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Cultural Organization

**IPDC** THE INTERNATIONAL PROGRAMME  
FOR THE DEVELOPMENT OF COMMUNICATION

**NEW PROJECTS SUBMITTED TO THE IPDC**

**Part III: Asia and the Pacific**

**IPDC BUREAU**

**(Fifty-ninth meeting)**

UNESCO HQ, PARIS  
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**PART III**

**ASIA AND THE PACIFIC**

## KAZAKHSTAN

| <b>A. PROJECT IDENTIFICATION</b> |  |  |
|----------------------------------|--|--|
| <b>1.</b>                        | <b>PROJECT TITLE</b>                                     | <b>MEDIA COMPLIENCE TRAINING OF KAZAKHSTAN</b>   |
| <b>2.</b>                        | <b>NUMBER</b>  | <b>IPDC/59 KZ/01</b>   |
| <b>3.</b>                        | <b>MEDIA DEVELOPMENT INDICATORS' CATEGORY</b>            | <b>IPDC Media Development Indicators:<br/>3.7 Print and broadcast media have effective mechanisms of self-regulation</b> |
| <b>4.</b>                        | <b>IPDC PRIORITY AREA</b>                                | <b>Training</b>  |
| <b>5.</b>                        | <b>SCOPE<br/>(NATIONAL, REGIONAL,<br/>INTERREGIONAL)</b> | <b>Kazakhstan</b>  |
| <b>6.</b>                        | <b>TYPE OF ASSISTANCE REQUESTED</b>                      | <b>Training Support</b>  |
| <b>7.</b>                        | <b>TOTAL COST OF PROJECT</b>                             | <b>24,496 USD</b>  |
| <b>8.</b>                        | <b>AMOUNT REQUESTED FROM IPDC</b>                        | <b>19,696 USD</b>  |
| <b>9.</b>                        | <b>BENEFICIARY BODY</b>                                  | <b>Adil soz International Foundation for Protection of Freedom of Speech</b>   |
| <b>10.</b>                       | <b>IMPLEMENTING OFFICE</b>                               | <b>UNESCO Almaty</b>   |
| <b>11.</b>                       | <b>PROJECT LOCATION</b>                                  | <b>Almaty</b>  |
| <b>12.</b>                       | <b>PROJECT PREPARED BY</b>                               | <b>Tamara Kaleeva, Adil soz President<br/>Sergey Karpov, ATA/CI</b>  |

## **B. PRESENTATION**

### **1. PROJECT JUSTIFICATION:**

In 2014, there are 2105 printing and electronic mass-media companies officially registered in Kazakhstan. The level of pluralistic media is limited to state and private. The state considers any internet source as mass-media. There are more than 30 legal documents regarding media regulation. Since 2013 the situation for mass-media has become complicated. The so-called ‘opposition’ mass-media activity has been stopped or suspended by a judge order because of sharp criticism towards governmental actions. Instead, government officials prefer to use administrative resources of different levels for intimidation or refusal of publications. So they have prohibited all printing and internet resources entitled “Republic Integrated mass-media”, which include the internet portal “Stan TV”, K+, newspapers "Vzglyad" (Sight) and “Pravdivaya Gazeta” (the Truthful newspaper). It causes serious limitations in the citizens’ right to information. It is obvious that in such a situation it is difficult for journalists to provide the public with balanced information, without self-censorship and professional risks.

Adil soz International Foundation for Protection of Freedom of Speech, recognized by UNESCO, IFEX, USAID, OSCE and other partners propose this project, aimed to improve media self-regulation by the introduction of a Media Compliance System which engages all stakeholders, owners, editors, and journalists as well as broader public.

The Media Compliance System (MCS) can serve as an ethical, legal and professional system to increase physical and economic safety.

MCS is a set of measures to enforce an ethical conduct of the media business, organized by the owners, media editors and outlet employees in order to protect media business from allegations of corruption, taking into consideration the vital interests of media audience. MCS involves the development of new internal codes: ethics and implementation of new corporate standards for training and retraining of current staff, as well as regularly scheduled and crisis certification in three main areas: a) sustainability generated media content; b) fair competition in the media market; c) active prevention of corruption in the media environment.

Measures and instruments of risk assessment and management will be elaborated by training participants and used in practices. During project twenty employees of legal, advertising, human resource, government relations departments including owners and editors of print media will be trained to procedures of implementation of Media compliance.

### **2. DESCRIPTION OF THE TARGET GROUP:**

Print media specialists (10 women and 10 men): legal, advertising, human resource, government relations departments including owners and editors of print media. The particular participants will be defined jointly with media outlet based on follow-up coaching by qualified personnel.

### **3. DEVELOPMENT OBJECTIVE:**

Media as a platform for democratic discourse: Print and broadcast media have effective mechanisms of self-regulation.

Media organizations have clear codes of ethics, and sound editorial guidelines;

Codes are actively disseminated to journalists and regularly debated and reviewed;

Equal quantities of women and men in training courses.

#### **4. IMMEDIATE OBJECTIVE:**

Provide skills and knowledge for media compliance to 20 representatives of legal, advertising, human resource, government relations departments including owners and editors of print media (50% women and 50% men) working in 10 print media from Kazakhstan, through two a two-days training course.

#### **5. PROJECT OUTPUTS:**

20 representatives of print media from Kazakhstan will have acquired skills and techniques on media compliance and apply it for use in print management.

#### **6. ACTIVITIES:**

1. Identifying participants of the trainings, in accordance with profile requirements.
2. Inviting specialists and employees of legal, advertising, human resource, government relations departments including owners and editors.
3. Conducting two seminars in Astana (North, coordinate two oblasts) and Almaty (Kyzyl-Orda + 1 oblast)

During the trainings:

- 3.1. Elaborate ethical instances of the engaged media outlets for public editorial statement.
- 3.2. Personal choice or joining experts of pre-trial resolution of ethical conflicts in activity of this media outlet
- 3.3. Formulate a plan and procedure of the engaged media outlets, in order to train personnel with subsequent official attestation of results of training as addendum to labor contract.
4. Upon completing the training:
  - 4.1. Implement distance consultation to practise a mechanism where all served actions and complaints should be considered in pre-trial order.
  - 4.2. Monitoring of results.

#### **7. PROJECT INPUTS:**

1 Trainer and co-trainer

Projector, presentation, flipcharts, felt tipped marker, stickers

Handout

#### **8. WORK PLAN:**

| <b>ACTIVITIES / MONTHS</b> | <b>1</b> | <b>2</b> | <b>3</b> | <b>4</b> | <b>5</b> | <b>6</b> | <b>7</b> | <b>8</b> | <b>9</b> | <b>10</b> | <b>11</b> | <b>12</b> |
|----------------------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|-----------|-----------|-----------|
| Define participants        | X        | X        | X        | X        |          |          |          |          |          |           |           |           |
| Organize training          |          |          |          |          | X        |          |          | X        |          |           |           |           |
| Reporting                  |          |          |          |          |          | X        |          |          |          |           | X         |           |
| Distant consultation       |          |          |          |          |          | X        | X        | X        | X        | X         | X         | X         |
| Monitoring and evaluation  |          |          |          |          |          | X        |          |          |          |           | X         | X         |

## **9. INSTITUTIONAL FRAMEWORK:**

The International Foundation for Protection of Freedom of Speech “Adil soz” is a legal entity registered on April 12, 1999.

The major priority of International Foundation for Protection of Freedom of Speech “Adil soz” is the establishment of open civil society and free, objective and progressive journalism.

The main activity of the Foundation:

- Monitoring violations of freedom of speech.
- Legal activity. Two draft laws were fulfilled; judicial analysis of more 20 draft laws.
- Educational seminars “Legal protection of journalists and mass media”, “Ethnic standards and legal bases of activity of mass media”, “Linguistic safety of publications of mass media”.
- Preparation and publication for journalists. There was publication of books such as, “How to behave in court”, “The right to information”, “Cover not to incite”, “Your labour rights” and e.g.
- Legal advices of journalists and mass media. Write, call and ask.
- Legal representation of mass media’s in courts.
- Publication of monthly bulletin “Legislation and practice of Kazakhstan’s Mass Media”
- Expertise in court disputes.

The foundation “Adil Soz” is headed by a president. It has a staff which consists of 11 specialists (in particular, two accountants, a lawyer, six coordinators, a translator and a system administrator). The foundation “Adil Soz” absorbs grant funds in the amount of USD200,000 on the average annually.

In 2005, the foundation “Adil Soz” jointly with UNESCO in Almaty conducted some seminars “Frameworks and peculiarities of legal protection of media outlets and journalists of countries in Central Asia”. In 2011, upon a grant of a UNESCO project “Improvement in the conditions of freedom of information and freedom of expression in Central Asia” was implemented. In 2012, upon a grant of UNESCO, the project “development of professional capabilities of the chief editors of Central Asian printed media of freedom of information” was implemented.

From 2011, the cluster office of UNESCO makes financial contributions to conduction of World Journalism Day in Kazakhstan annually.

## **10. SUSTAINABILITY:**

After the completion of the project, there will be further development, because this theme is very important for media outlets and journalists of Kazakhstan. Taking into account a number of media outlets in Kazakhstan and also territorial coverage it is a long-term project. It is provided that this project will be disseminated among countries of Central Asia. The other donors will also be involved in it.



## **11. FRAMEWORK OF MONITORING AND COMMUNICATION STRATEGY:**

The information on the project will be disseminated via a mailing list of the foundation “Adil Soz” (over 1000 addresses). The announcement about the project will be posted on the website [www.adilsoz.kz](http://www.adilsoz.kz) and on Facebook. The information on the project will be given at press conference.

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

Evaluation carried by UNESCO Office Almaty, Communication and Information Unit.

### **C. ADDITIONAL INFORMATION**

### **D. BUDGET**

#### **BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)**

|   |                      |
|---|----------------------|
| International trainer services (4 days of training at a rate of \$240 per day)                  | 960                  |
| Local co-trainer services (4 days of training at a rate of \$100 per day)                       | 400                  |
| Transportation costs of trainer (2 tickets @ \$642)   | 1284                 |
| Travel of co-trainer, coordinator and assistant Almaty-Astana-Almaty (3 flight tickets @ \$256) | 768                  |
| Travel of ten participants from north oblasts (20 flight tickets @ \$178.5)                     | 3570                 |
| Accommodation of participants in Astana and in Almaty (23 persons * 2,2 days * \$87)            | 4402.2               |
| Accommodation of trainer in Moscow (1 person * 3 days @ \$87)                                   | 261                  |
| Supper for organizer, trainers and participants (10 persons * 5 days * \$10)                    | 500                  |
| Dinner for sixteen participants (25 persons * 4 days * \$9.3)                                   | 930                  |
| Coffee breaks (25 persons * 8 coffees * 3)  | 600                  |
| Room rent (32 hours * \$50)   | 1600                 |
| Copying of handout for fifteen persons (600pages of training material * \$1)                    | 600                  |
| Folders for participants (27 Folder*\$2)  | 54                   |
| Project logistics (14 days * \$100)   | 1400                 |
| Legal consultations (15 consultations * \$50)   | 750                  |
| Performance reports (5 days * \$100)  | 500                  |
| Accounting reports (7 days * \$100)   | 700                  |
| Transport services from the airport and in town (32 hours * \$13)                               | 416                  |
|   |                      |
| <b>Total</b>  | <b>19,695.2 US\$</b> |

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

|   |                   |
|---|-------------------|
| Office rent (12 months * \$250)                                       | 3000              |
| Office supplies (12 months * \$50)                                    | 600               |
| Communication services (internet, telephone, fax) (12 months * \$100) | 1200              |
|   |                   |
| <b>Total</b>  | <b>4,800 US\$</b> |

## KYRGYZSTAN

| <b>A. PROJECT IDENTIFICATION</b> |  |   |
|----------------------------------|--|---|
| <b>1.</b>                        | <b>PROJECT TITLE</b>                                 | <b>KYRGYZSTAN: INNOVATIONS IN COMMUNITY BROADCASTING</b>  |
| <b>2.</b>                        | <b>NUMBER</b>  | <b>IPDC/59 KG/01</b>  |
| <b>3.</b>                        | <b>MEDIA DEVELOPMENT INDICATORS' CATEGORY</b>        | <b>Infrastructural capacity is sufficient to support independent and pluralistic media</b>        |
| <b>4.</b>                        | <b>IPDC PRIORITY AREA</b>                            | <b>INNOVATION AND CONVERGENCE OF TRADITIONAL MEDIA AND NEW COMMUNICATIONS</b>                     |
| <b>5.</b>                        | <b>SCOPE<br/>(NATIONAL, REGIONAL, INTERREGIONAL)</b> | <b>National</b>   |
| <b>6.</b>                        | <b>TYPE OF ASSISTANCE REQUESTED</b>                  | <b>Institutional capacity building</b>  |
| <b>7.</b>                        | <b>TOTAL COST OF PROJECT</b>                         | <b>15 260 US\$</b>  |
| <b>8.</b>                        | <b>AMOUNT REQUESTED FROM IPDC</b>                    | <b>9 060 US\$</b>   |
| <b>9.</b>                        | <b>BENEFICIARY BODY</b>                              | <b>Community Mass Media Association<br/>8/1 59-quarter<br/>724200 Talas, Kyrgyzstan</b>           |
| <b>10.</b>                       | <b>IMPLEMENTING OFFICE</b>                           | <b>UNESCO Almaty Cluster Office for<br/>Kazakhstan, Kyrgyzstan, Tajikistan and<br/>Uzbekistan</b> |
| <b>11.</b>                       | <b>PROJECT LOCATION</b>                              | <b>9 municipalities, 7 regions in Kyrgyzstan</b>  |
| <b>12.</b>                       | <b>PROJECT PREPARED BY</b>                           | <b>Nazira Dzhusupova, executive director of<br/>the Community Mass Media Association</b>          |

## B. PRESENTATION

### 1. PROJECT JUSTIFICATION:

Community Mass Media Association (AOSMI) was established in 2013 by the United Nations Democratic Fund (UNDEF) and supported by UNESCO Almaty in 2014. The mission of AOSMI is development of the community media in the Kyrgyz Republic. 18 from 22 community media organizations joined AOSMI.

In 2012-2014 within the framework of the joint EU and UN project "Operationalising Good Governance for Social Justice," in 8 municipalities (v. Toktoyan Issyk-Kul region, v. Uchkun, v. Kulanak Naryn region, v. Djal, v. Kara-Suu Chui oblast, v. Oogon-Talaa Jalal-Abad region, v. Kyzyl-Bulak Osh oblast, v. Uch-Korgon Batken oblast) in 7 regions of the Kyrgyz Republic, pluralistic and sustainable community media were created to meet the needs of rural communities with a maximum degree of community property. They are a combination of traditional broadcasting and ICT technologies, an inexpensive and modern communications infrastructure is sufficient to meet the technological requirements of translation in remote regions of the country. These 8 community media have the knowledge and skills on the latest available IT-solutions. Programming radio podcasts on the web site of community media kyrgyzmedia.com, creation and design of digital audio air: jingles, screensavers, community ads, cutaways, primary and final call signs for each village. The mobile app "Voice of village" continuously reproduces this digital broadcast at the request of rural people, depending on the chosen theme or target group (village, region, country, water, health, and others. 7 keys of services). Thus, the delivery of information in those municipalities 8 was rapid and simple. Villagers may include broadcast community media at their own request. Obviously, the world of information and communication technologies in recent years has changed a lot. At the same time, 4 community radios ("Zaman» Batken region, "Radiomost" Talas region, "Suusamyr FM» and "Kemin FM» Chui oblast) are available to villagers and format only traditional radio. They can listen to only the users of analog radios and only in the range of coverage of the analog radio-frequency spectrum. Analogous broadcasting exists in the 5 community multimedia centers (v. Kosh Bulak Batken region, v. Barskoon Issyk-Kul region, v. Zhergetal, v. Kayyndy-Bulak Naryn oblast, Tash-Kumyr city Jalal-Abad oblast). Thus, it is necessary to provide the knowledge and skills of the 18 members Community Mass Media Association (AOSMI) in the creation and distribution of radio programs via podcast.

For the local authorities, this project will provide an opportunity to convey their point of view, give the necessary explanations to the rural population, and if the original information is not properly understood by the community, there is an opportunity to come back to the topic for further clarification and evidence. The local population will be able to convey their point of view to the local authorities. Every villager has the right to express his opinion on any matter publicly, with no risk of being punished by local administrations. Critical publications of community media, which raised local rural problems, are the reason for the action. Thus, 9 rural communities will participate in local and national dialogues and influence the setting the agenda in the region and the country. This project will provide the knowledge and skills of the 18

members of the Community Mass Media Association (AOSMI) in the creation and distribution of radio programs via podcast

## **2. DESCRIPTION OF THE TARGET GROUP:**

The target audience of the project Sheet is one group - the staff of 4 community radio ("Zaman FM» Batken region, "Radiomost" Talas oblast, "Suusamyr FM» v. Suusamyr and "Kemin FM» v. Shabdan Chui oblast) and 5 community multimedia centers v. Kosh Bulak Batken region, v. Barskoon Issyk-Kul region, v. Zhergetal, v. Kayyndy-Bulak Naryn oblast, Tash-Kumyr city Jalal-Abad oblast. 50% of the staff of the community media are women. They are in the community media, including in positions where decisions are made. The overall proportion of women and men in the target audience of the project also will be 50% of women and 50% of men.

## **3. DEVELOPMENT OBJECTIVE:**

According to media development indicators № 5.2.3. Community Media are equipped with appropriate technical facilities to reach marginalized communities

## **4. IMMEDIATE OBJECTIVE:**

Provision of knowledge and skills to members of the Community Mass Media Association (AOSMI) in creating and distributing radio programs and podcasts enhancing the penetration of digital content on mobile ICT in 7 regions of Kyrgyzstan.

## **5. PROJECT OUTPUTS:**

Organized training for 18 AOSMI members. Nine men and nine women, two representatives from each of the nine community media in each of the seven regions of the Kyrgyz Republic

## **6. ACTIVITIES:**

### *Preparations*

- ^ Selection of trainers, the conclusion of the contract;
- ^ Publication of information in news agencies about the start of the project;
- ^ Drawing up a training program;
- ^ Preparation and coordination of the schedule of trainings;
- ^ Drawing up a list of training participants;
- ^ Preparation handouts for training.

### *Trainings*

- ^ Holding 2 trainings in Bishkek and Osh about the creation and programming of radio podcasts on web portal kyrgyzmedia.com for the 9 members of AOSMI

Consulting support

- ⤴ Technical assistance and advice on the creative content for the 9-member AOSMI with audio podcast programming ether;
- ⤴ Monitoring Project (systematic collection of information on the progress of project activities for the comparison of the actual state of affairs with the work plan and the achievement of these goals, objectives and activities planned in the project application)

**7. PROJECT INPUTS:**

- Services to coordinate the work of members of Community Mass Media Association (AOSMI);
- 10 mobile devices Android (use in the training, filming and recording of project activities);
- Services for the creation and publication of member Community Mass Media Association (AOSMI);
- Accounting services to the financial statements of the project.

**8. WORK PLAN:**

| ACTIVITIES / MONTHS  | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 |
|--|---|---|---|---|---|---|---|---|---|----|----|----|
| Selection of trainers, contracting, information in news agencies about the project launch                  | X |   |   |   |   |   |   |   |   |    |    |    |
| Preparation of the training program  | X |   |   |   |   |   |   |   |   |    |    |    |
| Preparation and approval of the schedule of trainings  | X |   |   |   |   |   |   |   |   |    |    |    |
| For the list of participants in training   | X |   |   |   |   |   |   |   |   |    |    |    |
| Prepare a handout for training participants  | X |   |   |   |   |   |   |   |   |    |    |    |
| Conduct 2 trainings on creation and programming of radio podcasts based kyrgyzmedia.com                    |   | X | X |   |   |   |   |   |   |    |    |    |
| Provision of consulting and methodological support of the 9 members AOSMI (Technical and creative advices) |   |   |   | X | X |   |   |   |   |    |    |    |
| Monitoring and evaluation of the project   | X | X | X | X | X |   |   |   |   |    |    |    |

|   |  |  |  |  |   |  |  |  |  |  |  |  |  |
|---|--|--|--|--|---|--|--|--|--|--|--|--|--|
| Provision of programmatic and financial reporting project |  |  |  |  | X |  |  |  |  |  |  |  |  |
|---|--|--|--|--|---|--|--|--|--|--|--|--|--|

**9. INSTITUTIONAL FRAMEWORK:**

Association of Community Media - a non-profit organization, which unites all community media in different shapes. Association of Community Media was founded in 2013 and aims to achieve professional, social, cultural and training purposes, the protection of rights and legal interests of its members. Members of the Association of Community Media - is a community radio station, community multimedia centers and community wireless house. Volunteers, technicians, journalists have participated in the training sessions, seminars, tours, internships organized by the Public Fund "Mediamost", with the support of international organizations, UNESCO, GIZ, foundation by Friedrich Ebert and the Academy of Deutsche Welle.

**10. SUSTAINABILITY:**

Community Mass Media Association (AOSMI) perform administrative and program functions which will ensure consistency and continuity of community media.

**11. FRAMEWORK OF MONITORING AND COMMUNICATION STRATEGY:**

Monitoring is carried out by UNESCO Cluster Office in Almaty, in agreement with the IPDC. UNESCO expert for the development of community media is in Bishkek will pursue a common communications campaign site kyrgyzmedia.com and participate monitoring project.

**12. EVALUATIONS CARRIED OUT:**

It's a first project with Community Mass Media Association (AOSMI). No evaluation has taken place yet.

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

Community Mass Media Association (AOSMI) takes the responsibility to provide a report in accordance with the requirements of the IPDC.

**D. BUDGET**

| <b>BREAKDOWN OF IPDC CONTRIBUTION<br/>(in US dollars)</b>  |      |
|--|------|
| <b>1st Training (accommodation, meals for participants Osh):</b> 9 persons * 3 days * 35 = 945. <b>1st Training (accommodation, meals for trainers Osh):</b> 2 persons * 3 days * 26 = 155 | 1100 |
| <b>2nd Training (accommodation, meals for participants Bishkek):</b> 9 persons * 3   | 1100 |

|  |                  |
|--|------------------|
| days * 35 = 945; <b>2nd Training (accommodation, meals for trainers Bishkek):</b> 2 persons * 3 days * 26 = 155  |                  |
| Handouts 22 pcs * 20   | 440              |
| <b>Transportation costs of participants Osh 9 participants</b><br>Tashkumyr-Osh- Tashkumyr 2 persons * 2 tickets * 27,5 USD=110; Sulyukta-Osh-Sulyukta 3 persons * 2 tickets *15 USD=60; Batken- Osh-Batken 2 person * 2 tickets * 10 USD = 40; Kayndy-Bulak-Osh-Kayndy-Bulak 2 person * 2 two parties * 10 USD = 40; <b>Transportation costs of trainers Osh 2 trainers</b><br>Bishkek-Osh-Bishkek 2 persons * 2 trips * 87,5 USD = 300   | 550              |
| <b>Transportation costs of participants Bishkek 9 participants</b><br>Talas-Bishkek-Talas 1 person * 2 tickets * 40 USD = 80; Jerge-Tal-Bishkek-Jerge-Tal 2 persons * 2 tickets * 35 USD = 140; Barskoon-Bishkek-Barskoon 2 persons * 2 tickets * 30 USD = 120; Kemin-Bishkek-Kemin 2 persons * 2 tickets * 20 USD = 80; Suusamyр-Bishkek-Suusamyр 2 persons * 2 tickets * 15 USD = 60<br><b>Transportation costs of trainers Bishkek 2 trainers</b><br>Suusamyр-Bishkek-Suusamyр 1 person * 2 tickets * 15 USD = 30; Talas-Bishkek-Talas 1 person * 2 tickets * 20 USD = 40 | 550              |
| Internet 50G * 20 USD  | 1000             |
| Mobile communications for logistics and training of the entire project of 125 units * 4  | 500              |
| Meeting with focus groups for feedback (transportation, meals, lodging)  | 600              |
| Evaluation \ monitoring  | 300              |
| Services Trainers 2 trainer 2 times 4 * 100  | 400              |
| Stationary 18 participants + 2 trainers (10 * 22)  | 220              |
| Equipment (Android smartphones) 10 units for 5 community media   | 2000             |
| Financial report   | 300              |
| <b>Total</b>   | <b>9060 US\$</b> |

| <b>BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION<br/>(in US dollars)</b> |                   |
|---|-------------------|
| Project Coordinator   | 1200              |
| Administrative expenses   | 1000              |
| The radio studio for the production of the program                            | 2000              |
| Cost of production  | 2000              |
| <b>Total</b>  | <b>US \$ 6200</b> |



## TAJIKISTAN

| <b>A. PROJECT IDENTIFICATION</b> |  |   |
|----------------------------------|--|---|
| <b>1.</b>                        | <b>PROJECT TITLE</b>                             | <b>TAJIKISTAN: EFFECTIVE MANAGEMENT OF CONVERGENT NEWSROOM AND DEVELOPMENT OF MULTIMEDIA JOURNALISM</b>   |
| <b>2.</b>                        | <b>NUMBER</b>                                    | <b>IPDC/59 TJ/01</b>  |
| <b>3.</b>                        | <b>MEDIA DEVELOPMENT INDICATORS' CATEGORY</b>    | <b>Infrastructural capacity is sufficient to support independent and pluralistic media</b>  |
| <b>4.</b>                        | <b>IPDC PRIORITY AREA</b>                        | <b>Innovation in convergence integration of legacy media and new communication</b>  |
| <b>5.</b>                        | <b>SCOPE (NATIONAL, REGIONAL, INTERREGIONAL)</b> | <b>National</b>   |
| <b>6.</b>                        | <b>TYPE OF ASSISTANCE REQUESTED</b>              | <b>Training support</b>   |
| <b>7.</b>                        | <b>TOTAL COST OF PROJECT</b>                     | <b>\$25 805</b>   |
| <b>8.</b>                        | <b>AMOUNT REQUESTED FROM IPDC</b>                | <b>\$ 16 595</b>  |
| <b>9.</b>                        | <b>BENEFICIARY BODY</b>                          | <b>3 street Loiq Sherali, Dushanbe<br/>Republic of Tajikistan, 734003<br/>tel: (+992 37) 224 86 93, 224 86 97<br/>mobile (+992 93) 594 34 90<br/>Shahlo Akobirova<br/>Managing director</b> |
| <b>10.</b>                       | <b>IMPLEMENTING OFFICE</b>                       | <b>UNESCO Almaty Cluster Office for<br/>Kazakhstan, Kyrgyzstan, Tajikistan and<br/>Uzbekistan</b>   |
| <b>11.</b>                       | <b>PROJECT LOCATION</b>                          | <b>Dushanbe, Republic of Tajikistan</b>   |

|            |                            |  |
|------------|----------------------------|--|
| <b>12.</b> | <b>PROJECT PREPARED BY</b> | <b>Shahlo Akobirova</b><br><b>Managing director PO Khoma</b><br><b>Sergey Karpov, NPO, UNESCO Almaty</b> |
|------------|----------------------------|--|

|                        |
|------------------------|
| <b>B. PRESENTATION</b> |
|------------------------|

**1. PROJECT JUSTIFICATION:**

According to the official information of the Ministry of Culture Republic of Tajikistan there are 300 independent and governmental print media outlets registered but only 100 regularly publish their editions. According to the survey provided by SCO KHOMA “Survey of TV market in Tajikistan” (presentation made in July 2013), there are 29 governmental and independent TV stations functioning today in Tajikistan. Of these 29, 5 are cable channels, 7 governmental and 15 independent radio stations.

There is an acute shortage of up-to-date multimedia journalists. Today, the media industry requires professional journalists and technically competent professionals, who know about convergence and the benefits of using updated tools in the work of media outlets. Today, 6000 registered domains represent the Tajik online content. 70% of them are in Russian, 40-50% in Tajik and 30% in English. Out of 6 000, 76 are media web sites. Many of the newspapers today developed their own websites and information portals.

The proposed project intends to contribute in meeting challenges with the convergent media formation, lack of media staff to produce multimedia content. Today’s media in Tajikistan like TV, radio and newspapers are developing websites. However many of them do not consider that internet is a special environment that requires special content and language. Now multimedia-enabled traditional media appears to be a simple repeating of what users could read in the morning paper or watch on TV. Though transformation of traditional media into multimedia internet-based media can significantly change the traditional editorial processes.

During the project implementation SCO KHOMA intends to work in the following areas:

- Training to work with online media
- Improvement of organizational capacity of independent newspaper and online media in convergent journalism
- Meeting challenges with poor capacity of personnel: training to create podcasts, videos, etc.

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

The project will provide training for 24 media managers and journalists from regional and national newspapers and online media **from the Dushanbe, Khatlon and Sogd regions** of Tajikistan (50% women and 50% men), who will be invited to attend the training workshop in Dushanbe.

### **3. DEVELOPMENT OBJECTIVE:**

3.1. Media organizations have access to modern technical facilities for news gathering, production and distribution.

3.2. Media organizations make use of multi-platform delivery systems.

### **4. IMMEDIATE OBJECTIVE:**

Provide skills and knowledge on convergent media mobility, interactivity, diversity of genres and tools for multimedia content to 12 media managers and chief editors and 12 journalists (50% women and 50% men) working in 12 newspapers and online media from Dushanbe, Khatlon and Sogd oblasts of Tajikistan, through **two and five day** training courses.

### **5. PROJECT OUTPUTS:**

Websites of newspapers and on line media available online demonstrated qualitative indicators: content mobility; interactivity; genre palette of multimedia products; feedback as well as quantitative measures: number of podcasts; number of video products; own pictures; selection of pictures - the work of photo editor; number of advertising online increased.

### **6. ACTIVITIES:**

- First two months monitoring and evaluation of websites of 12 online media covered by the Project
- Arrangement and conducting the following two trainings in third and the other months:
  - two -day-training for managers, chief editors of the target group organizations;
  - five-days-training for journalists
- Final month
  - monitoring and evaluation of the same 12 websites

### **7. PROJECT INPUTS:**

To successfully implement the project the following sets of equipment are provided by Khoma: computer; projector; video editing desks equipped with installed professional software application computer; editing desks for audio editing; professional video recording equipment; video cameras; recording devices; microphones. Following websites will be monitored:

Independent online media outlets:

<http://www.ozodagon.com/>, <http://ruzgor.tj/>, <http://www.tojnews.org/>,  
<http://www.khatlonpress.tj/> <http://www.avesta.tj/>, <http://www.varorud.tj>

Independent newspapers:

<http://www.faraj.tj/> /, <http://www.news.tj/> <http://www.vecherka.tj>, <http://www.millat.tj>  
<http://www.info.tj>, <http://www.tojikiston.tj>

**8. WORK PLAN:**

| <b>ACTIVITIES / MONTHS</b>                          | <b>1</b> | <b>2</b> | <b>3</b> | <b>4</b> | <b>5</b> | <b>6</b> | <b>7</b> | <b>8</b> | <b>9</b> | <b>10</b> | <b>11</b> | <b>12</b> |
|---|----------|----------|----------|----------|----------|----------|----------|----------|----------|-----------|-----------|-----------|
| <b>Assessment and monitoring websites</b>           | X        | X        |          |          |          |          |          |          |          |           |           |           |
| Preparation of training materials                   |          |          | X        |          |          |          |          |          |          |           |           |           |
| Selection and notification to workshop participants |          |          | X        |          |          |          |          |          |          |           |           |           |
| Training for managers and chief editors             |          |          |          | X        |          |          |          |          |          |           |           |           |
| Training for journalists                            |          |          |          | X        |          |          |          |          |          |           |           |           |
| Assesment and monitoring                            |          |          |          |          | X        | X        |          |          |          |           |           |           |

**9. INSTITUTIONAL FRAMEWORK:**

The non-governmental public organization Khoma was founded with the purpose of participating in the development and activity of media in Tajikistan. Khoma provides charitable, technical and humanitarian assistance to TV and radio companies, studios, print media and independent journalists. Also Khoma provides them with consultative services and conduct seminars, residencies, conferences and roundtables to increase the professional abilities of those working with the media. In addition, Khoma pays special attention to translate and publish books and provide legal assistance to independent TV/radio companies and print media. What enables Khoma to achieve its goal, are both Khoma’s experience of working in this area and also Khoma’s creative capacity. Khoma was established, based on Internews Network. Khoma’s employees of Internews Network, gained great experience throughout the years and developed abilities that enable them to continue gaining knowledge for further development of mass media in Tajikistan. Also PO Khoma is a member of International Internews Network, Global Forum for Media Development, and Public Council under the President of Tajikistan.

The National Training Center for media specialists is stablished under PO Khoma. PO Khoma is the only organization in Tajikistan, which obtained a license from the Ministry of Education for media education activities. For more information see: [www.khoma.tj](http://www.khoma.tj)

**10. SUSTAINABILITY:**

Upon completion of the project, Khoma plans to monitor the quality and quantity of multimedia content, as well as the further development of these professional journalists, because education of journalists are part of the strategy of the organization.

