDC's support will not add value to a union that is operated by one person.

SUPPORTING DOCUMENTATION

The following projects were approved in 2014 and started last month after a delayed funds allocation.

354GLO5002.14	MALAWI: DEVELOPING SKILLS AND CREATING MONITORING MECHANISMS FOR THE SAFETY OF JOURNALISTS
354GLO5002.15	MOZAMBIQUE: ESTABLISHMENT OF UMOJI COMMUNITY RADIO
354GLO5002.16	ZAMBIA: SAFETY OF COMMUNITY MEDIA JOURNALISTS
354GLO5002.17	ZIMBABWE: EFFECTIVE MEDIA COVERAGE OF THE IMPACTS OF CLIMATE CHANGE

URUGUAY- INTERIM REPORT

PROJECT TITLE: SELF-REGULATION OF JOURNALISM IN URUGUAY: DISSEMINATION OF JOURNALISTS' CODE OF ETHICS AND STRENGTHENING OF ENFORCEMENT MECHANISM **NUMBER: 4500249919** **MEDIA DEVELOPMENT INDICATOR´S CATEGORY: Category III: Media as a platform for democratic discourse. C. Media self-regulation**
IPDC PRIORITY AREA: Promotion of freedom of expression and media pluralism **SCOPE: National** **TYPE OF ASSISTANCE REQUESTED: Support for training. Strengthening of institutional capacity** **TOTAL COST OF PROJECT: $ 19.200** **AMOUNT REQUESTED OF IPDC: $ 11.800**
BENEFICIARY BODY: Centro de Archivos y Acceso a la Información Pública – Cainfo.

B. INTRODUCTION / RATIONALE

In recent years, Uruguay has experienced a significant advance in updating its laws regarding international standards of freedom of expression. It is currently in the midst of a process of legislative debate regarding a bill on audiovisual media services. If passed, the law could be a major achievement for the democratization of the media system in the country.

Chapter VIII of the bill refers to the "Ethical self-regulation" of the media. Article 138 states an obligation for the media to adopt self-regulatory mechanisms: "The holders of audiovisual media services should govern their activities according to public codes of ethical standards, which can be held individually or collectively. The content of these codes will be determined freely by each provider, based on the principles and rights that this law recognizes and promotes". Article 139 adds: "The codes of ethics of audiovisual media services should be made known to the public through websites and other media".

In this framework, a national debate process was developed starting in September 2012, with the support of UNESCO-IPDC, driven by three civil society organizations - Asociación de la Prensa Uruguaya (APU, Uruguayan Press Association), Centro de Archivos y Acceso a la Información Pública (CAINFO, Center for Archives and Access to Public Information) and Grupo Medios y Sociedad (GMS, Media and Society Group) - which led to the approval of the first Uruguayan Journalists' Code of Ethics in April 12, 2013.[1]

C. IMPLEMENTATION

The following is a list of activities implemented/outputs with a description of each one. The project is on tracj as originally envisaged.

Installing the Committee

- July 3th, 2014. Installing the Ethics Committee in coordination with the Uruguayan Press Association (APU – Asociación Uruguaya de la Prensa[2]).

Workshops with advanced journalism students

- June 23rd 2014, from 19.30 to 22 hrs. Juncal st. and 25 de Mayo st., Montevideo.

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[1]http://www.apu.org.uy/institucional/comunicados-apu/asamblea-de-la-apu-aprobo-codigo-de-etica-periodistica

2 http://www.apu.org.uy

Workshop about the content and implementation of the Code of Ethics with 30 students who recompleting their third year at the Professional Institute of Journalism Education (IPEP – Instituto Profesional de Enseñanza Periodística). [3]

- October, 8th, 15th y 22nd 2014, from19 to 21 hrs. José Leguizamón st. 3666, Montevideo.
Workshop about the content and implementation of the Code of Ethics with 36 students that are completing forth year of the Journalism career at the Faculty of Information and Communication (FIC) of the Republic University (FIC).[4]Experts in charge of the workshops: Carolina Molla and Fabián Werner. Classroom teacher: Edison Lanza.

Workshops with Journalists

- September, 13rd 2014, from 10 to 16.30hs. Main Room at Soriano´s City Hall, Giménez St. and 18 de Julio st, Mercedes, Soriano.

- Workshop about the content and implementation of the Code of Ethics, Case analysis and application in daily work in the press. Principles of action. Conflict of interest. Gender and discrimination. Childhood and adolescence. Digital journalism and social networks. Experts in charge of the workshop: Carolina Molla and Fabián Werner.

Meetings with editors and media owners

- December 6th 2014, 16 hrs. Treinta y Tres st. 541- Mall of the city of Melo, Cerro Largo.
Exhibition at the General Assembly of the Organization of Interior Press (OPI)[5] a network of 49 local newspapers, to achieve they assume the code among its members so they apply It voluntarily. Speaker: Pilar Teijeiro.

Procedures at the National Office for Official Poster (IMPO) to publish and distribute the Code

- September 2014 to the date- Meeting and subsequent negotiations with the National Office for Official Poster (IMPO) to reach an agreement that will enable this dependence to make an official code printing with national laws and international standards on freedom of expression.

ANALYTICAL REFLECTION

Activities with journalism students, and ultimately encounters with professional journalists and committee´s pronouncements have contributed to discuss the issue of ethics in news coverage, especially in cases of domestic violence, childhood and adolescence. In fact there have been pronouncements by government agencies such as the Institute of Child and Adolescent of Uruguay who mentioned the Code of Ethics as a tool to improve the quality of the coverage. We expect that the imminent adoption of the Law on Audiovisual Communication Services, which obliges the audiovisual media to adhere to a code of ethics, the issue acquires even more relevance so the text developed under this project will become the main reference at the national level. Also the recent meeting with the Organization of Interior Press suggests the possibility that 49 media across the country adopt the code and contribute to its spread throughout the country.

D. CHALLENGES AND KEY LESSONS

At this stage of the project we noted the effectiveness of the public pronouncements of the committee as a way to generate debate about the quality of the media information and the difficulties faced by many journalists in the country to assimilate ethical principles in addressing issues involving populations whose rights have been violated.

Although there still are journalists who question the mechanisms of self-regulation as a way to improve the quality of coverage, even for them the code has not gone unnoticed and have generated debate inside and

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3 www.ipep.edu.uy
4 http://www.comunicacion.edu.uy/
5 http://www.opi.com.uy/portal/

outside the newsroom on the relevance of several of the recommendations contained in It. Also partnerships with other organizations such as the Uruguayan Press Association, the Organization of Interior Press or the Faculty of Information and Communication pose the challenge of advancing on the implementation of the mechanisms of application of the code.
On the other hand, there have been taken steps for the realization of an agreement with the National Official For Official Poster (IMPO) to print copies of the code along the country with national laws and international standards on freedom of expression.

It is also pending the construction of the specific website on journalistic ethics jointly with APU as it was not possible to advance in the coordination with them as they were holding elections in the union so the implementation had to be postponed for 2015.

E. SUPPORTING DOCUMENTATION

Articles

- When journalism loses ethics (Cuando el periodismo pierde la ética)[6]
- Attack on freedom of expression and journalistic ethics (Atentado a la libertad de expresión y ética periodística)[7]
- About Yamila´s case and media coverage. (Sobre el caso Yamila y la cobertura de los medios)[8]
- What about ethics? (¿De ética cómo andamos?)[9]
- INAU´s concerns about media coverage on Yamila´s case. (INAU preocupado por el tratamiento televisivo del caso Yamila)[10]
- Yamila´s case under INAU. Major Issues. (El caso Yamila según el INAU. Asuntos mayores)[11]
- Feminists on Alert mobilized to protest for the crime of Yamila. (Feministas en Alerta se movilizaron en repudio por el crimen de Yamila)[12]
- APU calls for reflection on ethics in covering cases. (APU llama a la reflexión por ética en la cobertura de casos)[13]
- Among the irresponsibility and hypocrisy. (Entre la irresponsabilidad y la hipocresía)[14]
- Companies demands on extreme liberalism. (Empresas reclaman liberalismo extremo)[15]
- Child Sexual Exploitation: scourge and challenge. (Explotación sexual infantil: flagelo y desafío[16])
- Journalistic code (Código Periodístico)[17]

Media that explicitly adhered to the code:

Sudestada (Digital), Montevideo - Medio digital Sudestada, Montevideo[18]

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[6] http://solnoticias.com/2014/11/15/cuando-el-periodismo-pierde-la-etica/

[7] http://www.uniradio.edu.uy/?p=21220

[8] http://www.correopuntadeleste.com/?p=2751

[9] http://www.20once.com.uy/index.php?option=com_content&view=article&id=4668:de-etica-como-andamos&catid=46:nacionales&Itemid=57 http://www.espectador.com/sociedad/303787/inau-preocupado-por-el-tratamiento-televisivo-del-caso-yamila

[10] http://www.espectador.com/sociedad/303787/inau-preocupado-por-el-tratamiento-televisivo-del-caso-yamila

[11] http://www.montevideo.com.uy/auc.aspx?252812l

[12] http://www.uypress.net/uc_56160_1.htm

[13]
http://radiouruguay.com.uy/innovaportal/v/61759/22/mecweb/apu_llama_a_la_reflexion_por_etica_en_cobertura_de_casos

[14]http://www.lr21.com.uy/enredados/1203359-entre-la-irresponsabilidad-y-la-hipocresia

[15] http://www.carasycaretas.com.uy/empresas-de-comunicacion-reclaman-liberalismo-extremo/

[16] http://www.aldia.com.uy/articulos/28-201401-bauza.html

[17] http://www.20once.com.uy/index.php?option=com_content&view=article&id=4679:codigo-periodistico&catid=46:nacionales&Itemid=57

[18] http://www.sudestada.com.uy/10921/Codigo-de-etica

Newspaper Primera Plana, Minas Lavalleja - Diario Primera Página, Minas, Lavalleja[19]

Statements and recommendations:

First plagiarism complaint under the Code of Ethics of the APU [20]
Statement of the Arbitral Tribunal on violations of child rights[21]
Statement on case Maldonado[22]

[19] http://www.primerapagina.com.uy/2013/06/nuestro-codigo-y-el-apoyo-ciudadano.html

[20] http://www.apu.org.uy/institucional/codigo-de-etica/pronunciamiento-del-tribunal-arbitral-sobre-plagio/

[21] http://www.apu.org.uy/institucional/codigo-de-etica/pronunciamiento-de-l-tribunal-arbitral-ante-violaciones-a-los-derechos-de-la-infancia/
[22] http://www.apu.org.uy/institucional/codigo-de-etica/pronunciamiento-sobre-caso-en-maldonado/

INTRODUCTION

This national training program for journalists on using Brazilian Freedom of Information law comprehends, first, the launch in May 2014 of a FOIL guide in a printable PDF version, available for download here. A button with the link is permanently available in Abraji website.

The second step, carried out in the second half of 2014, was the conduction of three on-line courses about the Brazilian law. As seen on a previous project, also supported by IPDC, journalists in Brazil have an elevated level of interest in acquiring skills in this field: more than 1,270 people enrolled for the three courses, each one designed for 75 people.

The 4-week course included a description of the Brazilian law (and comparison with legislation in other countries); instructions on how to use the FOIL specifically for writing/producing stories; introduction to Computer Assisted Reporting tools (so journalists could work with data using Excel); tips on how to make more effective requests (and how to appeal in case of denial); and a study of which authorities can determine secrecy and the parameters to do so.

By training journalists on how to use the FOIL, the project addressed two of IPDC priorities:

- The capacity development itself: besides specific tools related to the information request, students are also skilled in basic CAR technics that can be used in different reporting areas.
- Promotion of freedom of expression: by contributing to the ability of journalists from all over the country to request information and report on them, the project strengthens local Media and encourage reporters to demand transparency in the local level.

IMPLEMENTATION - DESCRIPTION

Since the approval of the grant, a journalist working for Abraji started a research to develop the content of the course. Facing the lack of accessible information on how to use the FOIL, Abraji decided to support the production and distribution of a practical guide and include it in the landmark of the project. The guide details the most relevant articles of the legal text and explains what they mean in an accessible language. It also brings tips on how to appeal in case of denial and samples of requests. It is designed to be print in A5 format, and freely available for download in PDF.

The researcher started, then, to prepare the content for the on-line courses. It was designed to the Moodle platform, and divided in four weekly chapters that participants could access at any time during a 7-day period. At the end of each chapter, participants had to complete exercises in order to gain access to the following chapter of the course. Questions were both multiple choice and discursive, these latter aiming at assessing participants ability to formulate a request and appeal denials or incomplete answers.

At the end of the four weeks of training, participants should submit a final paper with the detailed suggestion of a story whose process of production would involve data obtained through the FOIL.

Course content:

- Week 1: Introduction to Freedom of Information Law
    Role of FOIL
    The right to access public information in the world
    The Brazilian Law: highlights:
        explanation of most important articles in a simple language
        ruling of the law – federal, state and municipal level

- Week 2: How to use information obtained through FOIL to write stories
  CAR techniques to work with data
    Introduction to Excel / electronic spreadsheet
    Filter data
    Subtotal
    percentage
- Week 3: How to make more effective requests based on the law
  Good practices in requests
  How to identify the addressee for each request
  Different means to make a request
  Case study: stories based on information requests
  How to appeal denied requests
- Week 4: Secrecy
  Cases in which secrecy is allowed by the FOIL
  Authorities that can classify information
  Transparency of the secrecy: how to use data about protected documents
  How to ask for disclosure of classified documents.

Course material

- Videos
- Documents
- Full text of Brazilian FOIL
- Abstract of federal rulings (Executive, Legislative and upper courts)
- Abstract of state rulings (Executive and Legislative)
- Abstract of judiciary and prosecutor's rulings
- Appeal to disclose classified information submitted by NGO Conectas
- Jurisprudence about disclosure of civil servants revenue
- Jurisprudence about disclosure of public interest information produced by public banks or public companies
- Stories based on public information and on public information requests

Interaction

In the forum kept open during the whole course, participants could discuss with one another about topics of the training and ask questions to the instructor. Most of interaction referred to doubts about exercises and questions about the utility of the law in specific cases experienced by participants. In some occasions, participants talked to one another and helped peers solve their problems.

Participants profile

Geography: considering the three courses held in the landmark of the project, it reached journalists and journalism students from 91 different cities. Participants represented 24 out of 27 Brazilian states, as seen on the map below:

State	%
SP	30,2%
RS	14,2%
RJ	10,7%
DF	7,1%
PR	6,2%
MG	6,2%
CE	3,6%
SC	3,1%
SE	1,8%
GO	1,8%
PE	1,8%
TO	1,8%
BA	1,8%

State	%
AM	1,3%
MT	1,3%
RO	0,9%
ES	0,9%
MS	0,9%
RN	0,9%
PI	0,9%
PB	0,9%
Abroad	0,4%
AP	0,4%
MA	0,4%
PA	0,4%
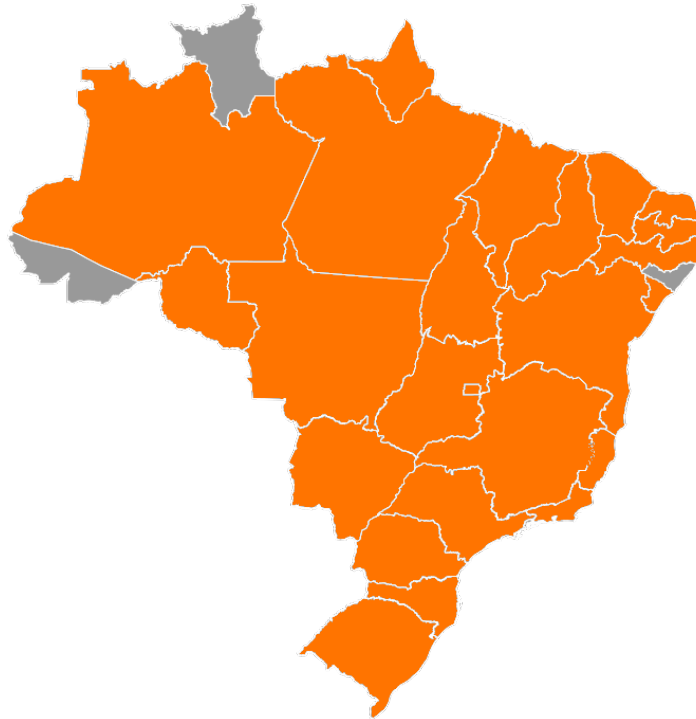
Gender: Women were majority of participants in the three courses. It is a direct consequence of female prevalence in newsrooms in Brazil.

Gender	%
Female	58%
Male	42%

Occupation: The occupation of the candidate was taken into account during selection of participants. Reporters were the main target group of the project, and both editors and professors were considered potential multipliers of the content and, therefore, prioritized.

Occupation	%
Reporter	52,4%
Editor	10,7%
Freelancer	9,3%
Professor	5,3%
Producer	4,0%
Intern	2,2%
PR	2,2%
Correspondent	1,8%
Senior reporters	1,8%
News chief	1,3%
Agenda setting	1,3%
Student	0,9%
Managing editor	0,9%
News anchor	0,9%
Editor in chief	0,9%
PhD student	0,4%
Executive Editor	0,4%
Checker	0,4%
Mastership student	0,4%
Communication diretor	0,4%
Assistant editor	0,4%
Subeditor	0,4%
Journalism coordinator	0,4%
Executive Producer	0,4%

Only 7 of the 225 participants declared not to be working to any company. The other 218 worked for 152 different media outlets, among press, magazines, radio, television and web. These are the 5 companies with more participants in all three editions:

Empresa	% Participantes
TV Record	4%
G1	3%
EBC	2%
UOL	2%
RBS TV	2%

Profile of participants who concluded the course

Out of the 150 participants who took part in the two of the three courses, 49 did all exercises, submitted their final paper in due time and had grades better than 5 out of 10 in all activities. These ones received the certificate.

If participants who did not submit the final papers are included, total "graduated" raises to 64. The third course is in its last week during the preparation of this report, and it is likely that approximately 30 people conclude it.

Students' production: In order to have the certificate, participants had to submit a detailed suggestion of a story to be written based on public information obtained through the FOIL. Overall, suggestions were good and some of participants intended to develop the story.

Examples of requests suggested by participants:

-   Number of requests for medical exams in public health system and exams in fact carried out.
-   Absence of teachers in public schools in Federal District.
-   Investigations of different contracts between federal government and an allegedly shell company hired to provide electrical wiring for the Brazilian satellite launcher.

To the present date, at least one of these suggestions was developed and published: it shows that only 39% of police investigations on robbery in the state of Rio Grande do Sul become a judicial process.

Polícia

Polícia precisa de investimento

■ A professora de sociologia da Ufrgs, Letícia Maria Schabbach, observa que a diferença entre ocorrências registradas e inquéritos instaurados se chama de "taxa de atrito". Ela reconhece que "nenhuma instituição policial consegue investigar 100% das ocorrências". Entretanto, ela considera que a solução para minimizar o problema é investir em inteligência e melhoria na investigação policial.

> Nenhuma in
> policial no
> investiga 10
> ocorrên
> **Letícia Maria S**
> Professora de S

ROUBOS

Só 39% dos casos viraram inquérito

Percentual leva em consideração este tipo de crime nos últimos oito anos

■ **HYGINO VASCONCELLOS**

E m oito anos, 39,80% das ocorrências por roubo no Rio Grande do Sul tiveram inquérito instaurado. O percentual é relacionado ao total de 565 mil registros por este tipo de crime – como assalto a pedestre, lotéricas entre outros –, entre 2006 e 2013. As informações foram obtidas pelo **Correio do Povo** através da Lei de Acesso à Informação. A análise dos dados mostra uma grande variação dos índices de um período para outro. Entre 2006 e 2007 o percentual oscilou entre 85% a 76%. No ano seguinte, caiu para 20%, índice que permaneceu até o ano passado.

Para o promotor de Justiça Marcos Reichelt Centeno, da Promotoria do Controle Externo da Atividade Policial, o cenário indica uma brecha na lei – por meio da portaria 164, do Governo – que permitia aos delegados não instaurarem inquérito em determinadas situações, entre elas quando não se tinha autoria conhecida. Antes de instaurar o procedimento, a ocorrência era encaminhada para o setor de investigação para "colher mais dados". O problema é que, de acordo com Centeno, muitas vezes o boletim de ocorrência acabava engavetado.

Entretanto, esse caminho al-

TARSILA PEREIRA

Para promotor de Justiça (E) é preciso estabelecer um critério para as investigações

ternativo não vale desde 25 de julho de 2011, quando a 4ª Vara da Fazenda Pública do RS anulou vários artigos da portaria, após o Ministério Público entrar com uma Ação Civil Pública declaratória de nulidade de ato normativo.

Cerca de dez meses depois da sentença, em 12 de abril de 2012, o governo publicou a decisão no Diário Oficial, na qual consta a anulação de cinco artigos da portaria. Apesar disso, o processo continua correndo, observa o promotor. "Agora, nós estamos aguardando que a Polícia nos diga se comunicou a todos os delegados do Interior, formalmente,

que estes dispositivos não estão mais em vigor." Centeno diz que o MP é "sensível" com a situação da Polícia Civil, com falta de efetivo, enquanto o número de ocorrências continua crescendo. Ele salienta que não "está se dizendo que a Polícia tem que pegar os seus recursos, que são poucos, e gastar em um fato que não tem a chance de ser apurado".

Ele considera ser preciso determinar critérios. Os promotores visitam as DPs e sabem que não se tem como exigir investigação de 100% dos fatos. "Nós entendemos que algum critério de prioridade precisa ser estabelecido", afirma Centeno.

In other case, also in the state of Rio Grande do Sul, the journalist submitted the requests to three municipalities covered by the radio she works for and evaluated the answers with the instructors help: http://pioneiro.clicrbs.com.br/rs/geral/cidades/noticia/2014/12/prefeituras-das-tres-maiores-cidades-da-serra-descumprem-lei-de-acesso-a-informacao-4656685.html

Evaluation: 23 participants have filled in an evaluation form made available after the end of the courses.

Question	Average (0-5)
Did you learn something new during the course?	4,7
Did the way the content was made available help you learn it?	4,5
Did the order of the content in the course help you learn it?	4,7
Did the exercises proposed helped you link the subject of the course to your journalistic activity?	4,8
How difficult do you consider the course was (0 = very easy, 5= very difficult)	3,2
Did the instructor play a satisfactory role during the course?	4,5
How do you evaluate the course overall?	4,6

The same form asked for suggestions to improve the training. Participants agreed in three points: wanted the course to last longer, to focus in local/municipal issues and to offer more interaction with the instructor. Other participants preferred to share their impressions by e-mail:

I think the course was cool and well organized. I took another on-line course offered by a different institution last year and could not keep up with it because of the amount of tasks. I thought Abraji course was realistic, with a reasonable amount of exercises for someone busy with a job. (Mariana Schreiber, BBC Brasil)

I think the course was excellent. Exercises have a good level. Classes are well explained and the interaction with the instructor is quick. I intend to use the mechanisms I've learnt in my daily routine.(Niomar Pereira, Jornal de Beltrão)

I think the dynamics was very fluent, interesting and didactic, ideal for on-line courses. I liked the accessible, despite technical, language used in the videos. The quick responses by the instructor was crucial to the optimization of on-line learning.(Aline Sant'Ana, Infoglobo)

I work in a newsroom and the lack of information about the FOIL contributes to good stories not being written. Now, editors are also starting to use better the law, and relevant information is being published.(Caio Colagrande, Diário de S.Paulo)

ANALYTICAL REFLECTION

The project has granted certificates to 49 participants, and around 30 more are likely to receive theirs until the end of 2014. But the reach is wider than the number of certificates.

Up to the third week of each of the three courses, 92 journalists and journalism students were participating in the forums, solving the exercises and accessing the content posted in the Moodle platform. It is important to remark that the most crucial parts of the content were concentrated in these three weeks – a presentation of the law, instructions on how to use it and some CAR tools to work with the data.

Another remarkable milestone of the project is the plurality: students from exactly 152 companies passed the selection to the course. It is an impressive number by itself, but even more representative of the reach of this training if we consider the geographical distribution of participants: from 24 out of 27 Brazilian states.

As far as our team knows, at least one proposal presented as an exercise at the course became a published story in a newspaper in Porto Alegre. During the course, students were encouraged to write requests and to adapt requests to their realities. The main idea was to make them produce an exercise that would also be useful in their daily work routine in a newsroom. In one case, the participant submitted requests to municipal authorities in Rio Grande do Sul and asked the instructor of the course to evaluate their quality – and this became the story.

These two factors combined – the penetration of the course in different companies and states plus the production of requests adapted to local scenarios – are an important tool to increase both the amount of journalists skilled to make requests and the number of local authorities who face a request and have to answer them. These are the long-term objectives of this project.

Finally, the preparation of the FOIL guide by the researcher in charge of the course is a permanent contribution of the project to Brazilian journalists and, in a broader aspect, to society and to the law itself.

CHALLENGES AND KEY LESSONS

One of the greatest challenges faced by the free on-line trainings held by Abraji is audience. Experience showed us that around 50% of students do not reach the end of the courses. For this reason, Abraji distributes the content in a way that the most relevant issues are concentrated in the first two weeks. The final weeks have a deeper approach of the subject, and attract those interested in going beyond the basic skills of the FOIL.

One relevant change made for these courses – in comparison with the previous IPDC supported training program – is the creation of screencast videos. This way, instead of presenting the content as a simple text, participants could watch the use of Excel and the navigation in the most important transparency websites

For the future, one strategy that could work to engage participants is offering a customized tutoring week in the end of the training. This way, the instructor(s) could help each participant develop their stories using requests, processing data and even reporting. This kind of demand was common in this edition of the program, according to the instructor.

SUPPORTING DOCUMENTATION

As this was a 100% on-line training, documentation is also available on-line.

FOIL guide: can be downloaded here: http://www.abraji.org.br/?id=90&id_noticia=2823.

Videos used in training:

https://www.youtube.com/watch?v=ECMKzMzCqsk
https://www.youtube.com/watch?v=2ejmsvfoNmI
https://www.youtube.com/watch?v=o2b6wgBS6Zc
https://www.youtube.com/watch?v=5MPJcccwgH8
https://www.youtube.com/watch?v=3xmKPBlscr0
https://www.youtube.com/watch?v=Rx0z-VaHYOM

https://www.youtube.com/watch?v=ezfsDaCMVTs
https://www.youtube.com/watch?v=wVAdlKQ3iX4
https://www.youtube.com/watch?v=akPEGZblHS0
https://www.youtube.com/watch?v=EyJHQVHDOXA
https://www.youtube.com/watch?v=JBQkhhGngmw
https://www.youtube.com/watch?v=8UABKajy4NM
https://www.youtube.com/watch?v=i82eiXqawrA
https://www.youtube.com/watch?v=AAhZz_fUyKY
https://www.youtube.com/watch?v=1NObMkzJ3Rc
https://www.youtube.com/watch?v=hf-MdF50fB4

Interim Report – Forum of Argentine Journalism
Country: Argentina
Project Title: Encouraging Ethical Discussion as Part of the Normal Editorial Process
Vendor number: 324254
Amount approved: US$ 15.000
Status: Ongoing

Introduction/Rationale

The project address the IPDC priority of self-regulation of the media. The project seeks to foster and facilitate the adoption of self-regulation which has been defined by the IPDC as the best guarantee for ensuring high ethical and professional standards in journalism. The objective would be achieved by involving at least 500 people from all sectors of the journalistic community in discussions relation to the formulation of a user guide on how to approach ethical issues and in the creation of an ethics advisory council, both aimed at facilitating the process of self-regulation. Special efforts will be made to achieve high-level representation of the different stake-holding groups in order to assure success.

Implementation

Due to a delay in the finalization of paperwork, the project started several months later than originally foreseen and as a result was implemented with a modification in the original design. Stage 5 – the invitation of an international expert to FOPEA`s annual congress, was fused with Stage 2 which called for review of similar experiences regionally and internationally, as well as consultation with international experts and significant local stakeholders. This modification was necessary as the date of the annual congress, the best opportunity during the year to assure a large and diverse audience for the international expert, could not be changed.

Otherwise, the project is on target.

The Board of Director selected a Senior Consultant, Tristan Rodríguez Loredo, to setup the framework for the discussions and to plan meetings. Rodríguez Loredo began involvement Oct. 1. He is a professor of ethics at the Austral University, a journalist who writes for Apertura Magazine, founder of the Center of Studies of News Media and executive director of the executive director of the Association of Christian Business Leaders. In the past, he served as consultant to the leading organization of publishers, ADEPA, and was executive editor of the leading general news magazine of Argentina, Noticias.

As a central focus point to Stage 2/5, Dr. Hugo Aznar, professor of Ethics of Communication of the University Cardenal Herrera of CEU Valencia who has focused recent works on auto-regulation of communication and the functioning of institutions of professional ethics, came to Buenos Aires. During his visit, he:

- Gave a keynote address on the question of auto-regulation to the Annual Congress of FOPEA, which was attended by some 300 journalists, journalisms professors, journalism students and other industry stake-holders. After the address, Aznar responded to questions from members of the public.
- With the presence of FOPEA`s representative, had extensive discussions with Daniel Dessein, 1ˢᵗ Vice President and President of International Relations of the Association of Argentine Journalistic Entities (ADEPA) (www.adepa.org.ar), the largest organization of news publishers in Argentina. Dessein is also a member of the board of directors of the Gaceta de Tucuman newspapers, of San Miguel de Tucuman.
- Held similar discussions with Jorge Fontevecchia, president of Editorial Perfil, one of Argentina's largest news publishing houses, and also Director of Perfil newspaper, a weekend newspapers accompanied by a web site that is 24/7.
- Always with the participation of FOPEA, held a meeting with Professors Mariano Ure of the Catholic University, Paola Delbosco of the Austral University and Guillermo J. Naveira of the Universidad

del Salvador, on the characteristics of the consultations to be carried out with journalists and other stake-holders, as well as the best way to advance toward the formulation of concrete proposals.

Different members of the FOPEA team investigated a variety of international models of media self-regulation in preparation for consultations. Among those viewed were Ethics Consultancy of the New Journalism Foundation, de Javier Restrepo, and in particular the Independent Press Standards Organization (IPSO) of the United Kingdom, which following the Leveson report recently replaced the now defunct Press Complaints Commission (PCC), which was accused of being ineffective.

Talks were held with investigator Cecilia Mosto, managing partner of CIO Creative Investigation (www.cio.com.ar) to develop a questionnaire that will be distributed to the more than 400 members of FOPEA regarding their views on the best way to achieve effective self-regulation of the media, as well as analyzing the problems they face in living up to FOPEA's code of ethics. All members of FOPEA have pledged to uphold the group's code of ethics.

Analytical Reflection

The presence of Professor Hugo Aznar was significant. First, Aznar was clear in stating that to be successful in the long run any code of conduct, or ethics, must entail consequences for non-compliance, although these must fall within the realm of voluntary self-regulation. This position alone provides impetus for the need for on-going discussion of the issue.

Aznar's presence also served as an opportunity to introduce the overall effort to leading stake-holders, particularly in the all-critical area of newspapers and magazine publishers.

Challenges and Key Lessons

Preliminary presumptions that stake-holders might be reluctant to readily submit to a shared effort of self-regulation were confirmed in initial meetings, particularly with publishers. But these stake-holders at the very least displayed willingness to sit down and discuss the issue with FOPEA, an organization that represents a different stake-holding group, the journalists. The grounds on which the membership of this second stake-holding group might be willing to enter into agreement with other stake-holders, or accept effective self-regulation, will be tested in the upcoming survey. One of the key lessons was that the presence of a well-regarded impartial party, such as Professor Aznar, was very useful in helping to confirm meetings and in helping to focus discussions.

INTERIM REPORT FOR NATIONAL PROJECT CONDUCTED BY THE OFFICE OF THE APIA GROUP

IPDC Paraguay: Promotion of gender equality through the use of the UNESCO Gender Sensitive Indicators for Media: Policies and Content in related organizations.
Total cost of Project: US$ 25.000.-
Amount requested from IPDC: US$ 15.000.-
Status: ongoing

INTRODUCTION / JUSTIFICATION

The project *Promoting gender equality*, based on indicators developed by UNESCO in *Gender - Sensitive Indicators for Media*, seeks to sensitize the media and organizations linked to the media about the importance of promoting gender equality in a clear and understandable manner to their audience, through an analysis of their internal policies, practices and products.

These tools will allow visualize the strengths as well as the aspects which should be adequate and improved, while focusing on actions of awareness, mobilization and training of journalists and media executives in an appropriate manner.

The initiative is part of a larger project that has two main objectives. One result seeks to develop a baseline of gender equality in two print media and two digital media, two schools of journalism and two associations of journalists, which will be carried out with technical and financial support of UNESCO. The second output projected in this proposal involves the qualitative description of gender equality in journalistic contents generated by print and digital media. To this end, the work involves the analysis of news of two print media and two digital media as well as of the advertising of two TV channels on primetime central and of two print media.

APPLICATION

• Description of implemented activities / outputs:

The implementation of the project started in June with the initial process of conformation of the technical team and distribution of roles and responsibilities in relation to the goals. Next, work was done with UNESCO´s proposed indicators for media monitoring, inserting them into two matrices for analysis (one for news and one for advertisement) adapting and integrating them to Red Andi´s methodological strategies and classification software. These matrices were shared and discussed with experts from the office of UN Women in Paraguay for adjustments and conceptual clarifications from gender´s and rights´ perspectives.

The next step was the consented media monitoring for the period from 21 to 25 July of this year; TV spots were recorded; newspaper clipping was performed and the news of digital media were captured. From the beginning it was clear that the flow of pieces of news and advertising to be monitored and analyzed exceeded initial expectations.

In the first half of November the sorting and analysis of news and advertisements was completed, with the support of the software used by Red Andi. Although the final report is pending, the first observations reveal that there is no gender approach in publications. However, neither flashy stereotypes stand out in the pieces analyzed.

The monitoring of advertising encompassed the two most watched novels and the two most watched news in Channel 8 and Telefuturo as well as in ABC Color and Ultima Hora newspapers. The study highlights that 41% of the pieces showed no people but only products; 27.60% showed up men and 23.50% women.

8.4% of analyzed pieces presented female stereotypes and only 2.40% used the image of woman in an erotic sense. 2% of the ads show women in a multidimensional aspect, compared with 96% that show people in a neutral context (landscapes, empty stages, etc.).

As for the occupations of the stars in the advertising, 11.40% present as ordinary women, compared to 4.10% of celebrities, journalists and artists and 1.40% of models. 2.50% of the principal roles are for housewives, compared with no home care by men. Mothers star in 3.40% of the pieces, compared to 2.80% of parents.

In the monitoring of news in two newspapers (ABC Color and Ultima Hora) and two digital newspapers (paraguay.com and hoy.com) it is noticeable the low female presence as protagonist, source and subject of the information.

As in all previous monitoring of the Global News Agency, the lacking or weakness in consulting various sources of information is maintained. A striking fact is that only 16.7% of people consulted were women, compared to 63% who were men.

Among the topics that stand out are Politics and government in 41.60% of the news; Violence in 14% and Another in 12.50% (Church, Poverty). Only 28 of the 257 monitored news refer to woman (or girl) as a central theme. In 44.67% of these 28 pieces woman appears as victim; in 30% as protagonist; in 13.33% as agent; in 6.67% as beneficiary and in 3.33% as leader.

Among the news of Violence none was recorded that speaks directly or indirectly about femicide nor homophobic attacks or due to gender issues.

In terms of quality in information processing, the study shows that 91% of the news were limited to telling facts, versus 9% that presented and proposed solutions; solving approach or complaints. The explicit mention of human rights reached only 3% of the notes and not a single newspaper clipping referred specifically and clearly to gender approach. The 72.40% of the news did not present any type of contextualization: legislation, cause and context, statistics or public policies.

As a striking element it may be mentioned that while in the period of analysis the Expo Fair Mariano Roque Alonso took place, an event that is usually strongly associated to an eroticized and sexualized image of women. However, first impressions of this media contact realize a low rate of this type of exposure. Another interesting informative fact was the visit of a Brazilian parliamentary to the country, which opens the possibility of an interesting comparative analysis of discourse and of the political presence in relation to the Paraguayan pairs.

As for the second part of the project that will assess the *Actions that promote gender equality within organizations linked to the media*, the team from Global News Agency moved in two directions. On one hand, the indicators were discussed and questionnaires for interviews were built with key stakeholders. On the other hand, contacts with executives of the daily ABC Color and Ultima Hora, the Union of Journalists of Paraguay and the Forum of Journalists of Paraguay were established to expose the aims and objectives of the research.

• **Analytical Reflection: Analyze how the activities and specified products have contributed/are contributing to the achievement of immediate objectives and of development as planned. (Including the expected impact of these changes).**

While the final report is not yet complete, all monitoring activities developed so far are aiming to achieve a relevant diagnosis of the journalistic content produced by two written papers and two online newspapers. The development of the research matrix, the gathering and analysis of data will lead to findings that will results useful for subsequent work of raising awareness with journalists and media executives.

Moreover, tasks began to achieve the objective of having the baseline on gender equality in the media, universities of journalism, journalistic associations. Technicians at Global News Agency developed the questionnaires for the interviews and contacted the leaders of organisms to be researched.

MEDIA DEVELOPMENT STUDY IN URUGUAY
Co- financed by UNESCO, ANII, AECID, Universities (U$S 144.500)
Second report advance– December 2014 (in process).

INTRODUCTION
The project "Media Development in Uruguay" framed within a research process led by all the Communication Faculties of Uruguay working together and UNESCO Regional Bureau for Science for Latin America and the Caribbean.
Central objectives are: a) to describe and analyze the state of the development of media social communication – public, private and community actors – in Uruguay; b) to socialize generated knowledge throughout research, as a mean of enhancing compromise of different actors on democratic and human development construction.
Complete research covers the actual state of media development in Uruguay based on five analytic dimensions suggested on Media Development Indicators document, formally endorsed by the Intergovernmental Council of UNESCO's International Programme for the Development of Communication (IPDC) at its 26th session.
In a most recent phase, UNESCO has proposed to include Gender Indicators to improve the work with that perspective.

II IMPLEMENTATION
The Project has developed as it was expected but with schedule delay due to three factors. On one hand, the electoral process Uruguay is carrying out that substantially modifies media agenda, forced to look for a specific period window for Content Analysis. On the other hand, gender Indicators provoked many changes in research protocols. At last, parliamentary discussion, unfinished yet, Law on Audiovisual Communication Services, that required a double sight about some of the key study dimensions in attention of different possible scenes.

II.1. Coordination Team
Representatives of all the participant academic units form the Coordination Team.1 That team that joins fortnightly has discussed and taken decisions about:
Verification and endorsement of data collection.
Review, adjustment of advance reports.
Formation and call of the Consultative Group. (see later)

1 Mónica Arzuaga (UCU), Virginia Silva y María Forni (ORT), Victoria Gómez y Patricia Schroeder (UM), Gabriel Kaplún (FIC-UDELAR), Ana Laura Rivoir y Ma. Julia Morales (ObservaTIC-UDELAR), Amalia López y Julio César Boffano (UTU), Guilherme Canela (UNESCO).
Budget and management of the project.
Strategies and actions for internal and external communication of the project.

II.2. Research Team
The Research team formed by researchers2 of all the academic involved units did the following tasks:
Research tools design to collect data. (in depth and semi structured interviews, public opinion survey, digital survey to communicators, content analysis guidelines, etc.)
Interviews to qualified informants.
A consultant agency is in charge of the public opinion survey and are processing data analysis.
Content analysis is in process.
Secondary documents analysis in dimensions 1,2,3,4 and 5 of MDI and Gender Indicators.
Shown and put into consideration of the Consultative Group were the first draft and findings of dimensions 1 and 2.

As a result, the team gathered for more than 10 meetings within this period and the same for all the researcher teams according to the techniques and/or categories.

II.3. Consultant Group
The rapport with the Consultant Group had two different ways. On one hand, news about the project process and particularly a bulletin with information about actions made up to the moment adding documents that could be useful and interesting as lists of qualified informants and guidelines for interviews concerning 1 and 2 dimensions to foster the receptions of suggestions and comments.
Furthermore, for the request discussion of the report about dimensions 1 and 2 of the IDM, the material sent in advance collaborated. The group shared a work breakfast at UNESCO´s office of Montevideo the past 24th. November 2014 where representatives of business and governmental organizations that participate at the Consultant Group making valuable contributions that for sure will enrich the final version of the report.

III. ANALYTIC REFLECTION
The work developed up to now is contributing to establish a basis line about the state of the media development in Uruguay enabling social, business and governmental actors involved in the thematic taking decisions.
2 Giorgina Santángelo, Matías Ponce y Rosario Queirolo (UCU), María Forni (ORT), Victoria Gómez y Álvaro Pérez (UM), Rosario Radakovich y Gerardo Albistur (FIC-UDELAR), María Julia Morales y Gonzalo Vázquez (ObservaTIC-UDELAR), Alejandra Arena, Ma. José Fernández, Loreley Nicrosi y Fernando Rodríguez (UTU). Se ha sumado el trabajo de pasantes y estudiantes de las universidades que colaborarán en algunas tareas del proyecto, así como la contratación de una consultora externa para una encuesta de opinión pública y otra para la compra del clipping de medios a ser utilizado en el análisis de contenidos.
This is especially important at this moment where Uruguay is undertaking a relevant change within the regulatory framework of communications, because it will allow the contrast of the past situation to next impact of the change.
The project set basis for any other future researches and has grant a joint unprecedented work among universities with the possibility of a future projection.

IV. KEY LESSONS AND CHALLENGES

One of the main challenges is the implementation of a project that seeks to bring together many internal actors (researchers and Academic Directors) and external (business organizations, social and governmental actors, present at the Consultant Group). Besides, the project had to face two relevant issues that made complex and delayed its execution: national elections plus the discussion of a key law for the media system.
For the first challenge, the principal learnt lesson is the required special attention to the fusing among the different stakeholders (Coordination Team, Research Team, Consultant Group), which is something we are improving with time. For the second challenge, the main learning is the work on diverse fields to design the schedule and the research protocols.

SUPPORT DOCUMENTS
Photo attachments of the last call to the Consultant Group and the advance draft report of dimensions 1 and 2. (We lack many considerations that emerged from the meeting).

FINAL REPORT FOR NATIONAL PROJECT IMPLEMENTED BY UNESCO OFFICE IN MEXICO

Country - Mexico **Project title** **Massive Open Online Courses (MOOC) dedicated to training judicial powers on issues related to Freedom of Expression (particularly the Safety of Journalists and the Issue of Impunity) - Pilot Project Mexico. <u>MOOC "International Legal Framework of Freedom of Expression and Protection of Journalists"</u>** **Budget code - 354 GLO 5002 68** **Amount approved- US$ 20,000** **Status Completed**

INTRODUCTION / RATIONALE

The IPDC priority of this project was the promotion of Freedom of Expression and media pluralism. The Massive Open Online Course (MOOC) "International Legal Framework of Freedom of Expression and Protection of Journalists" was taught by Former Special Rapporteur for Freedom of Expression for IACHR, Ms Catalina Botero, Former United Nations Special Rapporteur on the Promotion and Protection of the Right to Freedom of Opinion and Expression, Mr Frank La Rue, and Law Professor at Ibero-American University in Mexico, Dr Miguel Rabago Dorbecker. This MOOC was designed as a five week course focused only on judges and other actors from the Mexican Judiciary. The main objective was to improve their knowledge on issues related to Freedom of Expression to increase the safety of journalists and media workers in the country, one of the most dangerous places in the world for the practice of journalism. The Mexican Judges and other actors from the Mexican Judiciary that took this course gained a better understand of UN and Inter-American System's standards on the right to freedom of expression particularly issues related to the safety of journalists and the issue of impunity. This creates a precedent for the massive training of judges and others from the judiciary of all countries in Latin America and the Caribbean.

Implementation

- **Description of activities implemented / outputs**

The Massive Open Online Course (MOOC) "International Legal Framework of Freedom of Expression and Protection of Journalists" was taught during five weeks, from November 3 to December 7, 2014, although it was given an extension of two extra weeks to encourage more people to finish the program. The final deadline was established as 19 December 2014. The response to the MOOC was overwhelming and the goal of 100 Mexican judges participating in this course was surpassed, as it were 1,200 participants registered in the digital platform, 900 logged in and were real participants, and 600 of them participated actively. The final expectation (considering the two extra weeks to conclude all the five modules of the course) was that **200 to 300 will complete all the tasks and be certificated.** Throughout the five weeks of the MOOC "International Legal Framework of Freedom of Expression and Protection of Journalists", the course's platform had more than 80,000 page views. Over the five weeks of the course there were registered 5,038 posts on the forums and the video-lectures were watched hundreds of times each week

- **Analytical reflection**

The MOOC "International Legal Framework of Freedom of Expression and Protection of Journalists" fulfill the objective of raise awareness about the serious situation of violence against journalists in Mexico and implementing the UN Plan of Action on Safety of Journalists and the Issue of Impunity by giving the participants access to particular knowledge focused on the right to freedom of expression issues, particularly related to the safety of journalists and impunity. This MOOC is a model that contributes to promotes awareness about the serious situation of violence against journalists and the safety of journalists; highlights media independence and pluralism as fundamental to the process of democracy by providing advisory services on media legislation and by making governments, parliamentarians and other

decision-makers aware of the need to guarantee free expression; also it contributes as a key element to facilitate reducing the number of journalists being penalized for carrying out their work in Mexico. Also the MOOC contributes to support IPDC and strengthening knowledge driven media development because it is a pioneering training program in Latin America that could be offered subsequently in other countries in the region.