### **11. FRAMEWORK OF MONITORING AND COMMUNICATION STRATEGY:**

The project will be monitored by UNESCO Almaty. The announcement about project will be posted on [www.unesco.org/almaty](http://www.unesco.org/almaty) website and distributed via FB sources as well as via Khoma channels.

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

It's a first project with IPDC. No evaluations yet carried out.

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

CSO Khoma will report according the IPDC requirements via UNESCO Almaty Office.

## **C. ADDITIONAL INFORMATION**

### **D. BUDGET**

#### **BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)**

|   |                 |
|---|-----------------|
| Honorary for international trainer-1 person x US\$ 250 x 7 days                     | \$1750          |
| Honorary for local trainer (including tax)-1 person x US\$ 150 x 5 days             | \$750           |
| Air fare Moscow-Dushanbe-Moscow- 1 person   | \$1000          |
| Registration fee of international trainer   | \$20            |
| Air fare Khudjand-Dushanbe-Khudjand - US\$ 170 x 2 persons                          | \$340           |
| Transport cost Kulob-Dushanbe-Kulob – US\$ 16 x 2 person                            | \$32            |
| Per diem for international trainer- \$ 30 *9 days                                   | \$270           |
| Lodging for international trainer- \$120*9 days                                     | \$1080          |
| Per diem for 4 participant- \$8*6 days*3person+\$8*3days*1person                    | \$168           |
| Lodging for 4 participant - \$70*6days*3person+\$70*3days*1person                   | \$1470          |
| Coffee-break & lunch for participants- \$12*16 person*7days                         | \$1344          |
| Rent of place for training -\$250*7 days  | \$1750          |
| Equipment for training – CD, tape   | \$100           |
| Supplies for training   | \$300           |
| Web-site monitoring & assessment - Intern. consultant- US\$ 625 x 1person x 2months | \$1250          |
| Local consultant fees-US\$ 54,52 x 2 person x 28 days                               | \$3053          |
| Communication cost-6 months   | \$840           |
| Utilities / Contingencies -6 months   | \$400           |
| Project reporting   | \$420           |
| Bank fee-3%   | \$492           |
| <b>Total IPDC</b>   | <b>\$ 16595</b> |

| <b>BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION<br/>(in US dollars)</b> |                |
|---|----------------|
| Staff cost ( 6 months*2 staff member)   | \$4837         |
| Project Coordinator (6 months)  | \$3753         |
| Communication cost (6 months)   | \$420          |
| Contingencies   | \$200          |
|   |                |
| <b>Total</b>  | <b>\$ 9210</b> |

## PAPUA NEW GUINEA

| <b>A. PROJECT IDENTIFICATION</b> |   |   |
|----------------------------------|---|---|
| <b>1.</b>                        | <b>PROJECT TITLE</b>                                | <b>Empowerment Through the Development of Community Radio and Capacity Building in Domil Community, Nondugl LLG, North Waghi District of Jiwaka Provinces, Papua New Guinea</b>   |
| <b>2.</b>                        | <b>NUMBER</b>                                       | <b>IPDC/59 PG/01</b>  |
| <b>3.</b>                        | <b>MEDIA DEVELOPMENT INDICATORS' CATEGORY</b>       | <b>Community Media</b>  |
| <b>4.</b>                        | <b>IPDC PRIORITY AREA</b>                           | <b>Community Media</b>  |
| <b>5.</b>                        | <b>SCOPE</b><br>(NATIONAL, REGIONAL, INTERREGIONAL) | <b>National</b>   |
| <b>6.</b>                        | <b>TYPE OF ASSISTANCE REQUESTED</b>                 | <b>Equipment</b>  |
| <b>7.</b>                        | <b>TOTAL COST OF PROJECT</b>                        | <b>60, 000.00 USD Project Development Costs</b>   |
| <b>8.</b>                        | <b>AMOUNT REQUESTED FROM IPDC</b>                   | <b>40, 000.00 USD</b>   |
| <b>9.</b>                        | <b>BENEFICIARY BODY</b>                             | <b>The Nondugl (Domil) Community Group, North Waghi District. Mr. Hans Patayu Gispe – District Administrator<br/>Mr. Bernard Gunn – Chairman Domil Community Development Program<br/>C/- The Office of the Provincial Administrator<br/>P O Box 26, Banz, Jiwaka Province<br/>Papua New Guinea<br/>Mob : (675) 71668527 – Mr. Steven Kamga / Hans Patayu Gispe.</b> |
| <b>10.</b>                       | <b>IMPLEMENTING OFFICE</b>                          | <b>The Papua New Guinea National Commission for UNESCO and the contact person is; Mr. Terry Pato (Acting Assistant Secretary – Education &amp; Communications) and Mr. Similie T. Perene (Acting Manager – Science Programs).</b>   |
| <b>11.</b>                       | <b>PROJECT LOCATION</b>                             | <b>Domil Community Nondugl LLG of North Waghi District where the office of the North Waghi District Administration is located.</b>  |
| <b>12.</b>                       | <b>PROJECT PREPARED BY</b>                          | <b>Mr. Bernard Gunn and Mr. Hans Patayu Gispe, the Projects Officer Chairman of Domil Community Integrated Development</b>  |

|  |  |   |
|--|--|---|
|  |  | <p><b>Program and the District Administrator for North Waghi respectively for the Domil Community Group of Nondugl LLG, North Waghi District of Jiwaka Province. The proposal was written in consultation with the National Commission for UNESCO officers – Mr. Terry Pato and Mr. Similie T Perene.</b></p> |
|--|--|---|

**B. PRESENTATION**

**1. PROJECT JUSTIFICATION:**

Papua New Guinea is one of the few developing countries which enjoy a vibrant democracy, thereby promoting basic human rights accorded to its people. One of such fundamental rights is the freedom of media and expression a tool for the enhancing empowerment of the people. The Proposal of Domil Community Radio of Nondugl LLG in North Waghi District of Jiwaka Province for the District/Electorate supports the Governments plans and strategically focuses areas of:

Human Capital Development, Gender, Youth and People Empowerment, Wealth Creation, Institutional Development and Service Delivery, Environmental sustainability and Climate change, Spiritual, Cultural, and Community Development and Strategic Planning, Integration and Control.

Exercising of such human right is provided for in the Constitution of Papua New Guinea, which gives strength and impetus necessary for the promotion of free media and expression. It is evident in the increasing number of media organizations in the country, in both electronic and print.

Papua New Guinea has two major print media, the newspapers called the “National” and “Post Courier” of which print materials reach all the provincial capital within a day and a few other small newspapers stationed within the main cities like Port Moresby.

In terms of electronic media, there are two TV stations “EMTV & Kundu2” in the country and two major National Radio Stations “Karai/Kalang Services” – National Broadcasting Corporation, NBC) with strong 20 Provincial Station Network that broadcast nationwide. Community radio stations are quite rare in the country. The NBC owned radio stations in almost all the provinces in the country however; makes little coverage and in most cases transmission radius is not big enough to reach villages within the pockets of mountain terrains; and as such North Waghi district of one of the two newly created (Jiwaka and Hela) Provinces by the National Government is one of those places in the country.

Over the recent past the Jiwaka people have been given their own Province and communication infrastructure is lacking as is the case of other development infrastructure. The government sees the need to expedite the NBC Ross – Out Program; hence the Community Radio Project under



IPDC will restore the vital missing link that will be embraced by the community as media communication through the radio will preserve culture and change the live style of the people.

Given the geographical location of North Waghi access to information from outside and having outside access from North Waghi has Waghi has been a problem for years now. Communication in terms of sharing idea and information at the community level is restricted due to unavailability of such communication infrastructures, among others.

As cited in IPDC's publication Media Development Indicators, 2007 Abdul Waheed Khan UNESCO's Assistant director General for Communications and information stated that in order for the media and in this case the community media... *"to serve its purpose of helping to ensure that citizens are equipped with the tools necessary to make informed choices and enhance their participation in decision making issues that affect their lives"* ...it is important the problem mentioned above be resolved/addressed.

Through the establishment of a Radio communication facility in North Waghi area will be beneficial to the people there. It is anticipated that certain individuals from the Domil and Nondugl Community will be trained by outside experts on how to operate and manage the radio station as an entity belonging to the community and; thereby creating sense of community ownership.

## **2. DESCRIPTION OF THE TARGET GROUP:**

The immediate beneficiary to the project will be the people living and working within the Nondugl government station and 4 tribal groups of people living within about 3 kilometer radius from the location of the possible radio transmitter. This is expected also to cover 2 community schools and a district high school (append. A map)

## **3. DEVELOPMENT OBJECTIVES:**

The community radio project upon its full establishment should contribute to the enhancement of democratic participation in all development endeavours through the empowerment of Nondugl Community for a better dialogue and understanding within the community and the outside world.

## **4. IMMEDIATE OBJECTIVES:**

Upon fully establishing the self-sustaining community radio project in Nondugl the community members within the government station and the surrounding 4 tribal groups will share and have access to information necessary for public empowerment and participation. The prolonged delay in communicating necessary government service information and community response to a large extend will be improved, allowing participation in development by the people within 12 months from the point of inception.

## **5. PROJECT OUTPUTS:**

- (i) Teaching innovative lessons through the community radio by teachers. ie. Listening skills programmes broadcasted for kids in the 3 schools (Grades 4 – 6). Kid's participation on leadership programmes.
- (ii) Community dialogue and arbitrational notices via the community notice board programmes. This enhances conflict resolution in the communities and promotes mutual understanding most using local vernaculars as medium of communication.
- (iii) Government service announcements/public responses i.e. Health/hygiene, HIV issues and natural disaster warnings and commodity market price forecasts'.
- (iv) Five local can be trained to outsource information from other sources for integration into local education programmes.

## **6. ACTIVITIES:**

- (i) General, but preliminary community audience including PNG Telecom. Authority Assessment Report.
- (ii) Twice (one week each) community management team meetings/consultations for management plans involving community and the government
- (iii) One week training of community radio operators and managers by technical experts outsourced locally or from UNESCO.
- (iv) Supply and installation of radio equipment by suppliers (Rad tel PNG) and issuance of government License by Pang Tel.. and internet rates by National Information and Communication Technology Authority (NICTA).
- (v) Launch and commence operation after 13 months project development.

## **7. PROJECT INPUTS:**

The project requires the following inputs.

- (i) Two technical trainers for local community operators/broadcasters/producers (5).
- (ii) Three computers for automation, production, scheduling and define broadcast content with 2 x terabyte memory.
- (iii) Building for the broadcast and hosting radio equipment.
- (iv) FM transmitter 91000mw) set and antennae (see quote) for 30km radius coverage.
- (v) Funding from local and National Government (20,000 USD)
- (vi) Consultation with the National Information and Community Technology Authority (NICTA) on internet rates for broadcasts
- (vii) One rented overhead projector and a laptop rented for eight days.
- (viii) Land is sometime considered unpraised in our society and it has always been one of the most contestable assets. However, the land in which this Community Radio project will be located is a customary land where the village and houses are erected on family inherited land and hence there will be nil issue of land disputes which a bonus for the Nondugl Community Radio.

## 8. WORKPLAN:

| Activities   | Implementation period in Months |   |   |   |   |   |   |   |   |    |    |    |    |
|--|---------------------------------|---|---|---|---|---|---|---|---|----|----|----|----|
|  | 1                               | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 |
| Community audience/announcement of approval/MOUs                               | *                               |   |   |   |   |   |   |   |   |    |    |    |    |
| Contracting trainers for community broadcasters                                |                                 | * |   |   |   |   |   |   |   |    |    |    |    |
| Selection of equipment in consultation with potential suppliers based on Quote |                                 |   | * | * |   |   |   |   |   |    |    |    |    |
| Training workshop and consultation   |                                 |   |   |   | * |   |   |   |   |    |    |    |    |
| Transport and Installation of Radio equipment                                  |                                 |   |   |   |   | * | * | * |   |    |    |    |    |
| Submission of 1 <sup>st</sup> phase Report                                     |                                 |   |   |   |   |   |   |   | * |    |    |    |    |
| Project Opening/Production and Broadcast of programmes                         |                                 |   |   |   |   |   |   |   |   | *  | *  |    |    |
| Submission of 2 <sup>nd</sup> phase Report                                     |                                 |   |   |   |   |   |   |   |   |    |    | *  | *  |

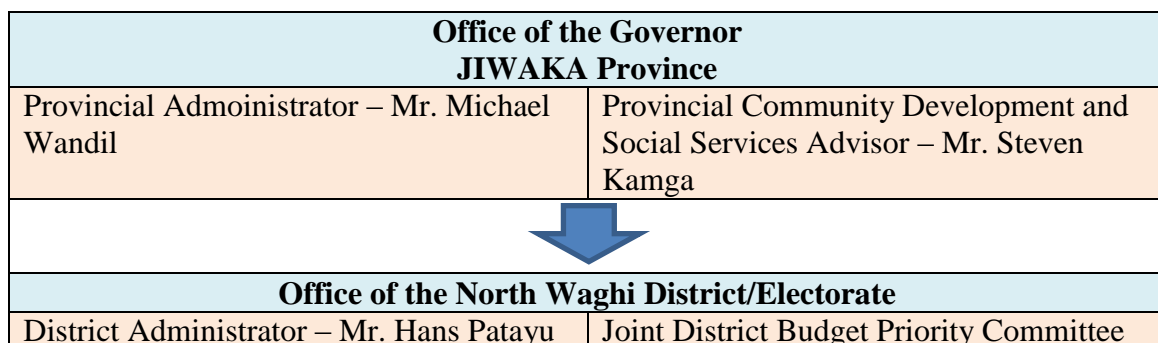
As soon as the project is approved by the IPDC the National Commission in conjunction with other stakeholders immediately commence the implementation process; this action plan should take 6 month period to complete the project.

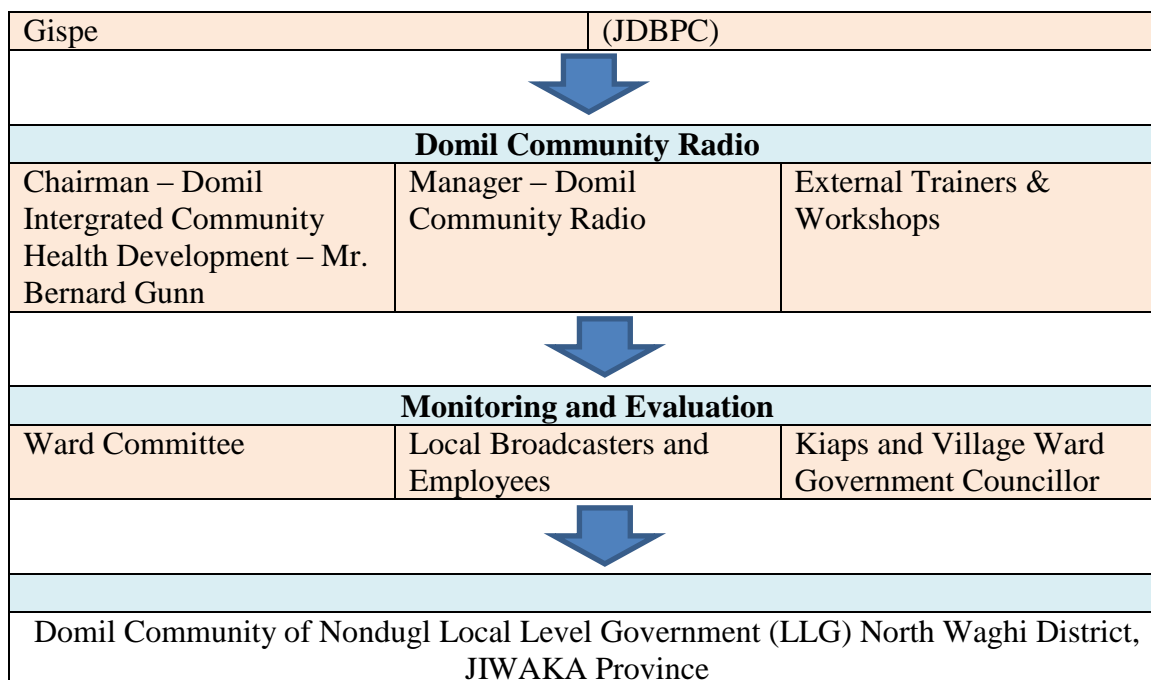
Due to wild and harsh geography of the proposed project location (8 hours' drive from the closest airport on rough roads) coordination and monitoring is not always easy from the National Commission level. This may be a factor in changes to the work plan. The process that may take the project to obtain broadcast license may take time.

## 9. INSTITUTIONAL FRAMEWORK:

The Trustee is the head of the organization who is the Open Member with directors of LLG Council Presidents and selected councillors. The District Administrator is the CEO and Kiaps are to liaise with community and employees of the LLG.

Structure Flow Chart of Nondugl/Domil Community Radio of Jiwaka Province.





The Domil Community Group of Nondugl LLG is organised for the purpose of promoting community awareness on development issues (see appended summary) in the district, a remote location in the country which receives less consideration on government services.

The group has a Community Development Program Initiative (CDPI) Chairman in Brian Gunn, Secretary and a Treasurer with other 6 committee members each representing various tribal groups, civil group/education, churches, youth and women. Meeting are called at least three times are year Approving this project by IPDC should further strengthen the Group’s role in the community in promoting dialogue through the use of local community media.

Although it is not a commercial entity generous assistance from the government (LLG, National Government) is used to support group activities including expenses for meeting and awareness programmes. Various meeting/consultations have been held on the possibility of establishing the radio project resulting in the choice for Domil to further compliment and use communication media as catalyst for the on-going Integrated Community Development Programs.

The production of a Field Trip/Feasibility Report on the project by the Licensing Authority in the country Pang Tel (PNG) can be achieved concurrently with the building infrastructure development. The Field Office in Apia has been consulted on the project and was very supportive in the idea.

#### **10. SUSTAINABILITY:**

The project is an important initiative of the community with strong support from the North Waghi District Administration and National Government. Thus, when IPDC support ceases the project will be sustained through the normal recurrent budget from Provincial Government.

In an effort to maintain sustainability of the Domil Community Radio and infrastructure to be established in Jiwaka Province under this program, the selection of the best building materials will be an ideal choice particularly to ensure low maintenance, durability and therefore long lasting especially for the buildings to be used for a longer period of time.

Other aspects of sustainability area:

- Maintenance of the whole equipment and infrastructure of the Domil Community radio is the responsibility of the Nondugl community, the District, the Division of communications and technology, the National Broadcasting Commission and to some extent the office of the Governor Jiwaka Province.
- The Joint District Budget priority Committee (JDBPC) of the North Waghi District has indicated to support the Domil Community radio annually to maintain the infrastructure and equipment so that they can sustain for many years.
- The Jiwaka Provincial Government and North Waghi District has indicated further to fund the in country workshops and broadcast programs of the Domil Community Radio.
- Journalists usually pay rents to board for using institutional house and the money are usually meant for maintaining the infrastructure. The same practice is likely to continue for local broadcasters and other employees who inevitably will continue to sustain the infrastructure in buildings and equipment.
- Collect fees for air time on all commercials production output.
- The sustainability of the Domil Community Radio Project will be managed by the Local Level feel responsible as a stake holder and an entrepreneur as corporate entity through its sustainability program. The LLG will be license to deal with the air time and a good supplier of equipment of damages.

Where there is need for the above services, an affordable fee can be paid by the consumers and this will be the cash flow for the LLG.

### **11. FRAME WORK OF COMMUNICATION AND MONITORING:**

The project will be monitored for professional and technical needs through the Mt. Hagen and Kundiawa towns, the two nearby provinces. The capital of Jiwaka Province, Banz do not have Provincial of Radio Network – part of National Radio of PNG (NBC).

### **12. EVALUATION CARRIED OUT:**

There has been various community consultation including government agencies at the district level with the strong support from the National Government and the National Commission for UNESCO in Port Moresby. PNG Radio Communication Licensing Authority will carry out a site strip to ascertain the potential in the project supported by the Government/National Commission.

### **13. FRAME WORK OF BENEFICIARY AGENCY'S REPORTING:**

The project implementation report will be submitted to UNESCO Apia in two phases.

1. In the 9<sup>th</sup> month of the project (preliminary)
2. In the 12<sup>th</sup> / 13<sup>th</sup> month of the project, which shall be comprehensive and detailed?

The reports will be submitted by the Domil Community Group of Nondugl Local Level Government (LLG) in consultation with the JIWAKA Provincial Administrator Mr. Michael Wandil, District Administrator, Mr. Hans Patayu Gispe or Chairman Domil Community Integrated Development Programmes Mr. Bernard Gunn

### C. ADDITIONAL INFORMATION

- Once the funding is secured, Pang Tel can issue Broadcast License. And that can be sought together with Building infrastructure to house the equipment, community operating and ownership, electricity supply, manpower, funding by the government.
- NICTA to provide broadband internet services to community radios negotiations ongoing.

### D. BUDGET

#### **BREAKDOWN OF IPDC CONTRIBUTION (USD) – PGK1.00 = 0.4120 as at 15<sup>th</sup> July 2014.**

It is anticipated that IPDC will contribute 40,000.00 USD to the project.

|  |                       |
|--|-----------------------|
| <b>Training and community consultation cost at the site</b>      |                       |
| 8 local operators - 5 days x \$20.00 x 11 =                      | 1,100.00              |
| Training materials/aid   | 1,000.00              |
| <b>2 Trainers/experts + one officer</b>                          |                       |
| 3 x 234.00 meals, accommodation & incidentals on site for 5 days | 3,500.00              |
|  | 1,800.00              |
| Local travel – Air 600.00 x 3                                    | 2,000.00              |
| - Land/Hire car 500.00 x 4 days                                  |                       |
| Reporting - Phase 1  | 885.00                |
| - Phase 2  | 1,000.00              |
| <b>Broadcast Transmitter Equipment supply &amp; installation</b> |                       |
| a. Studio Equipment (ref. Quotation attached).                   | 20,795.00             |
| b. Transmission Equipment (ref. Quotation attached).             | 7,920.00              |
| <b>Total Contribution requested from IPDC</b>                    | <b>USD\$40,000.00</b> |

#### **BREAKDOWN OF BENEFICIARY AGENCY’S CONTRIBUTION**

The project will be sustained through the manner outlined in USD.

The local Member of Parliament through the District Administration Services has contributed USD 20,000.00 (PGK 53,000.00) as a counterpart funding to the development of Nondugl Community Radio project.

It is intended that the ongoing operational costs will also be maintained by the District Administration Services of Nondugl as illustrated as follows:

|   |  |
|---|--|
| Building to House the Studio  | Counter funding by Provincial Government and JDBPC |
| Staff costs (12 months x 4 local staff<br>1 visiting staff from Provincial National Radio Office) | 4,000.00<br>2,000.00                               |
| General maintenance   | 6,000.00   |
| Replacements/parts  | 5,000.00   |
| Transport/local   | 3,000.00   |
| Meetings/consultations  | 1,500.00   |
| Miscellaneous   | 1,000.00   |
| Reporting   | 600.00   |
| <b>Total Contribution from the Benefiting agency (per year)</b>                                   | <b>USD\$<br/>23,100.00</b>                         |

***Appendices***

- A. Location/Map
- B. Quotation on Studio/Transmission Equipment from T.E. (PNG), Potential Supplier.
- C. Domil Integrated Community Health Development Programme Summary.

## MYANMAR

| <b>A. PROJECT IDENTIFICATION</b> |  |   |
|----------------------------------|--|---|
| <b>1.</b>                        | <b>PROJECT TITLE</b>                                 | <b>SUPPORTING PEACE THROUGH THE MEDIA: MONITORING AND ANALYZING HATE SPEECH IN MYANMAR</b>                                  |
| <b>2.</b>                        | <b>NUMBER</b>  | <b>IPDC/59 MM/01</b>  |
| <b>3.</b>                        | <b>MEDIA DEVELOPMENT INDICATORS' CATEGORY</b>        | <b>CATEGORY 4</b>   |
| <b>4.</b>                        | <b>IPDC PRIORITY AREA</b>                            | <b>CAPACITY DEVELOPMENT</b>   |
| <b>5.</b>                        | <b>SCOPE<br/>(NATIONAL, REGIONAL, INTERREGIONAL)</b> | <b>NATIONAL</b>   |
| <b>6.</b>                        | <b>TYPE OF ASSISTANCE REQUESTED</b>                  | <b>FINANCIAL</b>  |
| <b>7.</b>                        | <b>TOTAL COST OF PROJECT</b>                         | <b>USD 48,800</b>   |
| <b>8.</b>                        | <b>AMOUNT REQUESTED FROM IPDC</b>                    | <b>USD 22,100</b>   |
| <b>9.</b>                        | <b>BENEFICIARY BODY</b>                              | <b>Myanmar ICT for Development Organization (MIDO)</b>  |
| <b>10.</b>                       | <b>IMPLEMENTING OFFICE</b>                           | <b>UNESCO Bangkok in collaboration with UNESCO/Yangon</b>   |
| <b>11.</b>                       | <b>PROJECT LOCATION</b>                              | <b>Yangon</b>   |
| <b>12.</b>                       | <b>PROJECT PREPARED BY</b>                           | <b>Ms Rosa Maria Gonzalez, ACI/ UNESCO<br/>Nay Phone Latt (Executive Director)<br/>Htaike Htaike Aung (Program Manager)</b> |



## B. PRESENTATION

### 1. PROJECT JUSTIFICATION:

Myanmar faces increasing risks of religious violence. At least four international groups that monitor and provide early warnings of potential mass atrocities have raised alarms in this regard. The root causes of such violence are complicated, and promoting genuine, sustainable peace and social harmony will be equally complicated – and long term. One core factor contributing to this environment conducive of violence and impeding reconciliation efforts is the perception of Myanmar as a Buddhist nation facing an existential threat from ‘Islamicization’, and the rhetoric that people must actively ‘protect their race and religion.’<sup>1</sup>

In the short term, the risk of mass violence is being increased by radical groups and speakers who are making use of the newfound freedom of expression in Myanmar. Extreme nationalist groups and those who are violently partisan for one religion over another, for example, actively and systematically spread information, both offline and online, contributing to the climate of fear.

An equally serious concern is the potential for renewed restrictions on freedom of expression and crackdowns on political dissent, with new laws being justified on the basis of preventing incitement of religious hatred and disrupting public order.<sup>2</sup> Such restrictions are not likely to address risks of mass violence, because much of ‘hate speech’ that incites mass violence does not violate any law, save for the most draconian ones. Furthermore, besides hate speech, the selective sharing of information, for example, can also contribute to violence.<sup>3</sup> In practice, the new laws could also end up stifling dissent, rather than preventing the incitement of violence. Additional obstacles preventing access to news and information from a variety of sources could also indirectly add to the climate of fear.

The Panzagar, or ‘flower speech’ civil society movement, of which the Myanmar ICT for Development Organization (MIDO) is part of, believes that the space for civil society to speak out in favour of peace and against pro-violence movements must be expanded. In this regard, Panzagar focuses on three main actions: (1) Mobilizing civil society to develop a consensus that hate speech is socially unacceptable; (2) monitoring various forms of hate speech online as well as in traditional communication platforms (media, religious sermons etc); and (3) working with technology experts to develop innovative measures to counter the effects of hate speech.

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<sup>1</sup> Kyaw San Wai, ‘Myanmar’s Religious Violence: A Buddhist ‘Siege Mentality’ at Work’ (2014) No. 037/2014 S Rajaratnam School of International Studies Commentaries; Nyi Nyi Kyaw, ‘Securitization and Islamophobia Analysis of the 969 Movement in Myanmar’ (Islam, Law and the State in Myanmar, Centre for Asian Legal Studies, National University Singapore, 23 January 2014)

<sup>2</sup> On May 1<sup>st</sup> 2014, for example, U Ye Tin from the Ministry of Information said that online hate speech would be prosecuted using the new Cyber Law and print hate speech would be prosecuted under the new Printing and Publication Act, Pyi Myanmar Journal, May 1<sup>st</sup> 2014. At a conference on hate speech on April 24<sup>th</sup>, meanwhile, U Ye Htut from the Ministry of Information said there would be a new law adopted against hate speech.

<sup>3</sup> Matt Schissler, ‘Echo Chambers in Myanmar: Social Media and the Ideological Justifications for Mass Violence’ (17 March 2014) Australian National University Department of Political & Social Change Research Colloquium

This project focuses on Panzagar's second priority, and seeks to establish a platform that monitors and analyzes online hate speech, serves as an unbiased resource for journalists in Myanmar to conduct fact-checks on hate speech-related content, and improve the accountability of the news media and individual news producers.

## **2. DESCRIPTION OF THE TARGET GROUP:**

Direct beneficiaries: Journalists and civil society organizations

Indirect beneficiaries: Netizens and news consumers in Myanmar

## **3. DEVELOPMENT OBJECTIVE:**

This project contributes to promoting peace and sustainable development in Myanmar through the building knowledge and capacity of institutions that support freedom of expression, plurality and diversity.

## **4. IMMEDIATE OBJECTIVE:**

To establish an online database containing awareness raising content about hate speech, viral issues/news and unbiased analysis of such content, which will serve as a fact-checking resource and knowledge-sharing platform for journalists in Myanmar

## **5. PROJECT OUTPUTS:**

- Online database of hate speech content and analysis, and hate speech initiators
- Web portal that has active discussion among Myanmar journalists on hate speech

## **6. ACTIVITIES:**

- Monitoring, compilation and analysis of online hate speech content (including viral news, and news hoaxes which could incite violence)
- Launch of and ongoing updates to online database / web portal
- Three coordination meetings with media professionals

## **7. PROJECT INPUTS:**

- Web developer
- Equipment to set up database / web portal
- Two hate speech experts
- Meeting facilities with lunch for media professionals
- Resource persons, existing networks and contacts (provided by MIDO)
- Staff costs, logistical support, office space (provided by MIDO)

## 8. WORK PLAN:

| ACTIVITIES / MONTHS   | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 18 |
|---|---|---|---|---|---|---|---|---|---|----|----|----|----|----|----|----|----|----|
| Monitoring and compilation of hate speech content                           | X | X | X | X | X | X | X | X | X | X  | X  | X  | X  | X  | X  | X  | X  | X  |
| Analysis of content   |   | X | X | X | X | X | X | X | X | X  | X  | X  | X  | X  | X  | X  | X  | X  |
| Development of online database and portal                                   |   |   |   |   | X | X | X | X |   |    |    |    |    |    |    |    |    |    |
| Launch of online database and web portal (and ongoing updates after launch) |   |   |   |   |   |   |   | X |   |    |    |    |    |    |    |    |    |    |
| Progress reports  |   |   |   | X |   |   |   | X |   |    |    |    |    |    |    |    |    |    |
| Evaluation reports  |   |   |   |   |   |   |   |   |   |    |    | X  |    |    | X  |    |    | X  |

## 9. INSTITUTIONAL FRAMEWORK:

Myanmar ICT for Development Organization (MIDO) is one of the core members of the Panzagar movement, which was formally established in March 2014 after meetings between members of civil society groups including MIDO, COMREG, Paung Ku, Ju Foundation, YSPS and others.

The first activities, under the name ‘Anti-Dangerous Speech’ began at the ASEAN Peoples Forum and ASEAN Youth Forum in March, where young activists handed out stickers and posed for photos with flowers in their mouths, to symbolize promoting peace through words. After this, the movement was re-named ‘Panzagar’. Panzagar’s strategy goes beyond distribution of materials to include complementing real-life actions with social media actions to spread the word and gain momentum among target audiences. In this regard, Panzagar’s social media efforts to ‘occupy Facebook’ for example, have gained much success, with more than 10,000 followers

over a short period of time and the Panzagar movement featured in more than 20 Myanmar and English-language print, radio and video media<sup>4</sup>

As an organization, MIDO is well-connected in the network of CSOs, and has worked with many journalists and media in advocacy and outreach, particularly as a resource for online hate speech. MIDO's mission is to 'Be a catalyst in using ICT; for sustainable and inclusive development; and social and political progress in Myanmar'. Given that the origin of the organization can be traced to activism for the betterment for the people of Myanmar, the organization will always put the interests of the people of Myanmar at the center. Its values are: Altruism, Tolerance and mutual respect, Openness and collaboration, and Commitment to excellence in every sphere of the organization's operations.

#### **10. SUSTAINABILITY:**

Panzagar is as a ground-up movement driven by stakeholders rather than existing as a formal organization, seeking to catalyze and support activities in Myanmar that promote the movement's message. To ensure the sustainability and legitimacy of the group's activities and decision-making processes, a Working Group was formed. The Working Group currently includes members from: MIDO, Paung Ku, Triangle Women, PEN Myanmar, IYCA (Interfaith Youth Coalition on AIDS – Myanmar, COMREG, and local-area CSOs. A comprehensive plan of activities and expected outcomes – both ongoing and upcoming – based on Panzagar's three main focus areas has been prepared, and this IPDC project is one of the many activities in the plan.