CHALLENGES AND KEY LESSONS

The Key Lesson is that the MOOC "International Legal Framework of Freedom of Expression and Protection of Journalists" is a cost-effective and sustainable program to use digital technology to train judges and other actors from the judiciary branch in many countries on international legal framework for freedom of expression issues, especially on efforts to end impunity in cases of violence against journalists. The curriculum and the multimedia materials created for this course are available for use in other programs. This model can also help in other media development programs, as it uses widely available digital technologies in innovative ways. During the implementation of the MOOC one challenge identified relates to the characteristics of this type of course, which is that the majority of the participants don't complete it, but most at least have some gain (watch some videos, download reading materials, etcetera). Other challenges are the technical problems on the side of the participants; some of them were not able to access the course from their offices, due to system restrictions imposed by the IT administrators of Mexican judiciary. The recommendation to improve effectiveness and efficiency in the future is to give more time to the participants to finish all the activities of the course, such as watching the video classes, reading the texts and interacting in the discussion forums.

Rapport final de l'atelier de Formation en genre articulé aux Changements Climatiques et à la sécurité alimentaire
Source de Financement : UNESCO Dakar
Pays: Sénégal
Titre du projet: formation en genre articulé aux Changements climatiques du Réseau International des Femmes des radios communautaires RIF section Sénégal
29 et 30 Octobre 2014 au Centre Régional de Formation en Santé de Kaolack
Numéro du projet: 4500253659
Numéro du fournisseur 321030

INTRODUCTION
Le concept de genre est complexe et souvent mal compris. Il est porteur de nombreux stéréotypes et suscite de multiples questions. Malgré la quantité d'informations disponibles sur le sujet, peu d'acteurs sociaux maîtrisent les questions liées à l'égalité hommes-femmes. Bien que les médias aient une responsabilité importante en matière d'information, de sensibilisation et d'animation sociale, au niveau local notamment, ils sont peu engagés sur les questions de genre. Cependant, le monde a progressivement découvert que les femmes et les hommes font l'expérience du changement climatique de manière différente, et que les inégalités entre les sexes ont limité la capacité des femmes à s'en sortir. Il a aussi été reconnu que les femmes sont des actrices importantes du changement et détiennent des connaissances et des compétences significatives en ce qui concerne l'atténuation, l'adaptation et la réduction des risques face au changement climatique, ce qui fait d'elles des agents décisifs dans ce domaine.

Elle dira que cette rencontre entre dans le cadre de la mise en œuvre du plan d'action du RIF/AMARC validé en Aout 2013 avec l'appui de l'UNESCO, ce qui nécessite d'organiser trois sessions de formation à Kaolack, Kolda et Louga en genre et droits humains avec le soutien de la Direction de l'Equité et de l'Egalité de Genre du Ministère de la Femme, de la Famille et de l'Enfance. Pour ces sessions, nous aurons comme cibles des animateurs et animatrices des radios communautaires.

Objectif de la formation en genre et Changements Climatiques est de faire comprendre aux participantes, les définitions clés, les causes, les impacts et les mesures d'adaptation

Mise en œuvre : A travers l'objectif de l'atelier qui les journalistes essaie de faire des pratique à travers des interview en wolof avec les autorités et les organisatrices pour permettre aux participantes de mieux comprendre, ce qui facilitera de connaitre les attentes et les craintes.
La 2eme journée a démarré à 9h avec la restitution du rapport des travaux de qualité de la 1ère journée.
Des exemples de mesures d'adaptation ont été donnés dans l'agriculture avec l'utilisation de variétés adaptés à la courte saison des pluies, la diversification des cultures et des activités génératrices de revenus. Le reboisement et la transformation des produits halieutiques en période de surpêche ont été retenus comme solutions pour assurer la sécurité alimentaire des populations. La création de magasins de stockage, d'unité de transformation des céréales et de chambre froide peuvent contribuer à la sécurité alimentaire.

Analyse
Nous avons constaté que les radios communautaires peuvent jouer un rôle crucial dans la baisse des émissions de gaz à effet de serre et la vulgarisation des mesures d'adaptation grâce aux appuis des partenaires comme l'UNESCO pour ses réalisations au Sénégal et son appui contant aux femmes et à l'éducation.
Par la suite le Formateur Mr Boubacar Fall de l'Université Cheikh Anta Diop de Dakar a recueilli les connaissances des participants avant la formation sur le changement climatique, et comme réponse seules 3 personnes ont bénéficié de la formation sur le changement climatique.
A travers les définitions données par les participants sur le changement climatique nous avons constaté que la majorité des réponses étaient plus accès sur les conséquences, les impacts (des inondations, sécheresse, faible pluviométrie comme c'est le cas cet année, rareté de la ressource, déforestation etc.).

Défis et leçons clés : Le résultat obtenu grâce aux 73 radios dans les 14 régions du Sénégal, l'information locale adaptée aux réalités culturelles et sociales est servie aux communautés. En effet il est demandé aux

participantes d'être attentives aux explications du formateur pour avoir des outils suffisants pour animer des émissions de qualité au profit de leurs communautés pour un changement positif des comportements grâce au rôle important qu'elles jouent dans le développement de leur communauté.

Des groupes de travail et des enregistrements d'émission de 15mn, ont été fait pour avoir un feed back de la formation en choisissant un sujet simple et claire sur le genre et changement climatique, recueillir leurs critiques sur la pertinence des interventions ce qui permettra au formateur de revenir après écoute sur certains aspects qui seraient incompris. Les différents thèmes choisis par les participants sont : la féminisation de la pauvreté liée à la baisse des rendements avec les Changement Climatique, la salinisation des sols et baisse des rendements. D'où la pertinence de cette formation défini le. « Le réchauffement planétaire introduit un facteur supplémentaire d'inégalité et de disparité entre les différentes zones géographiques du globe. Les populations des pays les plus pauvres du monde sont les plus vulnérables face aux effets du changement climatique, alors qu'ils sont les moins responsables. Les pays en développement ne sont en effet pas en mesure de se prémunir contre les impacts du phénomène et de s'y adapter.

Le changement climatique accentue les situations précaires des populations les plus démunies renforçant encore un peu plus la fracture sociale et économique entre les hommes et les femmes.»

Le temps c'est l'état de l'atmosphère en un moment et en un lieu précis Le climat correspond aux conditions météorologiques moyennes (températures, précipitations, ensoleillement, humidité de l'air, vitesse des vents, etc.) qui règnent sur une région donnée durant une longue période pendant au minimum 30 ans. Un changement climatique, ou dérèglement climatique, correspond à une modification durable des paramètres statistiques du climat global de la Terre ou de ses divers climats régionaux sur une longue période (au moins une décennie). La responsabilité des hommes et des femmes sur la production de gaz à effet de serre dans les pays comme le Sénégal est très faible par rapport à celle des pays industrialisés. Néanmoins les populations des pays en voie de développement sont les plus vulnérables particulièrement les femmes. Par rapport à cela il fallait réfléchir sur des mesures d'adaptation.

Support de documentation : Avant le début des travaux, l'Agenda de la rencontre, les termes de référence ont été distribués aux participantes. Un cahier de notes et un stylo et á la fin les présentations sous forme de Power Point ou de discours suivis de questions réponses et de contributions. A la fin une remise des certificats de formation sera faite.

RAPPORT FINAL DE LA CONFERENCE DE YAOUNDE

Pays : Cameroun
Titre du Projet : Réforme des lois sur la presse en Afrique Centrale.
Budget code :
Montant approuvé (en US$) : 25.000$
Statut: Terminé

INTRODUCTION / JUSTIFICATION

Face aux contextes et environnements hostiles de travail dans lesquels évoluent les journalistes et qui sont souvent en proie à des attaques, arrestations, tortures et cela en toute impunité, ce projet a eu pour but l'organisation d'une conférence sous régionale sur **la dépénalisation et la réforme des lois sur la presse en Afrique Centrale**. Le défi à relever de ces réformes est d'avoir des législations capables de protéger les acteurs des médias, de favoriser la participation citoyenne à la construction de la démocratie et de l'Etat de droit. L'objectif à atteindre a donc été de développer une stratégie commune pour aborder la question du cadre juridique des médias en Afrique Centrale pour au finale proposer un schéma de réforme car faut-il le noter, dans la plupart de ces pays, il n'existe aucune loi sur l'accès à l'information.

Le présent rapport est la version finale de la Conférence de Yaoundé qui s'est tenue du 29 au 30 octobre 2014 à l'initiative de l'Union des Syndicats des Professionnels de la Presse et Communication d'Afrique Centrale (USYPAC).

Le projet, objet de cette conférence, est un projet régional qui a regroupé les huit Pays de la sous-région que sont : Cameroun, République centrafricaine, Tchad, Congo, République démocratique du Congo, Guinée équatoriale, Gabon, Sao Tomé. Le Bureau Régional de l'UNESCO à Dakar est le responsable de sa mise en œuvre.

MISE EN ŒUVRE

- **DESCIRPTION D'ACTIVITES MIS EN ŒUVRE / SORTIES**

Le projet a été réalisé comme prévu initialement. Comme envisagé dans la note conceptuelle, la conférence a visé les points suivants :

- La réglementation de la liberté de la presse en Afrique Centrale ;
- L'identification des pays où il y a eu quelques avancées sur les réformes des lois sur la presse ;
- La comparaison des différents textes et les différentes expériences de l'application des lois sur la presse et les autres lois de portée générale en Afrique Centrale ;
- L'adoption des recommandations et/ou résolutions applicables par toutes les parties prenantes sur le développement des médias en Afrique Centrale avec une approche de loi harmonisée pouvant être validée au niveau des Pays membres de l'USYPAC.

Cette conférence a permis aux responsables des syndicats membres de l'USYPAC de :

- Faire l'état des lieux des progrès réalisés sur le dossier de la dépénalisation des délits de presse au niveau des pays membres de l'USYPAC ;
- Proposer des solutions en adéquation avec les préoccupations des journalistes dans le respect des principes généraux du droit ;
- Faire des recommandations sur les réformes du code pénal et du code de procédure pénale, aux fins de les rendre en harmonie avec les lois sur la presse et sur le respect par les journalistes des mécanismes de régulation des médias.

- **LA REFLEXION ANALYTIQUE**

    Les participants ont suivi des exposés autour des thématiques suivantes :

- L'état des lieux des lois sur la Presse en Afrique Centrale,
- La liberté de la presse en Afrique Centrale à travers la synthèse des lois sur la presse : Cartographie des Lois sur la presse en Afrique centrale.
- Quel rôle pour la Société Civile dans le processus de réforme des lois sur la presse en Afrique Centrale ?
- Les efforts de la FIJ et de l'APAI pour l'accès à l'information et à la dépénalisation des délits de presse
- Comment comprendre l'omniprésence des lois liberticides en Afrique Centrale, 23 ans après la déclaration de Windhoek en Namibie ?
- les instruments et mécanismes juridiques régionaux en faveur de la dépénalisation des délits de presse

DEFIS ET LES LEÇONS CLES

Il a été recommandé aux participants des actions concertées et communes avec la société civile, à savoir :

- Mener des campagnes de plaidoyer sur la situation juridique du secteur des médias dans nos pays respectifs ;
- Construire des plateformes sur les réformes des lois dans le secteur des médias ;
- Consolider la solidarité entre les membres de l'USYPAC
- Développer l'esprit de corps entre les journalistes qui doivent s'approprier les reformes des lois.

    La Conférence a donné lieu à une déclaration intitulée : « **Appel de Yaoundé 2014** » et l'adoption d'une « **Résolution** ».

DOCUMENTATION D'APPUI

Voir documents annexés sur :

- ❖ Déclaration intitulée : « **Appel de Yaoundé 2014** »
- ❖ Résolution adoptée par les participants.

Le Rapport sur l'économie créative 2013

Points de discussion avec Jeune Afrique

Aujourd'hui, j'aimerais partager avec vous les conclusions du Rapport sur l'économie créative que nous avons produit en 2013 avec le PNUD et puis autres agences des NU, et qui nous aident à voir plus clair dans la problématique de l'économie créative.

D'une, c'est la premier fois que ce rapport sur l'économie créative est publié en français. Nous à l'UNESCO on y croit et ont pratiqué la diversité

Mais ce qui le rend «spécial» ce rapport de 2013 en comparaison avec les anciens rapports?

Les rapports sur l'économie créative 2008 et 2010 ont été préparés par la Conférence des Nations Unies sur le commerce et le développement (CNUCED) et le Programme de développement des Nations Unies (PNUD). Ils ont établi le cadre de référence pour identifier et comprendre le fonctionnement de l'économie créative comme un secteur économique transversal, en particulier à l'égard de son importance croissante dans le commerce international.

Ces deux rapports ont présenté des arguments importants qu'il existe un secteur de l'économie créative importante, forte et productive. Ils ont fourni une base d'éléments de preuve démontrant que l'économie créative ne est pas seulement l'un des secteurs les plus dynamiques de l'économie mondiale, mais aussi une très transformatrice en termes de génération de revenus, la création d'emplois et de recettes d'exportation.

Ils ont également montré que l'investissement dans les secteurs culturels et créatifs peut être une option de développement puissant en fournissant des preuves que, malgré la grave récession dans le monde développé, l'économie créative a continué de croître partout, notamment dans les pays du Sud.

L'objectif du rapport de 2013 était de démontrer la façon dont les secteurs de la culture et de la création - qui constituent le noyau de l'économie créative - ont fourni de nouvelles voies de développement au niveau local, notamment dans les villes et régions dans le Sud.

C'est-à-dire montrer que la culture travaille pour le développement

Le principal défi était de capturer le dynamisme et l'ampleur des économies créatives en l'absence de preuves recueillies systématiquement au niveau local dans le Sud.

Cela s'applique particulièrement à l'Afrique

Donc nous nous sommes appuyés sur les contributions de chercheurs, les intervenants au niveau local, les artistes et les acteurs culturels, en fait, beaucoup d'entre vous ont contribué en fournissant des preuves et Etudes de cas – en rapportant la voix du terrain que ce soit

Le jardin de la Musique ; Reemdoogo dans Ougadogou, le Centre Bas Arts Go à Nairobi, le Book Cafe à Harare ou le BEMA, Bureau Afrique de l'Ouest Export de la Musique, base ici a Dakar

Nous avons mis l'accent sur le qualitative et pas tellement sur l'analyse des indicateurs économiques et un approche axée sur le marché.

Tout en étant très important, n'offre qu'une vue partielle et n'aborde pas les nombreuses questions éthiques et politiques qui vont au-delà analyse économique qui sont une préoccupation majeure pour les agences des Nations Unies.

Economie + Créativité

Nous mettons l'accent sur le fait que les investissements dans l'économie créative non seulement à la croissance économique et la création de l'emploie mais également au développement social et inclusif résultant dans le bien-être des communautés, l'estime de soi globale et la qualité de vie améliorée. Ces résultats peuvent être plus difficiles à quantifier, mais ils ne sont pas moins importants.

Cette double nature de l'économie créative - comme un contributeur à la fois le développement économique et social inclusif - était notre point de départ

Le rapport identifie trois domaines de la culture qui transcendent les dimensions purement économiques du développement.

☐ La première est de savoir comment les expressions culturelles ou pratiques artistiques permettent aux gens et de leur fournir une plate-forme pour l'action sociale et politique, enrichit l'engagement avec la gouvernance démocratique et les droits fondamentaux.

☐ La seconde est de savoir comment le patrimoine culturel, matériel et immatériel, sont des sources de connaissances et de nouvelles compétences pour forger des relations durables avec les écosystèmes;

☐ La troisième est de savoir comment la planification urbaine et l'architecture peuvent créer bien des environnements qui peuvent contribuer à l'individu et bien-être social favorable et nourrir la créativité intégré

Le rapport fait valoir que la possibilité de générer ou d'accès soit tous les trois - en plus des possibilités que les gens sont donnés à produire, distribuer et consommer des biens et services culturels - doit être compté parmi les libertés instrumentales qui font partie intégrante du développement humain.

Dans cette perspective, le rapport préconise fortement la visualisation de l'économie créative en termes humanistes;

L'UNESCO considère cette double approche à l'économie créative comme la clé pour élargir les voies de développement et de construire de nouveaux modèles de développement et des stratégies

La publication de ce doit être comprise dans ce contexte plus large.

Le rapport fournit des preuves pour montrer que ces défis peuvent être et sont surmonter en Afrique grâce à l'ingéniosité et la créativité humaines qui sont les ressources primaires renouvelables et de conduite de l'économie créative et les processus conduisant à un changement transformateur.

Il fait valoir que les activités créatives informelles exigent un autre type de pensée politique et l'approche de développement, mais que plus de preuves sont nécessaires pour mieux comprendre et d'identifier la façon dont les secteurs informels forme et nourrir dans l'économie créative formelle.

Enfin, il énonce des recommandations pour les autorités locales pour les aider à forger de nouvelles voies de développement, mais aussi prévient que l'économie créative n'offre aucune solution rapide pour la réalisation du développement durable global.

Quelques conclusions clés pour l'Afrique sont les suivantes

1. L'économie créative n'est pas une seule autoroute, mais une multitude de différentes trajectoires locales au niveau sous-national - dans les villes et régions à travers l'Afrique. Par conséquent, nous ne pouvons plus parler d'une économie créative, mais à propos de l'économie créative

2. Les économies créatives locales sont très diverses. Ils apparaissent à travers l'Afrique de nombreux contextes chemin-dépendantes et situé distinctes, où les différentes institutions, acteurs et des flux de personnes et de ressources façonnent une gamme de différentes possibilités. Il n'y a pas "one size fits all» solution aux défis rencontrés.

3. Les industries culturelles et créatives qui réussissent ne sont pas nécessairement celles qui maximisent les exportations, ou de générer des redevances ou des salaires importants. Ils peuvent et doivent faire les deux, mais aucun de ces résultats est soit un nécessaire ou une condition suffisante pour le bien-être humain, pour atteindre centré sur les personnes, le développement durable.

4. Le recherche est central pour informer les stratégies les plus appropriées pour développer les industries culturelles et créatives à travers toute la chaîne de valeur de la production culturelle, qui traitent de certains des plus grands défis auxquels font face ces industries en Afrique, tels que le manque de formation et installations techniques, des ressources limitées, l'absence de réseaux et de défis pour le développement de l'infrastructure de distribution, les niveaux croissants de la piraterie et la taille limitée des marchés locaux

5. Il y a une explosion des jeunes sur le marché du travail à travers le continent et l'économie créative peut fournir une gamme de possibilités de travailler, de créer des start-ups et de développer des compétences. Mais, comme nous le rappelle une récente conférence sur les jeunes et les industries créatives en Afrique, les jeunes doivent d'abord être formées et capacités.

7. Les priorités politiques à travers le continent sont souvent données plus à la promotion du tourisme qui est construits sur le patrimoine et l'artisanat que de favoriser les secteurs des industries créatives comme la musique et le cinéma

Cette conférence et vos débats viennent à un moment opportun. Comme nous nous préparons à célébrer le 10e anniversaire de la Convention de 2005 l'année prochaine, nous voulons continuer à travailler avec

vous pour recueillir plus de preuves qui peuvent alimenter notre travail de plaidoyer collective pour assurer l'intégration de la culture dans l'agenda post 2015 de développement durable.

Je voudrais aussi faire une appelle aux dirigeants politiques ainsi que les citoyens de faire plus. Nous avons beaucoup de discussions de haut niveau mais, les gens ignorent encore l'importance de la culture, la vraie valeur de la créativité et les instruments juridiques à notre disposition pour favoriser sa contribution au développement

FINAL REPORT FOR NATIONAL PROJECT IMPLEMENTED BY UNESCO OFFICE IN MEXICO

Country Mexico
Project title Massive Open Online Courses (MOOC) dedicated to training judicial powers on issues related to Freedom of Expression (particularly the Safety of Journalists and the Issue of Impunity) - Pilot Project Mexico. MOOC "International Legal Framework of Freedom of Expression and Protection of Journalists"
Budget code 354 GLO 5002 68
Amount approved US$ 20,000
Status Completed

INTRODUCTION / RATIONALE
The IPDC priority of this project was the promotion of Freedom of Expression and media pluralism. The Massive Open Online Course (MOOC) "International Legal Framework of Freedom of Expression and Protection of Journalists" was taught by Former Special Rapporteur for Freedom of Expression for IACHR, Ms Catalina Botero, Former United Nations Special Rapporteur on the Promotion and Protection of the Right to Freedom of Opinion and Expression, Mr Frank La Rue, and Law Professor at Ibero-American University in Mexico, Dr Miguel Rabago Dorbecker. This MOOC was designed as a five week course focused only on judges and other actors from the Mexican Judiciary. The main objective was to improve their knowledge on issues related to Freedom of Expression to increase the safety of journalists and media workers in the country, one of the most dangerous places in the world for the practice of journalism. The Mexican Judges and other actors from the Mexican Judiciary that took this course gained a better understand of UN and Inter-American System's standards on the right to freedom of expression particularly issues related to the safety of journalists and the issue of impunity. This creates a precedent for the massive training of judges and others from the judiciary of all countries in Latin America and the Caribbean.

IMPLEMENTATION
☐**Description of activities implemented / outputs**

The Massive Open Online Course (MOOC) "International Legal Framework of Freedom of Expression and Protection of Journalists" was taught during five weeks, from November 3 to December 7, 2014, although it was given an extension of two extra weeks to encourage more people to finish the program. The final deadline was established as 19 December 2014. The response to the MOOC was overwhelming because at first the goal was to have 100 Mexican judges participating in this course but we have 1,200 participants registered in the digital platform, 900 logged in and were real participants, and 600 of them participated actively. The final expectation (considering the two extra weeks to conclude all the five modules of the course) was that **200 to 300 will complete all the tasks and be certificated.** Throughout the five weeks of the MOOC "International Legal Framework of Freedom of Expression and Protection of Journalists", the course's platform had more than 80,000 page views. Over the five weeks of the course there were registered 5,038 posts on the forums and the video-lectures were watched hundreds of times each week

☐**Analytical reflection**

The MOOC "International Legal Framework of Freedom of Expression and Protection of Journalists" fulfill the objective of raise awareness about the serious situation of violence against journalists in Mexico and implementing the UN Plan of Action on Safety of Journalists and the Issue of Impunity by giving the participants access to particular knowledge focused on the right to freedom of expression issues, particularly related to the safety of journalists and impunity. This MOOC is a model that contributes to promotes awareness about the serious situation of violence against journalists and the safety of journalists; highlights media independence and pluralism as fundamental to the process of democracy by providing advisory services on media legislation and by making governments, parliamentarians and other decision-makers aware of the need to guarantee free expression; also it contributes as a key element to facilitate reducing the number of journalists being penalized for carrying out their work in Mexico. Also the MOOC contributes to support IPDC and strengthening knowledge driven media development because it is a pioneering training program in Latin America that could be offered subsequently in other countries in the region.

CHALLENGES AND KEY LESSONS

The Key Lesson is that the MOOC "International Legal Framework of Freedom of Expression and Protection of Journalists" is a cost-effective and sustainable program to use digital technology to train judges and other actors from the judiciary branch in many countries on international legal framework for freedom of expression issues, especially on efforts to end impunity in cases of violence against journalists. The curriculum and the multimedia materials created for this course are available for use in other programs. This model can also help in other media development programs, as it uses widely available digital technologies in innovative ways. During the implementation of the MOOC one challenge identified relates to the characteristics of this type of course, which is that the majority of the participants don't complete it, but most at least have some gain (watch some videos, download reading materials, etcetera). Other challenges are the technical problems on the side of the participants; some of them were not able to access the course from their offices, due to system restrictions imposed by the IT administrators of Mexican judiciary. The recommendation to improve effectiveness and efficiency in the future is to give more time to the participants to finish all the activities of the course, such as watching the video classes, reading the texts and interacting in the discussion forums.

REPORT FOR NATIONAL PROJECT IMPLEMENTED BY THE CAIRO CLUSTER OFFICE

Country: Egypt
Scope: National
Project title: Training course for Egyptian journalists and media on the impact of women in the development of Upper Egypt
Budget code: 354GLO5001.28
Amount approved (in US$):16,000
Status: On-going

INTRODUCTION / RATIONALE

In order to improve the status of upper Egyptian women and accelerate the process of national development, the project undertakes a field study on "Upper Egyptian Media Women and Development" and provides training courses to women working in media. The study and the courses will focus on the two integrated main aspects of the issue of Women and the Media and their impact on the development of Upper Egypt:
  1- Women's access to communication and information resources.
  2- Women as communicators and journalists.

IMPLEMENTATION

Description of activities implemented / outputs:

- A minor field study was conducted by 6 data collectors under the supervision of 2 academic supervisors in order to explore and defined the felt needs and models of communication used by women in Upper Egypt applied to urban-rural areas in Assiut and Suhag. The results of this study were used for designing the programme of scientific knowledge and the training course, which will be taught, by group of media academics and professionals.
- A series of training sessions (concept based) were organized in Cairo, Assiut and Suhag Universities, for 20 participants. Topics covered are: *News editing, reporting and practice on layout applied to Women issues in Upper Egypt,T.V and Radio News with emphasis on development and women programmes in Upper Egypt*, *The impact of Media on women and development in Upper Egypt*, T*he impact of advertising on Women in Upper Egypt*, *media and Technology on Women Issues in Upper Egypt*, *The specialized Journalism with emphasis on Women Journalism followed by*
- A 6-day sub-workshop(skill-based) were organized for the same 20 participants, focusing on:
  - Editing, writing and issuing a special copy of Al Dawaar Magazine
  - Editing and producing required material for a radio programme about women and development in Upper Egypt
  - Editing and writing other articles and contributions to be publish in local newspapers.

Analytical reflection:
Twenty journalists and media women working in different media outlets (Al Dawaar Magazine, TV and radio broadcasters from Assiut and Suhag, national newspapers) in Upper Egypt acquired skills and knowledge of editing techniques after having participated in a two-week training course.
A field study was conducted in support with this workshop so as to bring updated insights of the situation of media women in Upper Egypt.
They are now professionally qualified and enabled for developmental journalism according to the communicative felt needs of rural women in Upper Egypt

CHALLENGES AND KEY LESSONS

The project is on-going.

SUPPORTING DOCUMENTATION

The project is on-going

REPORT FOR NATIONAL PROJECT IMPLEMENTED BY THE CAIRO CLUSTER OFFICE

Country: Egypt
Scope: National
Project title: Horytna Academy: training programme for Egyptian youth
Budget code: 354GLO5002.37
Amount approved (in US$):15,000
Status: On-going

INTRODUCTION / RATIONALE

The development of this "citizen-journalism" in Egypt has brought an alternative method to hold the government and authorities accountable. People and especially youth have gained the power to express their opinion freely and can act as a counterweight to the disinformation, censorship and propaganda occasionally present in traditional media. In addition, community media generates its own content, offering a democratic corrective to the traditional asymmetry of information between governors and governed and between competing private agents.

Through this project, young Egyptian citizens learn the media skills and specifically community media skills and given concrete opportunities to share, comment and discuss information. The user-generated content (UGC) will encourage public debate, social inclusion and, ultimately, improve Egyptian people access to information and right to speech.

IMPLEMENTATION

Description of activities implemented / outputs:

The project will
- Develop capacity of Horytna Radio Station by training 50 young people and create a free online platform for sharing information in Egypt
- Upto 25 articles, photo, audio and video documentaries produced by young trained Egyptian citizens and shared over the net
- A online platform for sharing developmental information

Analytical reflection:

The project is ongoing.

INTERIM REPORT FOR NATIONAL PROJECT IMPLEMENTED BY THE UNESCO BEIJING CLUSTER OFFICE (DECEMBER 2014)

PROJECT TITLE	**International Media Law "Moot Court" Competition in China**
MEDIA DEVELOPMENT INDICATORS' CATEGORY	**Category 1: A system of regulation conducive to freedom of expression, pluralism and diversity of the media**
IPDC PRIORITY AREA	**Promotion of Freedom of Expression and Press Freedom**
COUNTRY	**China**
TYPE OF ASSISTANCE REQUESTED	**Training support**
TOTAL COST OF PROJECT	**$ 41,800 USD**
APPROVED AMOUNT	**$ 19,000 USD**
BENEFICIARY BODY	**The Civil and Commercial Legal Research Center of Renmin Law School**
STATUS	**Ongoing**

INTRODUCTION / RATIONALE

Approved for funding during the 58th session of the IPDC Bureau meeting, this project aims to support Chinese law school students to participate in the moot court competition by which they can improve their professional competence on international media law standards and best practices, and enhance their comprehensive capacity by training, researching and arguing cases regarding the rule of law and international norms for freedom of expression.

IMPLEMENTATION

Following consultations, the project submitter has been contracted in July 2014 to implement the following activities:
- Develop a "Handbook on How to Participate in a Moot Court Competition" in Chinese language, including an introduction of the Media Law Moot Court, a selection of previous cases, guidelines on how to participate, as well as other relevant information;
- Select teams from renowned law faculties to participate in a pilot Moot Court competition in China;
- Organize seminars and invite experts from the media, NGOs, academia, law firms and courts to speak about academic issues relevant to the moot court competition, in order to attract more attention on the development of media and legal protection of freedom of expression;
- Organize training courses to impart essential skills for at least 36 competition judges by national and international experts;
- Organize at least one academic saloon to provide communication opportunities for the contestants and participants;
- Organize a two-day Moot Court Competition in China.

The implementation of this project is on-going. The two-day Moot Court Competition has been co-organized by the Beijing-based Renmin University School of Law, its Asia-Pacific Institute of Law and Civil Law, and its Commercial Law Legal Science Research Center, in collaboration with the University of Oxford's Programme for Comparative Media and Law Policy (PCMLP), on 24 to 25 November 2014 at Renmin University, Beijing. The Competition attracted 11 teams from the top law schools in China and one team from the Philippines. Each team was consisting of at least four students and one adviser, for a total of more than 60 participants and direct beneficiaries. In front of internationally and nationally renowned lawyers, jurists and judges, the participation teams argued over a complex simulated case dealing with issues concerning freedom of expression in the cyberspace, online content regulations, social media, and Internet Service Provider ISP's responsibility. The finalists and the semifinalists gained the opportunity to take part to the global Price Media Law Moot Court Competition to be held in April 2015 in Oxford, United Kingdom.

The "Handbook on How to Participate in a Moot Court Competition" is being finalized by the implanting partner. The training courses for competition judges are planned in February 2015.

CHALLENGES AND KEY LESSONS
The challenge faced by the implementing partner is how to upscale the China round of the Moot Court to a regional event and to attract participating teams and judges from not only in China but in the Asia-Pacific region. UNESCO/BEJ has offered to facilitate and coordinate the network of relevant scholars and experts in the Region to contribute to the upscale of the activity.

Key lesson learnt was that a transparent organization process and the large amount of preparation work done prior to the competition laid an important foundation for the event's success.

SUPPORTING DOCUMENTATION
http://www.unesco.org/new/en/communication-and-information/resources/news-and-in-focus-articles/all-news/news/international_media_law_standards_fuel_the_asia_rounds_of_the_price_media_law_moot_court_competition_in_beijing/

International media law standards fuel the Asia Rounds of the Price Media Law Moot Court Competition in Beijing

Prof. Yao Huanqing, from Renmin University School of Law, awards participants of Moot Court Competition. © UNESCO

The 2014-2015 Asia Rounds of the Price Media Law Moot Court Competition were held in Beijing from 24 to 25 November 2014, increasing awareness on international media law standards and freedom of expression among more than hundred Asian law students and jurists.

The Moot Court Competition, a simulated court hearing used for pedagogical and research purposes, was co-organized by the Beijing-based Renmin University School of Law, its Asia-Pacific Institute of Law and Civil Law, and its Commercial Law Legal Science Research Center, in collaboration with the University of Oxford's Programme for Comparative Media and Law Policy (PCMLP), and with the support of the UNESCO's International Programme for the Development of Communication (IPDC).

Eleven teams from the top law schools in China and one team from the Philippines argued over a complex simulated case dealing with issues concerning freedom of expression in the cyberspace, online content regulation, social media and Internet Service Provider ISP's responsibility.

Applying comparative and international legal standards, the participants showed impressive argumentative skills to a moot bench composed by top jurists and law practitioners from three continents, including Professor Monroe E. Price, Director of the Center for Global Communication Studies at the Annenberg School for Communication of the University of Pennsylvania; Mr Xiongshan Cai, Senior Legal Manager of Tecent; Mr Mark Stephens, internationally renowned lawyer and Chair of the University of Oxford's PCMLP; as well as Mr Willem F. Korthals Altes, Senior Judge in the Criminal Law Division of the District Court of Amsterdam.

After a two-day heated and fair competition on legal arguments, the University of the Philippines got the first award, and the University of International Business and Economics (UIBE) of China the second post. The finalists, together with the semifinalists (the Shandong and Peking universities from China) will take part to the global Price Media Law Moot Court Competition to be held in April 2015 in Oxford, United Kingdom.

Mr Raphael Lorenzo A. Pangalangan, a senior graduate from the winning team, credited the success to their great efforts and teamwork. "What I enjoyed the most about this event is the communication of so many different views of points on the issue," he said. The runner-up team members from China said that the two-day competitions deepened their understanding about the case and of the underlining issues at stake.

Mr Andrea Cairola, Adviser for Communication and Information at UNESCO's Beijing Office, congratulated all the participating teams, remarking that the Moot Court Programme is not just a simulation, because the legal principles the exercise has been dealing with are very much real and essential for the real world. The realization of these fundamental principles is the basis of the United Nations, and of a peaceful and just human coexistence.

Closing the competition, Professor Price said that it has been really moving to see such kind of institution-build around a set of ideas and a set of principles related to the rule of law. "The way the [legal] profession developed internationally has increased understanding between countries and peoples," he added.

The Renmin Law School had applied to IPDC for support to the Moot Court Competition, and its project proposal was approved by the IPDC Bureau at its 58th meeting in March 2014. IPDC is the only multilateral forum in the UN system designed to mobilize the international community to discuss and promote media development.

Photos of the Moot Court competition

INTERIM REPORT FOR NATIONAL PROJECT IMPLEMENTED BY THE UNESCO BEIJING CLUSTER OFFICE (DECEMBER 2014)

PROJECT TITLE	**Improving the Media Landscape in the Ethnic Minority Area of Yunnan Province (P.R. of China)**
MEDIA DEVELOPMENT INDICATORS' CATEGORY	**Category 4: Professional capacity building**
IPDC PRIORITY AREA	**Human Resource Development**
COUNTRY	**China**
TYPE OF ASSISTANCE REQUESTED	**Capacity Building**
TOTAL COST OF PROJECT	**$39,860**
APPROVED AMOUNT	**$15,000**
BENEFICIARY BODY	**The Chinese Society for Folk Film & TV Arts Promotion**
STATUS	**Ongoing**

INTRODUCTION / RATIONALE

Approved for funding at the 57th session of the IPDC Bureau meeting, this project aims to improve the media landscape in eight ethnic minority areas of the Yunnan Province, China. The overall goals are to pilot the application of the IPDC's Media Development Indicators in a Chinese province, and to build the capacity of local media professionals in minority areas, with the aim to identify practical measures and policies assisting the media development in ethnic minority areas.

IMPLEMENTATION

The implementation of this project is ongoing. Following consultations, the project submitter was contracted on 14 October 2013. By November 2014, the contractor implemented the following activities:
- Translated into Chinese the UNESCO publication "Media Development Indicators A framework for Assessing Media Development" (MDIs);
- Based on IPDC's MDIs implementation guidelines, developed a survey questionnaire and methodology to assess media development in three autonomous prefectures of Yunnan Province, including:
  a) Assess the program production and professionalism in the broadcast media;
  b) Collect feedbacks made by local audiences (both rural and urban);
  c) Analyze the media related policies.
- Organized five seminars in the target areas (beneficiaries: Lijiang Station, Diqing Station, Lincang Station, Cangyuan Station and Xishuangbanna Station) to discuss and validate the results of the draft assessment with the participation of more than 40 senior media professionals. The Chinese version of the MDI was used as a reference during the seminars.
- Based on the survey result and feedback gathered, a Survey was developed with analysis about media development in targeted areas, including current situation, policies, needs, challenges and recommendations. This report has also been partially translated into English.

CI/BEJ has fundraised additional $21,643 to further support the follow up activities of this project towards completion in its original form, with activities which will include:
- Printing a hundred copies of the Chinese version of MDI for distribution;
- Conduct full translation into English and proof-reading of the Survey in piloted areas which has been conducted based on MDIs;
- Based on the needs assessed in the Survey, develop a training manual/ handbook on "How to professionally produce quality TV programs in minority languages";
- Organize a seminar on the topic of how to professionally produce TV programs in minority languages, targeting at least 30 participants from local TV stations in the Yunnan Province, including directors and staff members.

The implementation of the above mentioned activities has started in November 2014 and will be completed by May 2015.

CHALLENGES AND KEY LESSONS

1. The number of target minority autonomous prefectures of the Yunnan Province had to be reduced from eight to five due to the fact that funding approved were a portion of requested ones, as well as due to inflation in China and strengthening of the local currency vis-à-vis the USD.
2. IPDC's MDIs can be introduced even in complex and challenging working environments for media professionals.

SUPPORTING DOCUMENTATION

1. Cover of the Chinese version of the publication "Media Development Indicators – A framework for Assessing Media Development"

2. Cover of the Survey Report among selected TV Media in Yunnan Province
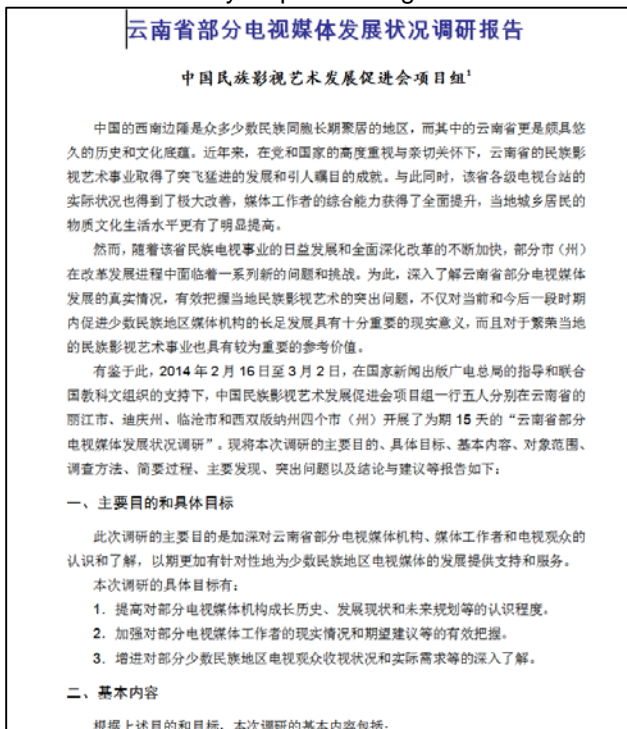
3. Photos

Conducting audience survey in ethnic minority areas of Yunnan, China

Seminar to build the capacity of local media professionals in ethnic minority areas of Yunnan, China

INTERIM REPORT FOR NATIONAL PROJECT IMPLEMENTED BY THE UNESCO BEIJING CLUSTER OFFICE (DECEMBER 2014)

PROJECT TITLE	**Supporting the Development of a Sustainable Community Radio Movement in Mongolia**
MEDIA DEVELOPMENT INDICATORS' CATEGORY	**Category 4: professional capacity building and supporting institutions that underpins freedom of expression, pluralism and diversity**
IPDC PRIORITY AREA	**Community Media**
COUNTRY	**Mongolia**
TYPE OF ASSISTANCE REQUESTED	**Institutional Capacity Building**
TOTAL COST OF PROJECT	**$53,600**
APPROVED AMOUNT	**$22,000**
BENEFICIARY BODY	**Community Radio Association of Mongolia (CRAMO)**
STATUS	**Ongoing**

INTRODUCTION / RATIONALE

Approved for funding during the 58th session of the IPDC Bureau meeting, this project aims to reinforce the sustainability of the community media movement in Mongolia through capacity building of the nascent Community Radio Association of Mongolia (CRAMO) and of its members, whose mission is to advocate for the public and political awareness and lobby for legal support for community media.

IMPLEMENTATION

Following consultations, the project submitter has been contracted in July 2014 to implement the following activities:

- Organize consultations with the community radio representatives in ten "soums", the smallers administrative territorial unit in Mongolia (namely:Tolbo, Bayannuur, Buyant and Ulaankhussoums of Bayan-Ulgiiaimag, Tsagaannuur, Ulaan-Uul and Tsagaan-Uul of Huvsgul, Altai soum of Khovd, and Zuungobi and Tessoums of Uvsaimag), in order to discuss the problems, challenges and recommendations for community media's sustainable development. Based on the consultations, develop an engagement and sustainability Plan for ten community radios;
- Organize ad-hoc raising awareness activities to sensitize at least 100 community leaders, local and national decision-makers about the role of community media throughout the project implementation;
- Upgrade CRAMO's website to a national platform to share best-practices on community media;
- Organize a study trip for three people including CRAMO's executive director, a Board's member, and a community radio manager to visit Nepal, where the community radio movement has been growing progressively in the past decades, in order to share experiences and to connect and replicate international best-practices;
- Organize a study trip for one CRAMO staff to attend the 2015 World Association of Community Radio Broadcasters (AMARC) conference (or an equivalent event) to learn international best-practices and to connect with the community radio international network;
- Organize an Extraordinary General Meeting of CRAMO to discuss the common challenges that community radio stations are facing, and develop and a strategy and action plan;
- Proofread and revise the Mongolian version of "How to do community radio."

The implementation of this project is on-going. The Mongolian version of "How to do community radio" has been finalized. A consultation between CRAMO Board members and staff with 10 community radio managers was conducted to discuss common problems and challenges faced by community radios. Based on their proposed solutions, engagement and sustainability plans for Community Radios were developed at the local level. A meeting with 20 local governors, including 10 from local "soums" where the community

radios are located was organized to sensitize them on community media's objectives. A separate meeting was organized among a "Lobby group members," including MPs, to raise political awareness about the concept of community radio among legislators in view of the ongoing reform of the broadcast law. CRAMO has also been in contact with the Association of Community Radio Broadcasters of Nepal (ACORAB) to prepare the exchange mission.

The steps scheduled for the first quarter of 2015 are to re-vamp and upgrade the CRAMO website, to organize the CRAMO's General Meeting to develop a strategy action Plan, as well as to undertake the experience-learning study trips to Nepal and one of the AMARC events.
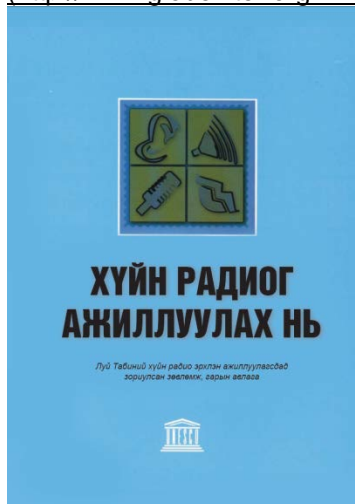
These actions are putting CRAMO well on track for the achievement of this Project's development objective which is to "Contribute to the promotion and development of a sustainable community media movement/culture in Mongolia which will increase the plurality and diversity of media in the country as well as contribute to sustainable development of local communities."

CHALLENGES AND KEY LESSONS
One of the ten community radio station which is a funding member of CRAMO in summer 2014 has accidentally burned in fire (in Tolbo "soum" of Bayan-Ulgii "aimag"/province) and CRAMO is seeking assistance and raising funds to re-establish the station.

SUPPORTING DOCUMENTATION
The Mongolian version of "How to do community radio"
(http://www.globeinter.org.mn/images/upld/Communityradioedited.pdf)

INTERIM REPORT FOR NATIONAL PROJECT IMPLEMENTED BY THE UNESCO BEIJING CLUSTER OFFICE

PROJECT TITLE	**Piloting Gender-Sensitive Indicators For Media and Media Self-Regulations in Mongolia**
MEDIA DEVELOPMENT INDICATORS' CATEGORY	<u>**Category 3**</u>**: Media as a platform for democratic discourse: The media, within a prevailing climate of self-regulation and respect for the journalistic profession, reflects and represents the diversity of views and interests in society, including those of marginalized groups.**
IPDC PRIORITY AREA	**Freedom of Expression and media pluralism**
COUNTRY	**Mongolia**
TYPE OF ASSISTANCE REQUESTED	**Training support**
TOTAL COST OF PROJECT	**$ 43,794 USD**
APPROVED AMOUNT	**$ 13,500 USD**
BENEFICIARY BODY	**Globe International Center**
STATUS	**Ongoing**

INTRODUCTION / RATIONALE
Approved for funding during the 57th session of the IPDC Bureau meeting, this project aims to pilot IPDC's Gender-Sensitive Indicators for Media and media self-regulations in Mongolia.
The expected project outputs are:
- Increased Gender equality in selected media outlets targeted by the pilot activity;
- Increased understanding on media self-regulation across the media sector;
- Increased awareness on the self-regulation best practices and GSIM principles among the Mongolian media community at large.

IMPLEMENTATION
Following consultations, the project submitter has been contracted in September 2013 to implement the following activities:
- Translate into Mongolian, launch, print and disseminate the UNESCO publication "Gender-Sensitive Indicators for Media" (GSIM) including the case studies;
- Organize an inception seminar and a one-day consultative meeting on gender equality in media and media self-regulation;
- Develop a tailored strategy to pilot the GSIM in accordance with the Mongolian media context and discuss the adaptation of the GSIM;
- Pilot GSIM in selected media outlets and assess the results.

The implementation of this project is on-going. The GSIM publication has been translated into Mongolian and it is openly accessible online also from UNESDOC (http://unesdoc.unesco.org/images/0021/002178/217831MGT.pdf). Following the translation, an inception seminar was organized in April 2014 to raise awareness of journalists and media representatives, NGOs and related stakeholders on gender sensitivity in media, the GSIM and media-self- regulations. The seminar was attended by 34 stakeholders from 11 CSOs. In June 2014, a consultative meeting was then held to discuss and tailor the GSIM indicators to the Mongolian media and to develop strategy for piloting of GSIM and media self-regulations in Mongolia. The meeting was attended by more than forty stakeholders from media organizations, and specialized NGOs both in the media development and gender equality promotion fields, including those involved in the promotion of a media self-regulatory body through the creation of an independent press council. After the meeting, the Strategy Plan for piloting the GSIM and media self-regulations was finalized and sent it to potential implementing media organizations as well as donors and supporters. Among the Mongolian media organizations, as a result of this process the PSB Mongolian

National Broadcaster (MNB) is among those that have decided to carry this further, piloting the GSIM in-house.