#### **11. FRAMEWORK OF MONITORING AND COMMUNICATION STRATEGY:**

MIDO will form a team with at least 2 persons working full-time on the monitoring of hate speech in online media, and 1 part-time editorial staff for analyzing the content. The team will also be responsible for updating content on the online portal. Nay Phone Latt and Htaike Htaike Aung will serve as Team Leader and Project anager, respectively. Resource persons for the project include Prof Susan Benesch, who has written extensively on the broader topic of dangerous speech, and members of the team behind the Umati Project in Kenya.

There will be a formal launch of the portal together with UNESCO. Weekly updated posts and news will be forwarded to the media and journalists thorough feeds, links, and online newsletters as well.

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

Panzagar has carried out several campaign activities in the area of countering hate speech. Since April 2014, members have been distributing stickers and posters through their networks, with dedicated focus on reaching more people during the Water Festival period. In the areas where materials were distributed, campaigners reported that people were highly receptive, and that afterwards people commented that they felt there were fewer fights and confrontations than might otherwise have occurred during the festival period. Other similar activities in the pipeline

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<sup>4</sup> Inspired by this campaign: <https://www.facebook.com/zerodiscrimination>

for Panzagar include supporting public campaigns in Myanmar that are in line with its priorities, organizing public talks by thought leaders in the field of countering hate speech, and sharing of information through its network of partners, among other things.

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

The monitoring team will submit an evaluation report every 3 months on the impact of the web portal content and the media’s usage of the portal.

**C. ADDITIONAL INFORMATION**

**D. BUDGET**

| <b>BREAKDOWN OF IPDC CONTRIBUTION<br/>(in US dollars)</b>                         |                   |
|---|-------------------|
| Web developer for portal (one-time fee of \$2,000)                                | 2,000             |
| Hate speech experts (2 experts x \$400/month x 18 months)                         | 14,400            |
| Equipment – 2 computers, 1 printer/scanner, 1 projector (2x\$600 + \$200 + \$500) | 1,900             |
| Coordination meetings with media professionals (3 meetings x 1,000 US\$)          | 3,000             |
| AV equipment rental for planning/coordination meeting (\$100/day x 3 days)        | 300               |
| Meeting materials   | 500               |
| <b>Total IPDC</b>   | <b>USD 22,100</b> |

| <b>BREAKDOWN OF THE BENEFICIARY AGENCY’S CONTRIBUTION<br/>(in US dollars)</b>   |                   |
|---|-------------------|
| Editorial staff (1 staff \$500/month x 18 months)                               | 9,000             |
| Furniture (2 x \$300)   | 600               |
| Rent, utilities, communications cost for office (\$750/month x 18 months)       | 13,500            |
| Local transportation for staff working on the project (\$200/month x 18 months) | 3,600             |
| <b>Total</b>  | <b>USD 26,700</b> |

## CAMBODIA/THAILAND

| <b>A. PROJECT IDENTIFICATION</b> |  |   |
|----------------------------------|--|---|
| <b>1.</b>                        | <b>PROJECT TITLE</b>                                     | <b>Building capacity of indigenous community journalists and activists in Cambodia and Thailand to report and produce content on indigenous people's issues through community media</b>   |
| <b>2.</b>                        | <b>NUMBER</b>  | <b>IPDC/59 RAS/01</b>   |
| <b>3.</b>                        | <b>MEDIA DEVELOPMENT INDICATORS' CATEGORY</b>            | <b>Category 4: Professional capacity building and supporting institutions that underpins freedom of expression, pluralism and diversity</b>   |
| <b>4.</b>                        | <b>IPDC PRIORITY AREA</b>                                | <b>Community Media</b>  |
| <b>5.</b>                        | <b>SCOPE<br/>(NATIONAL, REGIONAL,<br/>INTERREGIONAL)</b> | <b>Regional</b>   |
| <b>6.</b>                        | <b>TYPE OF ASSISTANCE REQUESTED</b>                      | <b>Financial</b>  |
| <b>7.</b>                        | <b>TOTAL COST OF PROJECT</b>                             | <b>US\$40,800</b>   |
| <b>8.</b>                        | <b>AMOUNT REQUESTED FROM IPDC</b>                        | <b>US\$28,500</b>   |
| <b>9.</b>                        | <b>BENEFICIARY BODY</b>                                  | <b>Asia Indigenous Peoples Pact<br/>108, Moo 5, T. Sanpranate<br/>A Sansai, Chiang Mai 50210, Thailand<br/>Tel.: +66 53 380 168<br/>Fax: +66 53 380 752<br/>Khun Aung: <a href="mailto:aippmail@aippnet.org">aippmail@aippnet.org</a></b> |
| <b>10.</b>                       | <b>IMPLEMENTING OFFICE</b>                               | <b>UNESCO Bangkok<br/>Rosa Maria Gonzalez, ACI/UNESCO<br/><a href="mailto:r.gonzalez@unesco.org">r.gonzalez@unesco.org</a></b>  |
|                                  |  |   |

|            |                            |   |
|------------|----------------------------|---|
| <b>11.</b> | <b>PROJECT LOCATION</b>    | <b>Chiang Mai, Thailand</b>   |
| <b>12.</b> | <b>PROJECT PREPARED BY</b> | <b>UNESCO Bangkok Office</b><br><b>Rosa Maria Gonzalez, ACI/ UNESCO</b><br><a href="mailto:r.gonzalez@unesco.org">r.gonzalez@unesco.org</a> |

**B. PRESENTATION**

**1. PROJECT JUSTIFICATION:**

Diverse groups of indigenous peoples have populated the Mekong region of Southeast Asia for as long as there is recorded history in the area. Despite their vast presence, they still face considerable struggles in today’s modernised and globalised society as it continues to expand into new territories. Sovereignty, mother language preservation, rights to land and natural resources, recognition within government and laws, and impact from environmental damage are some of the crucial issues facing indigenous peoples in the Mekong region today.

Within these issues, the media play a crucial role in helping to disseminate information regarding indigenous populations. However, it has also posed serious challenges, as indigenous populations are often under-represented in the media, and/or not fully equipped to report on the issues of most relevance to their own communities, nor through the most received channels. A strong presence of the state has also made it more difficult for indigenous populations to deal with affairs related to security.

The Asia Indigenous Peoples Pact (AIPP) includes 14 member organisations from the Mekong region, with several focused on women and youth indigenous populations specifically. As part of addressing the underrepresentation of indigenous peoples in mainstream media and lack of information channels for them to receive and share information, AIPP developed and implemented a media project called Indigenous Voices in Asia (IVA) in December 2012 in five Asian countries, including two from the Mekong sub region, Cambodia and Thailand. Through this project, nearly 300 indigenous rights activists and media practitioners have been trained in different media skills including basic journalism, radio broadcasting, citizen journalism, video production and social media skills. In 2014, a community audio-visual centre was also set up as an additional information channel for indigenous communities in Ratanakiri province, Cambodia.

AIPP, in collaboration with its members and partners, has also helped establish and strengthen three indigenous media networks in Thailand, Philippines and Cambodia by organising several workshops allowing indigenous media practitioners and youth activists to share and learn from one another’s skills and experiences, and to gain valuable lessons from established indigenous media networks in the region, such as the Federation of Nepalese Indigenous Journalists (FONIJ), the Indigenous Peoples Communicators (IP Communicators) from the Philippines, the Indigenous Media Network (IMN) in Thailand, and the Cambodia Indigenous Journalists Network (CIJN). Since their establishment, these networks have been actively engaging with mainstream and alternative media agencies and journalists to promote and mainstream

indigenous peoples' issues in the media. However, these networks are relatively new, and need help strengthening their members' capacities to enlarge the pool of indigenous journalists who can reach out to a wider network of stakeholders.

In light of this, this project proposes to strengthen two of the existing networks – IMN Thailand and CIJN – by (1) building capacity of the networks' members in terms of journalism skills, (2) organising workshops to foster dialogue with stakeholders to highlight urgent indigenous peoples issues, and (3) raising the visibility of the indigenous journalists' work among their audiences through newsletters and websites.

## **2. DESCRIPTION OF THE TARGET GROUP:**

Indigenous journalists who are already contributing to community radio/newspapers, or indigenous person's rights activists who are interested in journalism and in reporting on issues important to their communities:

- a) 20 young Morklan, Morklean, Urak-rawei and Mani indigenous journalists and activists from southern Thailand
- b) 20 young indigenous journalists and activists from Machaem District in Chiang Mai province and northern Thailand
- c) 34 young indigenous journalists and activists who work with indigenous organisations in Cambodia

Indigenous communities from at least two districts in Thailand and two provinces in Cambodia, which will indirectly benefit through receiving regular information related to them from the indigenous networks' newsletters

A minimum of 50% of the direct targeted beneficiaries from all the activities will be indigenous women.

## **3. DEVELOPMENT OBJECTIVE:**

This project promotes the indigenous peoples' right to to all forms of media and to produce their own media content, through building the capacity of the networks' members in journalism skills and creating platforms and means for them to reach out to other relevant stakeholders.

## **4. IMMEDIATE OBJECTIVE:**

Provide journalism skills to 74 young indigenous journalists and activists from Thailand and Cambodia, enabling them to report on urgent issues relevant to their communities, and to publish these reports in the networks' newsletters/ websites, as well as in mainstream and alternative media.

Create platforms for IMN and CIJN to highlight urgent issues of indigenous peoples from their respective countries and reach out to a wider network and stakeholders.



## **5. PROJECT OUTPUTS:**

- 40 young indigenous journalists and activists (50% women, 50% men) capable of monitoring and writing high-quality news on indigenous peoples-related issues in Northern and Southern Thailand
- 34 young indigenous journalists and activists (50% women, 50% men) capable of monitoring and writing high quality news articles about indigenous peoples related issues in Cambodia
- At least two urgent issues of indigenous peoples from Cambodia and Thailand highlighted and discussed during two multi-stakeholder dialogue workshops in these countries.
- IMN and CIJN have websites and quarterly newsletters to disseminate information about the development of indigenous peoples-related issues to their respective communities and the public

## **6. ACTIVITIES:**

1. Three 4-day journalism training courses for 74 working indigenous rights activists and journalists from Thailand and Cambodia (*20 in southern Thailand, 20 in Chiang Mai and 34 in Phnom Penh*)
2. Two multi-stakeholders dialogue workshops on urgent indigenous peoples issues
3. Two websites developed for IMN and CIJN to regularly disseminate indigenous peoples news
4. Support for production of IMN and CIJN quarterly newsletters

## **7. PROJECT INPUTS:**

### Journalism training courses and dialogue workshops

- One national coordinator per country (from IMN and CIJN)
- Two local journalism trainers per country
- Transport, meals and accommodation for participants, trainers and IMN/CIJN officers
- Rental of venue, equipment and cost of materials
- Communication costs for organising the trainings/dialogue workshops

### Dedicated websites and quarterly newsletters

- One web developer per website
- One officer per website to update information regularly (from IMN and CIJN)
- One editor per organisation to collect and edit stories from the indigenous journalists
- Server for hosting websites
- Cost of newsletter layout design and printing
- Communication cost for following up with the network members

## 8. WORK PLAN:

| ACTIVITIES / MONTHS  | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 |
|--|---|---|---|---|---|---|---|---|---|----|----|----|
| Identify trainers and participants                           | x | x |   | x |   |   |   |   |   |    |    |    |
| Logistical arrangements                                      |   | x |   | x |   |   |   |   |   |    |    |    |
| Conduct training and evaluation in Thailand and Cambodia     |   |   | x |   | x |   |   |   |   |    |    |    |
| Compile info information on urgent indigenous peoples issues |   |   |   |   |   |   |   | x | x |    |    |    |
| Plan and conduct stakeholder dialogue workshops              |   |   |   |   |   |   |   |   |   | x  | x  |    |
| Hire web developer and develop websites                      | x | x | x |   |   |   |   |   |   |    |    |    |
| Produce quarterly newsletters                                |   |   | x |   |   | x |   |   | x |    |    | x  |
| Compile input from network                                   | x | x | x | x | x | x | x | x | x | x  | x  | x  |
| Monitoring visit by AIPP                                     |   |   |   |   |   |   |   |   |   |    | x  | x  |
| Reporting  |   |   |   | x |   |   |   | x |   |    |    | x  |

## 9. INSTITUTIONAL FRAMEWORK:

The AIPP works to promote and defend indigenous peoples' rights and human rights, while articulating issues of relevance to indigenous peoples. Founded in 1988, it is a regional body within Southeast Asia comprised of 47 members from 14 countries. Of this number, 6 are indigenous women's organizations and 4 are indigenous youth organizations. The AIPP strengthens the cooperation and capacities of indigenous peoples in Asia to promote and protect their rights, cultures and identities, and their sustainable resource management systems for development and self-determination. AIPP is accredited by United Nations Framework Convention on Climate Change (UNFCCC), Convention on Biological Diversity (CBD), Global Environment Facility (GEF), Green Climate Fund (GCF), United Nations Environment Programme (UNEP), and World Intellectual Property Organization (WIPO). The organisation also has special consultative status with the UN Economic and Social Council (ECOSOC).

## 10. SUSTAINABILITY:

The project has included key representatives of indigenous peoples' organisations in the Mekong region who can ensure the sustainability of project outcomes by facilitating and assisting in further implementation of programme activities upon completion of the formal training. In addition, the materials shared during the training will be available through AIPP to member organisations in the region. Furthermore, it is expected that workshop participants will return to their communities and share knowledge within and across networks.

## **11. FRAMEWORK OF MONITORING AND COMMUNICATION STRATEGY:**

The project will follow standard UNESCO monitoring and evaluation procedures. The international programme leader assesses the implementation of the project and be responsible for producing a comprehensive final report.

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

AIPP has conducted a variety of in-house training programmes through its Research and Development Communication Programme. In 2014, two successful skills-sharing workshops in the Philippines and Nepal, sponsored by the AIPP and the Swedish International Development Cooperation Agency (SIDA), brought indigenous journalists together to share experiences and skills on working with the media on indigenous peoples' issues. As part of an Indigenous Voices in Asia (IVA) project, indigenous groups were able to share their knowledge of community issues to those covering related issues.

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

AIPP will undertake reporting on project progress on a four-month basis to the UNESCO Bangkok office, and will submit a comprehensive final report describing the extent to which the immediate objective of the project was achieved.

| <b>D. BUDGET</b>  |              |
|---|--------------|
| <b>BREAKDOWN OF IPDC CONTRIBUTION<br/>(in US dollars)</b>   |              |
| <b>A. Four-day journalism training for young indigenous journalists from southern Thailand</b>              |              |
| Transportation (24 participants including trainers and organisers x 25 USD)                                 | 600          |
| Food and Accommodation ( 24 people x 5 days x 20 USD)   | 2,400        |
| Meeting room (4 days x 30 USD)  | 120          |
| Audio/visual equipment and training materials   | 100          |
| Honorariums for two trainers for two days (2 trainers x 30 USD per days x 4 days)                           | 240          |
| Communication Cost  | 50           |
| <b>Sub-total</b>  | <b>3,510</b> |
| <b>B. Four days journalism training for young indigenous journalists from northern Thailand, Chiang Mai</b> |              |
| Transportation cost (24 participants including trainers and organisers x 15 USD)                            | 360          |
| Food and Accommodation (24 people x 5 days x 20 USD)  | 2,400        |
| Meeting room (4 days x 18 USD)  | 72           |
| Audio/visual equipment and training materials   | 100          |
| Honorariums for two trainers for two days (2 trainers x 30 USD per days x 4 days)                           | 240          |

|   |                   |
|---|-------------------|
| Communication Cost  | 50                |
| <b>Sub-total</b>  | <b>3,222</b>      |
| <b>C. Four-day journalism training for young indigenous journalists from Cambodia</b>   |                   |
| Transportation cost (40 participants including trainers and organisers x 30 USD)  | 1,200             |
| Food and Accommodation (40 people x 5 days x 25 USD)  | 5,000             |
| Meeting room (4 days x 70 USD)  | 280               |
| Audio/visual equipment and training materials   | 100               |
| Honorariums for two trainers for two days ( 2 trainers x 30 USD per day x 4 days)   | 240               |
| Communication Cost  | 50                |
| <b>Sub-total</b>  | <b>6,870</b>      |
| <b>D. Two multi-stakeholder dialogue workshops (Thailand and Cambodia)</b>  |                   |
| Transportation cost (35 people per workshop x 2 workshops x 30 USD)   | 2,100             |
| Lunch and refreshment for participants (35 people per workshop x 2 workshop x 15 USD)   | 1,050             |
| Meeting room (1 day per workshop x 2 workshops x 70 USD)  | 140               |
| Audio/visual equipment and materials  | 100               |
| Communication cost  | 100               |
| <b>Sub-total</b>  | <b>3,490</b>      |
| <b>E. Supporting IMN and CIJN quarterly newsletters and websites</b>  |                   |
| Web hosting for two year (2 websites x 114 USD)   | 228               |
| Cost for web developer (2 websites x 400 USD)   | 800               |
| Printing (2 newsletters x 4 times a year x 100 copies x 3 USD per copy)   | 2,400             |
| Communication and transportation support for indigenous journalists who produce indigenous peoples stories for IMN and CIJ newsletter, as well as those who contribute the stories to mainstream media ( 200 USD per months x 12 months each for IMN and CIJ) | 4,800             |
| Communication cost for news editor (100 USD x 12months x 2 people: one from IMN and another from CIJN)  | 2,400             |
| <b>Sub-Total</b>  | <b>10,628</b>     |
| <b>F. Monitoring visit to Cambodia by AIPP coordinator</b>  |                   |
| Monitoring visit to Cambodia for four days (500 USD for airfare) + (4 days x 70 USD for accommodation and local transportation)   | 780               |
| <b>Sub-Total</b>  | <b>780</b>        |
| <b>Total IPDC</b>   | <b>US\$28,500</b> |

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

|  |                   |
|--|-------------------|
| Staff cost (12 months x 4 staff members: 2 from regional, 2 from national) | 12,000            |
| Project reporting cost   | 3,00              |
| <b>Total</b>   | <b>US\$12,300</b> |

## REGIONAL

| <b>A. PROJECT IDENTIFICATION</b> |  |  |
|----------------------------------|--|--|
| <b>1.</b>                        | <b>PROJECT TITLE</b>                                 | <b>MINDFUL COMMUNICATION FOR ASEAN INTEGRATION</b>   |
| <b>2.</b>                        | <b>NUMBER</b>  | <b>IPDC/59 RAS/02</b>  |
| <b>3.</b>                        | <b>MEDIA DEVELOPMENT INDICATORS' CATEGORY</b>        | <b>Professional Capacity Building</b>  |
| <b>4.</b>                        | <b>IPDC PRIORITY AREA</b>                            | <b>Capacity Development</b>  |
| <b>5.</b>                        | <b>SCOPE<br/>(NATIONAL, REGIONAL, INTERREGIONAL)</b> | <b>Regional</b>  |
| <b>6.</b>                        | <b>TYPE OF ASSISTANCE REQUESTED</b>                  | <b>Institutional Capacity Building</b>   |
| <b>7.</b>                        | <b>TOTAL COST OF PROJECT</b>                         | <b>\$ 47,500</b>   |
| <b>8.</b>                        | <b>AMOUNT REQUESTED FROM IPDC</b>                    | <b>\$ 30,150</b>   |
| <b>9.</b>                        | <b>BENEFICIARY BODY</b>                              | <b>Faculty of Communication Arts,<br/>Chulalongkorn University, Bangkok,<br/>Thailand<br/>Contact Person: Dr Jirayudh Sinthuphan<br/>Email: <a href="mailto:jirayudh.s@chula.ac.th">jirayudh.s@chula.ac.th</a><br/>Ph: +662 218 2148</b> |
| <b>10.</b>                       | <b>IMPLEMENTING OFFICE</b>                           | <b>UNESCO Regional Office, Bangkok</b>   |
| <b>11.</b>                       | <b>PROJECT LOCATION</b>                              | <b>Bangkok</b>   |
| <b>12.</b>                       | <b>PROJECT PREPARED BY</b>                           | <b>Dr Kalinga Seneviratne<br/>Consultant<br/>Ms Rosa Gonzales,<br/>UNESCO Regional Communications<br/>Advisor Asia-Pacific, Bangkok</b>  |

## **B. PRESENTATION**

### **1. PROJECT JUSTIFICATION:**

The ASEAN Economic Community (AEC) to come into force in 2015 will transform ASEAN into a region with free movement of goods, services, investment, skilled labour, and freer flow of

capital. The AEC envisages a single market and production base, a highly competitive economic region, a region of equitable economic development, and a region fully integrated into the global economy. To achieve these goals the media needs to play an important role in facilitating and promoting regional integration. This may also need a new look at aspects of training journalists to look at issues from a regional perspective with less emphasis on conflicts, by developing mindful communication methodologies that take into account the region's cultural and social norms and traditions.

Mass Communication courses taught in universities across the world are usually based on western concepts of communication with heavy focus on individual rights and freedom of expression. In the ASEAN region where the protection and promotion of community and social harmony plays an important role in political and social discourse, media practitioners' focusing on individual rights over community harmony sometimes creates unnecessary conflicts that could be avoided by more sensitive and mindful communication strategies, that would have the same result of opening up public and community space for more freedom of expression.

This course will take a unique approach to developing communication strategies based on Asian concepts of communications that would incorporate Asian philosophical ideas and communication theories emanating from Buddhist, Hindu and Confucius teachings that cover areas such as social harmony, protecting nature, respecting cultural diversity and encouraging sufficiency economic models.

This pilot project is based on the training-the-trainer concept and will train a carefully selected set of journalism trainers from ASEAN member countries as well as some of the SARRC (South Asian) countries. Graduates will receive a "Professional Certificate in Journalism Training" from the Communication Arts Faculty of Chulalongkorn University, Thailand.

## **2. DESCRIPTION OF THE TARGET GROUP:**

The course will be mainly targeted at journalism trainers (with a working knowledge of English) in the first instant and young local journalists in the follow-up phase. For the training-the-trainer phase, Chulalongkorn University will carefully select a group of senior journalists with training experience and/or mass communication lecturers from universities or journalism schools from ASEAN members countries (and also possibly from SARRC member countries such as Sri Lanka, Bangladesh, Nepal and Bhutan), who will undergo the 4 weeks training program in Bangkok. In the second phase, Chulalongkorn will work with the trainers to translate the curriculum into local languages and implement training programs at local level for young journalists.

## **3. DEVELOPMENT OBJECTIVE:**

This course to be offered by a well-established Communications Arts program in the Asian region will draw from the traditional knowledge base of Asian countries to train communicators in the region in an unique communication strategy that will try to protect social harmony in the community while promoting environmental and socio-economic awareness (mindfulness) in communicating to promote regional integration and sustainable development. The term "communicator" is used in this proposal because – in the second phase of the project - we will

not only train journalists, but also other communicators such as local and national government communication officers, members of community based organisations including grassroots NGOs, community media practitioners and development workers with degrees or diplomas with potential to become development communicators in the community. The focus of the course will be to develop communicators who could use non-mainstream and non-traditional forms of media utilizing new communication technologies such as social media tools.

#### **4. IMMEDIATE OBJECTIVE:**

To develop a comprehensive curriculum drawing from UNESCO's Model Journalism Curriculum and traditional knowledge and communications theories from Asian cultures, to build capacity at the Communications Arts Faculty of Chulalongkorn University, to offer an unique regional program in training communicators to promote sustainable development.

#### **5. PROJECT OUTPUTS:**

To train at least 15 journalism trainers from Asia who will be able to implement the curriculum in training communicators at the local level in their own language. The graduates will be expected to network with Chulalongkorn University's Communications Arts Faculty to develop a regional training platform based on the principle of 'mindful communication for regional integration'. This will involve – in addition to training - exchanging professionally written news stories from neighbouring countries that will promote better understanding of socio-economic, cultural and political issues in the region. The long-term outputs from the project will help to address issues of racial and cultural stereo-typing of people in a region with tremendous cultural and religious diversity.

#### **6. ACTIVITIES:**

The training-the-trainer program will be spread over 4 weeks of face-to-face teaching at the Bangkok Campus of Chulalongkorn University, followed by consultations on local implementation of a training program.

The program will include the following modules with each session consisting of 2-3 hours of lecture/seminar style of face-to-face teaching and each module will be using the Blackboard software for online interaction:

##### Modules – Week 1

- 1: Media and Society (3 sessions)
- 2: Asian Perspectives in Communication (5 sessions)
- 3: Sustainable Development and Climatic Change (5 sessions)
- Workshop 1: Media in a Sufficiency Economy (4 hour workshop)

##### Modules: Week 2:

- 4: Principles of Journalism (2 sessions)
- 5: Research Methodologies for Journalism (2 sessions)
- 6: Feature Writing (3 sessions)



- 7: Producing Radio News Features (3 sessions)
- Workshop 2: Community Radio (4 hour workshop)

Modules: Week 3:

- 8: Producing Television News Features (5 sessions)
- 9: Specialist Reporting: Economics and Business (2 sessions)
- 10: Specialist Reporting: Development Journalism (3 sessions)
- Workshop 3: Developing Social Media (4 hour workshop)

Modules: Week 4:

This week’s sessions will involve practical work both in class and in the field. They will work in groups of 3-4 persons.

- Practicum 1: News Feature (2 days)
- Practicum 2: Producing A Radio News Feature (1 day)
- Practicum 3: Producing Television Feature (2 days)
- Workshop 4 (1 day): Presentations

**7. PROJECT INPUTS:**

Financial support for the following project inputs are required from IPDC:

- Develop curriculum and assemble course resource material (5 persons)
- Resource persons to conduct lectures and workshops (5 trainers – 33 sessions)
- Practicum Instructors (3 persons – 4 days)
- Accommodation for trainees (15 @ 50% cost)
- Airfares of trainees (12-15 persons)

Chulalongkorn University will provide the following inputs:

- Project management, marketing and coordination
- Facilities at the Bangkok campus to conduct classes
- Subsidy for accommodation at the international guest house at the university for foreign participants
- Accreditation of the modules under the university standards guidelines
- Awarding of graduation certificates with official endorsement of Chulalongkorn university
- Coordination of follow up activities in offering the program in local languages in Asian countries

**8. WORK PLAN:**

| ACTIVITIES / MONTHS    | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 |
|------------------------|---|---|---|---|---|---|---|---|---|----|----|----|
| Curriculum Development | X | X | X |   |   |   |   |   |   |    |    |    |
| Assemble Resource      |   |   | X | X |   |   |   |   |   |    |    |    |

|  |   |   |   |   |   |  |   |   |   |   |   |   |
|--|---|---|---|---|---|--|---|---|---|---|---|---|
| Material   |   |   |   |   |   |  |   |   |   |   |   |   |
| Marketing the Course   | X | X | X | X | X |  |   |   |   |   |   |   |
| Conduct Classes in Bangkok                                     |   |   |   |   |   |  | X |   |   |   |   |   |
| Online Training and Grading                                    |   |   |   |   |   |  |   | X | X | X |   |   |
| Preparation of Project Report / Evaluation/ Follow-Up Planning |   |   |   |   |   |  |   |   |   |   | X | X |

**9. INSTITUTIONAL FRAMEWORK:**

Chulalongkorn University is the oldest and one of the most prestigious universities in Thailand. Founded in 1917 by King Vajiravudh (Rama VI), today, the university is composed of 19 faculties, 23 colleges and research institutes. Currently there are over 38,000 students including approximately 25,000 undergraduates, 13,500 postgraduates and 2,800 faculty members.

The Faculty of Communication Arts founded in 1965, consists of over 70 full-time faculty members and over 1,000 students. Each year the Faculty has a capacity for 150 new undergraduate students and 335 new graduate students. Overtime, the Faculty has established an outstanding reputation in various communication areas such as Journalism, Mass Communication, Public Relations, Advertising, Motion Pictures and Still Photography, Speech communication and Performing Arts. It is widely recognized that the Faculty has produced numerous communication professionals working in both public and private sectors in Thailand as well as overseas.

The Faculty of Communication Arts, Chulalongkorn University, has been placed among the World’s Top 100 Universities in the subject of Communication and Media Studies according to QS World University Rankings – one of the World’s most influential and widely observed international university rankings. The ranking placements are considered taking into account three criteria: Academic Reputation, Employer Reputation, and Citation per Paper. Chulalongkorn University is the only University in Thailand that has made it to the Top 100 in the field of Social Sciences.

The proposed course is designed to add to the Faculty’s plans to expand its role in educating communicators not only in Thailand but also in the the Southeast and South Asian region in communication skills that take into account the cultural traditions of the region.

**10. SUSTAINABILITY:**

Having this program located within the Communication Arts Faculty of Chulalongkorn University, an institution with a long tradition in providing education with a high academic standard, and an institution that is strongly supported in terms of funding by the Government of Thailand, there will be strong institutional support to expand this program beyond the pilot stage. Since the trainees chosen will come from media institution and/or tertiary training institutions,

Chulalongkorn University will develop institution-to-institution links to sustain this program in the region in the long term.

**11. FRAMEWORK OF MONITORING AND COMMUNICATION STRATEGY:**

Once the core curriculum is developed and resource material assembled, it will be possible to translate the material into local languages to train journalists in the region with financial resources coming from within these countries. For the long term success of this project it will be critical to develop the capacity to offer the training in local languages as English is not a widely used language by journalists in the region.

**12. EVALUATIONS CARRIED OUT:**

In the initial stage, the course participants will be asked to do an assessment of each module before they are awarded the certificate. This assessment will be used to improve curriculum material or course focus for follow-up activity.

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

Communication Arts Faculty will submit periodic assessment or project progress reports as specified in the IPDC contract to the UNESCO Regional Communications Advisor in Bangkok. A comprehensive final report with assessments and recommendations will be provided to the same within 3 months of the completion of the project.

**C. ADDITIONAL INFORMATION**

This training-the-trainer project, is designed to be implemented in the region with a building of institutional networking within the region to offer it at local level with on-going consultations. Chulalongkorn University will also source possible additional funding from Foundations in Thailand and in the Asian region to assist in the expansion of this training program in the region to produce a new generation of development communicators that may use innovative and culturally relevant methodologies in development communications.

**D. BUDGET**

| <b>BREAKDOWN OF IPDC CONTRIBUTION<br/>(in US dollars)</b>                                |       |
|--|-------|
| Curriculum development & assembling resource material (10 modules @ \$ 500 each)         | 5,000 |
| Lecturer/Instructor person fees (5 persons, 33 sessions of 3 hours @ \$ 300 per session) | 9,900 |
| Workshop facilitators (4 persons, 4 hours @ \$ 500 per workshop)                         | 2,000 |
| Practicum Instructors (4 persons, 1 day @ \$ 1000 each)                                  | 4,000 |

|  |                    |
|--|--------------------|
| Accommodation for trainees (15 persons for 4 weeks @ 50% subsidy)* | 4,000              |
| Airfares subsidy for trainees (15 persons @ \$ 350 each)           | 5,250              |
| <b>Total IPDC</b>  | <b>US\$ 30,150</b> |

| <b>BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION<br/>(in US dollars)</b> |                   |
|---|-------------------|
| Course marketing, coordinating and management                                 | 5,000             |
| Accommodation subsidy to participants   | 4,000             |
| Classroom facilities for training (33 sessions, 99 hours @ \$ 50 p.h)         | 4,950             |
| Workshops (16 hours @ \$ 50 p.h)  | 800               |
| Practicum facilities ( 4 days @ \$ 500 each)                                  | 2,000             |
| Transport for field work (3 days @ \$ 200 p.d)                                | 600               |
| <b>Total</b>  | <b>US\$17,350</b> |

\* Chulalongkorn University would offer a subsidy for accommodation at their international guest house.