Target activities implemented so far are contributing to build the momentum to enable the achievement of the Project's development objective of increasing media professionalism and gender equality in Mongolia.

CHALLENGES AND KEY LESSONS
The GSIM piloting requires additional time and resources. With the help of UNESCO Beijing Office, the implementing partner has managed to secure a self-funded piloting by the PSB Mongolian National Broadcaster MNB, and it planning to finalize project activities by May 2015.

<u>SUPPORTING DOCUMENTATION</u>
Cover of the Mongolian version of GSIM

UNESCO Gender Sensitive Indicators for Media discussed in Mongolia
Submitted by Beijing PI on 11 July, 2014
UNESCO Theme:
<u>Fostering Freedom of Expression</u>

UNESCO's "Gender Sensitive Indicators for Media" (GSIM) in Mongolian was discussed at a consultative meeting in Ulaanbaatar on June 27, 2014. The meeting was organized by the Mongolian Globe International Center (GIC) in cooperation with the National Committee on Gender Equality (NCGE) and the Association of Mongolian Journalists (AMJ), and with the support from a project by the UNESCO's International Programme for the Development of Communication (IPDC) aiming to pilot the Indicators and promote media self-regulation in Mongolia, with the goal to increase media professionalism and gender equality in the country.

The consultative meeting was attended by more than forty stakeholders, including NCGE, AMJ, as well as NGOs such as MONFEMNET, National Center Against Violence, Center for Human Rights and Development, Youth Watch for Policy, Princess Center, Union Arular for Kazakh Women, Mongolian Men for Development, LGBT Centre, Press Institute, and the Environment and Civil Council. Media professionals and trainers also joined the discussion including professors from Otgontenger University's School of Journalism and the University of Education, scholars from the Institute of Radio and Television and University of the Humanities, the Research Center IRIM, as well as journalists and media representatives from Ulaanbaatar and thirteen provinces (aimags).

Mr. B. Galaarid, President of the AMJ, introduced the aims, targets and application of the UNESCO's GSIM and called attention to the importance of gender issues in the Mongolian media. ?According to a recent AMJ's survey, female employment rate in the media is about 65 per cent, whereas women students from journalism universities account for over 80 per cent, noted Mr. Galaarid. However, gender sensitive reporting is of course not just about the percentage of female reporters, and gender-awareness is indispensable for all media professional.

Mrs. M.Bolormaa, Secretary-General of NCGE, introduced the Gender Equality Policy in Mongolia, as well as the Government's mid-term strategy on gender equality being implemented until 2016. She proposed that the recently-established pilot Media Council which is seeking to introduce media self-regulation in the Mongolia, could also work to increase gender sensitivity of the media organizations, especially at the decision making level and to build capacity of journalists on the related issues, involving newspaper, television and website associations. Ms. Bolormaa also noted that "media is powerful tool… all your words are being transmitted directly to the people…so you have to be highly responsible. As I observed, in our society the journalists run after sensational news and cover issues from their own perspective. So the journalists have to start changes within themselves."

The President of GIC, Ms. Naranjargal, introduced the GSIM concept, as well as how to work with these indicators and how to tailor them to the Mongolian media sector. She highlighted that gender equality brings harmony to the society; it is the issue of integration of the voices of women and men for sustainable development.

The participants were then divided into five groups to discuss the GSIM based on the categories and to identify modalities for their adaptation to the Mongolian media context. The meeting concluded with the consensus that UNESCO's GSIM correspond to the Mongolian media environment and are very important to be piloted. The participants also provided recommendations for the development of a pilot strategy including the selection of media organizations, which will test the GSIM is the way also to increase their reputation and credibility and reach new level in policy and management. The roles of NCGE and CSOs in the pilot process were also discussed.

The consultation meeting was also the occasion to launch the translation of the GSIM publication into Mongolian, also supported by the IPDC project.

UNESCO REGIONAL OFFICE ABUJA

Title of Project: RENFORCEMENT DES RESSOURCES HUMAINES ET MATERIELS DE LA RADIO VGK **Country: Togo** **Amount approved by IPDC Council: US$ 11,000** **Start Date: 5th Sept. 2014**

INTRODUCTION / RATIONALE

Capitalizing on the relative growth of media in Togo since 1990, the Strengthening of Human Resources and Equipment Project aimed to contribute to the diversity of media in Togo by offering journalists, presenters, as well as RADIO VGK correspondents access to vocational training as well as to increase their capacity to meaningfully involve the people of the coffee-cocoa triangle in social and economic development, citizenship, cultural engagement, and tourism of the plateau region. Despite the strong economic potential of the Kpalime region, which is natural known for craft production, agriculture, culture and tourism, the populations of the coffee-cocoa triangle are cut from cultural activities, social and citizenship engagement provided through radio media. While some local radio stations have attempted to fill in this gap of access to radio and participation in social and civic engagement, the struggle for survival in a highly competitive environment has led many media outlets and stations to move in the defense of political or commercial interests. Differentiating itself from the other radio stations, VGK FM aims to offer genuine community trade spaces, expression, access to socially relevant information and to improve the living conditions of communities. Working with a relatively modest budget, lack of modern equipment, low technical skills and a limited transmission range to 15km, this project aims to increase Radio VGK FM's capacity and quality of service.

IMPLEMENTATION

Prior to the training sessions, several planning meetings were held between journalists, internal and external collaborators, and the project coordination committee. Infrastructure, production equipment, resources were purchased and/or identified to accommodate the various training sessions, training materials were developed and media trainers and resource persons were recruited. Over two weeks, four training sessions were facilitated. During the first week a training lab focused on animation, the holding of the antenna and the mastery of the driver was held on day 1 and 2, while a radio technical workshop was held from day 3 -5. During the second week, three days was focused on radio production training while the last two days involved a practical workshop whereby participants were given the opportunity to put into practice the skills and techniques they had been taught. Overall, the project was carried out as it was planned. A considerable amount of time was spent in the planning and preparation phase which contributed to being able to effectively facilitate four in-depth training sessions within two weeks.

The primary objective of the project was to strengthen VGK FM's ability to offer access to socially relevant information and to improve the living conditions of communities through the radio. Through the purchasing of essential equipment and the facilitation of four training workshops, the participants now had an enhanced knowledge of radio production; skilled in collecting useful information from the field as well as how to prepare that information for broadcast; and informed about how to ensure that radio animation is accordance with professional standards. The participants were now able to not only strengthen their technical skills in quality radio production but through the purchasing of high quality equipment, they will be able to share relevant social and civic engagement information with previously uninformed residents in the coffee-cocoa triangle.

CHALLENGES AND KEY LESSONS

Implementing the training sessions over a short period of time was advantageous as opposed to over a longer period of time because it kept the participants engaged, motivated and concentrated on the various activities throughout the two week period. More effort should have been placed on provided participations

with workshop on the role of media in social participation and civic engagement. The trainings were highly technical and though they enhanced the skills of the participants, providing knowledge about the power of media to engage citizens one focused workshop on empowerment through media would have been a valuable compliment in achieving the mission to using media to improve the living conditions of communities.

UNESCO REGIONAL OFFICE ABUJA

Title of Project: SCIENCE REPORTING Training Journalists of Francophone West (Benin, Burkina Faso, Niger and Togo) **Country: Regional (implemented in Benin)** **Amount approved by IPDC Council: US$ 22,000** **Start Date: 5th Sept 2014**

INTRODUCTION / RATIONALE

The media involved in the environmental field increasingly. Print, radio and television can play a major role in raising awareness of environmental problems. They can be a powerful educational tool in the field of environment and especially climate change. Journalists and the news media play a decisive role in creating awareness of threats to the environment and its effects on the material conditions of life. They can help to change people's attitudes and thus counteract global warming or desertification. They have an equally important role to play in the combat to preserve the world's rain forests as in the battle against the irresponsible dumping of toxic waste.

Journalists can, however, only fulfill this role if they are familiar with the problems and if they are able to present them to their audience in an understandable and interesting way. Therefore, the treatment of environmental issues including climate change poses special journalism problems. A lack of scientific knowledge and competition from newsrooms, among other reasons why environmental issues are still not valued, and when this is done, poorly presented. Overall, the treatment of environmental issues in the media in Francophone Africa is still insufficient in contrast to what is observed in the English-speaking continent.

The training course wants to build capacity of journalists for allow better handling of environmental information and increase the production of articles or quality programs on environmental issues and climate change.
This seminar is part of the implementation of the "information and training" of Benin Association of Science journalists and communicators (AJCSB) program, within which AJCSB involved in capacity building for better treatment of scientific and technical information in Francophone Africa.

IMPLEMENTATION

UNESCO contracted AJCSB to implement the project. AJCSB runs an office in Cotonou. AJCSB's core operations (training program) are supported by Science and Development Network (SciDev.Net) in London funding by IRDC-CRDI. His training program are also supported by World Federation of Science Journalists and Quebec Association of Science communicators in Canada.

The training workshop was held on 10 to 12 November 2014 at the International Institute for Tropical Agriculture (IITA) outside the town of Cotonou. The opening ceremony was chaired by the Director of the Cabinet, Ministry of Environment on behalf of the Minister of Environment and the Minister of Communication. There was an attendance of 22 participants from four West African Countries namely Benin, Burkina Faso, Niger and Togo.

After the opening ceremony, the first day focused on presentations on climate change and its impact on the environment. It served also to introduce the journalists to their tasks, and help them to produce their first articles to be submitted to the facilitators. The second day was focussed on key challenges and strategies for adaptation to the climate changes. The third and last day was used to inform the journalists on the best way of producing articles and documentaries on the case studies selected the previous day. In a concluding session the participants presented their findings and reflected on the lessons learned. They paid a visit also to the "Siafatao Site" located near the Atlantic ocean to see themselves the consequences of the sea erosion and how the Government of Benin is working to stop it.

The feedback to the workshop was very positive from both the key partners (Ministry of Environment & Communication, IITA and Association of Science journalists) and the participants, with the following suggestions:

- Share emails addresses of all participants in view to supporting each other in their daily work;
- Need to have all the presentations in order to better understand the climate changes, challenges and ways and strategies to cope with it.

The objectives of the workshop, as planned by the organisers were fully met**.**

CHALLENGES AND KEY LESSONS

The project was implemented very successfully. The journalists requested UNESCO to continue supporting science journalism in the region, especially for in-service journalists. The presentations were made very professionally and this facilitated the discussions.

UNESCO REGIONAL OFFICE ABUJA

Title of Project: COMMUNITY RADIO - COMMUNITY PARTICIPATION IN LOCAL GOVERNANCE (CR-CPLG)
Country: Ghana
Amount approved by IPDC Council: US$ 19,000
Start Date: 5th Sept 2014

INTRODUCTION / RATIONALE

The Project, Community Radio-*Community Participation in Local Governance (CR*-CPLG*)*, will enhance the expansion of over 700,000 people's access to communication. It will afford rural and marginalized communities, in the Central Region of Ghana, to exercise their right to communicate and, through and alongside this, their right to participate in and drive the process of development and empowerment.

The country's population of about 24.4 million (2010 population census), "is predominantly rural" where 62% of the population reside and where poverty levels are high. (*Gender Inequalities in Rural Employment in Ghana: An Overview; FAO, 2012*). The rural poor in Ghana fit the "2000/2001 World Development Report" description: "Poor people [who] live without fundamental freedoms of action and choice that the better-off take for granted." These are the people who comprise the marginalized communities of Radio Peace.

The adoption of Ghana's 1992 constitution, which guarantees the freedom, independence and diversity of the media, paved the way for the deregulation of broadcasting. It enabled community and commercial radio to develop alongside the public service Ghana Broadcasting Corporation which wielded the monopoly of the airwaves. Radio Peace, a Grassroots Rural Community Radio, recognizes the developmental power of radio: a powerful tool for mobilizing economic and social change and a central point for community life.

With differences only in degree, The Primary Listening Communities (PLC) of Radio Peace are disadvantaged not only economically but also politically. Preoccupied with day-to-day subsistence, they have yet to fully appreciate the linkages between the quality of their lives and good governance. This appreciation has not been helped by the limited application of decentralization, both in terms of community participation and the delivery of its tangible benefits. At the same time, the structures for decentralization has not been sufficiently integrated with traditional systems of governance, effectively leaving many communities without a clear focus and process for integrated community action. Radio Peace realizes that sustainable development of the Primary Listening Communities is inextricably tied in with the growth of cohesive communities that are grounded in their culture and tradition.

IMPLEMENTATION

UNESCO has developed the contract with Radio Peace. Unfortunately, not much has happened as yet due to the delays faced with signing the contract and release of funds. However, there has been identification of trainers who will soon be trained to kick-start the process.
Though delayed, the project will proceed according to plan since the funds have been made available.

CHALLENGES AND KEY LESSONS

The main challenge was the delay in starting the project. Contracting and providing the first instalment of funds was delayed.

UNESCO REGIONAL OFFICE ABUJA

Title of Project: TRAINING FOR COMMUNITY RADIOS AND JOINT PRODUCTION ON NATIONAL ACCOUNTABILITY AND TRANSPARENCY PROGRAMME
Country: Sierra Leone
Amount approved by IPDC Council: US$ 16,000
Start Date: Not started

INTRODUCTION / RATIONALE

Adequate skills to produce well researched and balanced accountability programme is a major challenge affecting the quality of programmes in most community radio stations. It is not always the case that some of the community radios do not want to produce professional programmes on accountability/transparency issues targeting local government institutions. The real issue is that most of them do not have the required skills to enable them produce such programmes in a professional manner. The real need is the required skills to produce such programmes.

There are indeed challenges of unprofessional, weak or even non-existent efficient programme production unit in community radio stations, lack of trained and qualified staff coupled with inexperience. The establishment or better still the proliferation of radio stations all over the country did not come without its own problems. Most of the new radio stations were started and managed by people who had little or no training in broadcasting. What was and perhaps still regarded as management of some of the community radios was simply for the 'radio station to be on air.' Little or no attention is being paid to what is broadcast, who does what, when and how. Hence, programmes in most radio stations are not well researched and produced professionally.

In support of IRN's effort to ensure that citizens are adequately informed on the activities of Parliament and the Local councils, this initiative proposes to support the training of Broadcast Journalists on covering Parliament and Local Councils to ensure that a robust pool of Broadcast Journalist is established to service the network's accountability programming and also their local station. This initiative also supports the development of a monthly accountability radio program by the 27 member stations of IRN that informs the Sierra Leonean public on news and all issues around parliament and the Local Councils.

The result is a public with access to independent information and a solidified media landscape. These trainings and radio productions are thus cornerstone to IRN's ability to forward UNESCO's purpose to promote free communications media that gives people the ability to freely partake in determining their own future and the future of Sierra Leone.

IMPLEMENTATION

This project has not started. One of the reasons is that due to delays in contracting, IRN got an IPDC to support Radio Bontico. Rules do not allow one institution to have two concurrent contracts. Due to the Ebola crisis, it was felt that Radio Bontico was a priority to enable the population have adequate information on the crisis. While reporting on issues of accountability can arguably be part of the Ebola response, it was felt that the project should be implemented after that of Radio Bontico.

CHALLENGES AND KEY LESSONS

The project is yet to start due to challenges with the Ebola crisis. However, it will start early 2015 after the equipment project for Radio Bontico is completed.

UNESCO REGIONAL OFFICE ABUJA

Title of Project: ASSESSMENT OF THE SAFETY OF LIBERIAN JOURNALISTS FROM THE PRISM OF UNESCO SAFETY OF JOURNALISTS INDICATORS
Country: Liberia
Amount approved by IPDC Council: US$ 15,000
Start Date: 5th Sept 2014

INTRODUCTION / RATIONALE

UNESCO coordinates the implementation of the UN Plan of Action on the Safety of Journalists. For Liberia, it was felt that an assessment of the issues around journalists' safety was necessary to guide any future interventions.

Liberia as a post war country has celebrated ten years of peace characterized by democratic renewal. The government of President Ellen Johnson Sirleaf is making efforts in structural and policy reforms. In retrospect to prewar days, there is in evidence a proliferation of media houses inclusive of a burgeoning community radios. There is relative improvement in media content and forms. There has been piecemeal passage of legislations and policies that are somewhat friendly to the freedom of expression as a fundamental human rights guaranteed in the country's organic law.

However, it is pertinent to bring out the trend of regression in gains- associated with the enactment of Freedom of Information Act 2010 and the signing onto the Declaration of Table Mountain. For instance, the Declaration of Table Mountain is intended to decriminalize some media offenses, among other things but giving practical commitment to this remains an uphill task.

There is stagnation in the status of the country –maintaining a Partly Free Media bracket of freedom of expression as documented by Freedom House 2013 index. Fears abound that this will even slide further as the country inches to next year senatorial elections. Elections have always represented worst moments for media operatives in Liberia. Also corroborating the Freedom House report is that of Freedom of the Press Worldwide 2013 index compiled by Reporters San Frontiers. The report put Liberia in the category of countries with Noticeable Problems that hamstring freedom of expression and media rights.

Center for Media Studies and Peacebuilding as a member of International Federation of Freedom of Expression Exchange has over years developed clout in documenting and publishing attacks on freedom of expression. Its data feeds into the freedom house indices. With this track record CEMESP can relied upon as having the capacity to implement this project. In the final analysis, sustaining international goodwill through respect for media rights and its knock on effect on growth maximization of the post war country is something that must be of interest to all Liberians.

IMPLEMENTATION

UNESCO has contracted the Center for Media Studies and Peacebuilding (CEMESP) to undertake the assessment. The methodology will include a mini survey, desk reviews and content analysis. Counselor Onesimus D. Bawon former Executive Director of the Catholic Justice and Peace Commission, has been recruited for collating, analyzing data and editing the report in collaboration with CEMESP Program staffers. In addition, consultant have been recruited for the content analysis in five newspapers; and for developing the research instruments.

Furthermore, 15 research assistants have been recruited and trained. Questionnaires have been developed and pretested by a wide range of stakeholders, including: the security sector, policy makers, media houses, Press Union of Liberia, UN Agencies, Bar Association, University Mass Communications Lecturers, Female Journalist Association, Human Rights Commission, Officials of the Governance Commission and Constitutional Review Committee. A panel of experts comprising: the Press Union of Liberia, security

personnel, human rights NGO operatives and eminent citizens has been constituted to review the draft report. There are also three sets of focused group discussions with selected individuals in the security sector, UN Agency, Media Regulatory body of the Press Union, Liberia Telecommunications Agency, Publishers Associations, Association of Liberia Community Radios, among others.

CHALLENGES AND KEY LESSONS

The main challenge was the delay in starting the project. Contracting and providing the first instalment of funds was delayed. Also, the Ebola crisis that hit Liberia has made implementation rather difficult due to restricts in holding meetings and some movements of people. However, in spite of these challenges the project is on course and the report should be ready in the first quarter of 2015.

UNESCO REGIONAL OFFICE ABUJA

Title of Project: ASSESSMENT OF THE SAFETY OF JOURNALISTS IN NIGERIA BASED ON UNESCO SAFETY OF JOURNALISTS INDICATORS
Country: NIGERIA
Amount approved by IPDC Council: US$ 15,000
Start Date: 5th Sept 2014

INTRODUCTION / RATIONALE

UNESCO coordinates the implementation of the UN Plan of Action on the Safety of Journalists. For Nigeria, it was felt that an assessment of the issues around journalists' safety was necessary to guide any future interventions. Safety of journalists is an important issue in Nigeria, a country which faces challenges of insurgency in the North and high-level corruption also related to oil wealth. There is growing intimidation of journalists which makes the promotion of transparency and accountability difficult, thereby undermining democratic governance.

With UNESCOs Journalists' Safety Indicator at the National Level serving as a guide, the proposed assessment will identify and analyze the factors responsible for perceived or real declining safety standards, the issues involved, the role and the perspective of the various media stakeholders and the possible solutions to the problem.

This project is timely in the context of Nigeria today as the country battles terrorism especially in the North, militant groups in the oil-rich south, impending national elections in 2015 and many low-level conflicts all of which have the potential to put the lives of journalists in danger. Also, since May 2013 a state of emergency has been declared in three states in the north of the country, with lots of limitations of access to information.

IMPLEMENTATION

UNESCO has contracted the International Peace Center to conduct the assessment. Established in 1999, IPC is a component of the Media-for-Democracy (MFD) In Nigeria project initiated by the International Federation of Journalists (IFJ) in partnership with Article 19 (the International Freedom of Expression group), Reporters San Frontiers (Reporters Without Borders), West African Journalists Association (WAJA) and three Nigerian media groups: Media Rights Agenda (MRA), Independent Journalism Center (IJC) and Journalists for Democratic Rights (JODER).

Since inception, IPC has demonstrated strong leadership in promoting development-focused reporting of governance and politics; conflict sensitive journalism and safety of journalists; journalists' rights and media independence; citizens' right to information; advocacy for neglected voices and publication of research-based media resource books.

IPC has developed a methodology for the assessment, which has been agreed with UNESCO. It will include a content analysis; a mini-survery and desk reviews. Already experts have been identified for the various activities. A baseline audit is ongoing conduted by Dr. Jide Jimoh, School of Communications, Lagos State University and Mr. Francis Abayomi, Executive Director, Peace and Development Projects, Lagos. There is also ongoing preparation & review of study questionnaires which will be used in the mini-survey.

There will be expert meetings on issues of journalists safety, which will contribute toi the assessment. These will be conducted by on: religious conflicts and media responsibility: the emergent challenge of Boko Haram, by Professor Gambo, Department of Mass Communication, University of Maiduguri; professionalism and ethics in reporting conflicts: dealing with the new challenges, by Dr. Sola Isola, Department of Peace & Conflict Studies, Institute of African Studies, University of Ibadan; the dynamics of political and electoral conflicts: possible road maps for the media ahead 2015: Mr. Bayo Atoyebi, former Executive Secretary, Nigeria Press Council (NPC); and Media handling of gender issues in contemporary Nigerian conflicts, by Dr. Ifeoma Dunu, Head of Mass Communication Department, Nnamdi Azikiwe University, Awka.

In addition there will be a content analysis of 10 national newspapers to look out for documented incidents of attacks on journalists. The newspapers are: ***Thisday, The Guardian, Daily Independent, Nigerian Tribune, The Punch, Vanguard, Daily Sun, Daily Trust, The Nation, Leadership.***

CHALLENGES AND KEY LESSONS

The main challenge was the delay in starting the project. Contracting and providing the first instalment of funds was delayed. Also, UNESCO Abuja is working on issues of safety of journalists in the context of national elections 2015. It would have been desirable to have the assessment before these activities, but the timings for the activities could not be managed sequentially. However, the project will be completed in the first quarter of 2015.