## THAILAND

| <b>A. PROJECT IDENTIFICATION</b> |  |   |
|----------------------------------|--|---|
| <b>1.</b>                        | <b>PROJECT TITLE</b>                                     | <b>CAPACITY BUILDING OF YOUTH IN COMMUNITY RADIO AND PROGRAM PRODUCTION FOCUSED ON COMMUNITY DEVELOPMENT</b>  |
| <b>2.</b>                        | <b>NUMBER</b>  | <b>IPDC/59 TH/01</b>  |
| <b>3.</b>                        | <b>MEDIA DEVELOPMENT INDICATORS' CATEGORY</b>            | <b>CATEGORY 4: Professional capacity building and supporting institutions that underpin freedom of expression, pluralism and diversity</b>  |
| <b>4.</b>                        | <b>IPDC PRIORITY AREA</b>                                | <b>COMMUNITY MEDIA</b>  |
| <b>5.</b>                        | <b>SCOPE<br/>(NATIONAL, REGIONAL,<br/>INTERREGIONAL)</b> | <b>NATIONAL</b>   |
| <b>6.</b>                        | <b>TYPE OF ASSISTANCE REQUESTED</b>                      | <b>INSTITUTIONAL CAPACITY BUILDING</b>  |
| <b>7.</b>                        | <b>TOTAL COST OF PROJECT</b>                             | <b>US\$ 30,000</b>  |
| <b>8.</b>                        | <b>AMOUNT REQUESTED FROM IPDC</b>                        | <b>US\$ 26,450</b>  |
| <b>9.</b>                        | <b>BENEFICIARY BODY</b>                                  | <b>FOUNDATION FOR INTERNATIONAL HUMAN RESOURCE DEVELOPMENT (FIHRD)<br/>Mailing address: 71/39,<br/>Boromrachachonnee Rd., Arunamarin,<br/>Bangkok-noi, Bangkok, Thailand 10700.<br/>Tel: (66 2) 884-5548-9<br/>E-mail: chongkolkorn@hotmail.com</b> |
| <b>10.</b>                       | <b>IMPLEMENTING OFFICE</b>                               | <b>UNESCO BANGKOK OFFICE<br/>ACI/BKK, Ms.Rosa Maria Gonzalez,<br/>r.gonzalez@unesco.org</b>   |
| <b>11.</b>                       | <b>PROJECT LOCATION</b>                                  | <b>Chiangmai and Khon Kaen</b>  |

|     |                            |   |
|-----|----------------------------|---|
|     |                            |   |
| 12. | <b>PROJECT PREPARED BY</b> | <b>Prof.Dr.Chira Hongladarom. Secretary-General FIHRD</b><br><b>Asst. Prof. Dr. Pornthip Yenjabok,</b><br><b>p_yenjabok@hotmail.com</b> |

**B. PRESENTATION**

**1. PROJECT JUSTIFICATION:**

Thailand has numerous media channels across the country, most of which are commercially-run and privately-owned. Although they do not strictly adhere to the international definition of community radio – a result of political and legal developments in the country over the last decade – there is an important number of small, local radio stations which produce content on local issues of interest to their target communities, operating on a for-profit basis, but having a clear community vocation. These radio stations are commonly considered community radio stations in Thailand.

In the northern and northeastern part of Thailand, community radio plays a key role in communicating to and informing people in the area, and strengthening local communities. However, among these radio stations, few have programs that encourage youth participation or are targeted at youth – a key demographic when it comes to ensuring the sustainability of community radio. At the same time, employees at these community radio stations do not have sufficient knowledge and skills to produce content that can promote youth involvement in issues that are important to their community.

Therefore, the objective of this project is to strengthen the sustainability of community radio in northern and northeastern Thailand through capacity building activities conducted by the FIHRD that are aimed at increasing youth participation. These activities include conducting a two-day workshop for youths representing community radio stations in the region, and developing a related handbook and CD for community radio networks in Thailand, such as the Confederation of Mass Communication, Radio and National Television Sector, and the National Association of Community Radio.

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

The target group is 80 youths representing 40 community radios from the northern and northeastern part of Thailand, with 20 community radios for each region. Each radio station can send two youths to join the program, and FIHRD will ensure appropriate gender balance in the group.

**3. DEVELOPMENT OBJECTIVE:**

Contribute to the development of a sustainable community media movement/culture in Thailand which will enhance the plurality and diversity of media in Thailand, as well as contribute to sustainable development of local communities.

#### **4. IMMEDIATE OBJECTIVE:**

Increase youth participation in their communities through the production of community radio content targeted at youth, and promote a focus on youth by community radio networks in Thailand.

#### **5. PROJECT OUTPUTS:**

- 80 leading youths from 40 community radio stations contribute to the discussion on program production, common problems and proposed solutions in the northern and northeastern part of Thailand;
- An increased focus on youth by radio stations in the Thai network of community radio;
- A handbook and a CD developed and disseminated to the community radio networks to enhance the participation of youth in Thailand.

#### **6. ACTIVITIES:**

- Study the current state of youth participation in community radio
- Set up meetings with experts and scholars to develop plans to increase youth participation and ensure sustainability of community radio in Thailand;
- Develop 6 case study video clips for the workshop (including traveling to northern / northeastern provinces):
  - Problems of youth participation in community radio
  - Economy and local wisdom of a community
  - Law and ethics
  - Factors contributing to strengthening a community
  - Program production by youth
  - Leadership development in youth.
- Conduct a two-day workshop with 80 leading youths from 40 community radio stations to have a discussion on their desired programs, common problems and proposed solutions in the northern and northeastern part of Thailand;
- Develop a handbook, incorporating the youths' input, and distribute to members of the community radio networks in Thailand;

#### **7. PROJECT INPUTS:**

- 10 sustainability experts/trainers for Experts Meeting and Workshop (first 6 persons will also be workshop trainers)
  - Professor Dr Chira Hongladarom, Secretary-General of FIHRD; Chairman of Chira Academy
  - Assistant Professor Dr Pornthip Yenjabok, Department of Communication arts and Information Science, Faculty of Humanities, Kasetsart University, Bangkok, Thailand  
Member of CI committee under Thai National Commission for UNESCO
  - Mr Somkid Nakapisut, Director of the National Broadcasting and Telecommunications Commission, Area 12

- Mr Somkiat Kaewchaiya, Engineering Manager of Aeronautical Radio of Thailand Ltd; Member of sub-committee for countering the interference of community radio to the aeronautical radio of Thailand
- Mr Mana Ladthawanidphan, Executive Officer, Systems Engineering, Air Traffic Communication System Engineering Dept., Aeronautical Radio of Thailand Ltd
- Mr Suwat Srithongkom, Engineering Manager, Air Traffic Communication System Engineering Dept., Aeronautical Radio of Thailand Ltd
- Associate Professor Dr Kamolrat Intaratat, Faculty of Communication Arts, Sukhothai Thammathirat Open University; Consultant, ICT for Local Content Development; Rural and Women Empowerment Project, Research Centre of Communication and Development Knowledge Management
- Mr Anan Inson, Chairman of the Confederation of Mass Communication, Radio and National Television Sector
- Mr Tomrong Dasri, Committee for Foundation International for Human Resource Development
- Miss Pitchaburee Pungsumran, Committee for Foundation International for Human Resource Development
- 5 staff and 1 community radio producer (provided by FIHRD)
- Production team for 6 case study video clips for the workshop
- 80 youths from 40 community radio stations

## **8. WORK PLAN:**

| ACTIVITIES / MONTHS  | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 |
|--|---|---|---|---|---|---|---|---|---|----|----|----|
| Project preparation  | X |   |   |   |   |   |   |   |   |    |    |    |
| Meetings with experts  |   | X | X |   |   |   |   |   |   |    |    |    |
| Preparation of draft handbook  |   |   |   | X | X |   |   |   |   |    |    |    |
| Development of video clips   |   | X | X | X | X |   |   |   |   |    |    |    |
| Implement a workshop with 80 youths from 40 community radio stations |   |   |   |   |   | X | X | X |   |    |    |    |
| Follow-up and evaluation   |   |   |   |   |   |   |   |   | X | X  |    |    |
| Production of final handbook   |   |   |   |   |   |   |   |   |   |    | X  |    |
| Distribute the handbook  |   |   |   |   |   |   |   |   |   |    |    | X  |

## **9. INSTITUTIONAL FRAMEWORK:**

On 27th January 1998, the Royal Government of Thailand approved a motion to establish the Foundation for International Human Resource Development (FIHRD). The Foundation was mandated to support the government's policy to encourage mutual trust and understanding



through building academic and other linkages, and through the sharing of knowledge with other countries of the region, thereby helping Thailand to become the regional center for human resource development in the process.

### **FIHRD's past activities**

- Learning forum on “Sufficiency Economy and the New Agricultural theory in Cambodia” on 28-29 October 2002 at Phnom Penh, Cambodia
- The follow-up project of the Learning Forum on "Sufficiency Economy and New Agricultural Theory in Cambodia" on December 1-10, 2003, Thailand
- The Follow-up Project II Learning Forum on “Leadership Development in Sufficiency Economy for Agriculture Value Added” in Siem Reap, Cambodia on May 19-21, 2004
- Learning Forum “Tourism, Globalization and Sufficiency Economy in Myanmar” at Sedona Hotel, Yangon in Myanmar on 21-23 July 2004
- Workshop on ACMECS Human Resource Development in Tourism A Learning Forum: Sustainable Cultural Tourism On 30 August- 4 September 2005 at Pailyn Hotel, Sukhothai, Thailand
- Learning Forum on "Sufficiency Economy and New Agricultural Theory in Kunming" on March 14-15, 2006
- Learning Forum on “Sufficiency Economy and New Agricultural Theory in Ho-Chi Minh City, Vietnam” on September 29, 2006
- Learning Forum on "Sufficiency Economy and the New Agricultural Theory in Myanmar” on June 5, 2007
- Impact Study for GMS Countries in 2005
- Research on Human Resource in GMS Tourism Sector
- Learning Forum on Human Resource Development for Laos’ Tourism Sector on Wednesday 4 – Sunday 8 February 2009 At Lao Plaza Hotel, Vientiane, Laos
- Learning Forum on Tourism Management for Yunnan on Monday 30 March – Friday 3 April 2009 at Kunming Enjoying International Hotel, Kunming, Yunnan, China
- Learning Forum on Tourism Management for Cambodia on Monday 29 June – Friday 3 July 2009 at Sunway Hotel Phnom Penh, Phnom Penh, Cambodia
- International Conference on GMS Tourism on January 22-24, 2010 in Hua-Hin, Thailand
- Research Seminar on Training Needs and Human Resource Development for Energy and Environment Sector of GMS Countries on September 28 - October 4, 2010
- Intensive Workshop on Energy and Environment Sector Cooperation among GMS Countries (Phase 2) on Tuesday 17 May - Sunday 5 June 2011 in Thailand
- International Conference on Energy and Environment Sector Cooperation of the GMS Countries (Phase 3) on May 19-28, 2012, Thailand
- Study Visit on Tourism Education in Thailand For Delegation of professors from Mandalay, Yangon and Lashio Universities on February 21-26, 2012
- Research on Tourism and Sports Management Capacity Building for AEC from August- November 2012
- EGATi for Education in Myanmar
- Seminar on " Cultural Conservation in Myanmar Cultural Heritage Sites and Culture as the Tourism Related” on October 1-3, 2012 at Asia Plaza Hotel

- Integrated Tourism and Sport Knowledge in Preparation for AEC Promotion Roadmap Development Project from April-September 2013
- Knowledge Development Project for Thai Press at the Office of the National Broadcasting and Telecommunications Commission (NBTC) on 14th -15th March 2013
- Study Visit on Communication Technology in Tokyo, Japan on 17th-22nd March 2013
- Study Visit on Digital Broadcasting at Thai PBS on 28th March 2013
- ASEAN Anti-Corruption Youth Camp” organized by the National Anti-Corruption Commission (NACC) in cooperation with Foundation for International Human Resource Development (FIHRD) on 30th April- 9th May 2013
- EGAT Assistant Director Development Program (EADP 1-10) (2005-2014)

#### **10. SUSTAINABILITY:**

This proposed project is part of a strategic program, “Supporting the rights of independent community media”, which includes projects on youth education and media development framework. Thus, trainings for sustainability of community radios, capacity building and youth trainings, and media production will be sustained beyond the timeframe of the project in various different methods. Additionally, all activities of the project will be implemented with active participation of the local communities to establish local ownership by transferring knowledge and essential capacity to sustain the community.

#### **11. FRAMEWORK OF MONITORING AND COMMUNICATION STRATEGY:**

- Internal performance monitoring and evaluation by FIHRD with feedback from the target communities;
- Progress reports and deliverables as specified in terms of reference and the schedule;
- Monitoring by a professional organization that could be assigned by Kasetsart University in Thailand.

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

A number of evaluations and surveys were carried out at different stages of the previous projects and activities contributing to the development of the community radio sector in Thailand.

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

The chief executive director of FIHRD will prepare and submit the following reports:

- Six-monthly progress report and annual report to IPDC and relevant stakeholders;
- Other relevant reports on outcome of training, workshop, meetings etc.

|                                  |
|----------------------------------|
| <b>C. ADDITIONAL INFORMATION</b> |
|----------------------------------|

## D. BUDGET

| <b>BREAKDOWN OF IPDC CONTRIBUTION<br/>(in US dollars)</b>  |                   |
|--|-------------------|
| Meeting with experts   |                   |
| 1 Fees of Experts (10 experts x USD 100 x 2 days)  | 2,000.00          |
| 2 Rental of venue (USD 500 x 2 days)   | 1,000.00          |
| 3 Travel of Experts (10 experts x USD 30)  | 300.00            |
| 1.4 Accommodation (10 experts x USD 30)  | 300.00            |
| 1.5 Food and coffee break (10 experts x USD 20)  | 200.00            |
|  |                   |
| Two-day workshop   |                   |
| 2.1 Travel of trainers (6 trainers x USD 600)  | 3,600.00          |
| 2.2 Travel of trainees (80 participants x USD 70)  | 5,600.00          |
| 2.3 Rental of venue (USD 800 x 2 days)   | 1,600.00          |
| 2.4 Accommodation (80 participants x USD 30)   | 2,400.00          |
| 2.5 Food and coffee break (80 participants x USD 20)   | 1,600.00          |
|  |                   |
| Other costs  |                   |
| 3.1 Production of 6 case study video clips (including research, script development and production) | 2,000.00          |
| 3.2 Project evaluation and follow-up activities  | 2,500.00          |
| 3.3 Draft handbook production (100 sets x USD 6.50)  | 650.00            |
| 3.4 Complete handbook and CD production (300 sets x USD 9.0)                                       | 2,700.00          |
|  |                   |
| <b>Total IPDC</b>  | <b>US\$26,450</b> |

| <b>BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION<br/>(in US dollars)</b> |                  |
|---|------------------|
| Cost of staff for experts meeting (3 staff x USD 60 x 2 days)                 | 360.00           |
| Cost of staff for workshop (5 staff x USD 60 x 2 days)                        | 600.00           |
| Management fee  | 2,590.00         |
|   |                  |
| <b>Total</b>  | <b>US\$3,550</b> |

## VIETNAM

| <b>A. PROJECT IDENTIFICATION</b> |  |   |
|----------------------------------|--|---|
| <b>1.</b>                        | <b>PROJECT TITLE</b>                                     | <b>PROMOTING GOOD GOVERNANCE AND TRANSPARENCY THROUGH MEDIA IN VIET NAM</b>   |
| <b>2.</b>                        | <b>NUMBER</b>  | <b>IPDC/59 VN/01</b>  |
| <b>3.</b>                        | <b>MEDIA DEVELOPMENT INDICATORS' CATEGORY</b>            | <b>Category 4</b>   |
| <b>4.</b>                        | <b>IPDC PRIORITY AREA</b>                                | <b>CAPACITY DEVELOPMENT</b>   |
| <b>5.</b>                        | <b>SCOPE<br/>(NATIONAL, REGIONAL,<br/>INTERREGIONAL)</b> | <b>NATIONAL</b>   |
| <b>6.</b>                        | <b>TYPE OF ASSISTANCE REQUESTED</b>                      | <b>Training support</b>   |
| <b>7.</b>                        | <b>TOTAL COST OF PROJECT</b>                             | <b>US\$ 37,057</b>  |
| <b>8.</b>                        | <b>AMOUNT REQUESTED FROM IPDC</b>                        | <b>US\$ 22,865</b>  |
| <b>9.</b>                        | <b>BENEFICIARY BODY</b>                                  | <b>Radio Voice of Vietnam (VOV)<br/>58 Quan Su, Ha Noi , Vietnam<br/>Tel/Fax: 04.39266690/91,<br/>Email: <a href="mailto:ngominhhien@vov.org.vn">ngominhhien@vov.org.vn</a><br/>Email: <a href="mailto:ngocanhvov@yahoo.com">ngocanhvov@yahoo.com</a></b> |
| <b>10.</b>                       | <b>IMPLEMENTING OFFICE</b>                               | <b>UNESCO Bangkok</b>   |
| <b>11.</b>                       | <b>PROJECT LOCATION</b>                                  | <b>HA NOI</b>   |
| <b>12.</b>                       | <b>PROJECT PREPARED BY</b>                               | <b>Ngo Minh Hien, Director of VOV International Cooperation Dept.<br/>Hoang Minh Nguyet, Communication and Information Programme Coordinator<br/>UNESCO Ha Noi Office</b>   |

## B. PRESENTATION

### 1. PROJECT JUSTIFICATION:

Thanks to comprehensive renovation, Vietnam has gained remarkable achievements in all aspects including the media. Viet Nam's media landscape has also expanded rapidly: as of February 2013, there are three major national broadcasters (VOV, VTV, VTC) and 64 provincial radio and TV stations, and hundreds of print and online newspapers and websites.

A study on "Media's coverage of corruption in Vietnam 2006-2011" by the organization Towards Transparency (TT), in partnership with the United Nations Development Programme (UNDP) and the British Government in Viet Nam<sup>5</sup>, stressed that the media plays a critical role in anti-corruption by monitoring the government to combat corruption and providing the public with a forum to discuss corruption, keeping people informed and the government accountable. However, the findings show that from late-2006 to late-2011, information on corruption in newspapers in Viet Nam fell sharply. The study also presented recommendations for the media to: (1) continue to improve journalist skills and ethics to ensure that reporting on corruption is accurate and fair; (2) build journalist networks to institutionalise training, offer advice on the protection of journalists, and monitor media standards; (3) clarify current editorial constraints on corruption related coverage to reduce the risk of self-censorship (over the longer term, the government and media must work together to remove these limits; and, (4) develop strong business models to support sustainable growth and investment in investigative reporting.

Prime Minister Nguyen Tan Dung, in his report on the socio-economic development of 2013 and three-year implementation of the five year plan (2011-2015) to the 6th Session of the 8th National Assembly, said that during three years there were 319 cases of corruption discovered. Corruption cases were mostly discovered by people and the media.<sup>6</sup> Meanwhile, speaking at the National Conference on Anti-corruption in Ha Noi on 5 May 2014, Vietnamese Party Leader Nguyen Phu Trong said,<sup>7</sup> "positive results have been achieved in the area of corruption prevention....Nevertheless, the anti-corruption results were still limited compared to the citizen's requirements and expectations." Mr. Trong emphasized that media is one of the most powerful and effective tools in preventing and exposing corruption and urged the establishment of mechanisms to protect and reward plaintiffs as well as encourage the media and public opinion to prevent and fight corruption. Thus, building capacity of journalists on governance and transparency reporting is designed to raise awareness of good governance and transparency for the media workers as well as improving journalists' investigative skills and encouraging adoption of freedom of expression.

The Vietnamese national broadcaster Voice of Viet Nam has been one of the active media organizations in anti-corruption with its investigative reporting. Fifty percent of its National Press Awards were investigative reports on wrong doings, including corruption, therefore

<sup>5</sup> <http://towardstransparency.vn/national-research-surveys-on-vietnam/>

<sup>6</sup> <http://vov.vn/chinh-tri/thu-tuong-tham-nhung-lang-phi-van-con-nghiem-trong-286317.vov>

<sup>7</sup> [DOC] **Phát biểu của Tổng Bí thư Nguyễn Phú Trọng** kết luận  
[giaothongvantai.com.vn/.../6303\\_Phat\\_bieu\\_cua\\_Tong\\_Bi\\_thu\\_Nguyen\\_Phu\\_Trong\\_ket\\_luan](http://giaothongvantai.com.vn/.../6303_Phat_bieu_cua_Tong_Bi_thu_Nguyen_Phu_Trong_ket_luan)

promoting transparency and accountability. This project aims at promoting good governance and transparency through: (i) capacity building of media journalists through two three-day workshops on investigative reporting in support of anti-corruption and good governance; (ii) the establishment of an investigative journalists' network for information sharing and synergy for the media anti-corruption and transparency campaign; and (iii) the motivation of junior investigative reporters through working with senior reporters in the investigative journalists' network.

## **2. DESCRIPTION OF THE TARGET GROUP:**

Immediate target beneficiaries are 40 core media professionals, with appropriate gender balance, who will be selected from national and local media organizations. They will participate in the two training workshops, will be active members of the investigative journalists' network, and will act as mentors for young journalists.

## **3. DEVELOPMENT OBJECTIVE:**

The project will contribute to increasing good governance and transparency by building professional capacity in the field of investigative journalism in Viet Nam.

## **4. IMMEDIATE OBJECTIVE:**

Within the period of 12 months, 40 media professionals will acquire and enhance their knowledge about media laws and regulations, particularly related to the role of media in good governance and transparency, codes of conduct for investigative journalists, and different relevant skills including analysis, communication, approaching news sources, stimulatory role casting for data collecting and interviewing, and writing. The trained participants will be key members of a new investigative journalist network for sharing information, and for providing guidance to young investigative journalists.

## **5. PROJECT OUTPUTS:**

- Forty investigative journalists are better equipped with knowledge about media laws and regulations, professional skills, and methodologies for investigative journalism.
- A national network of investigative journalists is established.
- At least 80 media outputs supporting good governance and transparency.

## **6. ACTIVITIES:**

- Two three-day training workshops for journalists
- Establishment of the network of investigative journalists to promote good governance and transparency
- Mentoring of young journalists by arranging for them to work with senior investigative journalists in the network

## **7. PROJECT INPUTS:**

- Two trainers
- One project coordinator (from VOV)
- One project assistant cum administrative assistant (from VOV)

## 8. WORK PLAN:

| ACTIVITIES / MONTHS  | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 |
|--|---|---|---|---|---|---|---|---|---|----|----|----|
| Identification of project personnel                        | x |   |   |   |   |   |   |   |   |    |    |    |
| Preparatory meetings of management team                    | x |   |   |   |   |   |   |   |   |    |    |    |
| Identification of training participants                    |   | x |   |   |   |   |   |   |   |    |    |    |
| Selection of trainers and development of training material |   | x | x | x |   |   |   |   |   |    |    |    |
| Organization of training workshops                         |   |   |   |   | x | x | x |   |   |    |    |    |
| Establishment of network of investigative reporters        |   |   |   |   | x | x | x |   |   |    |    |    |
| Mentoring of young journalists                             |   |   |   |   | x | x | x | x | x |    |    |    |
| Evaluation and reporting                                   |   |   |   |   |   |   |   |   |   | x  | x  | x  |

## 9. INSTITUTIONAL FRAMEWORK:

The National Broadcaster Voice of Vietnam (VOV) is an organ belonging to the Government. It is subjected to state management by the Ministry of Information and Communications of Viet Nam. At present, VOV operates in four media platforms (radio, television, print and online) and is the biggest multimedia broadcaster in the nation with seven radio channels and two television channels. With a total transmission capacity of nearly 8,000 KW, VOV covers approximately 99% of the Vietnamese population. VOV is also assigned the task of providing professional assistance and support through training and sharing of experiences and good practices with other national and local media organizations.

Fully aware of media roles and functions in anti-corruption and promoting good governance and transparency, besides news reports, VOV has broadcast features and documentaries such as "Law and Life", "In the timeline" (on Channel VOV1), "The forum for social issues" (Channel VOV2), and "National Assembly with People", among others. These broadcasts inform and educate the public on laws and good practices of transparency and good governance, in addition to reporting on cases of wrong doings and corruption.

## 10. SUSTAINABILITY:

Participants in the trainings within this project will improve their knowledge and professional investigation skills to meet the increasing demands for good governance and transparency in society. They will then share their knowledge through the network. The network of investigative reporters that will be established will share its resources and data for broadcasting, and will result in more qualified reports for its audience. This networking will be the forum for journalists to share reports, experiences and professional practices among the network members and other practitioners. The network will be coordinated by the Voice of Viet Nam Journalists' Association. Good and qualified media reports will be recommended for national awards.

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

The two workshops will be organized by Voice of Vietnam, and will be monitored by the Voice of Viet Nam Journalists' Association.

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

Findings of the survey "Media's coverage of corruption in Vietnam 2006-2011", carried out by the Organization Towards Transparency (TT) in partnership with the United Nations Development Programme (UNDP) and the British Government in Viet Nam<sup>8</sup>, showed low outputs from media in mitigating corruption and enhancing good governance and transparency, and the urgent need for training and retraining of investigative reporters. The activities under this project will assist in rectifying this situation.

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

The reporting will be done in two stages. An interim report will be provided once preparations for the training workshops are completed. A final report will be submitted to UNESCO once activities are completed.

### **C. ADDITIONAL INFORMATION**

| <b>BREAKDOWN OF IPDC CONTRIBUTION<br/>(in US dollars)</b>  |              |
|--|--------------|
| <b>1. Honorarium</b>   |              |
| Training Guidelines development by two senior investigative journalists:<br>(2 pax x \$150 x 10 days)    | 3,000        |
| Trainers' honorarium for 3 days training and 2 days reporting:<br>(2 pax x \$100 x 5 days x 2 workshops) | 2,000        |
| Sub-total (1)  | <b>5,000</b> |
| <b>2. Workshop expenses of two 3 -day training workshops for 40 participants</b>                         |              |
| Coffee break + mineral water: (\$3 x 23 pax x 3 days x 2 workshops)                                      | 414          |
| Lunch: (\$11 x 23 pax x 3 days x 2 workshops)  | 1,518        |
| Projector and screen: (\$50 x 2 workshops x 3 days)  | 300          |
| Backdrop: (\$50 x 2 workshops)   | 100          |
| Communication for 2 workshops: (\$200 x 2 workshops)   | 400          |
| Material for 2 workshops: (\$300 x 2 workshops)  | 600          |
| Sub-total (2)  | <b>3,332</b> |

<sup>8</sup> <http://towardstransparency.vn/national-research-surveys-on-vietnam/>



|   |               |
|---|---------------|
| <b>3. DSA for trainers/participants</b>   |               |
| Return air tickets Ha Noi - Ho Chi Minh City – Ha Noi for 2 trainers<br>(\$300 x 2 pax)                         | 600           |
| Local transport for participants/trainers for workshop in Ha Noi:<br>(\$ 10.58 x 22 pax x 4 days)               | 932           |
| Local transport for participants and trainers for workshop in Ho Chi Minh city:<br>(\$ 10.32 x 22 pax x 4 days) | 909           |
| DSA for participants/trainers for Ha Noi workshop<br>(\$69 x 22 pax x 4 days)                                   | 6,072         |
| DSA for participants and trainers for Ho Chi Minh City workshop<br>(\$68.40 x 22 pax 4 days)                    | 6,020         |
| Sub-total (3)   | <b>14,533</b> |
| <b>Total IPDC (1+2+3)</b>   | <b>22,865</b> |

|   |                    |
|---|--------------------|
| <b>BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION<br/>(in US dollars)</b> |                    |
| Project coordinator (5 months x \$1,944)                                      | 9,720              |
| One project assistant (1 person x 3 months x \$ 778)                          | 2,334              |
| Office, equipment and amenities, workshop venues (in kind for 5 months)       | 2,000              |
| Terminal fares in Ha Noi: (\$15 x 3 pax x 2 times)                            | 90                 |
| Terminal fares in Ho Chi Minh City: (\$8 x 3 pax x 2 times)                   | 48                 |
| <b>Total</b>  | <b>US\$ 14,192</b> |

## MONGOLIA

| <b>A. PROJECT IDENTIFICATION</b> |  |   |
|----------------------------------|--|---|
| <b>1.</b>                        | <b>PROJECT TITLE</b>                                     | <b>PROMOTING MEDIA PROFESSIONALISM AND RESPONSIBILITY BY RAISING CITIZENS' AWARENESS ON MEDIA SELF REGULATIONS</b>  |
| <b>2.</b>                        | <b>NUMBER</b>  | <b>IPDC/59 MN/01</b>  |
| <b>3.</b>                        | <b>MEDIA DEVELOPMENT INDICATORS' CATEGORY</b>            | <b><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.</b> |
| <b>4.</b>                        | <b>IPDC PRIORITY AREA</b>                                | <b>PROMOTION OF FREEDOM OF EXPRESSION AND PRESS FREEDOM, PLURALISM AND INDEPENDENCE</b>   |
| <b>5.</b>                        | <b>SCOPE<br/>(NATIONAL, REGIONAL,<br/>INTERREGIONAL)</b> | <b>NATIONAL</b>   |
| <b>6.</b>                        | <b>TYPE OF ASSISTANCE REQUESTED</b>                      | <b>TRAINING SUPPORT</b>   |
| <b>7.</b>                        | <b>TOTAL COST OF PROJECT</b>                             | <b>US\$ 44,690</b>  |
| <b>8.</b>                        | <b>AMOUNT REQUESTED FROM IPDC</b>                        | <b>US\$ 25,010</b>  |
| <b>9.</b>                        | <b>BENEFICIARY BODY</b>                                  | <b>Press Institute of Mongolia<br/>Ikh Toiruu 11 B<br/>20/347 Ulaanbaatar<br/>210620 MONGOLIA<br/>Contact person: M.Munkhmandakh, PhD<br/>Executive director<br/>Tel/Fax: +976-11-350002<br/>Email: <a href="mailto:munkhmandakh@pressinst.org.mn">munkhmandakh@pressinst.org.mn</a></b>        |
|                                  |  |   |

|            |                            |   |
|------------|----------------------------|---|
| <b>10.</b> | <b>IMPLEMENTING OFFICE</b> | <b>UNESCO BEIJING OFFICE<br/>(Adviser for Communication and<br/>Information BEJ <a href="mailto:a.cairola@unesco.org">a.cairola@unesco.org</a>)</b> |
| <b>11.</b> | <b>PROJECT LOCATION</b>    | <b>Ulaanbaatar</b>  |
| <b>12.</b> | <b>PROJECT PREPARED BY</b> | <b>M.Munkhmandakh, Executive director,<br/>Press Institute</b>  |

## **B. PRESENTATION**

### **1. PROJECT JUSTIFICATION**

Despite the high number of media outlets in a relatively small market in Mongolia (16 daily newspapers and 149 television channels for a population of 2.7 million people), the competition to attract audiences is not high and media outlets survive on public subsidies or contribution by political entities. Consequently, the media is extremely susceptible to influence from political and business interests. This is affecting media credibility, with too often the basic principles of journalism such as accuracy and fairness not followed, leading to common violations of citizen's rights through libelous, disparaging, inaccurate or biased statements in the media.

There are no major structures or organizations dealing with complaints from citizens regarding media professionalism. Some media organizations adopted their own professional codes of conduct without effective mechanisms to implement them. For this reason, these codes of conduct are not widely made aware of nor understood.

In light of this situation, in January 2014 a group of Mongolian journalists set up a voluntary "press club" called Media Council Club of Mongolia. The Club aims to promote the importance and need of a self-regulatory body among media professionals, advocating that all media stakeholders collaborate. The Club is leading the process of reaching a consensus in all stages of setting up a self-regulatory body and establishing the foundation for creating an independent Media Council. Club's members entrusted the Press Institute to take the leadership in organizing activities with the goal of setting up a professional, independent self-regulatory body. In the past six months the Press Institute has organized more than 30 meetings and discussions. These included topics such as ethical dilemmas in Mongolian journalistic practices, the idea of self-regulation, common principles of professionalism.

The Club's activities continue to attract the attention and interest of more and more journalists so the number of media practitioners interested in supporting the process has been steadily growing. The number of members has increased from 13 to 70 in just a few months. Approximately 30 media organizations - including major unions such as Mongolian Journalists' Association, the Mongolian Television Union, the Website Association, the Rural Media Union and others – have officially expressed their willingness to support the process of setting up a media self-regulatory

organization in Mongolia. Concurrently to these activities, the Deutsche Welle Akademie has undertaken a needs assessment and preparatory activities to launch a three-year project to support media professionalization in Mongolia, including setting up a media self-regulatory body. The Deutsche Welle Akademie, jointly with the Press Institute and the Friedrich-Ebert-Foundation, held several pre-project activities including strategic meetings and discussions with major media stakeholders about the process, plans and strategies.

These also included consultations with international experts, preparation of distribution materials to create a better understanding of media self-regulation among journalists and media owners. All of these activities were of great importance and support for strengthening and expanding the initiative of setting up a Media Council in Mongolia. According to the work plan of the Media Council Club, the Media Council Foundation Congress will be organized by end 2014. The foundation process and strengthening of the Media Council will be supported by the Deutsche Welle Akademie for the first two to three years. However, since the Deutsche Welle Akademie project has limited resources, the Press Institute is urged to apply for additional sources of funding to ensure maximum independence, sustainability and efficiency.