UNESCO REGIONAL OFFICE ABUJA

Title of Project: STRENGTHENING THE CAPACITY OF RADIO BONTICO 96.9 FM
Country: Sierra Leone
Amount approved by IPDC Council: US$ 17,000
Start Date: 5th Sept 2014

INTRODUCTION / RATIONALE

The media development in Sierra Leone has improved through the practice of plurality and liberalization with local newspapers and several radio stations country-wide.

There are about eighty registered newspapers and only one public service broadcaster (SLBC) and about forty Community radio stations including Radio Bontico with various diversified radio programs for their targeted audience.

Sierra Leone is a country that enjoys freedom of expression in its dissemination of information.
The category of Media requested for support by this project is our rural community inhabitants whose development and participation in Sierra Leone's democratic process through radio is critical.

The purpose of the project is to upgrade the standard of the community radio station (Radio Bontico) that is serving the entire Bonthe District so that the voices of the people in that district will be brought to the national platform through the Independent Radio Network, IRN of which Radio Bontico is a member.

IMPLEMENTATION

UNESCO has contracted the Independent Radio Network to implement the project. Funds were released to IRN and currently tenders for broadcasting equipment have been advertised. It is hoped that the equipment will be procured early 2015 and installed in the radio station.

CHALLENGES AND KEY LESSONS

The main challenge was the delay in starting the project. Contracting and providing the first instalment of funds was delayed. However, the project is on course and will be fully implemented.

INTERIM REPORT FOR NATIONAL PROJECT IMPLEMENTED BY THE SAN JOSE CLUSTER OFFICE

COUNTRY:	**EL SALVADOR**
PROJECT TITLE:	**PROMOTING THE RIGHT TO PUBLIC INFORMATION THROUGH COMMUNITY MEDIA IN EL SALVADOR**
BUDGET CODE:	**354GLO5002.77**
AMOUNT APPROVED:	**14,000 USD**
STATUS:	**Ongoing**

INTRODUCTION / RATIONALE

In 2011, El Salvador enacted the Access to Public Information Law (LAIP). However, until now media and general public particularly in rural areas lug behind in their understanding of this important Law. Media professionals need to be trained on public information retrieval procedures as well as sensitized about impact that the Law could have on transparency, accountability and civic participation. The multiplier effect of media should be used in so called *re-populated* areas where refugees of the civil war settled down upon their return from camps in Honduras. Their re-integration into the society depends on their capacity to access and use archives and legal documents that enable re-instatement of their rights as Salvadorian citizens. The purpose of this project is to strengthen access to public information through community media in disadvantaged and rural areas of El Salvador.

IMPLEMENTATION

- **Description of activities implemented / outputs:**

The contract has been signed with the project proponent: ASOCIACION DE RADIOS Y PROGRAMAS PARTICIPATIVOS DE EL SALVADOR (ARPAS). The workplan, the budget and methodology for development of training content: pedagogical and didactic treatment, that should properly address gender sensitivity and status of women in the national panorama of the media, had been fine-tuned. The following is the schedule of activities:

- In March 2 2015, ARPAS will produce 10 chapters of a Radio Novel (5-10 minutes each chapter) about practical applications of the LAIP; design, production and broadcast through the 23 community radio stations affiliated to ARPAS.
- In July 2015, ARPAS will conduct LAIP information campaign on radio stations associated with ARPAS and websites as well as through network APES.
- Five public debates across the country with participation of young leaders and local authorities and journalists will focus on the importance of public information for greater transparency, accountability and citizen participation at local and national.
- In May 2015, ARPAS will develop training curricula and conduct the six workshops for the 23 community media journalists:

- ✓ Two workshops in the Central Zone (San Salvador)
- ✓ Two workshops in the Western Zone (Santa Ana and Sonsonate)
- ✓ A workshop at the Para-central Zone (Camping)
- ✓ A workshop in the East (San Miguel)

23 trainees will represent different community media: radio, television, digital media and will be selected on basis of the following criteria: gender balance, geographical representation, age and leadership qualities. ARPAS and APES will work with the following radio stations: ACISAM - Acaxual - Bálsamo - Fe y Alegría - Guazapa - Guija - Izcanal - Juventud - Juvi - La Klave - Mangle – Milenio - San Pedro - Segundo Montes - Sensunat - Stereo Sur - Suchitlán - Sumpul - Tazumal - Tehuacán – Victoria. The project will involve media and legal experts from the Institute for Access to Public Information established in 2013.

- **Analytical reflection:**

Recently, in cooperation of UNDP El Salvador, the APES launched *The Guidelines on Access to Public Information Law for Journalists*. This handbook will be used when designing a training materials and debate frameworks. The Law provides Salvadorian citizen with important instrument to validate their right to "obtain in a form that is clear, sufficient, direct and opportune" a wide range of information about actions of the State, society, mixed economy, juridical subjects and individuals that manage public information and fulfil state, national or local functions. The project thus reinforces the control over decisions taken by public administration, by citizens and the media converting itself into a preventive tool against corruption.

CHALLENGES AND KEY LESSONS

The project launch was delayed due to internal approval procedures of UNESCO San Jose. Key challenges and lessons learn will be listed with the events commencement in January 2015.

COUNTRY:	**COSTA RICA**
PROJECT TITLE:	**BUILDING DISASTER PREPAREDNESS AND RESPONSE CAPACITY OF THE COSTARICAN PRESS**
BUDGET CODE:	**354GLO5002.76**
AMOUNT APPROVED:	**13,000 USD**
STATUS:	**Ongoing**

INTRODUCTION / RATIONALE

Natural disasters such as earthquakes, landslides, hurricanes are common in Costa Rica. In 2012, the earthquake of 7.6 magnitude in Guanacaste caused panic among local population and mass evacuation of tourists. Emergencies such as AH1N1 influenza pandemic and nosocomial infections happen on a regular basis. For a small country like Costa Rica, those are major media events, when the whole nation tunes in. However, media in affected areas is often not able to inform local population accurately, nor to provide quality news feeds to national media. The Journalist Union of Costa Rica in collaboration with the Costa Rican National Commission for Risk Prevention and Emergency Response (CNE) and the Pan American Health Organization produced a "Manual for journalists on ethical coverage of emergencies and disasters" which contains a brief glossary of related terms and a schematic blueprint for emergency response. It is yet to be complimented with area-specific information and to reach wider circles of media, especially in provinces. The purpose of this project is to train local media on providing information that is clear and reflects the priority needs in situations of major disaster, using the Manual as a basis as well as to compile a detailed, practical Guide for journalists.

IMPLEMENTATION

- **Description of activities implemented / outputs:**
The timetable and agenda have been established for the main project activities:
- Seminars "What to inform during situations of major disasters?"
- Workshop "Human drama during situations of major disasters"
- Producing the "Manual-Guide for national and regional communication medias".

Sindicato plans to present the final version of the Manual-Guide for national and regional media communication, to UNESCO in March 2015, during the press-conference that will take place at the Journalist Association premises.

- **Analytical reflection:**
The project proponent, SINDICATO NACIONAL DE PERIODISTAS created in 1972, counts 250 active members, and is an official member of International Federation of Journalist (IFJ) and Federation of Journalists of Latin America and Caribbean (FEPALC). Paula Cejas, Regional Office Coordinator for FEPALC and Mr. Celso Schröder, FEPALC president and IFJ Vice-president, will participate in both

Seminar and the training that will take place on 29-31 January 2014. Since it involves not only informed but also *ethical* coverage of disasters, the Ethics and Honour Tribunal of the Journalists Association of Costa Rica and the National Commission for Risk Prevention and Emergency Response (CNE) formed a special support committee and will provide inputs to the Manual-Guide.

The Sindicato intends to take a scope of all types of natural disasters that can happen in Costa Rica and in neighbouring countries. For example, volcano eruption is also relevant for El Salvador and Honduras and tsunami or an earthquake can hit all countries of Central America. That defines profiles of invited experts, such as National Seismological Network, Red Cross, National Meteorological Institute, Research Volcanology Institute and Seismological Observatory of Costa Rica, Municipality of San José, Coordination Centre for Prevention of Natural Disasters in Central America. Inputs from thematic presentations, questions and suggestions from journalists will help in formulation of the Manual-Guide, which in concrete and practical terms, will enable journalists to do their job in disaster situation and contribute to concerted disaster alleviation efforts, without suffering a psychological trauma or inflicting one on already terrified population. Given the fact that local media is prone to over-exposure of graphic details of crime scenes often at expense of verified factual information, the Sindicato suggested to annex Charter of Ethical Behaviour of Journalists in Disaster Situations. In that sense, the project will also promote self-regulation of media and in-depth reporting.

CHALLENGES AND KEY LESSONS

Key challenges and lessons learn will be listed with the events commencement in January 2015.

COUNTRY:	NICARAGUA
PROJECT TITLE:	NICARAGUA: SUPPORTING VOICES OF INDIGENOUS PEOPLES THROUGH TRAINING ON ALTERNATIVE COMMUNICATION MEDIA
BUDGET CODE:	354GLO5002.78
AMOUNT APPROVED:	20,000 USD
STATUS:	Ongoing

INTRODUCTION / RATIONALE

The Republic of Nicaragua has 11 recognized ethnic groups such as *Miskitos*, *Mayagnas*, *Ramas*, *Garífunas*, *Ulwas*, *Creoles* and *Mestizos* who populate the Autonomous Regions in the Caribbean Coast (RAAN and RAAS). The *Chorotegas*, *Cacaoperas*, *Nahoas, Xiu-Sutiabas* indigenous groups live in Nicaragua's Pacific Centre and North region (RCN). In the RAAN and RAAS, 40 radio stations are state-owned or belong to regional governments, mayoralties and churches. Only 18 radios work in close association with the AMARC. Media, especially privately-owned, misrepresent indigenous people's aspirations to live on their territories in accordance with their customs, by stereotyping them as commonplace delinquents and land thieves, or portraying indigenous leaders as incapable of managing lands and funds. In Pacific Centre and North region the media perpetuates a misconstrued stereotype about complete cultural assimilation of indigenous peoples. This project proposes to build capacity of indigenous communities and communicators to access, exchange and produce information about human rights, cultural identity and relevant aspects of national legislation.

IMPLEMENTATION

- **Description of activities implemented / outputs:**

The Indigenous Movement of Nicaragua (MIN) and the Sustainable Development Network (RDS) have agreed their implementation strategy and project locations with UNESCO. The following activities are planned:

By February 2015, in Pacific Region, Central and North of Nicaragua:
1) Three-day workshop on radio and video production for 16 participants in Rivas
2) Three-day workshop on radio and video production for 16 participants in Matagalpa
3) Two day workshop on production of live and pre-recorded programs to 16 participants in Rivas
4) Two day workshop on production of live and pre-recorded programs to 16 participants in Matagalpa
At March 2015, the trainings in North Atlantic Autonomous Region (RAAN), Puerta Cabezas will take place:
1) Three-day workshop on radio and video production for 16 participants
2) Two day workshop on production of live and pre-recorded programs to 16 participants

RDS will actively promote the project events in social networks (Facebook, blog, YouTube for video and Sound Cloud for audio).
- Media coverage in place of the workshops (mainly local media will be invited)
- Scheduling interviews with media located in Managua, and press releases sent to media outlets in regions.

- **Analytical reflection:**

The project coincides with the current campaign of Mother Earth as a source of cultural identity, economic and social empowerment of indigenous people, as inspired by the World Conference on Indigenous People that took place in UN HQ this year. As such it asserts the right to freedom of expression and information of indigenous peoples of Nicaragua as stated in the Declaration in United Nations Declaration on the Rights of Indigenous Peoples (2007).

CHALLENGES AND KEY LESSONS

RDS Nicaragua was established in 1994 as a result of a project executed by the United Nations Development Programme (UNDP). It was implementation partner of CI/SJO in the MDG "Economic Governance in the Water and Sanitation Sector in the RAAN and RAAS" project. The tele-centers established in the framework of the MDG project will be used for the current training of indigenous opinion leaders and communicators.

MIN established in 1992 during the Continental Campaign "Por la Resistencia, Indígena, Negra y Popular", belongs to the Consejo Indígena Centroamericano. MIN was involved in the project on empowerment of indigenous women through media and ICT implemented by UNESCO San Jose in 2013. MIN is instrumental in reaching to community radio staff and opinion leaders, such as members of elderly boards, local councils and grassroots indigenous organizations in Nicarao (Rivas), Tenderí (Masaya), Adiac – Aga Theite (León y Chinandega), Diriangén (Matagalpa y Jinotega), Chorotegas (Madriz, Nueva Segovia).

Given difficulties in communication and traveling to RAAN and RAAS, it was decided to build on achievements and info-structure of previous projects and partners that were introduced to local leaders through UNESCO-run projects and are familiar with UNESCO requirements for efficiency, transparency and timeliness.

COUNTRY:	REGIONAL: MEXICO AND CENTRAL AMERICA
PROJECT TITLE:	DEVELOPMENT OF ONLINE SAFETY TRAINING SYSTEM IN MEXICO AND CENTRAL AMERICA
BUDGET CODE:	354GLO5002.79
AMOUNT APPROVED:	19,000 USD
STATUS:	Ongoing

Lack of preparedness to dangers and risks that come with reporting in Mexico, Guatemala, Honduras and El Salvador, is among major factors that contribute to a high death toll. This project builds, test-runs and will launch sustainable online system training on safety for journalists, available anytime, anywhere in Mexico and Central America. The system was inspired by the UN Safety and Security training system that allows the totality of the UN staff be trained and prepared to go to the field. The final objective is to increase safety awareness and survival rate of journalists from Mexico and Central America.

ACTIVITIES:

- Already implemented: training of trainers course for tutors from Guatemala, Honduras, Mexico and El Salvador who oversee the deployment of the e-learning safety system in their respective countries.
- On-going: development of online material database for the e-learning safety training. The material contain specifics for each country and general topics such as security protocol, first aid course, kidnapping simulation, post traumatic treatment, survival training, legal training for journalists,digital security, self-defence, etc.
- Pilot training for 60 journalists from Mexico (15), Honduras (15), Guatemala (15) and El Salvador (15). ARTICLE 19 strives to achieve 40% women and 60% men ratio and parity in geopgahical distribution between city and rural areas.
- Feedback evaluation and improvement of the open access on-line safety training system.

- **Analytical reflection:**

The project is implemented in the framework of the UN Action Plan on Safety of Journalists and serves as important channel to inform advocacy NGOs, media owners and journalists about importance of this document. It is also crucial to impart this knowledge on the new staff that joined UNESCO. For example, I made efforts to meet with CI/PR person currently working at UNESCO Mexico, in order to explain the project to her, however, she was unavailable. Even though the issue of administrative follow-up by Mexico Office has been agreed by all parties concerned, the programmatic follow-up after February 2015 remains an issue. I advised Article 19 to keep in close contact with FEM and UNESCO Mexico and provided all the contacts.

- **Lessons learned**

Numerous international, regional and national organizations strive to improve safety and survival rate of journalists in Central America by providing safety trainings to journalists and media organizations. However, no coordination among various actors in the safety training for journalists' field exists. How to sensitize media owners to the importance of protecting their staff? Are those trainings effective and cost-efficient? Are they reaching the right audience? Are they tackling the issues from the right angle? And what are the reasons behind "yes" or "no" answers to those questions. UNESCO (ACI/SJO), Article 19 Regional office based in Mexico-city and tutors who came for training on 8-9 December 2014 debated those issues. It seemed like those who need safety trainings the most: rural media communicators, indigenous media and women, are very often the ones who are left out. They are the hardest to reach too, given the economic, language and distance barriers. Reaching out to a wide range of media profiles means that the on-line system should have several levels of complexity and duration. Moreover, it should be filled with practical, simple to digest information. It was agreed that certificates are important and at the end of training, once the trainee has passed the test, the certificate will be delivered to him either by mail or by the tutor in country.

The system of tutors in every participating country needs further fine-tuning. For example, Article 19 had no replacement solution in case one of the tutors would become unavailable. Sustainability of the project, its relevance to every participating country and its promotion remain to be resolved.

INTERIM REPORT FOR NATIONAL PROJECT IMPLEMENTED BY THE HAVANA CLUSTER OFFICE

Country: Dominican Republic
Project title: SAFETY TRAINING FOR DOMINICAN JOURNALISTS
Budget code: 354GLO5002.62 354GLO5002.62
Amount approved (in US): 15,000
Status: ongoing

INTRODUCTION / RATIONALE

Capacity development.

The Colegio Dominicano de Periodistas (College of Dominican Journalists- CDP by its acronym in Spanish) will implement a training workshop for journalists on understanding the national media legal framework in which they perform their duties, identifying possible threats they may confront, learning on risks reduction and developing safety initiatives in accordance with the UN Plan of Action on the Safety of Journalists. The training program will follow the UNESCO Model Curricula for Journalism Education- A Compendium of New Syllabi (2013). Particularly, it will be adapted from the course on Safety and Journalism, including the section on specific threats faced by women who work as journalists. It will also use UNESCO's Media Development Indicators section on the Safety of Journalists to provide a comprehensive analysis of the current situation in the Dominican Republic and thus design and propose a suitable strategy that contributes to improved implementation of safe journalistic practices through the production and distribution of a recommendations report.

IMPLEMENTATION

- **Description of activities implemented / outputs:**

It was already established the project management team. Coordination and negotiation meetings are taking place in order to agree a work plan for the project, draft a preliminary call and agenda, and guarantee all logistic arrangement, setting May 2015 as a tentative date for the workshop.

INTERIM REPORT FOR NATIONAL PROJECT IMPLEMENTED BY THE HAVANA CLUSTER OFFICE

Country: Cuba
Project title: STRENGTHENING CUMANAYAGUA RADIO TO FOSTER SUSTAINABLE DEVELOPMENT
Budget code: 354GLO5002.61
Amount approved (in US): 12,000
Status: ongoing

INTRODUCTION / RATIONALE

Capacity development.

The project is implemented by the CMFK Cumanayagua Radio and TV Correspondent and consists of two-part training for community radio workers on communication strategies for strengthening sustainable development and participation of the community. The first part of the course will train professionals on

communication for development (gender, environment, etc.), and the second, will train professionals on designing communication strategies that address local problems. The training will draw from UNESCO's MDIs section on Professional Capacity Building to implement: a) the availability of professional media training; and b) the availability of academic courses in media practice. The Model Curricula for Journalism Education: A Compendium of New Syllabi will be used for preparing the workshop content which will be documented and reproduced in order to allow replication of the training in the future and thus sustainability of the skills learned.

IMPLEMENTATION

- **Description of activities implemented / outputs:**

As scheduled in the project document, activities 1 to 5 have been already implemented. The first meeting was successfully held in Cumanayagua on June 23-24. As a result of this meeting the following purposes were attained:

- project main goals were presented to media professionals, local authorities and community members,
- management team was established,
- local capacity building needs and expectations in terms of communication strategies for local development were diagnosed following participatory techniques.
- project work plan was collectively outlined and agreed on.
- concept papers for the two workshops were drafted and the main actions to identify local problems in order to visualize possible communication strategies were defined.

The meeting also included a visit to the venue were training activities will take place, as well as to CMFK Radio Cumanayagua headquarters, were project coordinators and media professionals joined the editorial chief of the station in a final activity were counterparts stressed their support and commitment to the project. Also, project coordinators and consultants were interviewed for radio Cumanayagua "A Buena hora" afternoon show. This last action allowed for the Cumanayagua community to learn more about the project and UNESCO's mandate and to deepen their sensitization about project´s main goals.

In the following months, workshops' contents have been developed as to optimally serve the capacity building needs previously diagnosed. The final proposal can be accessed in Appendix 3.

Also, the call for the first workshop has been already launched. This training activity is expected to take place in late January.

Analytical reflection: This first meeting provided valuable inputs for elaborating a well contextualized workshop agenda according to local journalists' needs and expectations. It was also relevant in identifying community development issues that should be targeted in future communication planning, and thus must be included in the case studies to be discussed during the training workshops.

On the other hand, this action greatly contributed in assessing Radio Cumanayagua's actual capacities to develop the project, including the commitment of professionals, board members and local authorities.

CHALLENGES AND KEY LESSONS

The relevance of counting on local authorities support in project planning and implementation is one of the key lessons learned. Project´s promoters in Cumanayagua worked together with local authorities and university professor at the provincial level to create a proposal that could meet local needs while keeping its alignment to provincial media and educational sectors priorities. That strategy has proven to be highly efficient so far, since project is perceived as a local effort with possibilities of impacting communication for development – including media development- in Cumanayagua and irradiating new knowledge and best practices to the region.

Yet, some concerns remain regarding Radio Cumanayagua and/or Cumanayagua University Center´s financial capacities for implementing the project. Like most state-run media or educational center in Cuba, both institutions lack a bank account where funds in a foreign currency can be actually allocated and therefore some arrangements must be made to ensure budget implementation. A request regarding certain flexibility for implementing the funds has will be sent.

SUPPORTING DOCUMENTATION

Evidence supporting project implementation up to present can be found in the following appendixes:

- Appendix 1 Meeting agenda, June 23-24
- Appendix 2 Photographic record
- Appendix 3. Workshops 1 and 2 content proposal
- Appendix 4. Workshop 1 Agenda
- Documentary on Radio Cumanayagua
- TV report on the meeting celebrated in June 23-24

APPENDIX 2 PHOTOGRAPHIC RECORD

Project Consultant Rayza Portal addresses media professional and local authorities

Project management team is interviewed at radio Cumanayagua "A buena Hora" evening show.

Isabel Viera explains UNESCO's CI sector priorities

Project team visit the venue were most training activities will take place

CI NPO Isabel Viera talks to the provincial media about the project and UNESCO's mandate

Cumanayagua media professionals join project management team

INTERIM REPORT FOR NATIONAL PROJECT IMPLEMENTED BY THE HAVANA CLUSTER OFFICE

Country: Dominican Republic
Project title: MEDIA ASSESSMENT IN DOMINICAN REPUBLIC USING THE MEDIA DEVELOPMENT INDICATORS
Budget code: 354GLO5001.48
Amount approved (in US): 20,000
Status: ongoing

INTRODUCTION / RATIONALE

Promotion of Freedom of Expression and media pluralism.

The Colegio Dominicano de Periodistas (College of Dominican Journalists- CDP by its acronym in Spanish) together with Universidad Autónoma de Santo Domingo and the UNESCO Chair in Communication, Democracy and Governability implement an assessment of media development in the Dominican Republic based on UNESCO's Media Development Indicators (MDIs) and using the Gender-Sensitive Indicators for Media (GSIM) to foreground gender dimension throughout the assessment. The results are going to be an important tool for guiding the efforts of national actors working in the area of media development and legislation, including lawyers and policy makers. This study will provide an up-to-date state of arts of national media landscape and a comprehensive analysis of the current media situation including gender issues, which is not available now. It will allow identifying fields that should be improved and suggesting the right direction to take for correcting the course of current and further reforms.