For media self-regulation to be effective and credible, it is not only needed to have the media's voluntary commitment, but also the public understands of what media self-regulations are. This is essential to encourage a reader or a TV audience who feels victimized by an alleged misrepresentation by media, to seek remedies filing a complaint to the independent media self-regulation, rather than through judiciary or illegal and violent means. The successful introduction and affirmation of media self-regulation in Mongolia would contribute to enabling freedom of expression also by avoiding to reporters tedious and complex judiciary cases which may have both disproportionate criminal and civil consequences, and in any case often putting on media practitioners and organizations a heavy financial burden encouraging media self-censorship. Furthermore, a credible system of complains to media may prevent illegal and violent acts against reporters, thus promoting safety of journalists. Therefore, the Press Institute is particular seeking funding to implement awareness raising activities about media self-regulations targeting the public and potential beneficiaries of self-regulation. This will also include a specific component on gender sensitive reporting and gender equality in media. These will address the general public's lack of knowledge and awareness about their rights to factual information, criteria for assessing journalistic stories and the mechanisms of complaints via a media self-regulatory body.

This project will be part of the whole process to strengthen media self-regulation and it will focus on increasing media and information literacy (with particular focus on media responsibility and the rights of citizens) among three critical groups to be prioritized in the pilot trainings: civil society activists, high school civic education teachers, and public officials. In fact, the Press Institute's regular audience surveys demonstrate these groups are active media users with potential for engaging with media representatives and articulating their needs and opinions as needed. Civic education teachers, in addition, are considered strong potential multipliers to disseminate their newly developed knowledge and skills by integrating them into the civic education/media literacy classes for high school children. The Press Institute will also conduct additional public communication campaign interventions with the assistance of Deutsche Welle Akademie (such as setting up a website for the Media Council to provide citizens with

information about the complaint mechanisms) and collaboration with media organizations (such as producing and sharing video clips about the Media Council's role).

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

The project will target the following groups with a gender balance ensuring the highest level of female participation:

- Forty civic education teachers from urban and rural high schools of Mongolia
- Forty civil society activists from Ulaanbaatar and rural areas
- Forty public officials from selected agencies in the capital and sixty public officials from rural areas

## **3. DEVELOPMENT OBJECTIVE**

To enable freedom of expression in Mongolia by strengthening citizens' ability to participate in democratic discourse through the media and the implementation of media self-regulation.

## **4. IMMEDIATE OBJECTIVE**

Increase the understanding of citizens from urban and rural areas about the fundamental watchdog role of the media and the value of freedom of expression and the role of media self-regulation their enabler

Strengthen civic engagement abilities of Mongolia's citizens by improving their media and information literacy and ability to file complains through media self-regulation mechanisms, with a focus on media ethics, critical evaluation of media content, complaint procedures and enhancing their ability to engage with media for self-expression and democratic participation

## **5. PROJECT OUTPUTS**

- A pilot short term training module and training materials on media and information literacy. This will focus on ethical issues and self-regulation in the media, and critical analysis of online information
- A total of six training courses will be conducted targeting civil-servants, civil society activists and school teachers to raise their awareness on the right to freedom of expression and the fundamental role of media self-regulation in a democracy. These courses will also develop their skills to critically evaluate media content, engage with the media and the self-regulatory body.

## **6. ACTIVITIES**

A short term (two day) training module on media and information literacy for civil society activists, civic education teachers and public officials with particular focus on media ethics and the rights' of citizens will be developed by Press Institute's trainers in collaboration with the Mongolian Media Council members.

All lectures, exercises and reading materials to be used during the train-the-trainer course will be compiled in a training handbook. This will be printed and distributed among other journalism trainers, civil society activities and school teachers and it will also be available online openly and freely.

A series of five workshops for civil servants, civil society activists and school teachers for civic education will be organized, taking into account gender balance in participants. The workshops for the civil society activists and teachers for civic education will be conducted twice for urban and rural participants respectively, while the workshop for civil servants will be organized once with a mixed group of participants from urban and rural areas. These workshops will focus on following topics:

- The function of media and other information providers in a democratic society.
- Criteria for critical evaluation of media content within the context of its production. (i.e: how to understand, organize and assess information, including source reliability.)
- The rights and responsibilities of individuals in relation to media and information.
- International standards on freedom of expression (article 19 of the Universal Declaration of Human Rights, freedom of information, constitutional guarantees on freedom of expression and limitations needed to prevent infringements of other people’s rights - such as hate speech, defamation and privacy).
- Basic understanding about professional responsibilities of journalists and media ethics
- Basic functions of media self-regulation, including the organization, structure and complaint procedures of the Media Council.

## **7. PROJECT INPUTS**

A team of five experienced professionals (Press Institute trainers and Media Council members) capable of producing the training module and handouts, as well as conducting the workshops. Training facilities including training rooms and equipment to conduct workshops  
 Reputation and credibility of the project implementing organization to collaborate with target groups to efficiently carry out project activities

## **8. WORK PLAN**

| <b>ACTIVITIES/MONTHS</b>   | <b>1</b> | <b>2</b> | <b>3</b> | <b>4</b> | <b>5</b> | <b>6</b> | <b>7</b> | <b>8</b> | <b>9</b> | <b>10</b> | <b>11</b> | <b>12</b> |
|--|----------|----------|----------|----------|----------|----------|----------|----------|----------|-----------|-----------|-----------|
| Prepare and develop a training module on media and information literacy with focus on media ethics, self-regulation and rights of citizens | X        | X        | X        |          |          |          |          |          |          |           |           |           |
| Develop and print training handbook  |          |          | X        | X        | X        |          |          |          |          |           |           |           |

|  |  |  |  |   |  |   |   |   |   |   |  |   |
|--|--|--|--|---|--|---|---|---|---|---|--|---|
| Conduct two workshops for civil society activists  |  |  |  |   |  | X |   |   | X |   |  |   |
| Conduct one workshop for civil servants            |  |  |  |   |  |   |   | X |   |   |  |   |
| Conduct two workshops for civic education teachers |  |  |  |   |  | X |   |   |   | X |  |   |
| Project monitoring and evaluation                  |  |  |  | X |  |   | X |   |   |   |  | X |
| Prepare and submit project report                  |  |  |  |   |  |   | X |   |   |   |  | X |

**9. INSTITUTIONAL FRAMEWORK**

The Press Institute is a pro-freedom of expression civil society organization and a center of excellence in media education in Mongolia. It was established in 1996 with the assistance of the Danish International Development Agency. The Press Institute’s mission is to support the development of an independent and pluralistic media in Mongolia, improve the qualifications and skills of Mongolian media workers, and enhance the role of media in economic and social development of Mongolia. In the 18 years since its establishment, the Press Institute has implemented more than 560 short and long-term courses for journalists and newcomers to the media industry. It has organized hundreds of meetings and discussions, providing a forum for media professionals to examine the role of the media in relation to particular development issues in partnership with and with the support of various international organizations (World Bank, UNDP, UNESCO, USAID, Asia Foundation, AusAID, Swiss Development Agency, Internews, DWA and many more).

The Press Institute has also conducted over 50 research projects including monitoring of public service programming, monitoring of election coverage, content analysis of the media’s coverage of health, environment, and child rights issues, and much more. The Press Institute has 25 full time staff including journalism trainers, media researchers, public communication experts and administrative staff.

**10. SUSTAINABILITY**

The training capacities and resources developed through the project will be available online freely and openly, and it will be used to conduct awareness raising and educational activities for various groups of society to support the development of an active, media and information literate public that can advocate for a more ethical and responsible media. Citizens involved in the project will become more knowledgeable about media ethics and professionalism and better able to use media self-regulation, thus influencing peers. Civic education teachers involved in the project will become able to integrate the newly obtained knowledge into their educational curricula to expand and improve their classes by media and information literacy components that explicitly focus on media ethics and professionalism and on media self-regulation. Furthermore, the development of a training manual means the resources developed can be used longer term in any future training conducted by the Press Institute or others.

## **11. FRAMEWORK OF MONITORING AND COMMUNICATION STRATEGY**

The Press Institute proposes that the Mongolian Media Council (to be established by end 2014) would be a suitable organization to collaborate with the UNESCO field officers in the project monitoring. The Media Council executive director can observe ongoing project activities and submit evaluation reports to the UNESCO's Beijing Office with conclusions and recommendations as necessary.

## **12. EVALUATIONS CARRIED OUT**

This project was developed based on the outcomes and achievements of several activities and projects implemented in collaboration with the UNESCO Beijing office and other organizations including Friedrich Ebert Foundation, US Embassy in Mongolia, Deutsche Welle Akademie, and Mongolian Media Council Club, including the translation of UNESCO's Media and Information Literacy Curricula for Teachers, Baseline study on media literacy among young people in Mongolia, series of more than 30 workshops and meetings within the frame of efforts to set up a Media self-regulatory organization in Mongolia, etc.). Stakeholders of all projects (including media practitioners, journalism educators and decision makers) acknowledged the importance of fostering the appropriate environment to set up and strengthen media self-regulation. This includes raising awareness and conducting educational activities for advocacy groups and other stakeholders.

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

The Press Institute will submit progress reports on a semi-annual basis and a comprehensive final report to the UNESCO Beijing Office. The report will be submitted by the Press Institute executive director Munkhmandakh Myagmar.

### **D. BUDGET**

#### **BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)**

|   |   |            |
|---|---|------------|
| <b>Producing training module and handbook</b>   |   |            |
| Fee for developing training module  | 2 persons x 1 month x 30% on project x 1100\$ | \$660.00   |
| Writing fee   | 15\$ x 80 pages                               | \$1,200.00 |
| Editing fee   | 8\$ x 80 pages                                | \$640.00   |
| Layout & design   | 6 \$ x 80 pages                               | \$480.00   |
| Printing  | 6\$ x 800 copies                              | \$4,800.00 |
| Written translation of resource materials to be used for the training handbook  | 20\$ x 20 pages                               | \$400.00   |
| <b>Meals and refreshments for workshops (2 workshops for civil society activists + 1 workshop for public servants + 2 workshops for civic education teachers)</b> | 20\$ x 5 workshops x 2 days x 20 participants | \$4,000.00 |



|  |                                      |                        |
|--|--------------------------------------|------------------------|
| <b>Rent of training facilities (training room and equipment)</b> | 35\$ x 5 workshops x 14 hours        | \$2,450.00             |
| <b>Teaching fee (3 teachers x 5 workshops x 13 hours x 24\$)</b> |                                      | \$4,680.00             |
| <b>Office supplies</b>   | 50\$ x 10 months                     | \$500.00               |
| <b>Communication costs</b>                                       | 80\$ x 11 months                     | \$880.00               |
| <b>Local travel subsidy for rural participants' travel costs</b> | 80\$ x 18 participants x 3 workshops | \$4,320.00             |
| <b>Total IPDC</b>  |                                      | <b>U.S \$25,010.00</b> |

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

|  |                    |
|--|--------------------|
| <b>Project coordinator fee</b> (logistical organization of all project activities including 5 workshops, announcement of events, liaison between project trainers, handbook writer, editor, designer, printing facility etc. announcement of workshops, registration of participants, preparation of venue and food, coordination with rural participants) (1 person, 1200 USD x 20% on project x 12 months) | \$2,880.00         |
| <b>Financial management</b> (overseeing of project expenditures, procurement of contractual services, financial reporting)   | \$6,720.00         |
| <b>Running costs</b> (office rooms, electricity, heating, cleaning, maintenance)   | \$2,400.00         |
| <b>Project management</b> (supervision of all project and financial activities, advisory assistance for training module and training materials, editing of project reports and written outputs), communication with the funding agency, reporting  | \$7,680.00         |
| <b>Total Beneficiary Agency's Contribution</b>   | <b>\$19,680.00</b> |

## PAKISTAN

| <b>A. PROJECT IDENTIFICATION</b> |   |  |
|----------------------------------|---|--|
| <b>1.</b>                        | <b>PROJECT TITLE</b>                                | <b>Capacity Building of journalists on disaster and humanitarian reporting with a Gender Sensitive Approach</b>  |
| <b>2.</b>                        | <b>NUMBER</b>                                       | <b>IPDC/59 PK/01</b>   |
| <b>3.</b>                        | <b>MEDIA DEVELOPMENT INDICATORS' CATEGORY</b>       | <b>Category 4</b>  |
| <b>4.</b>                        | <b>IPDC PRIORITY AREA</b>                           | <b>Capacity Development</b>  |
| <b>5.</b>                        | <b>SCOPE</b><br>(NATIONAL, REGIONAL, INTERREGIONAL) | <b>National</b>  |
| <b>6.</b>                        | <b>TYPE OF ASSISTANCE REQUESTED</b>                 | <b>Training Support</b>  |
| <b>7.</b>                        | <b>TOTAL COST OF PROJECT</b>                        | <b>US \$ 47,400</b>  |
| <b>8.</b>                        | <b>AMOUNT REQUESTED FROM IPDC</b>                   | <b>US \$ 29,000</b>  |
| <b>9.</b>                        | <b>BENEFICIARY BODY</b>                             | <b>The Media Foundation</b><br>2 <sup>nd</sup> Floor 153 CCA<br>Sector DD, Phase 4, DHA, Lahore<br>Pakistan<br><br><b>Contact Person:</b><br><b>Imtiaz Rehman</b><br><b>Senior Manager Programmes</b><br><b>Ph: 0324-4863555</b><br><b>Email: <a href="mailto:themediafoundation@hotmail.com">themediafoundation@hotmail.com</a></b> |
| <b>10.</b>                       | <b>IMPLEMENTING OFFICE</b>                          | <b>UNESCO Islamabad</b><br><b>Riaz Karim Khan</b>  |
| <b>11.</b>                       | <b>PROJECT LOCATION</b>                             | <b>Lahore, Pakistan (Target districts include Lahore, Sheikhpura, Sialkot, Narowal, Jhang, Sargodha, Faisalabad, Okara, Sahiwal and Multan)</b>  |
| <b>12.</b>                       | <b>PROJECT PREPARED BY</b>                          | <b>Imtiazur Rehman</b><br><b>Senior Manager Programmes</b><br><b>Riaz Karim Khan (UNESCO)</b>  |

## B. PRESENTATION

### 1. PROJECT JUSTIFICATION:

A boom in the media sector came in 2002 in terms of greater freedom of expression, for which the Pakistani journalists were not prepared to benefit. Financial constraints, online media social networks, and pressure by radical religious groups and the military have a huge influence on the overall media landscape. At present there are more than 400 publications (newspapers, weekly, monthly and quarterly magazines) while the Pakistan Electronic Media Regulatory Authority (PEMRA) annual report for 2010 states that licenses were granted to 86 television channels and 145 radio stations; a number which had substantially grown by 2014.

All the print and electronic media offices are based in urban centres with representatives in urban and rural districts across the country. In a situation where demand for media workforces is high, a large of people joined media houses without any formal training or understanding of journalistic standards and norms. The situation is worst in rural areas, of which more than 70 percent of Pakistan is formed.

Pakistan is a country which witnesses **disasters, natural and man-made**, and humanitarian crises frequently. The journalists based in disaster prone districts have no training on how to report on such events, what should be the focus of the reports, why there is a need to look at the events through a gender lens and how can we bring a human rights element into the reports.

Although, there is no **baseline** data available on the performance of district-level disaster and humanitarian reporting, the level of poor disaster and humanitarian crises reporting can be gauged from the fact that following the crash of a passenger flight in Islamabad in April 2012, **PEMRA issued show-cause notices to 17** news channels for airing live, unedited footage from the crash site which drew wide public criticism. This was not the first time as we witnessed similar standard of reporting during major earthquakes and floods between 2005 and 2010.

**The purpose of** project is to train **290 beneficiaries**, including **200 journalists and 90 journalism students of women colleges / universities from 10 districts** (9 rural and 1 urban) on how to report on both natural and manmade disasters and humanitarian crises. The **two-day structured training** would help the participants learn to identify disaster hazards and humanitarian crises while focusing on crises management, reporting with a gender sensitive approach and ensure ethics and empathy in their work. Apart from a handful of universities, such knowledge is not available to the journalists based in rural areas.

Disaster and humanitarian crises coverage is tricky since it takes an opposite approach from the traditional concepts of objectivity and detachment taught at Pakistani journalism schools. Unless we identify the victims, we will not be able to communicate the issue and address the policy and preparedness concerns. Journalists covering disasters and humanitarian crises need to be trained to set their priorities and think as humans first rather than as journalists. Empathy and ethics are essential in disaster and humanitarian crises coverage. When reporters treat aggrieved parties, such as flood victims as a subject, ethical concerns are thrown out of the window.

The target group for the proposed initiative are journalists based in disaster and humanitarian crises prone districts of Punjab province. These districts are frequently hit by natural disasters such as floods and nine of the ten target districts are identified rural in nature. The journalists representing mainstream television channels, national and local newspapers and radio stations will be invited for trainings. Women journalists would be accorded preference. Well-trained women journalists are needed in order to access women who have been affected by disasters and tell their stories and communicate their needs, as they are often otherwise voiceless and invisible. However, the number of women journalists in Pakistan is extremely low. For instance in Lahore, which is considered a high-profile station for media professionals, of the 1900 strong membership at the Lahore Press Club only 90 are women. This situation is more critical in rural districts. Thus, to make up for this low representation of women in Pakistan’s vibrant media, the activity would invite students of journalism from women colleges / universities to provide them an opportunity to learn journalistic skills and opt for journalism as a profession and make the women journalists’ presence more visible.

**Impact assessment** - will be done through a pre and post intervention evaluation of the understanding of important elements of disaster and humanitarian reporting through a gender lens and with a gender sensitive approach. An evaluation tool will be developed for the purpose.

## **2. DESCRIPTION OF THE TARGET GROUP:**

The target group is journalists based in 10 selected districts with a minimum experience of three years. The participants will be a mix of print and electronic media, including radio, and students of journalism from women colleges / universities. It would also be ensured that the participant are fulltime journalist who are members of the local press club or Punjab Union of journalists. The district and gender breakdown of the participants is as following:-

| Target Group |                            |              |        |                 |       |
|--------------|----------------------------|--------------|--------|-----------------|-------|
| District     | Nature                     | Participants |        |                 | Total |
|              |                            | Male         | Female | Female Students |       |
| Lahore       | Urban (provincial capital) | 30           | 20     | 15              | 65    |
| Sheikhupura  | Rural (disaster prone)     | 12           | 03     | 05              | 20    |
| Sialkot      | Rural (disaster prone)     | 12           | 03     | 05              | 20    |
| Narowal      | Rural (disaster prone)     | 12           | 03     | 05              | 20    |
| Jhang        | Rural (disaster prone)     | 12           | 03     | 05              | 20    |
| Sargodha     | Rural (disaster prone)     | 12           | 03     | 15              | 30    |
| Faisalabad   | Rural (disaster prone)     | 14           | 03     | 15              | 32    |
| Okara        | Rural (disaster prone)     | 12           | 03     | 05              | 20    |
| Sahiwal      | Rural (disaster prone)     | 12           | 03     | 05              | 20    |
| Multan       | Rural (disaster prone)     | 20           | 08     | 15              | 43    |
| Total        |                            | 148          | 52     | 90              | 290   |

## **3. DEVELOPMENT OBJECTIVE:**

The project contributes to improve the humanitarian and disaster reporting in the disaster prone

areas through capacity building of journalists from print and electronic media with a greater emphasis on gender sensitive approach.

**4. IMMEDIATE OBJECTIVE:**

Skill development training for 290 beneficiaries, including 200 journalists (148 men and 52 women) and 90 students of journalism from women colleges / universities, on humanitarian and disaster reporting from the mainstream and regional media (print and electronic) in 10 disaster prone districts including nine rural districts through conducting of 10 structured training course in Punjab province.

**5. PROJECT OUTPUTS:**

Two hundred and ninety beneficiaries (290), including 200 journalists and 90 students, trained in effectively reporting humanitarian and disaster with a gender sensitive approach. The journalists selected as participants will represent print media, television and radio affiliated to and members of the local press club and / or Punjab Union of Journalists and female students of journalism will be enrolled in the local district. Manual developed on humanitarian and disaster reporting in Urdu for the local journalists.

**6. ACTIVITIES:**

- Signing of MoU with press clubs
- Selection of participants
- Development of training module on humanitarian and natural disaster reporting (Media Foundation and approval of UNESCO)
- Development of the training need assessment tool and conducting training need assessment for (10) two-day training workshops on humanitarian and disaster reporting with a gender sensitive perspective selected target districts
- Selection of consultants, training coordinator
- Four month report
- Project Completion Report

**7. PROJECT INPUTS:**

- Selection of journalists, one (01) lead training consultant, one (01) assistant training consultant, one training coordinator, (02) researchers for the training of 200 journalists and 90 students/ project implementation.
- One (01) multimedia projector, audio system, one laptop for the training
- Development of training modules and manual

**8. WORK PLAN:**

| <b>ACTIVITIES / MONTHS</b>                   | <b>1</b> | <b>2</b> | <b>3</b> | <b>4</b> | <b>5</b> | <b>6</b> | <b>7</b> | <b>8</b> |
|--|----------|----------|----------|----------|----------|----------|----------|----------|
| MoU signing Press Clubs' representative body |          |          |          |          |          |          |          |          |
| Development of training need assessment tool |          |          |          |          |          |          |          |          |

|   |  |  |  |  |        |        |            |
|---|--|--|--|--|--------|--------|------------|
| Conduct of district-based need assessment           |  |  |  |  |        |        |            |
| Selection of the training consultants               |  |  |  |  |        |        |            |
| Development and finalization of training manual     |  |  |  |  |        |        |            |
| Conduct of two-day trainings in 10 target districts |  |  |  |  | T1-2-3 | T4-5-6 | T7-8-9 T10 |
| Mid-project report                                  |  |  |  |  |        |        |            |
| Submission of Project Completion report             |  |  |  |  |        |        |            |

## 9. INSTITUTIONAL FRAMEWORK:

**The Media Foundation** was established on June 21, 2011, as a non-profit organization registered under “Societies Registration Act, XXI of 1860” with registration number RP/6675/L/S/2011.

**Organizational Vision** - is of a Pakistan where respect for human rights, freedom of expression, democracy and rule of law is seen as a right and not as a privilege.

### **Organizational Objectives**

- a. To raise the standards of journalism by initiating need-based capacity building trainings and campaigns for media, youth and other stakeholders and work towards increased outreach of local language media.
- b. To initiate and promote research and publications and work for accurate and free media.
- c. To promote and create linkages between the media, non-profit and other stakeholders aimed at promoting human rights and awareness of social and development issues,
- d. To promote and support awareness activities aimed at addressing issues related to poverty alleviation.

The organization is governed by a General Body and Board of Directors which appoints an Executive Director with the task to manage the affairs of the organization. The Media Foundation core team comprise of Executive Director, Senior Manager Programmes, Programme Coordinator, Training Coordinator and Finance Coordinator. The combined expertise range from programme management to implementation, training development, capacity building, research, networking and finance. Besides other activities, the organization has implemented **gender sensitization workshops for media** with the support of a leading national organization **ShirkatGah** and two projects with **UNICEF Pakistan** on **child health rights awareness**. We are **currently implementing a capacity building project for the teachers and students of religious schools** in Multan, Muzaffargarh and Bahawalpur with the support of **Creative Associates International** on **human rights and civic education** and a **painting competition** in Lahore for **schools and colleges** on the theme of **tolerance, peace and interfaith harmony**, also with the support of **Creative Associates International**. We have strict financial regulations and have audited reports of the period since established (Audit reports can be provided if required) and implement projects with the support of donor organizations and have no independent source of income.

The Media Foundation will **implement** the proposed project activities in **collaboration** with press clubs association, which represents more than 86 press clubs from across Pakistan.

However, The Media Foundation is the sole applicant and will be responsible for project implementation.

#### **10. SUSTAINABILITY:**

The implementing partner will provide technical support to the representatives of the target district press clubs post-project to facilitate the trained journalists to share the learning to other journalists. The Media Foundation will also provide technical expertise to the target district journalists to conduct refresher courses as and when requested. **The Media Foundation will make the aforementioned sustainability as part of the MoU to be signed with the association of press clubs.**

The participants of each training activity would be brought together as part of a network of disaster and humanitarian crises reporters from the district and all the districts would form a united forum for disaster and humanitarian reporting with a gender perspective on the completion of the project activities.

One trainee from each district would be assigned the role of district focal person to coordinate with other trainees and other district focal persons. TMF would facilitate the entire process of setting up the network and also provide support for developing a webpage for the trainees to continue sharing their experiences and work. A special focus will also be on ensuring that the women journalists who attend the training become active members of the network.

#### **11. PRIOR EVALUATIONS CARRIED OUT:**

There is no **baseline** data available on the performance of the district-level disaster reporting, however, the poor level of disaster reporting was highlighted when PEMRA issued show-cause notices to 17 news channels for airing live and unedited footage from the crash site of a passenger plane in 2012. The journalists assigned to cover the event were based in the federal capital and considered the core strength of the news channels and if their understanding of reporting on disaster is such low, we can imagine the inability of rural district correspondents in understanding the concept of disaster reporting with a gender sensitive approach.

**The evaluation report** of gender sensitization workshops for media implemented with the support of ShirkatGah in 2011-12 can be presented as an evidence which exhibited a marked improvement in the understanding of participants.

**With regards to the proposed intervention** - The Media Foundation has initiated the process of reaching out to the association of press clubs for signing a MoU to collaborate in the smooth implementation of trainings and to ensure sustainability of the intervention.

The input on the **capacity to implement the project** can be sought directly from the donors for previous activities. We can provide the contact persons details for ShirkatGah and Unicef for the purpose if necessary.

## **12. FRAMEWORK OF COMMUNICATION AND MONITORING:**

The Media Foundation proposes the setting up of independent communication and monitoring and evaluation committees that would have membership from The Media Foundation, association of press clubs and UNESCO. The communication committee would be required to submit a detailed communication plan while the monitoring and evaluation committee would develop an evaluation framework and set timelines for evaluation of the activities during the first month of the project implementation.

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

The implementing organization will submit project progress on a four-month basis and will submit a comprehensive final report describing the extent to which the immediate objective of the project was achieved. The name and title of the focal person for the submission of report is as follows:-

**Mr Imtiazur Rehman, Senior Manager Programmes, The Media Foundation**

### **C. ADDITIONAL INFORMATION**

The Media Foundation has initiated the process of reaching out to the association of press clubs and expects to sign a MoU by Jan 2015.

### **D. BUDGET**

#### **BREAKDOWN OF IPDC CONTRIBUTION(in US dollars)**

##### **I. TEN TRAINING WORKSHOPS OF TWO DAYS EACH**

|   |                    |
|---|--------------------|
| Participants' transportation and meals (\$ 40 x 200 participants x 2 days)      | 16,000             |
| Lead Trainer (20 days + 4 days for training development at \$125 per)           | 3,000              |
| Assistant Trainer (20 days + 4 days for training development at \$75 per day)   | 1,800              |
| Local travel (20 days training for trainers at a rate of \$50 per day for two)  | 2,000              |
| Rental for venue, multimedia projector, sound system (20 day at \$ 110 per day) | 2,200              |
| Training material and stationary (200 participants at \$ 20 per person)         | 4,000              |
| <b>Total IPDC:</b>  | <b>US\$ 29,000</b> |

Note: Journalism students will not be provided transportation cost.

The Media Foundation will bear the cost of meals and refreshment of the participating students.

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

|   |       |
|---|-------|
| Executive Director time costs (8 months @ \$ 700 per month) | 5,600 |
| Training Coordinator (8 months @ \$ 500 per month)          | 4,000 |
| Report writing coordinator (8 months @ 200 per month)       | 1600  |
| Cost for training need tool development and assessment      | 2000  |
| Communication costs (8 months @ \$ 200 per month )          | 1600  |



|  |                    |
|--|--------------------|
| Office and utilities (8 months @ \$ 150 per month )                  | 1200               |
| Transportation cost – project related (8 months @ \$ 200 per month ) | 1600               |
| Contingencies (8 months @ \$ 100 per month)                          | 800                |
| <b>Total beneficiary's contribution:</b>                             | <b>US\$ 18,400</b> |

## PAKISTAN

| <b>A. PROJECT IDENTIFICATION</b> |  |   |
|----------------------------------|--|---|
| <b>1.</b>                        | <b>PROJECT TITLE</b>                                 | <b>PROMOTING SAFETY OF JOURNALISTS THROUGH SECURITY TRAINING</b>  |
| <b>2.</b>                        | <b>NUMBER</b>  | <b>IPDC/59 PK/02</b>  |
| <b>3.</b>                        | <b>MEDIA DEVELOPMENT INDICATORS' CATEGORY</b>        | <b>Plurality and diversity of media as well as professional capacity building and supporting institutions that underpins freedom of expression,</b> |
| <b>4.</b>                        | <b>IPDC PRIORITY AREA</b>                            | <b>Promotion of freedom of expression, and press freedom (including the safety of journalists)</b>  |
| <b>5.</b>                        | <b>SCOPE<br/>(NATIONAL, REGIONAL, INTERREGIONAL)</b> | <b>NATIONAL</b>   |
| <b>6.</b>                        | <b>TYPE OF ASSISTANCE REQUESTED</b>                  | <b>Financial support</b>  |
| <b>7.</b>                        | <b>TOTAL COST OF PROJECT</b>                         | <b>US\$ 39,000</b>  |
| <b>8.</b>                        | <b>AMOUNT REQUESTED FROM IPDC</b>                    | <b>US\$ 23,400</b>  |
| <b>9.</b>                        | <b>BENEFICIARY BODY</b>                              | <b>Pakistan Press Foundation (PPF)</b>  |
| <b>10.</b>                       | <b>IMPLEMENTING OFFICE</b>                           | <b>UNESCO Islamabad<br/>Riaz Karim Khan</b>   |
| <b>11.</b>                       | <b>PROJECT LOCATION</b>                              | <b>Sindh, Balochistan and Southern Punjab.</b>  |
| <b>12.</b>                       | <b>PROJECT PREPARED BY</b>                           | <b>Pakistan Press Foundation (PPF)<br/>Riaz Karim Khan (UNESCO)</b>   |

## **B. PRESENTATION**

### **1. PROJECT JUSTIFICATION:**

Pakistani journalists are killed, unjustly detained, abducted, beaten and threatened by law enforcement and intelligence agencies, militants, tribal and feudal lords, as well as some political parties that claim to promote democracy and the rule of law. Adding to the gravity of the situation is the fact that the perpetrators of violence against journalists and media workers enjoy almost absolute impunity in Pakistan. Although over fifty journalists have been targeted and murdered within the last twelve years, only two convictions of the murder of journalists.

International press freedom and media safety watchdogs agree that Pakistan has become one of the deadliest countries for journalists. Pakistan ranks in the top 10 of the Impunity Index 2012 by the international watchdog the Committee to Protect Journalists (CPJ) of those countries that do not investigate and prosecute murders of journalists. Other global media freedom watchdogs such as Freedom House, IFEX and Reporters sans Frontières also share the same concerns on the deteriorating safety situation for the media in Pakistan.

The alarming increases in violence and threats force many journalists to migrate from these danger zones; leave the profession or resort to self-censorship at best, particularly in the conflict areas. As a direct consequence, the reports emanating from the conflict areas are based on press releases, not on observations by independent journalists. Thus, the reports that are published or broadcasted also lack credibility. A credible and independent media is essential though to democratic development in Pakistan.

The project will contribute to the promotion of freedom of expression, opinion and information in Pakistan by providing safety and security training to journalists and media professionals in conflict riddled Balochistan, Southern Punjab and Sindh provinces of Pakistan., PPF will pay special attention to provide safety training to provincial journalists working in geographical areas where professional journalism training is weak, helping them to reduce the risks under which they work and to work more safely.

To the maximum extent possible, PPF will make determined efforts to ensure adequate representation of women in the workshops.

### **2. DESCRIPTION OF THE TARGET GROUP:**

240 print and electronic media practitioners working in the field particularly in smaller towns and rural areas in the conflict riddled Balochistan, Southern Punjab and Sindh provinces. Special emphasis will be made to ensure participation of female media practitioners.

### **3. DEVELOPMENT OBJECTIVE:**

To contribute to the enhancement of the respect for human rights and media freedom in Pakistan by promoting safety of media professionals and institutions.

**4. IMMEDIATE OBJECTIVE:**

Enhanced capacity of journalists to assess and mitigate safety risks and how to respond and protect themselves in case of attacks.

**5. PROJECT OUTPUTS:**

Improved ability of at least 144 media professionals (including women journalists) to assess and mitigate risks and to respond or defend themselves

Main stakeholders (media professionals, Red Crescent and police) have organisational linkages and are able to sustain their work.

**6. ACTIVITIES:**

Twelve training workshops in smaller towns and districts

Training modules will be developed on physical and digital safety training for workshops to be held in press clubs at district level.

Organisation of 12 workshops at district level, with support of local press clubs, Red Crescent and police departments. Twelve participants per workshop = 144 participants trained in total. Workshops to take place in towns and smaller district-level centres in Sindh, Baluchistan, Khyber Pakhtunkhwa and Punjab.

The workshops will involve representatives from provincial Red Crescent and local police.