IMPLEMENTATION

- **Description of activities implemented / outputs:**

A training workshop was held on 5-6 August 2014 in Santo Domingo aimed at strengthening national research team capacities on IDMs assessment methodology and steps to follow for results processing and publishing. The workshop included national consultative meetings results than allowed to identify strengthens to count with and shortcomings and challenges to overcome. Following the workshop the instruments and questionnaires for carrying out the national surveys on journalism exercise of journalism, importance and credibility of media and journalists and for mapping Dominican media were elaborated. Quality control research teams, as well as, an adviser council were created.

One National Round-Table for partners, stakeholders and donors will be prepared for presenting the report on the media landscape in the Dominican Republic with reference to the MDIs and the GSIM including recommendations

Analytical reflection: Once surveys' results have being collected they will be processed in order to elaborate Media Landscape Report and recommendations.

CHALLENGES AND KEY LESSONS

It was identified the need of doing a more deeply approach of Dominican media situation and challenges in order to cover all the expectations.

SUPPORTING DOCUMENTATION

PROGRAMA

REUNIÓN DE PRESENTACIÓN OFICIAL DEL PROYECTO "ESTRATEGIAS DE COMUNICACIÓN PARA EL DESARROLLO SOCIAL DE CUMANAYAGUA"

DÍA	HORA	ACTIVIDAD
Domingo 22	Durante el dia	Salida para Cienfuegos de los participantes de la UNESCO y la FCOM / Recibimiento: Dra. Arelys Álvarez González - vicedecana de investigación de la UCF y MS. Yanet Dorticós Torriente-jefa de la carrera de Comunicación Social de la UCF. Hospedaje en el hotelito de la UCF.
Lunes 23	7.35 a 9.35 AM	Desayuno y viaje hacia Cumanayagua desde la UCF
	9.35-10.00	Merienda
	10.00-10.15	Intervención de la presidenta municipal del Poder Popular, Fara de las Mercedes: presentación de la caracterización de Cumanayagua.
	10.20-10.40	Intervención de la Sra. Isabel Viera, oficial del programa de Comunicación e Información de la UNESCO en la Habana: presentación de la oficina de la UNESCO y sobre el PIDC.
	10.45-11.00	Intervención de la Dra. Rayza Portal Moreno, jefa de la disciplina de Comunicación para el Desarrollo (CPD) de la FCOM-UH: descripción general acerca de la disciplina y su importancia en la formación de los comunicadores sociales en función del desarrollo local.
	11.05-11-20	Intervención del Lic. Dariel Mena Méndez: presentación oficial del proyecto "Estrategias de comunicación en función del desarrollo social de Cumanayagua" y sobre el Centro de Comunicación y Desarrollo (CCD) de Cumanayagua.
	11.25-12.00	Debate de los participantes sobre el proyecto, su pertinencia, las necesidades sociales de Cumanayagua y cómo los comunicadores sociales pueden incidir sobre ellas desde su campo de acción (convenir las fechas de los talleres de CPD que se realizarán en la localidad)
	12.00-1.00	Almuerzo
	1.00-1.35	Visita al local del Centro de Comunicación para el Desarrollo
	1.35 PM	Visita a la CMFK Radio Cumanayagua (encuentro con el consejo de dirección)
	2.00 PM	Entrevista en el programa radial Espacio Abierto
	3.00 PM	Regreso a la UCF (los participantes de la UNESCO y la FCOM)
Martes 24	En la mañana	Regreso a La Habana (Despide Arelys Álvarez y Yanet Dorticós)

APPENDIX 3. WORKSHOP CONTENTS

<u>Organizational requirements:</u>
Two workshops will be organized: one in January 2014 and another in April 2015. Workshops will be one-week-long each, with morning and evening sessions. Morning sessions will focus in deepening on the theoretical and conceptual frameworks, while afternoons will be more specifically devoted to collective discussion of practical exercises, case studies and field trips within the town.

Workshops' contents:

Workshop 1:

This first workshop targets journalists only. It is aimed at framing the relationship between communication and local development, and making visible the importance of mainstreaming communication and information in development programs and projects. Main topics are:
- Introduction to communication: key concepts, areas and levels at which communication operates.
- Community participation and local development: The local space as a legitimate locus for development. Concepts of community and participation. Levels of participation. Communicative dimension of participation. Evolution of the concept of development: from economic development to human development.
- Communication for Development: Models of communication and education, its relation to development models. Major trends in development communication.
- Institutional Communication for Development: Local development and institutional fabric. Concepts and functions of corporate communications. Internal and external communication. Local organizations and social responsibility.
- Strategic planning of communication: concepts and importance of strategic planning. Main stages of strategic planning.

Workshop 2:

It is conceived for deepening participants´ knowledge and skills by encouraging critical thinking on key issues relating to participants professional action. It is also aimed at providing concrete tools for their performance. Main issues to be addressed are:
- Media and Community Development: Community media. Key characteristics and codes. Importance of community media as spaces for dialogue, recognition and social mobilization. Production routines of community media. Community media programming. Methodological proposal for the creation of communication products with a community focus. Evaluation of communication products.
- Management of institutional communication with media: External communication. Cuban Media System. Regulatory framework. The media communication plan.
- Communication, Health and Environment: biopsychosocial approach to health. Theory of social determinants of health. Importance of the environment to public health and sustainable development. Educational communication for health and the conservation of the environment. Links to promotion, education and participation for health. Methodology for managing health communication and environmental education management.
- Communication and governance: relationship between media and politics at the local level. Communicative practices that sustain people's participation at community and local level. Public consultation and deliberation: its impact on participatory development management
- Communication management in development projects: concepts of development project. Basic logic of intervention. Mainstreaming communication at the different stages of project´s cycle.

Evaluation:

Each workshop will include a final evaluation in the last session. Cases will be collectively analyzed as to integrate the different contents discussed during the workshop. Similarly, workshop methodology will be also assessed as to identify mayor lessons learned in this respects.

It is also recommended to devote the last session of the second workshop to systematize the whole experience, in order to gather impressions of the participants, to record the changes to be considered for similar initiatives in the future and to collect the possible actions to be implemented to contribute to the sustainability of project.

APPENDIX 4. TENTATIVE AGENDA FOR WORKSHOP 1, JANUARY 26th -30, 2015

PROGRAMA

Primer Taller del Proyecto: "Estrategias de Comunicación para el Desarrollo Social de Cumanayagua"

Del 26 al 30 de enero de 2015 en Guajimico (por confirmar)
- **POSTGRADO: Comunicación y Desarrollo** impartido por la Dra. Rayza Portal Moreno- Prof. Titular de la Facultad de Comunicación de la Universidad de La Habana.
INCLUYE LOS TALLERES: "Comunicación y gestión de gobierno", "Comunicación y Salud" y "Medios comunitarios y desarrollo"
- **Garantizados los certificados del postgrado y de los dos talleres, la transportación, el hospedaje, la alimentación y MÁS (no requiere cuota de inscripción)**

DÍA	HORA	ACTIVIDADES
Domingo 22	**10.00 AM**	Salida para para La Villa de Guajimico desde la glorieta de Cumanayagua(recibimiento y acreditación en villa)
Lunes 26	**7.00am a 8.00am**	Desayuno
	8.30am-10.00am	Inicio del postgrado "Comunicación y Desarrollo"- Dra. Rayza Portal Moreno de la Facultad de Comunicación de la Universidad de La Habana
	10.00am-10.15am	Merienda
	10.20am-12.30pm	Continuación
	12.35pm-1.00pm	Almuerzo
	2.00pm-4.00pm	Actividades prácticas y de socialización
	4.30pm-4.45pm	Merienda
	4.45pm-6.00pm	Disfrutar de la instalación
	6.35pm-8.00pm	Cena
	8.35pm-10.00pm	Actividades recreativas
Martes 27	**7.00am a 8.00am**	Desayuno
	8.30am-10.00am	Taller: "Comunicación y gestión de gobierno"-MSc. Elena Nápoles (UNESCO)
	10.00am-10.15am	Merienda
	10.20am-12.30pm	Continuación
	12.35pm-1.00pm	Almuerzo
	2.00pm-4.00pm	Actividades prácticas
	4.30pm-4.45pm	Merienda
	4.45pm-6.00pm	Disfrutar de la instalación
	6.35pm-8.00pm	Cena
	8.35pm-10.00pm	Actividades recreativas

DÍA	HORA	ACTIVIDADES
Miércoles 28	**7.00am a 8.00am**	Desayuno
	8.30 am-10.00am	Taller "Comunicación y Salud"-MSc. Tania del Pino (FCOM-UH)
	10.00am-10.15am	Merienda
	10.20am-12.30pm	Continuación
	12.35pm-1.00pm	Almuerzo
	2.00pm-4.00pm	Actividades prácticas
	4.30pm-4.45pm	Merienda
	4.45pm-6.00pm	Disfrutar de la instalación
	6.35pm-8.00pm	Cena
	8.35pm-10.00pm	Actividades recreativas
Jueves 29	**7.00am a 8.00am**	Desayuno
	8.30am-10.00am	Taller "Medios comunitarios y desarrollo"-MSc. Alain Delanoval (FCOM-UH)
	10.00am-10.15am	Merienda
	10.20am-12.30pm	Continuación
	12.35pm-1.00pm	Almuerzo
	2.00pm-4.00pm	Actividades prácticas
	4.30pm-4.45pm	Merienda
	4.45pm-6.00pm	Disfrutar de la instalación
	6.35pm-8.00pm	Cena
	8.35pm-10.00pm	Actividades recreativas
Viernes 30	**7.00am a 8.00am**	Desayuno
	8.30am-10.00am	Sistematización del Taller
	10.00am-	Merienda
	10.20am-	Continuación
	12.35pm-1.00pm	Almuerzo
	2.00pm-4.00pm	Sistematización y entrega de los certificados de participación
	4.30pm-4.45pm	Merienda
	4.45pm-6.00pm	Disfrutar de la instalación
	6.35pm-8.00pm	Cena
	8.35pm-10.00pm	Actividades recreativas
Sábado 31	**7.00am a 8.00am**	Desayuno
	8.30am-10.00am	Regreso

PROJECT IDENTIFICATION: "Supporting the quality of independent journalism in Ecuador through research and ethic norms"
BENEFICIARY INSTITUTION: Universidad de los Hemisferios (UDLH).
COUNTRY: Ecuador.
BUDGET CODE: 354GLO50002.73
AMOUNT APPROVED: US$ 22.000,00
STATUS: Completed

IMPLEMENTATION

- **Description of activities implemented / outputs:**
    1. One (1) Workshop held in the city of Quito on July 28th, 29th and 30th, with the assistance of 18 journalists. Workshop was focus on: 1. – Quality of media content; 2. – Media credibility in Ecuador; 3. – Assessment of Internet consumption in Ecuador; 4. – Quality of digital journalism in Ecuador 2.0.
    2. One (1) Workshop held in the city of Quito on July 31th, with the assistance of 12 media directors. Workshop was focus on: 1. – Quality of media content; 2. – Media credibility in Ecuador; 3. – Assessment of Internet consumption in Ecuador; 4. – Quality of digital journalism in Ecuador 2.0.
    3. One (1) Workshop held in the city of Quito on August 1st, with the assistance of 14 Social Communication students from Universidad de los Hemisferios and other universities. Workshop was focus on: 1. – Media credibility in Ecuador; 2. – Quality of digital journalism in Ecuador; 3. – Quality of media content.
    4. One (1) Workshop held in the city of Guayaquil on August 4th and 5th, with the assistance of 15 journalists. . Workshop was focus on: 1. – Quality of media content; 2. – Media credibility in Ecuador; 3. – Assessment of Internet consumption in Ecuador; 4. – Quality of digital journalism in Ecuador 2.0.
    5. One (1) Workshop held in the city of Cuenca on August 7th and 8th, with the assistance of 18 journalists. . Workshop was focus on: 1. – Quality of media content; 2. – Media credibility in Ecuador; 3. – Assessment of Internet consumption in Ecuador; 4. – Quality of digital journalism in Ecuador 2.0.

- **Analytical reflection:** The project made emphasis on specific actions to ensure dissemination of content: decentralization of training activities and the diversity of the audience. In fact, the workshops were held in the cities of Quito, Guayaquil and Cuenca, and aimed at an audience of journalists, media directors and students of Social Communication. Moreover, the project also called attention by proposing an attractive and relevant topic for journalistic medium, which is quality of independent journalism through research and ethical rules.

CHALLENGES AND KEY LESSONS

1. Convocatory: Evidently, the gathering of journalists was difficult, because of problems related with the community of journalists and unionization circumstances. At first, there was a favorable reception from the journalists of the three cities, confirming their attendance to the workshops. This dynamic was confirmed through the online registration using digital links to the web site of the Communication School of Universidad de los Hemisferios: www.comunicacionudlh.edu.ec
2. Union organization trends in media: However, despite this dynamic, counterparty could notice that many journalists who registered did not participate in the workshops because of their union membership. In the case of the National Union of Journalists, here are journalists committed to supporting union organization, while there is another group avoiding to get involved.
3. Scheduled workshops: Also, the schedule of the workshops was not compatible with the timing and work journeys in the media outlets. For this reason many reporters couldn't get the permission to attend the workshops. Besides that, vacations take place on august and news rooms have to arrange replacements in those cases of journalists who are spending their vacations.

4. Knowledge products: Participants received documentation in digital format (CD) which intends dissemination of the teaching material to assure consolidation and spreading of the best practices and expertise offered in capacitation activities. Readings and presentations were included in CD contents: 1. – Readings: Quality of media content: John Dinges; 2. – Lecture: Assessment of Internet Consumption -2010-2012: Daniel López; 3. – Lecture: Media Credibility in Ecuador 2010-2013: Daniel López; 4. – Quality of Digital Journalism in Ecuador: Consuelo Aguirre.

Project title: "Strengthening and training the indigenous communicators network of Peru"
Beneficiary: SERVINDI
Country: Peru
Responsible agency: UNESCO Quito
Budget code: 354GLO5001.58
Amount approved: US$ 13.000,00
Status: Completed

INTRODUCTION / RATIONALE

Indigenous communication makes sense when practiced within the framework, world-view, language and culture of each native community, so the indigenous people themselves must produce, manage and disseminate information on their people in the media - both conventional and their own. In this way, the national and international society will be able to better perceive and understand indigenous people´s reality, needs and aspirations.

Discrimination and exclusion in the media, an almost total absence of indigenous issues on the public agenda, lack of any legal normative framework to encourage indigenous media, even in some cases government aggressions, all harm and limit the exercise of indigenous communication.

In this situation, strengthening the Indigenous Communicators Network of Peru through technical training for its members in four decentralized meetings - to be held in the regions of Lambayeque, Junín, Moquegua and Ucayali - and a central event in Lima, will position an integrated indigenous agenda in the national political debate through quality community journalism and promote public policy- making to native people's right to information, communication and access to media. The training activities under this proposal will take inter-cultural, gender and right-based approaches into account.

IMPLEMENTATION
- **Description of activities implemented / outputs:**
    1. Conducting workshops aimed at improving competencies, knowledge and social capacities of 169 indigenous communicators, 79 men and 90 women, located in Amazonas, Ancash, Apurímac, Arequipa, Ayacucho, Cajamarca, Chiclayo, Cusco, Huancavelica, Huancayo, Ica, Lambayeque, Lima, Loreto, Pasco, Piura, Pucallpa, Puno, Satipo y Ucayali. These workshop were focus on: 1.- ICT, 2.- Intercultural communication, 3.- Radio production, 4.- The communication rights of indigenous peoples, 5.- Climate change and indigenous peoples, 6.- Indigenous identity and ethnic self-identification
    2. Developing twenty communicative products, it should be noted that SERVINDI have been able to develop total products/deliverables according to Terms of Reference. In all workshops have been conducted audiovisual recordings and even interviews aimed specifically at two purposes: A.- To promote communication rights of indigenous peoples, B.- To promote networking of indigenous communicators. All these product are available for free consultation in:
    http://www.comunicacionintercultural.org/campanas/16/10/2014/campana-por-el-derecho-la-comunicacion-de-los-pueblos-indigenas
    http://servindi.org/actualidad/114220
    http://servindi.org/actualidad/111908

http://servindi.org/actualidad/111747
http://servindi.org/actualidad/111729
http://servindi.org/actualidad/111370
http://servindi.org/actualidad/111312

3. Developing a virtual platform for the use of indigenous communicators, which includes training modules and learning resources: http://www.comunicacionintercultural.org
4. Elaborating an Operation Manual intended for users of the virtual platform. It is available in: http://www.comunicacionintercultural.org/capacitacion/16/10/2014/manual-para-usuarios-de-drupal.
5. Spreading the radial products and workshops' information through the virtual platform:
Declaration of the Continental Indigenous Communication Bureau: https://ia902605.us.archive.org/18/items/PropuestasParaUnaComunicacionDemocratica_201410/Declaraci%C3%B3n%20de%20la%20Mesa%20Continental%20de%20Comunicaci%C3%B3n%20Ind%C3%ADgen1.pdf
Proposals for Democratic Communication: https://ia902605.us.archive.org/18/items/PropuestasParaUnaComunicacionDemocratica_201410/Propuestas_para_una_Comunicacion_Dem

- **Analytical reflection:**

The multicultural perspective in line whit the Peruvian reality allows the inclusion of indigenous sectors in efforts to promote the issues of information and communication. Certainly, it is essential to consider a primary focus on the specific information needs of the indigenous population to develop initiatives aimed at capacity building and strengthening of citizen participation through communication.

CHALLENGES AND KEY LESSONS

KEY LESSONS

1. ICT: The issue of information and communication technologies occupied an important part of the training workshops and it was developed according to the interest of the audience. The purpose was to identify the different obstacles limiting person's capacities to continue their own way of appropriation of ICTs, and to offer resources such as the use of social networks and Facebook in particular, the use of Skype for interviews and blogging on Wordpress.
2. Intercultural communication: The treatment and development of intercultural communication has been a major theme of the training workshops, which enriched the proposal of conforming a itinerant intercultural communication school, as a contribution to realize one of the most important agreements established in the I and II Continental Summit of Indigenous Communication.
3. Radio production: This issue had its thematic space on the agenda of the four decentralized workshops, with an emphasis on the exchange of experiences with people of remarkable trajectory. The contribution of the National Coordinator of Radio (CNR), a joint of about 80 educational radios, was extremely useful to focusing this matter on evaluation of public policies that refer to broadcasting and building citizenship.
4. The communication rights of indigenous peoples: There is an emerging citizen movement in favour of the right to communication and against the trend of the concentration of media property. These reactions have led to the articulation of various citizen groups committed to achieving the democratization of communications as a priority, resulting in a forum devoted to the Right to Communicate.
5. Climate change and indigenous peoples: This issue was fortunately introduced in the training sessions due to several considerations; highlighting the fact that Peru is one of the ten most vulnerable countries in the world to climate change and it will host the Conference of the Parties to the UN Framework Convention on Climate Change or COP20. These activities were possible thanks to sponsorship provided by the Friedrich Ebert Foundation from Germany, which were quite interesting to collaborate in incorporating this theme into the workshops, making a contribution through complementary resources to extend activities from two days to three days.

6. Indigenous identity and ethnic self-identification: This theme was the one last added to the program of activities. In this context, the agenda was devoted to informing and updating of the indigenous identity in the framework of the legal instrument promoted by Peruvian State.

CHALLENGES

1. Continue to strengthen capacity building and informative update of indigenous communicators as key players for communication with indigenous peoples and communities whose needs are not yet adequately met by other private institutions or by indigenous organizations.
2. Encourage and promote the development of the Traveling School of Indigenous and Intercultural Communication (EICII) as space and institutional mechanism to address the training and capacity building needs of indigenous communicators.
3. Broaden and deepen training in the use of ICT and Web 2.0 tools to empower indigenous communicators and to give much greater scope to the users for using information resources, for making research, as well as for promoting actions to exchange and disseminate useful and relevant information.
4. Promote virtual platform for exchanging of radio and audiovisual products, and encourage the dissemination of radio and audiovisual products in social and virtual networks.
5. Encourage the exchange of experience among indigenous people from Latin America, in order to build a regional vision of indigenous agenda in communication, to share design processes of public policies, management experience and training policy agenda, to coordinate efforts, and to share knowledge and learned lessons.

SUPPORTING DOCUMENTATION

1. Final report.
2. Final products/deliverables can be consulted in:
   http://www.comunicacionintercultural.org/campanas/16/10/2014/campana-por-el-derecho-la-comunicacion-de-los-pueblos-indigenas
   http://servindi.org/actualidad/114220
   http://servindi.org/actualidad/111908
   http://servindi.org/actualidad/111747
   http://servindi.org/actualidad/111729
   http://servindi.org/actualidad/111370
   http://servindi.org/actualidad/111312
   http://www.comunicacionintercultural.org
   http://www.comunicacionintercultural.org/capacitacion/16/10/2014/manual-para-usuarios-de-drupal.
   https://ia902605.us.archive.org/18/items/PropuestasParaUnaComunicacionDemocratica_201410/Declaraci%C3%B3n%20de%20la%20Mesa%20Continental%20de%20Comunicaci%C3%B3n%20Ind%C3%ADgen1.pdf
   https://ia902605.us.archive.org/18/items/PropuestasParaUnaComunicacionDemocratica_201410/Propuestas_para_una_Comunicacion_Dem

INTRODUCTION / RATIONALE

This project is intended to provide investigative journalism skills to 15 workers from mainstream media, alternative media and social organizations. The overall objective of this project is to contribute to freedom of press and information, as well as the human right of access to information, through the strengthening of investigative journalism in Bolivia.

IMPLEMENTATION

- **Description of activities implemented / outputs:**
  1. FIRST WORKSHOP: It was held on 6 and 7 May in CEDIB facilities, Cochabamba; with the participation of 30 people (17 women and 13 men). The content of this training activity focused on the following topics: Conceptual aspects and contexts: 1.- Importance of investigative journalism and the development of data journalism; 2.- Internet as metamedia; 3.- Multimedia Feature; 4.- Views journalism; 5.- Working with databases / Practical elements: 1.- The investigative journalism and data; 2.- Applications to display; 3.- Management of interactive maps; 4.- The alliance journalist-computer; 5.- Basic Tools / Information sources and tools: 1.- Databases and documentary background (Case CEDIB); 2.- Examples of practical applications.
  2. OPEN FORUM: The open forum was held on May 12 in the auditorium of the School of Communication at the Universidad Mayor de San Simon. The said forum was attended by 30 people (15 women and 15 men) mainly from media and academics.
  3. SECOND WORKSHOP: It was held from 28 to 30 July in CEDIB facilities, Cochabamba; with the participation of 15 people (6 women and 9 men). The content of this training focused on the following topics: 1.- The status of data journalism; 2.- Integration team of reporters writing data; 3.- Requirements for data journalism; 4.- Research using data; 5.- Localization and extraction database; 6.- Data Cleansing; 7.- Tools and data managers; 8.- Data analysis, looking for stories in the sea of data; 9.- Viewing Information.
  4. SCAN TOOLS: 2,380 records to complete a digital database of 4,003 news and articles on issues of freedom of expression, press freedom, media workers, journalism, legal rules on freedom of expression and press, media, corresponding to 1999-2004.

- **Analytical reflection:**

  The training in the use of scanning tools and resources provided by ICTs should focus on the practical utility of such tools to enhance the impact and scope of investigative journalism. Furthermore, training not only refers to technical skills, but also to knowledge about the impacts and changes in information management by introducing the use of ICT, specifically in regard to the preservation of information and the means of access to thereof. The use of ICT in information management greatly increases the chances to innovate on on-line contents, as well as the possibilities to build up a knowledge base and adequate data to answer the policy demands.

CHALLENGES AND KEY LESSONS

KEY LESSONS

1. The results achieved have surpassed the goals established in the Terms of Reference: 45 persons trained in investigative journalism and data journalism; 30 women and men discuss press freedom, rights of access to information and investigative journalism; a database with more than 4,000 press notes corresponding the years 1999-2004, 10 agreements with media.
2. Other results with ever greater outreach are those concerning new technologies and hemerographic sources as tools that strengthen investigative journalism in Bolivia. The interest shown by the participants of the courses is a clear reflection of this positioning.
3. The digitization process is not only a contribution to the process of socialization of information and capacity building in investigative journalism; but it is also an important contribution to the preservation of this documentary heritage and therefore the preservation of historical information about Bolivia.

CHALLENGES

1. In terms of support from IPDC:
   - Provide more financial resources for executing longer projects that may actually strengthen processes of greater encouragement and more powerful results.
   - Facilitate capacity building processes in new technologies associated with journalism. This area is one of the most rapidly advancing due to technological innovations of information; in consequences it requires a more intense process of updating and strengthening. Particularly in the current Bolivian context which is distinguished by a multitude of disputes regarding access to information and transparency.

SUPPORTING DOCUMENTATION

Please, find attached the next supporting documentation:

3. CEDIB Final Report.
4. Investigative Journalism Workshop Report.
5. Investigative Journalism Forum Report.
6. Investigative Journalism Workshop Photos.
7. Link to video about Investigative Journalism Workshop
   https://dl.dropboxusercontent.com/u/50716182/video-2014-05-06-21-36-32.mp4

Project title: "Strengthening miner´s radio in Bolivia"
Beneficiary: Universidad Católica Boliviana
Country: Bolivia
Responsible agency: UNESCO Quito
Budget code: 354GLO5002.71
Amount approved: US$ 16.000,00
Status: Ongoing project

IMPLEMENTATION

The execution of this project has been delayed relative to the activities schedule established in the Terms of Reference, due to administrative issues associated with changes in the Terms of Reference and bank data modifications. Following up on agreements with counterparties, schedules of the Terms of Reference have been modified to guarantee smooth project implementation, quick response time in administrative procedures and comply with the agreements made.

The counterparty presented the first deliverable scheduled in the Terms of Reference, which consist in the execution schedule and budget distribution of activities.

Project title: "Data management and digital information security tools to reinforce investigative reporting in Venezuela"
Beneficiary: Instituto Prensa y Sociedad de Venezuela
Country: Venezuela
Responsible agency: UNESCO Quito
Budget code: 354GLO5002.75
Amount approved: US$ 15.000,00
Status: Ongoing project

IMPLEMENTATION

The execution of this project has been delayed relative to the activities schedule established in the Terms of Reference, due to administrative issues associated with changes in the Terms of Reference and bank data modifications. Following up on agreements with counterparties, schedules of the Terms of Reference have been modified to guarantee smooth project implementation, quick response time in administrative procedures and comply with the agreements made.

The counterparty presented the first deliverable scheduled in the Terms of Reference, which consist in the execution schedule and budget distribution of activities.

Project title: "Strengthening journalists´ capacity to access public information"
Beneficiary: Instituto Prensa y Sociedad de Perú
Country: Perú
Responsible agency: UNESCO Quito
Budget code: 354GLO5002.74
Amount approved: US$ 12.000,00
Status: Ongoing project

IMPLEMENTATION

The execution of this project has been delayed relative to the activities schedule established in the Terms of Reference, due to administrative issues associated with changes in the Terms of Reference and bank data modifications. Following up on agreements with counterparties, schedules of the Terms of Reference have been modified to guarantee smooth project implementation, quick response time in administrative procedures and comply with the agreements made.

The counterparty presented the first deliverable scheduled in the Terms of Reference, which consist in the execution schedule and budget distribution of activities.

Project title: "Fostering freedom of expression online local media and online safety of journalist"
Beneficiary: Fundación para la Libertad de Prensa (FLIP)
Country: Colombia
Responsible agency: UNESCO Quito
Budget code: 354GLO5002.72

Amount approved: US$ 15.000,00
Status: Ongoing project

IMPLEMENTATION

The execution of this project has been delayed relative to the activities schedule established in the Terms of Reference, due to administrative issues associated with changes in the Terms of Reference and bank data modifications. Following up on agreements with counterparties, schedules of the Terms of Reference have been modified to guarantee smooth project implementation, quick response time in administrative procedures and comply with the agreements made.

The counterparty presented the first deliverable scheduled in the Terms of Reference, which consist in the execution schedule and budget distribution of activities.

Project title: "Development of the media in Colombia according to the application of UNESCO's MDIS"
Beneficiary: Universidad Javeriana
Country: Colombia
Responsible office: UNESCO Quito
Budget code: 354GLO5001.57
Amount approved: US$ 20.000,00
Status: Ongoing

INTRODUCTION / RATIONALE

IPDC Priority Area: Promotion of freedom of expression

Nationwide research, following the guidelines and methodology of the UNESCO/IPDC "Media Development Indicators: A framework for Assessing Media Development" document to study the level of media development in Colombia. This research would be key in identifying the country´s status regarding all MDI's categories development by UNESCO, including pluralism and the right to communication and freedom of expression; as well as to create the infrastructural capacity to support independent, pluralistic media, the building of professional skills, etc.

IMPLEMENTATION
- **Description of activities implemented / outputs:**
  1. Methodological design by exercising operationalization of the five categories listed in the Framework for Assessing Media Development established by UNESCO.
     Observation: Activity executed conforming to the specific objective set out in the Terms of Reference.
  2. Identification of documentary sources and definition of search technique.
     Observation: Activity executed conforming to the specific objective set out in the Terms of Reference.
  3. Identification of the corpus of research: conforming of a seed database distributed as follows:
     -. Commercial Media Universe. Digital media at the national level are included.
     -. Community Broadcasters.
     -. Community Television Channels.
     Observation: Activity executed conforming to the specific objective set out in the Terms of Reference.
  4. Conformation of the Advisory Committee, following an initial choice on the basis of criteria pointing to the trajectory of possible committee members.

Observation: Activity executed conforming to the specific objective set out in the Terms of Reference.
5. Formation of a research team composed of twelve members from academic field.
    Observation: Activity executed conforming to the specific objective set out in the Terms of Reference.
6. Processing of documental information.
    Observation: Ongoing activity.
7. Interviews aimed at the target groups that were previously identified.
    Observation: Ongoing activity.
8. Development of methodological tools for conducting surveys focus on the following target public: A. Journalists and media directors, B. Audiences.
    Observation: Ongoing activity.
9. Processing of survey results (databases, tables and graphs).
    Observation: Ongoing activity.

- **Analytical reflection:**
    The exploration process of media environment in Colombia by using analytical instruments, which dovetail with a systematic and objective methodology, allows getting a complex and complete perspective of the media situation in a representative area of Colombia. The fact that UNESCO indicators are being used as the starting point to design these instruments is particularly relevant. The methodological perspective of this study is innovative and relevant to establish a standard process for measuring the development of media at national level. In this sense, the results of this project can be appreciated as a practical lesson that could potentially be replicated in other countries.

CHALLENGES AND KEY LESSONS

- **KEY LESSONS:**
    1. Using an innovative methodological approach for the practical use of Indicators of UNESCO, providing, in consequence, a series of concrete concepts in order to obtain empirical variables that served as the basis for designing the questions posed on interviews.
    2. Whit regard to the potential of this methodology, there is a possibility of establishing a standard methodology for measuring the development of the media according to the application of the indicators of UNESCO, with the freedom of choice in selecting the critical issues of particular interest for the purposes of a study.
    3. This research provides a valuable opportunity to capture the best practices and the useful information generated in both studies conducted in Ecuador and Bolivia. Ecuador's MDI study was published in 2011, while the study about Bolivia´s MDI was published later in the same year. The Colombian experience could be further enriched by inputs from these neighbouring countries.

- **CHALLENGES:**
    1. Keeping a balanced approach in the application of the exploratory instruments (interviews) by setting a proportional sample of journalists. This sample must be representative of the variety of media working in the selected regions.
    2. Keeping a balanced approach in the application of the exploratory instruments (interviews) by setting a proportional sample in the case of the audiences, considering a complete coverage of the different social strata.

SUPPORTING DOCUMENTATION

Please, find attached the next supporting documentation:

8. Progress report,
9. Annex N° 1,
10. Annex N° 2,
11. Annex N° 3,

12. Annex N° 4,
13. Annex N° 5,
14. Annex N° 6,
15. Annex N° 7,
16. Annex N° 8,
17. Annex N° 9,
18. Annex N° 10,
19. Annex N° 11,
20. Annex N° 12.

PROJECT IMPLEMENTED BY UNESCO REGIONAL OFFICE IN NAIROBI, KENYA
SUMMARY REPORT

PROJECT: REGIONAL PROJECT: STRENGTHENING THE REPRESENTATION AND PORTRAYAL OF WOMEN IN THE MEDIA IN EAST AFRICA
BUDGET CODE: 354GLO5002.27
AMOUNT: 20 000.00 USD
STATUS: ONGOING

A. TYPE OF PROJECT

Human capacity development to strengthen the representation and portrayal of women in East African Media was carried out by Commonwealth Broadcasting Association. The project aimed at contributing towards greater freedom of expression, pluralism and diversity of women in East African Media. A network of journalists and participants from Women NGO's with an interest or specialization in women issues is foreseen to be established by CBA in the project.

B. IMPLEMENTATION

4 days training workshop and 1 day seminar for 20 participants (12 journalists and 8 participants from Women Non-Governmental Organizations) comprising of 15 men and 5 women from Tanzania, Uganda and Rwanda was held from 8-12 December 2014 in Tanzania. The trainings were on gender sensitive programming and how to produce and share content on gender and women's issues both carried for 2 days each and a 1 day seminar how media can be used to address women issues. The training has been completed pending preparation and submission of the training reports and financial reports and the comprehensive list of members of the network of journalists and participants from Women NGO's (50% women and 50% men) with an interest or specialization in women issues.

C. RESULTS

- 20 participants (12 journalists and 8 participants from Women Non-Governmental Organizations) comprising of 15 men and 5 women trained on gender sensitive programming and how to promote production of gender-sensitive content;
- A network of journalists and participants from Women NGO's (50% women and 50% men) with an interest or specialization in women issues.

D. CONCLUSION

The cooperation between Commonwealth Broadcasting Association, media organizations in Tanzania, Uganda and Rwanda provided a good opportunity for CBA to work together in capacity development of journalists in East Africa. The establishment of the network will also ensure a sustainable follow up of the organizations activities in future.

PROJECT IMPLEMENTED BY UNESCO REGIONAL OFFICE IN NAIROBI, KENYA

<table>
<tr><td>

PROJECT: RWANDA: BUILDING TECHNICAL CAPACITIES OF COMMUNITY RADIOS TO PRODUCE PROGRAMMES ON ENVIRONMENT AND CLIMATE CHANGE IN RWANDA

BUDGET CODE: 354GLO5002.21

AMOUNT: US 11,000.00

STATUS: COMPLETED

</td></tr>
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E. TYPE OF PROJECT

Human capacity development to build technical capacities of community radio journalists to produce radio programmes on environment and climate change was carried out by Huguka/Rerac in Rwanda. The training was based on UNESCOs publication titled: *Climate change in Africa: A Guidebook for Journalists.* The project also foresaw the production of 48 radio programmes on environment and climate change and also the development of a website dedicated to disseminating information on environment and climate change to enable the public, mainly the youth to produce and receive information on environment and climate change via ICT innovations in Rwanda.

F. IMPLEMENTATION

A 5 day training workshop on production of quality radio programmes on environment and climate change for 20 journalists comprising of 12 men and 8 women from 15 community radio stations took place from 18-20 August 2014 at Rabavu, Rwanda. The project also foresaw the production and broadcast of 48 quality radio programmes on environment and climate change and the development of a website to disseminate information on environment and climate change in Rwanda. Activities in the project have been completed pending submission of the produced radio programmes.

G. RESULTS

- 20 journalism comprising of 12 men and 8 women from 15 community radio stations in Rwanda trained on how to produce radio programmes on environment and climate change;
- 48 radio programmes produced on environment and climate change and broadcasted in Rwanda; and,
- Website developed to disseminate information on environment and climate change to audiences in Rwanda

H. CONCLUSION

The cooperation between Huguka/Rerac Media and the 15 community radio stations in Rwanda provided a good opportunity for the organization to further collaborate with the community radios in its activities in Rwanda.

PROJECT IMPLEMENTED BY UNESCO REGIONAL OFFICE IN NAIROBI, KENYA
SUMMARY REPORT

PROJECT: Madagascar: Support for operationalising an innovative pool of instructors shared by the journalism training institutions in Madagascar

BUDGET CODE: 354GLO5002.20

AMOUNT: US 20,000.00

STATUS: NOT YET STARTED

I. TYPE OF PROJECT

This project aims to strengthen human capacity of a national pool of instructors from 6 public and private universities in Madagascar, to acquire supplementary material for the educational resources production unit, and to produce and pool digital resources.

J. IMPLEMENTATION

To provide 25 academic and professional instructors from 6 Malgasy journalism training institutions with the theoretical, methodological and technological tool required to implement better university training in journalism, drawing on the case of the CCIE. The project has not yet started as the University has been working on an MDI Report for Madagascar and all capacities have been used for the MDI Report. The activity will start in January 2015.

K. RESULTS

- Delivery of a 2-week training course in university education, the development of the EMI and MJCE modules, and the production of digital training resources.
- The purchase of a set of supplementary IT and audiovisual material.
- The adaptation of EMI and EMJCE reference documents for the CCIE in a Malagasy context, and the production of 12 academic resources.
- The organization of practices for the EMI modules dealing with each of the CCIEs and presented following the MJCE curriculum.

L. CONCLUSION

The cooperation between the University of Antananarivo and UNESCO has resulted in building the capacity of the University to carry out more research and reach out to additional tertiary education institutions.

PROJECT IMPLEMENTED BY UNESCO REGIONAL OFFICE IN NAIROBI, KENYA
SUMMARY REPORT

PROJECT: TRAINING OF LOCAL JOURNALISTS IN INVESTIGATIVE JOURNALISM IN RWANDA

BUDGET CODE: 354GLO5002.22

AMOUNT: US 10,000.00

STATUS: ONGOING

M. TYPE OF PROJECT

Human capacity development to build capacity and deepen skills of local journalists in Investigative Journalism was carried out by Media High Council in Rwanda in conjunction with the Office of the Ombudsman in Rwanda. The project aimed at contributing to the promotion of good governance and transparency across public, private and community media by building professional capacities of journalists in the field of Investigative journalism in Rwanda. As part of the project, a national network of at least 20 journalists specializing in investigative journalism in Rwanda is to be established by Media High Council of Rwanda.

N. IMPLEMENTATION

A 3 days training workshop for 20 community journalists comprising of 13 men and 7 women took place in Musanze from 12-14 November 2014. The topics covered during the training included Reporting on Human Rights and Gender; and Freedom of Expression. These trainings were aimed at providing knowledge and skills on essential skills on investigative journalism to the 20 journalists who attended the training in Rwanda. A national network specialized in investigative journalism is to be established by Media High Council in Rwanda. The training was successfully completed pending submission of the comprehensive list of members of national network of investigative journalists. The challenge experienced during the implementation of the activity was delay in submission of the required contract deliverables by the vendor.

O. RESULTS

- 20 journalists comprising of (14 men and 4 women) trained on investigative journalism;
- A national network of journalists (30%women) specialized in investigative journalism is yet to be established in Rwanda;

P. CONCLUSION

The cooperation between Media High Council of Rwanda and the Office of the Ombudsman of Rwanda provided a good opportunity for the council to work together in capacity development of journalists in Rwanda. The establishment of the national network will also ensure a sustainable follow up of the organizations activities in future.

PROJECT IMPLEMENTED BY UNESCO REGIONAL OFFICE IN NAIROBI, KENYA
SUMMARY REPORT

PROJECT: SOMALIA: ENHANCING THE OPERATIONAL SKILLS AT THE PUNTLAND STATE UNIVERSITY CAMPUS RADIO STATION

BUDGET CODE: 354GLO5002.23

AMOUNT: US 10,000.00

STATUS: ONGOING

Q. TYPE OF PROJECT

Human capacity development to enhance knowledge and skills on new digital broadcasting technologies to journalism students from Puntland State University Campus Radio Station The trainings were aimed at contributing to the promotion of good governance and transparency by building professional capacities on digital broadcasting technologies to the journalism students and staff at Puntland State University Campus Radio.

R. IMPLEMENTATION

A 1 week training course on New Digital Broadcasting Technologies for 20 journalism students comprising 10 men and 10 women took place from 15 October 2014 at the Online Distance e-learning department at Puntland State University in Somalia. A 5 day training course on Radio Station Essentials for 5 radio staff and a 2 days seminar are yet to be carried out at the university to sensitize the community, university staff, and students on the use and impact of the radio to the community. The main challenge during implementation of the activities was delay in responding to correspondence.

S. RESULTS

- 20 journalism students comprising of 10 men and 10 women from Puntland State University trained on new digital broadcasting technologies;
- 2 days seminar to sensitize the community, university staff, and students on the use and impact of the radio to the community is yet to be carried out at Puntland State University

CONCLUSION

The cooperation between Puntland State University Campus Radio and the Distance e-learning Department at the University provided a good opportunity for the radio station to enhance knowledge and skills on new digital broadcasting technologies to journalism students in Somalia.

PROJECT IMPLEMENTED BY UNESCO REGIONAL OFFICE IN NAIROBI, KENYA
SUMMARY REPORT

PROJECT: UGANDA: EXPANSION OF COMMUNITY MEDIA NETWORK IN UGANDA TO PROMOTE INCREASED PARTICIPATION OF WOMEN AND LEADERSHIP AND PRACTICE IN UGANDA

BUDGET CODE: 354GLO5002.26

AMOUNT: US 18,000.00

STATUS: COMPLETED

T. TYPE OF PROJECT

Human and institutional capacity development to promote increased participation of women in leadership and practice in Uganda was carried out by Uganda Development Services in conjunction with the Community Media Network for Uganda. A network of 40 members was established and registered to Community Media Network Uganda and also a website was developed to allow free exchange of information and debate by community media practitioners in Uganda. The project aimed at contributing to the promotion of media as a platform for democratic discourse by building capacity of community journalists to increasing the participation of women in leadership and practice in Uganda.

U. IMPLEMENTATION

A two 2 days training workshop for 40 community journalists comprising of 25 men and 15 women took place from 21 – 22 August 2014 at the Uganda Rural Development and Training Center, Kagadi Kibaale Community Radio, Uganda. Trainings carried out were on Reporting on Human Rights and Gender; and on Freedom of Expression. A one day forum was also held to share best practices and legal and regulatory environment affecting community media in Uganda. These trainings aimed at providing skills and knowledge for reporting on human rights and gender; and, also on freedom of expression to 40 community journalists drawn from all regions in Uganda. The training was completed and all deliverables submitted accordingly to CI. There was no challenge encountered with contractor during the implementation of the activities on the established contract.

V. RESULTS

- 40 community journalists comprising of 25 men and 15 women trained in reporting on Human rights and Gender; and on Freedom of expression in Uganda;
- A network of 40 members registered to COMNETU and a website, with an email and internet-based platform to support the network and allow the exchange of information and debate by practitioners in community media established;
- 1 day forum held to share best practices, and legal and regulatory environment affecting community media in Uganda.

W. CONCLUSION

The cooperation between Uganda Development Services and the Community Media Network of Uganda provided a good opportunity for the UDS to work together in capacity development of journalists in Uganda. Establishment of the network, mailing list and an interactive website will also ensure a sustainable follow up to the organizations future activities.

INTERIM REPORT FOR NATIONAL PROJECT IMPLEMENTED BY THE APIA CLUSTER OFFICE

Scope: National - Palau
Project Title: Establishing Television Broadcasting in the Republic of Palau
Budget Code : 354GLO5002.46
Amount Approved : USD 22 050
Status - Ongoing

Introduction/Rationale

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

Implementation

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

CHALLENGES AND KEY LESSONS

- The OTV Company has requested an extension to finalise their financials and their final report as their Director was off island.
- It is very difficult to get prompt response from OTV regarding progress of their activities.

INTERIM REPORT FOR NATIONAL PROJECT IMPLEMENTED BY THE APIA CLUSTER OFFICE

Scope: Sub regional (PNG, Vanuatu and Solomon Islands)

Project Title: Strengthening media and journalism ethics in the Pacific

Budget Code : 354GLO5002.47

Amount Approved : USD 15 000

Status - Ongoing

Introduction/Rationale

This is a regional project that aimed to provide the journalists and media workers in three (3) countries with advanced training in media association strengthening skills. The countries of Vanuatu, Papua New Guinea and the Solomon Islands were chosen because of the existing or emerging institutional strength of their national media associations and/or their potential for maximum project impact. The project was an opportunity to provide the journalists and media workers in these three (3) countries with advanced training in media association strengthening skills. The focus was to promote increased membership and participation of women in journalists' unions and associations and provide journalists with skills in public service journalism and ethics. It also focussed on researching and producing situation reports for each

country which can be used for advocacy and as a benchmark by national (and regional) Pacific media associations.

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

Implementation

- **Description of proposed activities for implementation;**
  o Design and delivery of **basic training modules** on organising, recruitment and professional development. Training will be conducted with three (3) partner countries, with 20-25 participants per national training workshop.
  o **Three (3) online surveys** will be done in each country to assess working conditions, ethical challenges and the press freedom environment.
  o Research and publication of **three (3) Journalism in the Pacific Country Situation Reports**
  o **National and region press freedom networks** will be strengthened for more effective coordinated press freedom and freedom of expression campaigns in Asia-Pacific.

- **Analytical reflection:** The activities developed and to be delivered under the project focus solely on gender equity and women leadership in the media. A training module was developed to enable the delivery of sessions based on skills and knowledge on organising, recruitment and professional developments.

CHALLENGES AND KEY LESSONS

- Lack of prompt response from IFJ Asia Pacific on Apia Office follow up emails regarding progress of activity.

SUPPORTING DOCUMENTATION

- Pease provide any relevant supporting documentation (NB - *photos in particular are strongly recommended*. Other examples: Reports from beneficiaries/project implementers, CI field professionals' mission reports to visit project activities, press cutting, etc).
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  The quality of the Implementation Reports is of great importance to the IPDC in living up to its claim of being a transparent and efficient Programme, and in order to attract support from donors who are increasingly demanding more rigorous reporting. The Reports are published online and therefore showcase the quality of both UNESCO's reporting skills and the outcomes of projects that the IPDC supports.