To the extent possible, keeping in view the small number of women journalists at district level, PPF will make determined efforts to ensure adequate representation of women in the workshops.

**7. PROJECT INPUTS:**

Training modules are developed on physical and digital safety training for non-residential workshops to be held in press clubs at district level.

Organisation of 12 non-residential workshops at district level, with support of local press clubs, Red Crescent and police departments. Twelve participants per workshop = 240 participants trained in total. Workshops to take place in towns and smaller district-level centres in Sindh, Baluchistan, Punjab, Azad Kashmir and Khyber Pakhtunkhwa.

To the maximum extent possible, PPF will make determined efforts to ensure adequate representation of women in the workshops.

**8. WORK PLAN:**

| <b>ACTIVITIES / MONTHS</b>          | <b>1</b> | <b>2</b> | <b>3</b> | <b>4</b> | <b>5</b> | <b>6</b> | <b>7</b> | <b>8</b> | <b>9</b> | <b>10</b> | <b>11</b> | <b>12</b> |
|-------------------------------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|-----------|-----------|-----------|
| Selection of districts for training | x        |          |          |          |          |          |          |          |          |           |           |           |

|   |  |   |   |   |   |   |   |   |   |   |   |   |
|---|--|---|---|---|---|---|---|---|---|---|---|---|
| Selection of participants and trainers                                  |  | x |   |   |   |   |   |   |   |   |   |   |
| Conducting trainings  |  |   | x | x | x | x | x | x | x | x | x |   |
| Review of achievements, lessons learnt and ways ahead to promote safety |  |   |   |   |   |   |   |   |   |   |   | x |
| Preparing final report  |  |   |   |   |   |   |   |   |   |   |   | x |

## 9. INSTITUTIONAL FRAMEWORK:

Pakistan Press Foundation (PPF) has been playing a lead role in promoting the safety and security of media professionals in Pakistan. Being a founding member of Pakistan Coalition on Media Safety (PCOMS), in June 2013 PPF was tasked with by the consortium of the coalition to act as a secretariat to help take lead on activities with an aim to improve the coordination between national and international groups working on protection of journalists. With 14 international members and a number of national members, PCOMS has the potential to be the focal point and work collectively towards the singular goal of eradicating impunity against journalists in Pakistan. Since then as the PCOMS secretariat, PPF has played a key role in bringing together key, and at times conflicting, stakeholders on the one point agenda of journalism safety.

The Pakistan Press Foundation (PPF) was established in 1967 as a non-profit organization committed to the protection and promotion of independent media in Pakistan. It carries out media-building activities such as the training of journalists, the promotion of standards of journalism, the operation of programmes that help promote women in media and that defend the rights of journalists to free expression. The organization also promotes greater awareness of social and development issues through media.

PPF organizes training programmes and seminars, in rural centres as well as in the cities on issues facing by Pakistani media. The organization has worked for the improvement of professional skills, and in helping to raise journalists' awareness on professional, social, political and human-rights issues. PPF has organized many safety training workshops for media professionals.

PPF has long standing links in the national and international media. PPF representatives have on a number of occasions been on the governing boards of All Pakistan Newspaper Society (APNS) and Council of Pakistan Newspaper Society (CPNE), as well as on their various committees such as the Arbitration Committee, Training Committee and as the Human Rights Rapporteur for the APNS. The PPF Secretary-General has served as the Convener of the International Freedom of Expression Exchange (IFEX) and has been elected to the IFEX Council and on the board of International News Safety Institute and is at currently on the board of The International Press Institute (IPI). PPF is a founding member of Global Ethical Journalism Network and its representative is on the editorial board of Global Ethical Journalism Network.

PPF has collaborated with many international organisations including Free Press Unlimited, Search for Common Ground (SFCG) Open Society Foundations, UNESCO, National Endowment for Democracy (NED), Internews, European Union, Friedrich Ebert Stiftung (FES), The Thompson Foundation, The British Council, The Knight International Foundation, International Centre for Foreign Journalists and The Freedom Forum.

PPF is involved in research and documentation on mass communication in Pakistan. The organization has produced a number of reports and publications. PPF is also involved in producing manuals and handbooks on journalism.

PPF has successfully worked as a member of a number of national and international coalitions including International Freedom of Expression Exchange (IFEX), Free and Fair Election Network (FAFEN), Trust for Democratic Education and Accountability (TDEA), Pakistan Ethical Journalism Coalition and also serves as the secretariat of Coalition on Media Safety (PCOMS).

#### **10. SUSTAINABILITY:**

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

#### **11. FRAMEWORK OF MONITORING AND COMMUNICATION STRATEGY:**

In any dealings with media as well as national and, international NGOs, PPF will make clear the role UNESCO and IPDC has played in supporting it. In general, UNESCO's support will be acknowledged, but PPF will use its discretion in deciding the level of visibility. PPF will monitor media coverage of activities undertaken under the project and include press clippings as part of the periodic and final reports.

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

An internal evaluation is foreseen of the project and will serve as input to steer and improve the project in order to obtain the envisioned objectives and results.

PPF sees evaluations not merely as an instrument for accountability but also as an instrument to enhance collaborative learning with and from its partners and will PPF will welcome external evaluation of PCOMS and the secretariat.

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

The PPF undertakes to report on project progress on a quarterly basis or as required by UNESCO-Islamabad as well as a final report.

## C. ADDITIONAL INFORMATION

Previous IPDC/UNESCO support has been instrumental in launching trend setting PPF projects.

In 2011 IPDC supported PPF in implementing the project that played a significant role in developing capacities of independent FM radio stations to produce news and current affairs programmes. In 2009 IPDC supported PPF in implementing a highly successful training programme for capacity development of photo journalists in rural areas of Pakistan. In 2006 IPDC supported PPF in organising training programme for journalists and local government professionals on working with media. In 2003 IPDC approved the project to train rural journalists to monitor and lobby against violations of freedom of expression. In view of the success of this project, PPF has decided to continue the freedom of expression and access to information training as a regular part of PPF activities and has organized over fifteen workshops after the successful completion of the project. In 1999 PPF received support from IPDC to train rural women as journalists. Although the project was concluded within one year, PPF has continued the training of about 500 rural women per year and has developed a daily feature service based on the features written by participants of this training programme

## D. BUDGET

| <b>BREAKDOWN OF IPDC CONTRIBUTION</b><br>(in US dollars)  |                    |
|---|--------------------|
| Cost per training workshop:   |                    |
| One trainer @ US \$ 150 x 3 days  | US\$450            |
| One resource persons/local organiser @ US\$100 x 3 days   | US\$300            |
| Workshop expenses including meals, workshop material and multimedia (12 participants x US\$25 x 3 days) | US\$900            |
| Travel and accommodation of trainer (US\$ 100 x 3 days)   | US\$300            |
| Cost of one workshop  | US\$1,950          |
| Cost of 12 workshops  | US\$ 23,400        |
| <b>Total IPDC contribution</b>  | <b>US\$23,400</b>  |
| <b>BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION</b><br>(in US dollars)                            |                    |
| Salary of project coordinator @US\$ 500 per month for 12 months   | US\$6,000          |
| Utilities, including telephone, internet expenses, electricity @US\$300 per month                       | US\$3,600          |
| Administrative expenses including support staff @US\$ 300 per month                                     | US\$3,600          |
| Office supplies and use of office equipment @US\$200 per month  | US\$2,400          |
| <b>Total</b>  | <b>US\$ 15,600</b> |

## REGIONAL

| <b>A. PROJECT IDENTIFICATION</b> |  |   |
|----------------------------------|--|---|
| <b>1.</b>                        | <b>PROJECT TITLE</b>                                     | <b>DEVELOPING A SOCIAL MEDIA STRATEGY IN ASIA-PACIFIC</b>   |
| <b>2.</b>                        | <b>NUMBER</b>  | <b>IPDC/59 RAS/03</b>   |
| <b>3.</b>                        | <b>MEDIA DEVELOPMENT INDICATORS' CATEGORY</b>            | <b>Category 5</b>   |
| <b>4.</b>                        | <b>IPDC PRIORITY AREA</b>                                | <b>Human Resource Development</b>   |
| <b>5.</b>                        | <b>SCOPE<br/>(NATIONAL, REGIONAL,<br/>INTERREGIONAL)</b> | <b>Regional</b>   |
| <b>6.</b>                        | <b>TYPE OF ASSISTANCE REQUESTED</b>                      | <b>Financial</b>  |
| <b>7.</b>                        | <b>TOTAL COST OF PROJECT</b>                             | <b>USD 27,206</b>   |
| <b>8.</b>                        | <b>AMOUNT REQUESTED FROM IPDC</b>                        | <b>USD 20,456</b>   |
| <b>9.</b>                        | <b>BENEFICIARY BODY</b>                                  | <b>Asia-Pacific Institute for Broadcasting Development (AIBD)<br/>P O Box 12066, 50766 Kuala Lumpur, Malaysia<br/>Tel: 60-3-2282 4618<br/>Fax: 60-3-2282 2761</b> |
| <b>10.</b>                       | <b>IMPLEMENTING OFFICE</b>                               | <b>UNESCO Bangkok Office<br/>Ms Rosa Maria Gonzalez<br/>E-mail: r.gonzalez@unesco.org</b>   |
| <b>11.</b>                       | <b>PROJECT LOCATION</b>                                  | <b>Kuala Lumpur, Malaysia</b>   |
| <b>12.</b>                       | <b>PROJECT PREPARED BY</b>                               | <b>Mr Saqib Sheikh<br/>Programme Manager, AIBD<br/>E-mail: saqib@aibd.org.my<br/>Ms Rosa Maria Gonzalez, UNESCO<br/>Bangkok</b>                                   |



## B. PRESENTATION

### 1. PROJECT JUSTIFICATION:

It is not easy to pinpoint a precise definition for ‘social media’. In general, social media refers to the interactive multiple-level communication made possible through the Internet. Social media allows for user-generated content and enables social interaction outside of geographic boundaries. In particular, the proliferation of mobile devices and connectivity are greatly helping expand the growth of social media.

Social media has become a massive phenomenon with wide-reaching implications for social, economic and political changes. Millions of Internet users who employ platforms such as Facebook and Twitter are increasingly directing trends in society. Tools such as smart phones have fundamentally impacted the nature of modern interpersonal relationships. Networking sites can create online communities that offer dynamic possibilities to promote diversity and pluralism. Social media holds tremendous potential for the public in regards to areas such as civic participation, transparency and engagement with other sections of society.

Media organisations are still in the process of figuring out the best ways for incorporating digital news into their operations. The full potential of social media for media practitioners in the Asia-Pacific region in particular has still yet to be fully explored. Social media offers media organisations meaningful ways to source and produce content, build and engage audiences, enhance brand trust and generate income. Indeed, social media itself has transformed the nature of the audience relationship and has allowed for more feedback and more user involvement.

In the Asia-Pacific situation, the media is still in a transitory phase, with many organisations having yet to fully embrace a comprehensive social media strategy and relying still on traditional one-way channels of communicating their messages to a younger and more demanding audience, and therefore risk lagging behind in this race for engagement.

To deal with the changing media landscape, learning the dynamics and benefits of new media and social media to enhance the skills, knowledge and competence of media organizations has become an urgent imperative. It is critical that media practitioners are given a proper grounding in the types of social media to be able to develop content that reflects this new online reality.

AIBD has recently been working extensively on this topic. AIBD recently organised the International Conference on Broadcast Training in Kuala Lumpur, Malaysia on 24-25 February 2014 under the theme ‘*Defining Training for New Media and Social Media*’. As a key outcome of the conference, AIBD has been developing a **Universal Curriculum Template for Broadcast Training for Social Media and Emerging Media** document along with corresponding curriculum modules to provide guidance for broadcast trainers in developing countries in the Asia-Pacific region in the area of social media.

AIBD, being a unique intergovernmental organisation mandated by its members on media development and capacity building, is well situated to train media practitioners in the Asia-

Pacific region on how to develop a proper social media strategy. Beyond the social media tools themselves, this project considers what it means to be truly social with the audience and what should media practitioners do on and offline to build a meaningful social relationship with the audience.

## **2. DESCRIPTION OF THE TARGET GROUP:**

This project will provide training to twenty media practitioners (news and programme managers) from the Asia-Pacific region, including from the countries Cambodia, Laos, Malaysia, Myanmar, Thailand and Vietnam with at least three participants per country, with appropriate gender balance between male and female participants maintained in the overall group of participants. Of these twenty participants, 9 will be fully-sponsored, 7 will be partially sponsored (accommodation only), while 4 local participants will be self-funded.

## **3. DEVELOPMENT OBJECTIVE:**

This capacity-building project contributes to the raising the professionalism of the media in the region and enhancing the distribution of news and information through efficient use of technology.

## **4. IMMEDIATE OBJECTIVES:**

The twenty participants from the Asia-Pacific region will acquire a firsthand understanding of the types and trends of new media and social media, and be able to implement a full-fledged social media strategy in their respective media organisations to not only enhance their content but to be able to craft their messages to engage both their online and offline audiences better.

## **5. PROJECT OUTPUTS:**

Twenty participants from the Asia-Pacific region trained in social media and able to implement an effective social media strategy for their organisations

## **6. ACTIVITIES:**

A three-day training workshop for 20 media practitioners from the region on social media will be held at the AIBD office in Kuala Lumpur, Malaysia. Workshop activities include the sharing of practical case studies and the development of social media strategy proposals tailored to each organisation based on participants' feedback

## **7. PROJECT INPUTS:**

- A trainer who is a specialist in traditional media and social media strategies
- One Project Manager to arrange administrative and logistical support required during planning, preparation and executing stages of the training (provided by AIBD)

## **8. WORK PLAN:**

| <b>ACTIVITIES / MONTHS</b>   | <b>6</b> | <b>7</b> | <b>8</b> | <b>9</b> | <b>10</b> | <b>11</b> | <b>12</b> |
|--|----------|----------|----------|----------|-----------|-----------|-----------|
| Coordinating with Trainer  | X        | X        |          |          |           |           |           |
| Invitations/Selection/contracting participants and trainers/<br>developing content/engaging interpreters, arranging travel<br>& accommodation of participants & trainers |          | X        | X        | X        |           |           |           |
| Interim reports  |          |          |          | X        |           |           |           |
| Final preparation for Implementing /evaluation of the 5-<br>day training workshop  |          |          |          |          | X         | X         |           |
| Submission of final reports  |          |          |          |          |           |           | X         |

## **9. INSTITUTIONAL FRAMEWORK:**

AIBD is a regional inter-governmental entity servicing countries of the United Nations Economic and Social Commission for Asia and the Pacific (UN-ESCAP) in the field of electronic media development. The Institute currently enjoys a membership of 26 countries, 75 affiliates and 50 partners worldwide. Established as a UNESCO project in 1977, AIBD is mandated to implement training related to sustainable development through electronic and new media as required by its members. Therefore the Institute will be responsible for all planning, coordination and implementation of the project. AIBD has a successful track record of implementing IPDC projects since 2002 to 2014.

## **10. SUSTAINABILITY:**

The sustainability of the project is built upon the long-term involvement of those trained to incorporate the social media perspective into the way they operate and to be capable of being agents of transformation within their organisations. The participants must be equipped with the requisite knowledge of social media to be able to realise this change.

## **11. FRAMEWORK OF MONITORING AND COMMUNICATION STRATEGY:**

Immediate impact of the project will be evaluated through the standard AIBD evaluation form and tabulated for the final report to be sent to UNESCO.

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

Feedback will be sought from the Trainer and participants ahead of the workshop, beginning with a request for each participant to present their own specific organisational context on social media strategy and the areas for improvement. This information, along with the participants' profiles, will then be relayed to the Trainer in order to structure workshop agenda to adapt to their needs and specifications.

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

AIBD agrees to report the status of the project as required by UNESCO with the submission of the interim and final report at the conclusion of the project.

#### C. ADDITIONAL INFORMATION

#### D. BUDGET

##### BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)

|   |                   |
|---|-------------------|
| Airfare for 9 foreign participants (@ USD 900 x 9 participants)   | USD 8,100         |
| Airfare for 1 workshop trainer (@ USD 1,500)  | USD 1,500         |
| Accommodation for 16 foreign participants (@USD 100 per night x 16 participants x 4 nights)                     | USD 6,400         |
| Honorarium for 1 workshop trainer (@USD 400 per day x 3 days)   | USD 1,200         |
| DSA for 1 workshop trainer (USD 174 per day x 4 days)   | USD 696           |
| Local transport from hotel to AIBD office (USD 100 per day x 3 days)  | USD 300           |
| Tea-breaks/Lunch for 20 participants and 1 programme manager (@USD 20 per person per day x 21 persons x 3 days) | USD 1,260         |
| Workshops materials (participant bag, stationary, notepads) (@USD 50 per person 20 participants)                | USD1,000          |
| <b>Total IPDC</b>   | <i>USD 20,456</i> |

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

|   |                  |
|---|------------------|
| Administrative costs for project management @USD 500 per month for 6 months | USD3,000         |
| Communication (Fax/mail/telephone) for sending invitation & communications  | USD 1,000        |
| Hiring of temporary secretary USD 750 x 3 months                            | USD 2,250        |
| Training facilities (video projector, screen, speakers, Internet, mikes)    | USD 500          |
| <b>Total</b>  | <i>USD 6,750</i> |

## NEPAL

| <b>A. PROJECT IDENTIFICATION</b> |  |  |
|----------------------------------|--|--|
| <b>1.</b>                        | <b>PROJECT TITLE</b>                             | <b>Engaging state agencies to address impunity: Initiative to minimize the practice of self-censorship among Nepali journalists</b>  |
| <b>2.</b>                        | <b>NUMBER</b>                                    | <b>IPDC/59 NP/01</b>   |
| <b>3.</b>                        | <b>MEDIA DEVELOPMENT INDICATORS' CATEGORY</b>    | <b>Category – 1 "A System of Regulation Conducive to Freedom of Expression, Pluralism and Diversity of the Media"</b>  |
| <b>4.</b>                        | <b>IPDC PRIORITY AREA</b>                        | <b>Promotion of Freedom of Expression and Press Freedom, Pluralism (particularly among local journalists) and Independence</b>   |
| <b>5.</b>                        | <b>SCOPE (NATIONAL, REGIONAL, INTERREGIONAL)</b> | <b>Five regional and one national consultations</b>  |
| <b>6.</b>                        | <b>TYPE OF ASSISTANCE REQUESTED</b>              | <b>Human Resource Development<br/>Engaging state agencies and journalists for promotion of Freedom of Expression and minimizing self-censorship</b>  |
| <b>7.</b>                        | <b>TOTAL COST OF PROJECT</b>                     | <b>US \$ 40,000.00</b>   |
| <b>8.</b>                        | <b>AMOUNT REQUESTED FROM IPDC</b>                | <b>US \$ 32,025.00</b>   |
| <b>9.</b>                        | <b>BENEFICIARY BODY</b>                          | <b>State Agencies, i.e., Ministry of Information and Communication, Press Council Nepal, Media Institutions, Human Rights Organizations, etc. Working Journalists, Federation of Nepalese Journalists.</b> |
| <b>10.</b>                       | <b>IMPLEMENTING OFFICE</b>                       | <b>UNESCO Kathmandu Office, Nepal and SODEC-Nepal</b>  |
| <b>11.</b>                       | <b>PROJECT LOCATION</b>                          | <b>Kathmandu and five regional locations of Nepal</b>  |
| <b>12.</b>                       | <b>PROJECT PREPARED BY</b>                       | <b>SODEC-Nepal with technical support from UNESCO Kathmandu Office</b>   |

## **B. PRESENTATION**

### **1. PROJECT JUSTIFICATION:**

After the restoration of democracy in Nepal in 1990, media in the country flourished. The newly promulgated constitution guaranteed the Freedom of Expression (FoE). Newspapers, hundreds of FM stations, and over dozens of television channels were established. The country breathed a sigh of relief as free press was gathering momentum. However, during the decade-long Maoist insurgency that began in 1996, the media sector witnessed a setback. Both the state and the Maoists targeted media. Though the situation improved somewhat with the Maoists joining the mainstream politics, journalists continued to face attacks, threats and murders.

According to Federation of Nepalese Journalists' report released in 2012-13, there have been 228 incidents where journalists have been either attacked or threatened. Some sixty-five journalists have been threatened and 32 have been attacked and two journalists have been murdered. Unfortunately, only two cases have been registered in the court. Since the conflict, 35 journalists have been killed and 4 journalists still remain missing. However, the relatives of murdered journalists have not received justice.

The very fact that only two cases have been registered against the perpetrators suggests that impunity is prevalent in the country. The data presented above clearly highlights the fact that journalist are working in a challenging and volatile situation. The root cause of impunity is a matter of serious enquiry and analysis. In such an environment of impunity, it would be unreal to expect journalists to freely express words, ideas, and images as it is guaranteed by international law and human rights bindings. This has serious implications for free press as they tend to work in an environment of self-censorship. It is an established fact that self-censorship is a stumbling block in ensuring freedom of expression. The primary cause of self censorship is the existing impunity situation in Nepal. Since only two cases have been registered in the court, it is evident that the perpetrators feel secured and continue to attack and threaten journalists; such incidences continue to be a routine affair.

As the state has been unable to bring the perpetrators to justice, there is an urgent need to identify the factors for the prevailing situation and take remedial measures minimizing the degree of impunity is a positive step towards the press freedom. It minimizes the self censorship which is linked to the promotion of freedom of expression and press freedom.

It is against this backdrop that Development Communication Society Nepal (SODEC-Nepal) intends to analyze the causes and consequences of impunity with in-depth analysis of the 35 cases of murdered journalists and the 4 missing journalists. It is anticipated that that this study will pressurize the government and state agencies to take the necessary legal steps to provide justice to the families of the dead and missing journalists and address various issues regarding impunity.

## **2. DESCRIPTION OF THE TARGET GROUP:**

The primary target group of this project is the state agencies, specifically, judges, public prosecutors, lawyers, police and other persons related to safety and security. This group can be highly effective in bringing the culprits to justice and also advocate policy reforms.

The secondary group would comprise of human rights activists, civil society organizations and 100 working journalists from five development regions with equal participation of journalists women. The secondary group has an important role in promoting freedom of expression through lobbying, advocacy and working in an environment where there is no self-censorship.

## **3. DEVELOPMENT OBJECTIVE:**

- The project attempts to study how the state of impunity is undermining the freedom of expression and self-censorship despite constitutional guarantees of journalists' safety in Nepal after the end conflict.
- To pressurize authorities to take appropriate legal action against the perpetrators so that impunity situation is minimized.
- To enhance the capacity of the members of judiciary to handle cases related to violations of media rights.
- To sensitize the security agencies on ensuring the rights of journalists to promote freedom of expression.

## **4. IMMEDIATE OBJECTIVE:**

- To conduct a situational analysis of the legal status of 35 murdered and 4 missing journalists
- To analyze reasons behind the increasing state of impunity in cases of violence against journalists even during the post conflict time.
- To identify ways to engage state authorities in promoting and ensuring freedom of expressions through UN Plan of Action on the Safety of Journalists and the Issue of Impunity and other relevant treaties ratified by the Government of Nepal.
- To minimize the self censorship and promote freedom of expression.
- To increase the confidence of journalists regarding their professional and physical safety.

## **5. PROJECT OUTPUTS:**

- Study report (to be released on 2<sup>nd</sup> November, 2015)
- Consultations and meetings
- Reports on consultations in six locations

## **6. ACTIVITIES:**

- Five regional and one central level consultations to address the challenges in promoting freedom of expressions and ensuring the safety and security of journalists with the participation of around 100 journalists including 50 percent women. This will provide opportunities for journalists and state agencies to interact with each other in an open and free

manner to share and make concrete recommendations on the role of state agencies, exchange various ideas from both parties so that freedom of expression is ensured, and self-censorship is gradually minimised.

- Organise one national level consultation with security agencies: judges, public prosecutors, lawyers, police and journalists with a view to address the challenges in promoting freedom of expressions and removing self-censorship. This consultation will ensure that the commitment made by different state agencies are reinforced, recommended, and implemented. This consultation is anticipated to make state agencies more responsive and accountable in promoting freedom of expression.
- In-depth study and analyses regarding impunity in the 39 cases mentioned above and identifying the reasons why the cases have been languishing with no legal solution in sight.
- To develop and distribute a checklist prepared during the consultations specifying state agencies roles and responsibilities in promoting Freedom of Expression.

### **7. PROJECT INPUTS:**

- Federation of Nepalese Journalists reports
- Court verdicts
- UNESCO's Media Development Indicators
- Gender Equality and Social Inclusion (GESI) markers
- UN Plan of Action

### **8. WORK PLAN:**

| <b>ACTIVITIES / MONTHS</b>               | <b>1</b> | <b>2</b> | <b>3</b> | <b>4</b> | <b>5</b> | <b>6</b> |
|--|----------|----------|----------|----------|----------|----------|
| Planning Meeting                         | X        |          |          |          |          |          |
| Literature review and case analysis      | X        | X        |          |          |          |          |
| Consultation in Region – 1               |          |          | X        |          |          |          |
| Consultation in Region – 2               |          |          | X        |          |          |          |
| Consultation in Region – 3               |          |          | X        |          |          |          |
| Consultation in Region – 4               |          |          |          | X        |          |          |
| Consultation in Region – 5               |          |          |          | X        |          |          |
| Central Level Consultation               |          |          |          | X        |          |          |
| Analysis of Consultation's inputs        |          |          |          | X        |          |          |
| Compilation of all each Analysis finding |          |          |          |          | X        |          |
| Presentation and sharing of the finding  |          |          |          |          | X        |          |
| Report publication                       |          |          |          |          |          | X        |
| Project completion                       |          |          |          |          |          | X        |



## **9. INSTITUTIONAL FRAMEWORK:**

SODEC-Nepal has been working in the field of capacity building of journalists, promotion of freedom of expression, Right to Information, Journalists Safety issues. Research, publication, Workshops and Seminars are some regular task that this organization has been carrying out. SODEC- Nepal has been working on the issues of Millennium Development Goals (MDGs) and Post MDGs. SODEC- Nepal is always abiding by the values of international human rights and principles of press freedom and freedom of expression. Likewise we always respect our constitutional provision which is liberal to accept the press freedom and freedom of expression. Right to Information Acts and regulation are also given due consideration when we work in the banner of our organization.

In the recently concluded Constituent Assembly Election-2, SODEC–Nepal provided technical and supervisory for the Voters Education component for the Electoral Support Project for UNDP and Election Commission wherein 12 TV Channels and more than 350 community radio stations were mobilized. Recently, the Australian Embassy, through its Direct Aid Programme, has awarded a project in the area of Right to Information. This project is also expected to contribute to the freedom of expressions in the country.

Similarly, SODEC had organized an orientation workshop for journalists on:"UN Plan of Action on the safety and security of journalists and issue of impunity". Similarly, the organization was involved in arranging a three day workshop on "Context Analysis, Do No Harm and Conflict Sensitivity" among partners and journalists from the project districts in May 2014. Likewise, it has also been involved in peace building efforts through documentaries, trainings and research.

SODEC- Nepal has an executive board which approves all the projects and guides those activities. All the activities are supervised by executive board. The organization believes in transparency, inclusion and participation. It never works out of the boundary of its constitution. It always reports the concerned authority about its project and implementing activities. It is always abiding by the national legal provision, rules, regulation and cultural sensitivity. Pluralism and diversity are always considered. Its General Meeting held annually and Executive meetings are held at least once every quarter. Its books of account are audited annually.

SODEC- Nepal is the member organization of Asia-Pacific Institute for Broadcasting Development (AIBD) - a reputed media forum established by the government of Asia-Pacific region. It has good linkages with Federation of Nepalese Journalists, Press Council and several other developmental organizations both within the government and non-government sector.

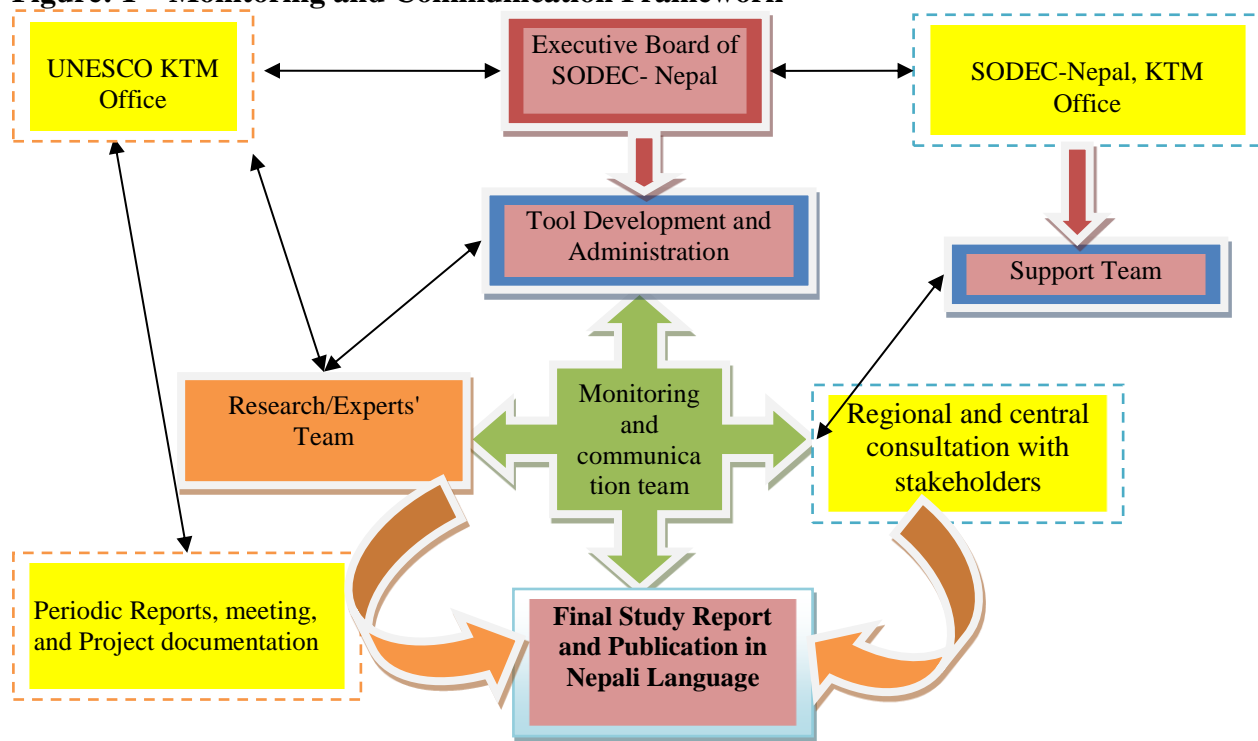
## **10. SUSTAINABILITY:**

Even after the phase out of the project, SODEC-Nepal will continue to work on the issue of safety of journalists and minimization of impunity through regular TV programs, research and trainings. We will raise our voices to protect the freedom of expression with other like minded organizations. We will continue to highlight cases of impunity and create pressure for the authorities to take appropriate actions against the perpetrators.

## **11. FRAMEWORK OF MONITORING AND COMMUNICATION STRATEGY:**

The Service provider will be responsible to monitor all the project activities. It will form a monitoring committee within the organization which will monitor and follow up the activities and progress so as to assure the quality and deadline of services. An inception report, a mid-term report and a final report will be submitted based on the field monitoring of different training programs. Feedback in the field, comment and suggestions via any medium website will be highly encouraged. We will request UNESCO Kathmandu office to monitor the activities as well. Likewise, SODEC- Nepal will submit the detail planning/outline to UNESCO. And, following the completion of the assignment, SODEC- Nepal will prepare a consolidated report of each event organized capturing the major issues, and achievements. The conceptual framework of monitoring of the project is presented below:

**Figure: 1 – Monitoring and Communication Framework**



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

SODEC-Nepal has implemented many projects related to media, communication, press freedom and freedom of expression as well as Right to Information. In the earlier completed projects, we have received encouraging evaluation reports. Assurance of quality work, sincere about deadline, financial transparency is always the primary issues in each project for our evaluation team. These evaluations have enhanced the organization's profile. We have been evaluating our projects internally and externally as per the need. The external evaluator's recommendations have given further impetus to our work. All our projects are evaluated annually.

### **BENEFICIARY AGENCY'S REPORTING:**

**Inception report:** Within 2nd week of the project signing

**Mid-term report:** Within 1st week of the third month of project implementation  
**Final report:** End of the sixth month.

### C. ADDITIONAL INFORMATION

SODEC- Nepal has conducted many studies. It has its own experts specialized on freedom of expression, impunity and press freedom. It has been participating many international forum related to freedom of expression and press freedom. It has been working in different part of the country. So, it can easily make its networks required to implement the project. It has good working relationships with Press Council Nepal, Federation of Nepali Journalists and academic institutions. All the board members of SODEC- Nepal are at least Masters in Media, Communication and Journalism which has strengthened the organization professionally.

### D. BUDGET

#### BREAKDOWN OF IPDC CONTRIBUTION (IN US DOLLARS)

|   |                  |
|---|------------------|
| Fee for Team Leader – 1 (lump sum)  | 1,500.00         |
| Fee for Senior Researcher – 1 (lump sum)  | 1,200.00         |
| Fee for Legal Expert – 1 (lump sum)   | 1,200.00         |
| Fee of Human Rights Expert/Conflict Expert – 1 (lump sum)                         | 1,200.00         |
| Report Writer/ Editor   | 1,200.00         |
| Remuneration for Enumerators 6 persons (6*550\$)                                  | 3,300.00         |
| Transportation for Enumerators (travel to murder incident sites)                  | 1,500.00         |
| DSA of Enumerators (6 persons*10 days each*25\$)                                  | 1,500.00         |
| Airfare, 3 persons in 5 regions (3*5*160\$ for two way)                           | 2,400.00         |
| DSA of 3 persons for regional consultation (3 persons*10 days each*25\$)          | 750.00           |
| Local Transportation, vehicle hire in 5 regions (2 days *5 regions * 100\$)       | 1,000.00         |
| Cost of 5 Regional Workshops (5*800\$)  | 4,000.00         |
| Cost of 1 Central Workshop  | 1,100.00         |
| Communication and stationeries for workshops                                      | 600.00           |
| Salary for Accountant (6 Months*300\$)  | 1,800.00         |
| Salary for Project Coordinator (6 Months*600\$)                                   | 3,600.00         |
| Airfare for Project Coordinator for 5 Regional Workshops (5*160\$ for round trip) | 800.00           |
| DSA of Project Coordinator for 5 Workshops (3 days each event*5 Event*25\$)       | 375.00           |
| Cost for Internal meeting, workshop, orientation, checklist development           | 500.00           |
| Report Designing/Printing and delivery (500 Copies)                               | 2,000.00         |
| Dissemination of Report   | 500.00           |
| <b>Total IPDC (US \$)</b>   | <b>32,025.00</b> |

**IN WORDS: US \$ Thirty-two thousand twenty five only.**

| <b>BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION (in US dollar)</b> |                 |
|--|-----------------|
| Office space for project (6 Months)                                      | 1,000.00        |
| Utilities (Telephone, Electricity, Water, Internal Meeting Hall etc.)    | 1,000.00        |
| Secretariat services   | 500.00          |
| Still camera and photography service                                     | 500.00          |
| Video Camera/ Cameraperson for workshop videography                      | 500.00          |
| Video Editing and production service                                     | 500.00          |
| Logistic Officer (6 Months*250)  | 1,500.00        |
| Auditor fee  | 500.00          |
| Transportation/fuel  | 1,000.00        |
| Equipment management   | 975.00          |
| <b>Total (in US \$)</b>  | <b>7,975.00</b> |
| <b>In word: US \$ Seven thousand nine hundred seventy five only.</b>     |                 |

## NEPAL

| <b>A. PROJECT IDENTIFICATION</b> |  |   |
|----------------------------------|--|---|
| <b>1.</b>                        | <b>PROJECT TITLE</b>   | <b>“Strengthening Capacity of Women Journalists working in Community Radio in Nepal.”</b>   |
| <b>2.</b>                        | <b>NUMBER</b>  | <b>IPDC/59 NP/02</b>  |
| <b>3.</b>                        | <b>MEDIA DEVELOPMENT INDICATORS’ CATEGORY</b>                | <b>Promotion Of Freedom of Expression and Press Freedom, Pluralism (Particularly Community Media, Youth and Gender Dimension)</b> |
| <b>4.</b>                        | <b>IPDC PRIORITY AREA</b>                                    | <b>Training of women media professionals</b>  |
| <b>5.</b>                        | <b>SCOPE</b><br>( <b>NATIONAL, REGIONAL, INTERREGIONAL</b> ) | <b>National</b>   |
| <b>6.</b>                        | <b>TYPE OF ASSISTANCE REQUESTED</b>                          | <b>Capacity Building and Advocacy</b>   |
| <b>7.</b>                        | <b>TOTAL COST OF PROJECT</b>                                 | <b>\$ 30,482.61</b>   |
| <b>8.</b>                        | <b>AMOUNT REQUESTED FROM IPDC</b>                            | <b>\$ 26,482.61</b>   |
| <b>9.</b>                        | <b>BENEFICIARY BODY</b>                                      | <b>Women journalists associated with Community Radio Stations of Nepal</b>  |
| <b>10.</b>                       | <b>IMPLEMENTING OFFICE</b>                                   | <b>UNESCO Country Office Nepal</b>  |
| <b>11.</b>                       | <b>PROJECT LOCATION</b>                                      | <b>Siraha, Rautahat, Kapilbastu, Dang and Dadeldhura</b>  |
| <b>12.</b>                       | <b>PROJECT PREPARED BY</b>                                   | <b>Working Women Journalists (WWJ) with technical support from UNESCO Kathmandu Office</b>  |

## B. PRESENTATION

### 1. PROJECT JUSTIFICATION:

In a country like Nepal, Community Media can play powerful tool to enable women, and other marginalized and excluded communities to be heard by mainstream society. Gender equality in the media has been recognized as essential elements in ensuring inclusive democracy, which is crucial to social transformation. According to recent data of ACORAB, umbrella body of Nepal's Community Radios, currently there are over 250 community radios stations in operation reaching over 90 per cent of the population.

Despite significant potential to promote gender equality and sensitivity, the experience so far has been disappointing. According to a study by the Association of Community Radio Broadcasters Nepal, women in the community media are mostly underrepresented at decision-making levels, in senior management positions, and in the news gathering and news dissemination processes in Nepal. In addition, gender-based stereotypes are pervasive in program content and there is lack of gender sensitive approach in community radios in Nepal. According to Gender and Social Inclusion (GESI) survey conducted by ACROAB, women constitute around 27 per cent (in number, most of them are confined to giving extra voice to radio program without substantive role or authority within organization. Very few women are in influential, decision-making positions and this lack of representation consequently results lack of gender sensitive approach in the content produced and aired by community radios in Nepal. Furthermore, most radios do not have GESI-friendly (Gender Equality and Social Inclusion friendly) management and policy and even if some have, they, in most cases, are an ornamental one.

WWJ and ASMITA strongly believes that there is a strong need of increased representation of female in decision making level and in senior position of Nepal's community radio. For this end, capacity development measures must be taken to equip women broadcasters with advance technical knowledge on program production and conceptual understanding on gender sensitive approach. Also, CR in Nepal needs support in strengthening their organization and management systems to make them more gender sensitive and inclusive. Strengthening the capacity of women journalists/media persons working in community radio will contribute to develop a gender friendly organization structure, management system and procedures as well as gender sensitive content. Capacity building of women broadcasters therefore, should focus on providing hands on skills related to program production, management tools, and concepts and knowledge on matters such as gender equality and gender sensitive approach.

Against this backdrop, WWJ and ASMITA jointly propose a project entitled **“Strengthening Capacity of Women Journalists Working in Community Radio in Nepal”** to create increased and balanced coverage on gender issues and contribute to a more objective, free, pluralistic and progressive media that will subsequently help to establish a more vibrant, inclusive and democracy in Nepal.

This project aims to address two main issues that has been creating impediments to achieve equal and meaningful participation in decision making level of community radio as well as gender sensitive approach in program production and reporting. First, community radios are not accommodating towards issues of women and media houses have either don't have guidelines

and editorial policies for gender equality or they are not implemented .Second, women broadcasters lack the adequate capacity to enhance their knowledge and journalism skills, and broaden their understanding on various issues relating to media pluralism, gender sensitive program development, digital technology caste, gender and ethnic diversity etc which is creating severe obstacles of their professional career development.

This proposed action relates closely to United Nations Development Assistance Framework 2013-2017 as it simultaneously contributes to address the issue of discrimination based gender by promoting pluralism in media and by sensitizing media persons to make them more sensitive towards the issue of women and raise their issues more fairly and accurately. This project as UNDAF aims contribute to support and encourage more effective representation of the women in media, so that they are able to engage meaningfully in decision-making processes.

The Project is also designed in line with The Beijing Platform for Action for Equality, Development and Peace, which places specific obligations on the media, both in the way women participate and in how they are portrayed and has objectives that require signatory nations and their citizens to ‘increase the participation and access of women to expression and decision-making in and through the media and new technologies of communication’ and that demand that governments and other organizations, businesses and individuals ‘promote a balanced and non-stereotyped portrayal of women in the media’.

## **2. DESCRIPTION OF THE TARGET GROUP:**

The primary target group of this project is the female journalists and media persons working in the community radios. Also, editors, and station managers working in community radios

## **3. DEVELOPMENT OBJECTIVE:**

The long-term objective of the project is to build the capacity of community media to reflect gender sensitivity and equality through sensitive coverage and meaningful participation of women.

## **4. IMMEDIATE OBJECTIVE:**

- To build the capacity of women broadcasters to promote gender sensitivity in community media through high quality program production with gender sensitive approach;
- To sensitize station managers and owners on gender issues and gender sensitive reporting and women’s participation at decision making positions ; &
- Increase women participation at all levels especially decision making positions in community radio, especially in defining program content and editorial guidelines;

## **5. PROJECT OUTPUTS:**

- 100 women broadcasters will have acquired advance reporting and program production skills with gender sensitive approach;
- 125 community radio station managers, community radio owners, editors and senior journalists will be sensitized on gender sensitive reporting and equal and meaningful participation of women in community radio;

- A comprehensive training manual will be developed and published which will serve as a reference tool for community media in future training regarding gender equality and sensitivity in media reporting;
- 10 women working Journalists from community radio will get a fellowship to produce radio program on issues related to women and gender;

## **6. ACTIVITIES:**

**Activity 1: Study on status of women broadcasters & Training Manual on effective radio programmes using gender sensitive language, programme production, and interview techniques and using digital editing will be developed under the project.** ASMITA & WWJ will form a team of experienced media trainers who will first conduct a small assessment on the status of women broadcasters of community radio to get the first hand information about their situation and capacity and develop a course curriculum and draft a training manual having serious of informal consultations with editors, senior journalists, academicians and, community media experts, media managers to be used as a guideline for future courses. This training manual will bring uniformity and create a standard for capacity gender training in the media sphere. A final product will be published and disseminated to different media training institutions as well as academic institutions for future use.

**Activity 2: Training and mentoring of women broadcasters representing 50 community radios from all over the country for preparing effective radio programs using gender sensitive language, proper script, and interview techniques and using digital editing;** Following the training manual, 2 days training for 20 female journalists and media persons will be conducted in Siraha, Rautahat, Kapilbastu, Dang and Dadeldhura reaching at least 100 women broadcasters. These districts are among the highest number of community radios operating in the districts. The districts are also selected representing all five development regions. ASMITA & WWJ will coordinate with the Federation of Nepali Journalists (FNJ) and Association of Community Radio Broadcasters for the selection of suitable candidates for the training representing different community radios. Participants will be trained on wider ranges of issues relating gender and gender sensitivity, interview technique, proper script writing and digital editing etc.

**Activity 3: 5-Gender Sensitization Consultation with Community Radio Owners, Station Managers and Senior Journalists at regional Level will be held in project target districts** to discuss the various issues and challenges that women broadcasters are facing in community radio in Nepal. The consultation will also discuss on how the gender sensitivity and coverage on gender issues can be increased in community radio. This half day gender sensitization consultation would greatly help in bringing about gender equality and gender sensitivity in community radios through policy formation and implementation.

**Activity 4: Media Fellowship:** 10 working women journalists from community radios across the country will be awarded fellowship for six months to produce programs with gender sensitive approach. Of these ten broadcasters, 5 will be from dalit, madhesi, Janajati and other excluded communities.

**Activity 5: Consultation with Multistakeholders at National Level:** After the completion of training for working women broadcasters at district level and regional level sensitization consultation programs, a consultation program with editors, fm radio owners, community radio activists and experts, line ministries, FNJ and other stakeholders shall be organized in Kathmandu to advocate and



promote gender equality and increase women’s participation in decision making level in community radios in Nepal.

**Activity 6: Publication of the report:** On the basis of consultation with community radio owners, station managers, senior journalists at 5 regions and with multistakeholders at National level, a comprehensive report will be published comprising all of their suggestions and recommendations to promote gender equality and increase women's participation in decision making level in community radios. The report will be disseminated among targeted and other community radio stations throughout the countries.

Through Abovementioned activities, WWJ and ASMITA aimed to enhance gender equality and sensitivity in Community radios in Nepal as the women broadcasters will be more technically well equipped and capacitated to produce radio programs. Their professional enhancement will also contribute their effective participation in decision making level of community radios. Also, through sensitization program we expect to see more gender sensitive policies within the structure of the community radios and women’s inclusion in decision making level.

### 7. PROJECT INPUTS:

- 2 experts to draft training manual with expertise on community radio and gender equality;
- 10 trainers capable of equipping journalists with skills on gender equality and sensitivity, digital editing, script writing etc.
- 5 facilitators capable of moderating during the 5 sensitization seminars in the region and one in Kathmandu;
- Logistical arrangements for the consultative meetings and national training.

### 8. WORK PLAN:

| ACTIVITIES / MONTHS   | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 |
|---|---|---|---|---|---|---|---|---|
| 1. Study on status of women broadcasters & Development of Training Manual on effective radio programmes using gender sensitive language, and interview techniques and using digital editing |   |   |   |   |   |   |   |   |
| 2. Training for Women Broadcasters using training manual  |   |   |   |   |   |   |   |   |
| 3. Regional consultations with radio station managers, community radio owners and senior journalists at regional Level  |   |   |   |   |   |   |   |   |
| 4. Media Fellowship   |   |   |   |   |   |   |   |   |
| 5. Multi-level stakeholders consultations   |   |   |   |   |   |   |   |   |
| 6. Publication and dissemination of the report  |   |   |   |   |   |   |   |   |

|   |  |  |  |  |  |  |  |  |  |
|---|--|--|--|--|--|--|--|--|--|
| 7. Project Accomplishment and Final Project Report Submission |  |  |  |  |  |  |  |  |  |
|---|--|--|--|--|--|--|--|--|--|

**9. INSTITUTIONAL FRAMEWORK:**

WWJ is a group of like-minded professional women journalists, who have come together to address the issues they face from day to day as women employed in the media. The group was formed with the felt need to raise issues, big and small; that directly impact women's space in journalism. WWJ was established in 2006 by professional women journalists to raise women issues and enhance women's space in journalism. To this end WWJ advocates and lobby for issues related to women journalists and to increase the meaningful participation of women journalists in media.

Asmita Women's Publishing House, Media & Resource Organization (ASMITA) is a non-governmental organization started by a nucleus of young enthusiastic women journalists in 1988. Since its establishment, ASMITA has been continuing its activism for women empowerment and gender equality adopting various strategies in the last 25 years. Today, ASMITA has established itself one of the prominent NGO working to promote women empowerment, gender equality, human rights and inclusive democracy.

**10. SUSTAINABILITY:**

WWJ and ASMITA along with the management of community radio stations of participating staff will ensure through memorandum of understanding, to put a mechanism where trained staff will train in-house their fellow staff periodically on reporting, producing program through gender sensitive approach adopting learning of the training. Also, the training module produced in collaboration with the ACORAB, will be distributed to all the community radio stations for future training. Also, WWJ and ASMITA will continue to build the capacity of through their training workshop using the training manual developed during the project. ASHMITA and WWJ will continue its media monitoring to measure the impact of the trainings and sensitization programs. The quality of programs, gender sensitivity of the programs and women's participation in the community media will be monitored beyond the project period to make sure that projects achieve its desired results.

**11. FRAMEWORK OF MONITORING AND COMMUNICATION STRATEGY:**

WWJ and ASMITA, in close collaboration with UNESCO Nepal office and ACORAB will carry out monitoring and evaluation of the project.

**12. EVALUATIONS CARRIED OUT:**

A survey of 50 community radios across the country conducted by ASMITA focusing on the participation of women and program content revealed that the physical representation of women in FM is low which consequently results lack of gender sensitive content in FM. Study revealed that the participation of women in decision making position of community radio is quite nominal.

Study also revealed that Community radios produce only 1.6 % of their total programs on women and gender related issues.

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

This project will be jointly implemented by WWJ and ASMITA. ASMITA & WWJ will be the lead agency for the project implementation and therefore WWJ undertakes to report on the project progress on a quarterly basis to the UNESCO Kathmandu office and submit a final report describing how the project has achieved its objectives on quarterly basis and a final report will be submitted within one month of project completion.

#### **C. ADDITIONAL INFORMATION**

Consultations with ACORAB and other stakeholders including FNJ and Sancharika Samuha were made to discuss on the relevancy of the projects, possible collaboration in the project. During the consultations, all the stakeholders their full commitment and support for the smooth and successful implementation of the project.

#### **D. BUDGET**

| <b>BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)</b>   |                     |
|---|---------------------|
| <b>1. Study on status of women broadcasters in five districts and Training Manuel Development for Effective radio programs using gender sensitive language, and interview techniques and using digital editing:</b> |                     |
| a. Consultant Cost/Draft (2 person × US\$ 725.00 per person)  | US\$ 1450.00        |
| b. Editing/Proof Reading  | US\$ 527.70         |
| c. Designing/Printing   | US\$ 1,266.49       |
| d. Distribution   | US\$ 580.47         |
| <b>Sub Total 1.</b>   | <b>US\$ 3824.66</b> |
| <b>2. Training on Effective radio programs using gender sensitive language, and interview techniques and using digital editing</b>  |                     |
| a. Trainer Cost ( 2 trainers ×5 times×2 days × US\$ 126.65 per day)   | US\$ 2,533.00       |
| b. Airfare for Trainers ( 2 trainers × 5 times × US\$ 90 per training)  | US\$ 900.00         |
| c. Airfare for WWJ/ASMITA staffs (3 person x 5 times x US\$90)  | US\$1350            |
| d. Local Transportation for participants (20 journalists+ 3 WWJ/ASMITA members × 5 times × US\$ 21.11 per training)   | US\$ 2,427.65       |
| e. Lodging/Food (20 journalists+2 trainners+3 WWJ/ASMITA members ×5 times× 2 days× US\$ 21.11 per day)  | US\$ 5,277.50       |
| f. Stationery/Banner ( 5 training × US\$ 73.88 per training )   | US\$ 369.40         |
| g. Communication Cost (5 times × US\$ 31.66 per training)   | US\$ 158.30         |

|   |                     |                       |
|---|---------------------|-----------------------|
|   | <b>Sub Total 2.</b> | <b>US\$ 13,015.85</b> |
| <b>3. Consultation Editors and Station Managers – 5 region</b>                    |                     |                       |
| a. Tea/Snacks/Lunch ( 5 times × 25 persons × US\$ 6.64 per persons)               |                     | US\$ 830.00           |
| b. Local Travel (5 times × 22 persons × US\$ 5.28 per persons)                    |                     | US\$ 580.80           |
| c. Stationery/Banner (5 programs × US\$ 59.10 per training )                      |                     | US\$ 295.50           |
| d. Communication Cost (5 times × US\$ 31.66 per times)                            |                     | US\$ 158.30           |
| e. Facilitators Cost ( 5 times x US\$ 50 per times)                               |                     | US\$ 250.00           |
|   | <b>Sub Total 3.</b> | <b>US\$ 2,114.6</b>   |
| <b>4. Media Fellowship – 10 Journalists-6 months:</b>                             |                     |                       |
| a. Fellowship ( 10 journalists × US\$ 263.85 for 6 months)                        |                     | US\$ 2,638.50         |
|   | <b>Sub Total 4.</b> | <b>US\$ 2,638.50</b>  |
| <b>5. Consultation with Editors and Media Managers at Central Level- 1 times:</b> |                     |                       |
| a. Local Transportation Cost (1 times × 35 persons × US\$ 5.28 per persons)       |                     | US\$ 184.80           |
| b. Tea/Snacks/Food ( 1 times × 35 persons× US\$ 10.55 per persons)                |                     | US\$ 369.25           |
| c. Stationery/Banner ( 1 times × US\$ 59.10 per times )                           |                     | US\$ 59.10            |
| d. Communication Cost ( 1 times × US\$ 31.66 per times )                          |                     | US\$ 31.66            |
| e. Facilitator Cost (1 time × US\$ 50)  |                     | US\$ 50.00            |
|   | <b>Sub Total 5.</b> | <b>US\$ 694.81</b>    |
| <b>6. Report Publication – 500 pieces:</b>  |                     |                       |
| a. Editing/Proof Reading  |                     | US\$ 527.70           |
| b. Designing/Printing   |                     | US\$ 1,266.49         |
|   | <b>Sub Total 6.</b> | <b>US\$ 1,794.19</b>  |
| <b>7. Project Coordinator –partial (8 months × US\$ 300)</b>                      |                     |                       |
|   |                     | US\$ 2400.00          |
|   | <b>Sub Total 7.</b> | <b>US\$ 2400.00</b>   |
| <b>Grand Total</b>  |                     | <b>US\$26,482.61</b>  |

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

|   |                     |
|---|---------------------|
|   |                     |
| a. Project Coordinator- partial (8 months × US\$ 300) | US\$ 2400.00        |
| b. Admin/finance officer (8 months ×US\$ 200)         | US\$ 1600.00        |
| <b>Total</b>  | <b>US\$ 4000.00</b> |

## BANGLADESH

| <b>A. PROJECT IDENTIFICATION</b> |  |   |
|----------------------------------|--|---|
| <b>1.</b>                        | <b>PROJECT TITLE</b>                                     | <b>Building the capacity of community radio stations to undertake participatory programme development and communication using the Community Learning Programme (CLP)</b>  |
| <b>2.</b>                        | <b>NUMBER</b>  | <b>IPDC/59 BD/01</b>  |
| <b>3.</b>                        | <b>MEDIA DEVELOPMENT INDICATORS' CATEGORY</b>            | <b>Category 4: Media as a platform for democratic discourse</b>   |
| <b>4.</b>                        | <b>IPDC PRIORITY AREA</b>                                | <b>Community media</b>  |
| <b>5.</b>                        | <b>SCOPE<br/>(NATIONAL, REGIONAL,<br/>INTERREGIONAL)</b> | <b>National</b>   |
| <b>6.</b>                        | <b>TYPE OF ASSISTANCE REQUESTED</b>                      | <b>Training support and institutional capacity-building of community radio stations</b>   |
| <b>7.</b>                        | <b>TOTAL COST OF PROJECT</b>                             | <b>USD 23,260</b>   |
| <b>8.</b>                        | <b>AMOUNT REQUESTED FROM IPDC</b>                        | <b>USD 19,960</b>   |
| <b>9.</b>                        | <b>BENEFICIARY BODY</b>                                  | <b>Rupantar<br/>19, Akbarabad Estate, Shirish Nagar,<br/>Khulna-9100, Bangladesh<br/>Tel: (041) 731876; Fax: (041) 810747</b>   |
| <b>10.</b>                       | <b>IMPLEMENTING OFFICE</b>                               | <b>UNESCO New Delhi<br/>(Attn: Anirban Sarma)</b>   |
| <b>11.</b>                       | <b>PROJECT LOCATION</b>                                  | <b>Dhaka and Rajshahi / Khulna, Bangladesh</b>  |
| <b>12.</b>                       | <b>PROJECT PREPARED BY</b>                               | <b>Saifuddin Sabuj, Director (Radio Programme)<br/>Rupantar<br/>Email: <a href="mailto:saifuddinsabuj@gmail.com">saifuddinsabuj@gmail.com</a>;<br/><a href="mailto:radio@rupantar.org">radio@rupantar.org</a><br/>Mobile: +880 1715399850<br/>(Attn: Anirban Sarma)</b> |

## B. PRESENTATION

### 1. PROJECT JUSTIFICATION:

Since the establishment of Bangladesh's Community Radio Policy in 2008, the Government of Bangladesh has approached the roll-out of community radio (CR) in a systematic and structured way. The Government's objective has been to ensure the presence of at least one CR station in each of the country's 64 districts. In the first phase 14 CR stations have been set up, and they currently have a cumulative listenership base of about 4.6 million people. As part of the second phase of growth, 18 new stations have received licenses and are expected to be on air by the end of 2014.

With the expansion of the CR sector, the need to develop a cadre of skilled CR personnel to produce locally relevant programmes has emerged as a key concern. The Bangladesh Network of NGOs in Radio and Communication (BNNRC) and other stakeholder groups have pointed out that the *capacity building of programme producers* and their ability to *engage local communities in the content development process* are critical to the sustainability of CR programming. It is important to propagate a method of capacity building for programme producers that integrates the direct engagement of community members (thus allowing access to field-level insights on community needs, and local knowledge and content).

*This project aims to adapt and implement a participatory model of CR programme production, the Community Learning Programme (CLP).* In doing so, the project proponent, Rupantar, will build on its earlier work with the Commonwealth Educational Media Centre for Asia (CEMCA). CEMCA is the regional agency for the Commonwealth of Learning (COL), and implements COL's mandate in eight South Asian countries.

The defining feature of the CLP designed by COL is the involvement of local stakeholders from the very outset in a process of formative research and action that includes decision-making about topics, messages, programme design and execution. (The formative research exercise consists of focus group discussions and in-depth interviews which CR practitioners conduct with key stakeholders, and the practitioners' field observations regarding the themes being discussed.) The CLP brings together CR practitioners and community members, media / ICT outlets, domain experts, and representatives from local administrative bodies, in order to facilitate the co-design of programmes and the co-creation of content. It prioritizes the lived experience and stories of community members, combining them with 'expert' information; and it draws on traditional cultural formats, such as storytelling, drama, music and other folk forms for communication. Impact studies show that the CLP has been a particularly successful participatory model of communication for development in countries where it has been implemented.

Since 2011, Rupantar has collaborated with CEMCA to strengthen programme production using the CLP at seven CR stations in Bangladesh. In keeping with the CEMCA / COL mandate, the resulting radio programmes have focused on health-related issues, such as adolescent reproductive health, HIV AIDS, and healthcare for pregnant women.

*Following the CLP methodology, Rupantar seeks to build the capacity of 42 community broadcasters (three from each of Bangladesh's 14 existing CR stations) to produce (non-health-related) programmes on citizens' rights and entitlements, and access to information on local governance. The specific themes and sub-themes will be identified through the community learning process. The CLP model, if employed over time at CR stations across Bangladesh, will contribute towards the institutionalization of participatory programme production in the country's CR sector.*

## **2. DESCRIPTION OF THE TARGET GROUP:**

The project's target group consists of 42 community broadcasters. Three community broadcasters will be nominated by each of 14 community radio stations in Bangladesh. The project will strive to have at least 40% women in the target group.

## **3. DEVELOPMENT OBJECTIVE**

The project will contribute to the sustainability of CR in Bangladesh by building strong linkages between CR stations and local communities and promoting the active participation of community members in the process of programme production.

## **4. IMMEDIATE OBJECTIVE:**

The immediate objective of the project is to train 42 CR broadcasters from Bangladesh's 14 CR stations to execute the Community Learning Programme (CLP), and to develop radio programmes on citizens' rights and entitlements and access to information on issues of local governance using the CLP.

## **5. PROJECT OUTPUTS:**

- 42 community broadcasters (three from each of Bangladesh's 14 CR stations) will acquire the necessary skills to produce programmes using the CLP model
- 42 radio programmes (three per CR station) will be produced and broadcast by the participants
- The formative research exercise under the CLP will lead to informal networks between the CR station and community members, providing a sustainable base of local knowledge, content and inputs that can be tapped for future programme development

## **6. ACTIVITIES:**

- **Training workshops for CR broadcasters on the Community Learning Programme (CLP):** *Two identical four-day training workshops on the CLP will be conducted in Dhaka and Rajshahi or Khulna. Each workshop will be attended by 21 CR broadcasters (three people each from seven stations). Therefore, a total of 42 producers (three from each of Bangladesh's 14 operational CR stations) will be trained. The workshops will be practical in nature, and will include modules on field-level stakeholder engagement, practical research and content development.*

- **Formative research:** CR broadcasters from each CR station will conduct: (A) 2–3 *focus group discussions* with stakeholders at the community level to identify the themes and sub-themes for three radio programmes; (B) 2-3 *in- depth interviews* with key stakeholders to refine an understanding of the topic; (C) *Individual observations and recording of sound bites* from community members during field trips.
- **Producing and Broadcasting Programmes:** Each CR station will prepare the message matrix for three programmes; and using insights from the formative research exercise they will produce and broadcast three programmes of 30 minutes duration. A total of 42 programmes will thus be produced and broadcast.
- **Sharing of the CLPs among the stations:** All 42 programmes will be produced under the Creative Commons License 4.0 (CC-BY). Other CR stations will be encouraged to broadcast these programmes, depending on their relevance for the stations’ local communities.

### 7. PROJECT INPUTS:

- The existing methodology of the CLP
- Two local trainers and two resource persons for each day of the CLP training workshops
- Training venue and equipment (laptop and multimedia projector); and training resource materials
- Additional resource materials for the formative research exercise
- Studio equipment (including mixer, recording facilities and microphones) for producing and broadcasting radio programmes and reports
- 1260 minutes (14 CR stations X 3 programmes X 30 mins of airtime) at CR stations for broadcasts

### 8. WORK PLAN:

| ACTIVITIES /MONTHS   | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 |
|--|---|---|---|---|---|---|---|---|---|----|----|----|
| Selection of trainees (three each from 14 CR stations)   |   |   |   |   |   |   |   |   |   |    |    |    |
| Organizing and conducting two CLP training workshops   |   |   |   |   |   |   |   |   |   |    |    |    |
| Submitting Interim Report 1  |   |   |   |   |   |   |   |   |   |    |    |    |
| Formative research at the community level (including focus group discussions, in-depth interviews and individual observations) |   |   |   |   |   |   |   |   |   |    |    |    |
| Submitting Interim Report 2  |   |   |   |   |   |   |   |   |   |    |    |    |
| Producing, broadcasting and sharing radio programmes   |   |   |   |   |   |   |   |   |   |    |    |    |



|   |  |  |  |  |  |  |  |  |  |  |  |  |
|---|--|--|--|--|--|--|--|--|--|--|--|--|
| Submitting final programme report, related documentation and financial statements |  |  |  |  |  |  |  |  |  |  |  |  |
|---|--|--|--|--|--|--|--|--|--|--|--|--|

## **9. INSTITUTIONAL FRAMEWORK:**

Rupantar is an NGO that has been working in the field of local development in Bangladesh since 1995. It is registered with the Social Welfare Department of the Government of Bangladesh and with the NGO Affairs Bureau of Bangladesh, and currently employs over 500 persons. Rupantar operates programmes in the areas of (a) strengthening democracy, political empowerment and social accountability; (b) environment and disaster management; (c) using popular media and theatre for transformation; and (d) promoting the rights of children and youth. Among other interventions, Rupantar helps train and build the capacity of the local media with regard to these programmatic areas in order to achieve its objectives.

Rupantar's projects are supported by the Government of Bangladesh, intergovernmental organizations, international development agencies and foundations. Government ministries supporting Rupantar's work include the Ministry of Women and Children's Affairs, the Ministry of Education, and the Ministry of Disaster Management and Relief. Other partners include UNICEF, UNDP, USAID, COL, Oxfam, Save the Children, Plan Bangladesh and Water Aid.

## **10. SUSTAINABILITY:**

Discussions of the sustainability of CR stations in Bangladesh tend to focus chiefly on their financial and technical sustainability. The importance of stations' social and programme sustainability, and the links between them, are not sufficiently recognized or addressed. *The CLP envisaged under this project will build sustainable networks within the community, connecting programme producers to: (A) a live knowledge base on issues of local development and governance; (B) key stakeholders whose experiences and insights will shape the CR station's programmes; (C) community members who are at once a source of authentic content, and also constitute the station's listenership.* The project will help create a sustainable community-level ecosystem for CR stations to tap knowledge, generate programme ideas and content, and broadcast programmes that build local awareness and stimulate debate about key issues.

## **11. FRAMEWORK OF MONITORING AND COMMUNICATION STRATEGY:**

The project will utilize the monitoring and evaluation tools developed by CEMCA and used since 2011 to assess the CLP on health issues. CEMCA has agreed in principle to provide supplementary in-kind technical assistance and expertise to Rupantar for the present IPDC project, if required. The project's activities will be monitored closely as per the rules and requirements of UNESCO New Delhi. Rupantar will use its website and extensive networks among existing community radio stations, NGOs and the local media to build awareness about the programme, popularize it and communicate its progress and achievements. The process of external communication will begin from the inception of the project, with Rupantar liaising with Bangladesh's 14 CR stations to nominate three participants each for the training programme.

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

Rupantar has not carried out a formal evaluation of the past CLPs conducted at 7 CR stations in collaboration with CEMCA. However, the response from these stations and their local communities has been overwhelmingly positive, and the programmes produced through the CLP have been popular and effective. This has prompted Rupantar and CEMCA to plan the replication of the CLP on health issues at CR stations in other districts of Bangladesh.

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

Reporting of activities will be done as per UNESCO's standard practice. Mr Saifuddin Sabuj, Director (Radio Programme) at Rupantar will be responsible for the timely submission of reports.

### **C. ADDITIONAL INFORMATION**

| <b>D. BUDGET</b>  |                  |                  |
|---|------------------|------------------|
| <b>BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)</b>   |                  |                  |
| <b><u>I. Programme Support Cost</u></b>   |                  |                  |
| <b>Cost Head</b>  | <b>Sub Total</b> | <b>Total</b>     |
| <b>A. Training Workshop on Community Learning Programme</b>   |                  |                  |
| A.1. Transportation cost of 18 trainees to travel to Dhaka (\$20 x 18 trainees) (18 trainees are being considered as the remaining 3 will be based in Dhaka itself) | 360.00           |                  |
| A.2. Accommodation cost for trainees (\$20 per day x 18 persons x 4 days)   | 1,440.00         |                  |
| A.3. Food and refreshments of 21 trainees, 2 trainers and 2 local resource persons (\$15 per day x 25 persons x 4 days)   | 1,500.00         |                  |
| A.4. Daily conveyance to venue for trainers, trainees and resource persons (van rental) (\$70 per day x 4 days)   | 280.00           |                  |
| A.5. Air fare for 2 trainers (\$400 x 2 persons)  | 800.00           |                  |
| A.6. Accommodation cost for 2 trainers member (\$80 per day x 2 persons x 4 days)   | 640.00           |                  |
| A.7. Honorarium for trainers (\$50 per day x 2 trainers x 4 days)   | 400.00           |                  |
| A.8. Honorarium for resource persons (\$20 per day x 2 trainers x 4 days)   | 160.00           |                  |
| A.9. Cost of training venue (\$100 per day x 4 days)  | 400.00           |                  |
| A.10. Training material (\$20 x 25 training kits)   | 500.00           |                  |
| <b>Cost of Workshop on Programme Production</b>   | <b>6,480.00</b>  |                  |
| <b>Therefore, Cost of <u>2 Workshops</u> on Programme Production</b>  |                  | <b>12,960.00</b> |
|   |                  |                  |

|   |                 |                  |
|---|-----------------|------------------|
| <b>B. CLP Production</b>  |                 |                  |
| B.1. Formative research and topic identification (this will include field trips within the community, 2-3 focus group discussions and in-depth personal interviews) (\$ 120 x 14 CRS) | 1,680.00        |                  |
| B.2. Preparation of message matrix and programme plan (through final community consultation) (\$30 X 14 CRS)  | 420.00          |                  |
| B.3. Production of CLPs (\$100 per episode x 14 CRS x 3 episodes) (as per CEMCA's calculation of CLP episode production cost for Bangladesh)  | 4200.00         |                  |
| B.4. Report preparation (\$50 X 14 CRS)   | 700.00          |                  |
| <b>Total in CLP Production</b>  | <b>7,000.00</b> |                  |
| <b>Total Amount Requested under IPDC</b>  |                 | <b>19,960.00</b> |

|   |                 |                 |
|---|-----------------|-----------------|
| <b>BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION (in US dollars)</b>                               |                 |                 |
|   |                 |                 |
| <b>II. Distance mentoring</b>   | <b>1000.00</b>  |                 |
| <b>III. Operational costs</b>   |                 |                 |
| A. Local transportation (\$25 per month x 12 months)  | 300.00          |                 |
| B. Communication cost (telephone, courier, fax, email etc.) (\$25 per month x 12 months)                | 300.00          |                 |
| C. Documentation cost (photography, audio, visual, papers, clippings etc.) (\$25 per month x 12 months) | 300.00          |                 |
| D. Office supplies/ stationeries (\$25 per month x 12 months)   | 300.00          |                 |
| E. Project reporting  | 600.00          |                 |
| F. Audit fees   | 500.00          |                 |
| <b>Total - III</b>  | <b>2,300.00</b> |                 |
| <b>Total II+III</b>   |                 | <b>3,300.00</b> |

|  |                  |
|--|------------------|
| <b>TOTAL PROPOSED BUDGET OF THE PROJECT (in US dollars)</b>                  |                  |
| Total contribution requested from IPDC-UNESCO                                | 19,960.00        |
| Total contribution proposed from beneficiary agency (CEMCA and its partners) | 3,300.00         |
| <b>Gross Total</b>   | <b>23,260.00</b> |

## BHUTAN

| <b>A. PROJECT IDENTIFICATION</b> |  |  |
|----------------------------------|--|--|
| <b>1.</b>                        | <b>PROJECT TITLE</b>                                 | <b>CAPACITY DEVELOPMENT TO ENHANCE MEDIA SUSTAINABILITY IN BHUTAN</b>  |
| <b>2.</b>                        | <b>NUMBER</b>  | <b>IPDC/59 BT/01</b>   |
| <b>3.</b>                        | <b>MEDIA DEVELOPMENT INDICATORS' CATEGORY</b>        | <b>Category 4: Professional capacity building and supporting institutions that underpin freedom of expression, pluralism and diversity</b>   |
| <b>4.</b>                        | <b>IPDC PRIORITY AREA</b>                            | <b>Capacity development</b>  |
| <b>5.</b>                        | <b>SCOPE<br/>(NATIONAL, REGIONAL, INTERREGIONAL)</b> | <b>National</b>  |
| <b>6.</b>                        | <b>TYPE OF ASSISTANCE REQUESTED</b>                  | <b>Training support</b>  |
| <b>7.</b>                        | <b>TOTAL COST OF PROJECT</b>                         | <b>USD 29,569</b>  |
| <b>8.</b>                        | <b>AMOUNT REQUESTED FROM IPDC</b>                    | <b>USD 17,669</b>  |
| <b>9.</b>                        | <b>BENEFICIARY BODY</b>                              | <b>Bhutan Media and Communications Institute. Phendey Lam, Thimphu. Phone No. 02-334489/90, email <a href="mailto:bhutanmibt@gmail.com">:bhutanmibt@gmail.com</a>. Name of contact Person: Pushpa Chhetri, Director, Mobile No. 17117585</b> |
| <b>10.</b>                       | <b>IMPLEMENTING OFFICE</b>                           | <b>UNESCO New Delhi Office, attn. Mr Anirban Sarma</b>   |
| <b>11.</b>                       | <b>PROJECT LOCATION</b>                              | <b>Bhutan Media and Communications Institute, Thimphu</b>  |
|                                  |  | <b>Pushpa Chhetri, Director with advice from</b>   |

|            |                            |  |
|------------|----------------------------|--|
| <b>12.</b> | <b>PROJECT PREPARED BY</b> | <b>UNESCO New Delhi Office (attn.: Mr Anirban Sarma)</b> |
|------------|----------------------------|--|

|                        |
|------------------------|
| <b>B. PRESENTATION</b> |
|------------------------|

**1. PROJECT JUSTIFICATION:**

The media scene in Bhutan has substantially changed following democratization. In less than a decade, there has been a rapid increase of media organizations in the country, as a result of a liberalized media policy.

The Government recognizes that a professional media sector is an important pillar of a vibrant democracy. The freedom of expression and the media is guaranteed in the constitution. By August 2014, the Right to Information Bill was passed by the National Assembly but not by the National Council due to a procedural error. It is expected to be passed in the next session of the Parliament. In practice, the traditional and bureaucratic barriers do impose certain limitations in exercising the rights, notably in the way people still prefer anonymity while speaking to the media.

In terms of pluralism, a liberalized media licensing policy has been effective in encouraging media diversity and development. Now, there are eleven newspapers, a few magazines, one national TV station with two channels (with others in the pipe line), several cable channels, and four private FM radio channels apart from the growing film industry. Thanks to IPDC and UNESCO, a first community radio station will soon be a reality. All in all, most media organizations are concentrated and cater to largely urban audience.

With the rapid growth of the media industry in Bhutan, the demand for skilled and experienced media professionals is growing. However, there is a high rate of turnover of the media professionals, and the few trained and experienced professionals are spreading thin into various organizations.

Particularly, training for media managers and the business side of media development is non-existing. Subsequently the media houses are facing a huge problem of sustainability, further aggravated by the above-mentioned focus on urban public, the fact that the production and distribution costs are high while the same, advertising revenue, mainly from the government, is shared among an increasing number of media houses.

In June 2011, the Bhutan Media and Communications Institute was licensed by Ministry of Economic Affairs and subsequently registered as a training institute by the Ministry of Labour and Human Resources in January 2012. The institute has started its activity by running a week to month -long courses for journalists, hoping that eventually, it can graduate its training to longer duration like diploma and certificate courses.

In order to build its pool of trainers, the BMCI has been drawing on resources from both within and outside the country. One such effort was supported by UNESCO and AIBD through Train

the Trainer's Course. However, more support is still needed, notably in business skills and in specialized reporting.

This project proposal seeks training support for the Bhutanese media to be more sustainable. In order to achieve a more holistic result, the project includes two training components addressed to journalists: one is developing skills on reporting rural issues in order to attract wider circulation in rural area, and subsequently to attract increased government advertising revenue. The other one is reporting economic, financial and business issues. Better business reporting is expected to attract specific urban audiences and subsequently increase advertising revenue. On the other hand, the media management, advertising, circulation, sales and marketing professionals will also be trained to develop their skills to run the media houses more professionally.

The Bhutanese media is still very male oriented, notably on the senior level and in management tasks. Therefore, the project includes a seminar for the BMCI staff and trainers on mainstreaming gender into BMCI training, towards enhanced sustainability of the media operations.

## **2. DESCRIPTION OF THE TARGET GROUP:**

The direct project beneficiaries of this project are 26 media managers and non-journalistic media workers as well as 26 senior reporters, through the Bhutan Media and Communications Institute.

## **3. DEVELOPMENT OBJECTIVE**

The project contributes to promoting media sustainability by building professional capacities in media business management, supported by selected supplementary editorial skills.

## **4. IMMEDIATE OBJECTIVE:**

To provide skills and knowledge to 52 media workers in support of sustainability of the Bhutanese media.

## **5. PROJECT OUTPUTS:**

- a) The BCMI personnel and trainers sensitized to gender equality and mainstreaming issues and capable to mainstream gender in the BMCI programmes, including the current project.
- b) 13 media managers capable of reviewing their existing situations and improve their business strategies.
- c) 13 media personnel in charge of advertising, sales, marketing and circulation can develop their sales and marketing skills in a changing market scenario and changes in the media platforms.
- d) 13 reporters understand and are capable to better report economic, financial business issues, including the media business, with a view to improved circulation in urban areas.

e) 13 reporters capable of identifying and reporting issues that is important for rural readership / audiences with a view to improve relevance and circulation outside of urban centres.

## 6. ACTIVITIES:

- a) A 1-day seminar for BMCI staff and trainers on gender equality and mainstreaming gender in all BMCI training courses, including the current project.
- b) A 3-day training course held by and at BMCI for 13 private media managers of media companies in business management issues.
- c) A 3-day training course held by and at BMCI for 13 media staff in charge of advertising, sales, marketing and circulation on respective appropriate business skills.
- d) A 3-day training workshop held by and at BMCI for 13 senior reporters to impart essential skills in business reporting, with a view to increasing circulation and advertising revenue in urban areas.
- e) A 3-day training workshops (in English and Dzongkha) held by and at BMCI for 13 reporters on identifying and reporting rural issues, with a view to increasing circulation in rural areas.
- f) Training courses b-e, are enhanced by a one-day planning and briefing with the BMCI and local trainers before and one day on lessons learnt and future plans, after the workshops.

## 7. PROJECT INPUTS:

- A gender expert for the BMCI seminar
- 2 BMCI trainers and other local senior experts as local co-trainers
- 4 foreign expert trainers in management, business skills, business reporting, and reporting rural issues.
- BMCI premises as training venue
- Translators, 4 computers, 2 LCD projectors, 1 camera, stationery,
- A vehicle for local transport for foreign trainers
- A BMCI project coordinator
- Training materials

## 8. WORK PLAN:

| ACTIVITIES / MONTHS   | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 |
|---|---|---|---|---|---|---|---|---|---|----|----|----|
| Adjust work plan to IPDC funding level / contract with UNESCO | X |   |   |   |   |   |   |   |   |    |    |    |
| Gender seminar  |   | X |   |   |   |   |   |   |   |    |    |    |

|   |  |    |    |    |    |    |    |    |    |    |    |   |
|---|--|----|----|----|----|----|----|----|----|----|----|---|
| Engage trainers/<br>resource persons    |  | X1 |    | X2 |    | X3 |    | X4 |    | X5 |    |   |
| Prepare training<br>material/curriculum |  | X1 |    | X2 |    | X3 |    | X4 | X5 |    |    |   |
| Invite participants                     |  | X1 |    | X2 |    | X3 |    | X4 |    | X5 |    |   |
| Training workshop                       |  |    | X1 |    | X2 |    | X3 |    | X4 |    | X5 |   |
| Report writing                          |  |    | X  |    |    |    | X  |    |    |    |    | X |
| Report Submission                       |  |    |    | X  |    |    |    | X  |    |    |    | X |

## **9. INSTITUTIONAL FRAMEWORK:**

BMCI was established on 11 October 2012 coinciding with the royal wedding. After formal registration as a training institute in January 2012, BMCI has conducted over 28 media and communication related trainings. BMCI was also involved in several media development workshops and studies. Therefore, BMCI has a good understanding of the media industry and its requirements.

The BMCI has five regular staff. Of them two are trainers. The three others are finance manager, officer assistant and driver. BMCI is also using Bhutanese senior media personnel as local trainers, resource persons and co-trainers, as well as engaging foreign trainers for special skills / knowledge training in those areas where there is no expertise in the country.

## **10. SUSTAINABILITY:**

The aim of this project is to improve the sustainability of the Bhutanese media which is operating in a completely new competitive market environment requiring understanding of business in general and particularly media business. It is therefore expected that the improved skills imparted by this project will sow a seed of sustainability to the participating media operations. As regards BMCI, it aims at graduating, in due course, its training programmes into longer term diploma and certificate programme, involving media management and business skills.

## **11. PRIOR EVALUATIONS CARRIED OUT:**

Bhutan Media Development Assessment 2010, based on the IPDC media development indicators, recognized the urgent need for training media reporters and managers. One of its recommendations was to set up a permanent training structure. Subsequently and since its start in 2012, BMCI has been involved in media stakeholder meetings and was involved in Bhutan Information and Media Impact Study 2013, carried out by Ministry of Information and Communications which is also recommending the need for upgrading professional skills of the Bhutanese media workers.

## **12. FRAMEWORK OF COMMUNICATION AND MONITORING:**

The UNESCO office in Delhi will monitor the project. Regular progress updates will be submitted by BMCI.



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

Director, BMCI assumes the responsibility of reporting to the UNESCO Delhi Office every four months and as required by the project specific UNESCO contract, until the end of project.

#### C. ADDITIONAL INFORMATION

On several occasions, BMCI has collaborated and cooperated with other international agencies like Thomson Reuters Foundation U.K on Elections Reporting for Journalist, Centre for International Media Ethics, USA for Conference and training on media ethics and online reporting, Green Orange, Singapore for training on Disaster Reporting, UNESCO, IMS and AIBD and 360 Productions & PR, Singapore for training on Communication Skills for corporate employees.

BMCI successfully carried out UNESCO funded project in 2013. This project helped equip BMCI and also enhanced BMCI's confidence and experience in conducting similar trainings.

BMCI is now affiliate member of AIBD and AMIC and on the executive board of Bhutan ICT and Training Provider's Association (BICTTA).

#### D. BUDGET BREAK-DOWN OF IPDC CONTRIBUTION (in USD)

##### 1. Training on Media Management

| Sl. No.   | Type                               | Specification      | Quantity                              | Price (USD) |
|---|------------------------------------|--------------------|---------------------------------------|-------------|
| 1   | Trainer                            | Airfare            | 1                                     | 900         |
| 2   | Trainer Fees                       | USD 250            | 5 days (total number of days engaged) | 1250        |
| 3   | Trainer's DSA (75%)                | USD 94             | 5 Days                                | 470         |
| 4   | Meals & Refreshment                | USD 10 per head    | 13 heads X 3 days (training duration) | 390         |
| 5   | Equipment Hiring/ Internet charges | USD 150 per day    | 3 days                                | 450         |
| 6   | Visa Fees                          | 1 Trainer X USD 50 | 1                                     | 50          |
| 7   | Training Material                  | USD 12 per head    | 13 heads                              | 156         |
| <b>Sub Total</b>  |                                    |                    |                                       | <b>3666</b> |
| <b>2. Training on Advertising, Circulation, Sales and Marketing</b> |                                    |                    |                                       |             |
| 1-7   | As above                           |                    | <b>Sub Total</b>                      | <b>3666</b> |

| <b>3. Training on Business Reporting</b>  |   |                 |                      |              |
|---|---|-----------------|----------------------|--------------|
| 1-7   | As above  |                 | <b>Sub Total</b>     | <b>3666</b>  |
| <b>4. Training on Reporting Rural Issues (English &amp; Dzongkha)</b>           |   |                 |                      |              |
| 1-7   | As above  |                 |                      | 3666         |
| 8   | National trainer Fees   | USD 150         | 3 days               | 450          |
| 9   | Meals and refreshments, national trainer  | USD 10          | 3 days               | 30           |
| 10  | Curriculum Development (including 10d x \$100 content development, \$350 translations, \$300 peer review, \$350 reproduction) | USD2000         | 1 curriculum package | 2000         |
| <b>Sub Total</b>  |   |                 |                      | <b>6146</b>  |
| <b>5. Consultation Workshop on Gender sensitive participation &amp; content</b> |   |                 |                      |              |
| 1   | Resource Person   | USD 150         | 1 day                | 150          |
| 2   | Meals & Refreshment   | USD 10 per head | 15 heads             | 150          |
| 3   | Stationery  | USD 5 per head  | 15 heads             | 75           |
| 4   | Hiring equipment/Internet Charges   | USD 150         | 1 day                | 150          |
|   |   |                 | <b>Sub Total</b>     | <b>525</b>   |
|   |   |                 | <b>Total</b>         | <b>17669</b> |
| <b>BREAK-DOWN OF BENEFICIARY AGENCY CONTRIBUTION<br/>(in US dollars)</b>        |   |                 |                      |              |
| OFFICE EQUIPMENT (Phone, Printer, Photocopier, recorder, camera, heaters, etc)  |   |                 |                      | 2500         |
| SALARY  |   |                 |                      | 5000         |
| OFFICE RENT   |   |                 |                      | 3000         |
| COORDINATION/SELECTION  |   |                 |                      | 500          |
| COMMUNICATION CHARGES   |   |                 |                      | 300          |
| Reporting   |   |                 |                      | 600          |
| <b>Sub Total</b>  |   |                 |                      | <b>11900</b> |
| <b>Total</b>  |   |                 |                      | <b>29569</b> |

## INDIA

| <b>A. PROJECT IDENTIFICATION</b> |  |  |
|----------------------------------|--|--|
| <b>1.</b>                        | <b>PROJECT TITLE</b>                                 | <b>‘OUR PRACTICE’ - BUILDING CAPACITIES OF COMMUNITY RADIOS TO DOCUMENT GOOD PRACTICES THAT SUPPORT FREEDOM OF EXPRESSION</b>  |
| <b>2.</b>                        | <b>NUMBER</b>  | <b>IPDC/59 IN/01</b>   |
| <b>3.</b>                        | <b>MEDIA DEVELOPMENT INDICATORS’ CATEGORY</b>        | <b>Category 4: Professional capacity building and supporting institutions that underpin freedom of expression, pluralism and diversity</b>   |
| <b>4.</b>                        | <b>IPDC PRIORITY AREA</b>                            | <b>Innovation in convergence and integration of legacy media and new communications</b>  |
| <b>5.</b>                        | <b>SCOPE<br/>(NATIONAL, REGIONAL, INTERREGIONAL)</b> | <b>National</b>  |
| <b>6.</b>                        | <b>TYPE OF ASSISTANCE REQUESTED</b>                  | <b>Institutional capacity building</b>   |
| <b>7.</b>                        | <b>TOTAL COST OF PROJECT</b>                         | <b>USD 29,700</b>  |
| <b>8.</b>                        | <b>AMOUNT REQUESTED FROM IPDC</b>                    | <b>USD 20,500</b>  |
| <b>9.</b>                        | <b>BENEFICIARY BODY</b>                              | <b>Ideosync Media Combine<br/>1381, Sector 37, Faridabad, Haryana 121003<br/>National Capital Region, India<br/>Tel: 0129-4131883/4064883/4065883/6510156<br/>Email: <a href="mailto:info@ideosyncmedia.org">info@ideosyncmedia.org</a><br/>Contact person: Venu Arora, Director<br/>Email: <a href="mailto:varora@ideosyncmedia.org">varora@ideosyncmedia.org</a><br/>mobile: 09810731552</b> |
| <b>10.</b>                       | <b>IMPLEMENTING OFFICE</b>                           | <b>UNESCO New Delhi Office (attn.: Mr Anirban Sarma)</b>   |
| <b>11.</b>                       | <b>PROJECT LOCATION</b>                              | <b>India (The trainings will be held in Delhi but CR stations will be from across India)</b>   |

|            |                            |   |
|------------|----------------------------|---|
| <b>12.</b> | <b>PROJECT PREPARED BY</b> | <p><b>Ms. Venu Arora, Director</b><br/> <b>Ideosync Media Combine, with</b></p> <p><b>UNESCO NDL Office, attn. Mr Anirban</b><br/> <b>Sarma</b></p> |
|------------|----------------------------|---|

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| <b>B. PRESENTATION</b> |
|------------------------|

**1. PROJECT JUSTIFICATION:**

In India, more than a decade long advocacy led to the opening up of the airwaves with an enabling policy guideline in 2006 that made civil society eligible for community radio (CR) licenses. However, ten years after the policy and with 170 operational CR stations and another 400 likely to come up over the next few years, the capacities within the sector are yet to be strengthened to amplify marginalized voices and interests. Despite a clear policy mandate, there are few documented good practices within the everyday operations of the CR stations that could guide the centering of the freedom of expression agenda.

Having successfully got an enabling policy guideline, what India needs is to establish practice benchmarks that allow operating CR stations to emulate the principles of freedom of expression in their everyday work. While there are some excellent examples, there are few ways in which these can be shared with other operating stations to build capacity of the sector. An additional gap is the lack of capacity among operating CR stations to document and reflect on their own work.

This project proposes innovative documentation of good practice through the use of participatory content creation / participatory audio and video production methodologies. The project will support the use of innovative new media technologies like the mobile and the internet to enable community radio stations to create and share this body of work with each other and with the national and global community.

As part of the project, representatives of 20 community radio stations (one representative per station) from across India will be equipped with low-cost mobile devices with online engagement capacity. They will then be trained over three days (a) in key aspects of the freedom of expression contextualized for their communities and (b) in using the mobiles to document their everyday content creation, broadcast, community engagement and community radio management practice, especially focusing on practices that strengthen and support the freedom of expression of the marginalized groups within their station and community. The result of these documentation techniques will be short audio and/or video diaries on these practices.

This repository of audio and visual diaries will be uploaded and shared using the MANCH mobile application on ‘Community Media Manch’ [www.manch.net.in](http://www.manch.net.in). This is an online platform for community media knowledge creation and sharing, learning and capacity building. The MANCH mentoring and peer training will help to enlarge the pool of trained ‘good practice’ audio- and videographers, beyond the 20 persons who will initially be trained. The MANCH mentoring and peer training will involve at least two full webinars.

There is no CR station currently in India that is completely owned or managed by women, and women CR volunteers are often not given technical or editorial roles. The current project intends to change this situation by increasing the role of women on reflecting what is happening at their CR stations. Therefore, 60% of the participants will be women who will be given greater agency within each of their stations as well as equipping them with equipment (mobile with internet connectivity) that currently has high social value.

There is no overall data on how many women work in CR stations across India. However, it is evident that retaining women reporters and volunteers especially after they are married is a challenge for almost all CR stations. There needs to be an effort to have a larger pool of trained women in the sector in order to be able to represent gender concerns and priorities in programming, content and overall CR management and ownership.

## **2. DESCRIPTION OF THE TARGET GROUP:**

The primary target group will be 20 CR stations whose representatives (one per station) will be trained to better understand community radio's potential in fostering the freedom of expression of all community members; and to document related good practices, using audio and video techniques. Affirmative action will be undertaken so as to have at least 60% women participation. Of the total number of trainees at least two will be from marginalised communities (eg the scheduled castes or tribal communities).

A strong secondary target group will be community media representatives registered as members of the Community Media Manch platform, who will be invited to sharing and learning webinars that discuss the audio and video diaries. Currently there are over a 100 members on the Community Media Manch platform.

## **3. DEVELOPMENT OBJECTIVE:**

The project will enhance the capacity of community radio broadcasters across India to implement community radio's potential in fostering the freedom of expression of all community members.

## **4. IMMEDIATE OBJECTIVE:**

The project will provide skills and knowledge to altogether 20 representatives of 20 community radio teams to (i) critically assess their daily practices in terms of freedom of expression within their stations and communities; and, (ii) using audio and video, to document and share those practices that enhance the freedom of expression; as well as (iii) to share these good practices with a wider community broadcasting community through the Community Media Manch platform, a monograph and CDs.

## **5. PROJECT OUTPUTS:**

- Twenty trained community radio broadcasters representing 20 different CR stations from diverse regions in India capable of
  - critically assessing their daily practices in terms of freedom of expression within their stations and communities;
  - recording short audio / video diaries documenting good community radio practice, notably promoting marginalized voices and interests, and using low cost mobile devices (tablets/ phones) ;
  - sharing the same with their peers on the online *Community Media Manch* platform
- Approximately one hundred audio/video diaries documenting good community radio practice
- A discussion monograph on the experiences of the training and the documentation generated for CRs
- 350 CDs including selected audio and video diaries produced and distributed to CRs to enhance the results
- 100 members of the Community Media Manch familiar with the practice of audio/video diaries.

## **6. ACTIVITIES:**

- Adjust the work plan to the approved IPDC funding level
- Launch an open call (in two national language areas) to identify and select 20 CRs as participants
- Procure 22 (including 2 spare for training) low cost mobile devices (micromax/ ICEXX) with online engagement capacity
- Design training curriculum on (i) the freedom of expression contextualized for the selected communities, (ii) producing audio and video diaries on the daily good practices of the CR stations concerned ; and on (iii) sharing these diaries on internet
- Conduct 2 \* 3-day trainings for the 20 participants (1 representative per station) on the a/m subjects
- Visits of an audio / video trainer to 8 CR stations (2 stations per trip, altogether 4 trips) to help create the initial video and audio diaries, in order to enhance the impact of the training
- Establish online exchange programme for sharing and discussing the audio/video diaries on the Community Media Manch online platform
- Two webinars to share experience on the audio / video diaries
- Produce and disseminate a discussion monograph from the experiences of the training and documentation
- Produce and disseminate 350 CDs of selected audio and video diaries to amplify the results of the project
- Report to UNESCO / IPDC every four months or as may be required in the related contract.

## **7. PROJECT INPUTS:**

- Two trainers (one senior, one junior) capable of training community radio producers in (i) the freedom of expression issues in the context of Indian community radio ; (ii) innovative

documentation techniques using the audio and video capabilities of mobiles, and (iii) on sharing the same on the online Community Media Manch platform

- 22 low cost mobile devices (micromax /ICEX X) capable of recording good quality audio and video and connecting to the internet, including 2 mobiles for training purposes
- Internet connection for 20 mobiles for six months
- Use of Community Media Manch platform
- 10 days of hire of a video camera to centrally record experiences and create some pilot video diaries
- Rented equipment for training ie projector, lap tops, space for training
- 1 editor(s) /designner(s) to compile and edit monograph and 1 to produce CDs, for dissamination.

### 8. WORK PLAN:

| <b>ACTIVITIES / MONTHS</b>  | <b>1</b> | <b>2</b> | <b>3</b> | <b>4</b> | <b>5</b> | <b>6</b> | <b>7</b> | <b>8</b> | <b>9</b> | <b>10</b> | <b>11</b> | <b>12</b> |
|---|----------|----------|----------|----------|----------|----------|----------|----------|----------|-----------|-----------|-----------|
| Adjust work plan to IPDC funding; contract w/UNESCO                 | x        |          |          |          |          |          |          |          |          |           |           |           |
| Identify and select CR stations through an open national call       | x        | x        |          |          |          |          |          |          |          |           |           |           |
| Purchase mobile devices   |          | x        |          |          |          |          |          |          |          |           |           |           |
| Design training curriculum  |          | x        | x        |          |          |          |          |          |          |           |           |           |
| Contracts trainers  |          |          | x        |          |          |          |          |          |          |           |           |           |
| Training - Group I  |          |          |          | x        |          |          |          |          |          |           |           |           |
| 2 visits to 4 CRs to support creation of video/audio diaries        |          |          |          | x        | x        | x        |          |          |          |           |           |           |
| Batch I of audio /video diaries ready and shared on MANCH           |          |          |          |          |          | x        |          |          |          |           |           |           |
| <sup>1st</sup> webinar to share experience on Community Media Manch |          |          |          |          | x        | x        |          |          |          |           |           |           |
| Training – Group II   |          |          |          |          |          |          | x        |          |          |           |           |           |
| 2 visits to 4 CR stations to support diaries                        |          |          |          |          |          |          | x        | x        | x        |           |           |           |
| Batch II of audio/video diaries                                     |          |          |          |          |          |          |          |          | x        |           |           |           |
| <sup>2nd</sup> webinar  |          |          |          |          |          |          |          |          | x        | x         |           |           |
| Write and disseminate monograph/ produce CDs                        |          |          |          |          |          |          |          |          |          |           | x         |           |
| Reports to IPDC   |          |          |          | x        |          |          |          | x        |          |           |           | x         |

## **9. INSTITUTIONAL FRAMEWORK:**

Ideosync Media Combine is a not-for-profit organization. It has a board of six members with equal representation of women and men, and a professional team of seven people. At Ideosync Media Combine - we work on communication for social change and envision a world where all communities are empowered with communication skills, tools and technologies enabling them to access and use information as well as create and share knowledge with other communities locally and globally.

Ideosync has over 15 years of experience in innovation around development and participatory content creation, media rights and voice advocacy. Our work spans four key areas: Communications and media strategy design; Innovations in content production with specific focus on health/gender/governance and rights/environment through use of key participatory methodologies; Formative and evaluation research; and Communication and media capacity building of grassroots partners and stakeholders.

In particular with reference to CR, Ideosync has been working on capacity building in the community radio sector for more than a decade. With several international donors, Ideosync has implemented long-term in-depth CR training programs, and helped more than ten CR stations across the country to establish participatory content creation and broadcasting processes. One of Ideosync's directors has, among others, written the technical manual on CR for UNESCO.

## **10. SUSTAINABILITY:**

The IPDC project will be instrumental in starting a key component for CR capacity in India, that of documenting and sharing good practice. The Community Media MANCH platform on which these innovative audio and video diaries are proposed to be shared already has support from the Ford Foundation and UNDEF. The current project will enhance the capacity of existing CRs in India to reflect on their practice and ultimately improve the same. Once trained the CR stations will be supported through distance mentoring and the sustained availability of the MANCH platform. Ideosync feels that the IPDC support will be a key contributor to filling a critical gap in the sector. The mobile phones will be the only equipment investment.

## **11. FRAMEWORK OF MONITORING AND COMMUNICATION STRATEGY:**

Ideosync proposes an evaluation of the training through a pre- and post-feedback and self-evaluation methods. Further, all activities, distance mentoring and webinars with trainees will be recorded and available on the Community Media MANCH platform. All video and audio diaries will also be available on the MANCH platform under creative commons. The project will therefore be open to continuous monitoring by its users/beneficiaries, UNESCO and by any party interested to learn about the initiative.

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

No separate evaluations have been carried out prior to preparing this proposal. However Ideosync is continuously engaged with several CRs including the peer review process supported



by the Information and Broadcasting Ministry, July 2014. The past years have clearly shown lacunae in documented good CR practice and within the sector to engage in constructive self-reflection on issues of freedom of expression, rights of the marginalized community members and essence of community ownership and management so that community radio remains focused on broadcasting in the interests of its community.

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

Ideosync undertakes to report on project progress on a four-month basis to UNESCO New Delhi Office and as may be requested, including the final report. Co-director Venu Arora will be the point.

### **C. ADDITIONAL INFORMATION**

The Community Media Manch is already up and running and so is the MANCH mobile application. Once this project trainings are completed, both will be available to the trainees. Ideosync has not received an IPDC grant but has been partner for IPDC projects of Equal Access Int (2007) and Community Radio Forum in 2011.

### **D. BUDGET**

#### **BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)**

|  |                     |
|--|---------------------|
| Trainer, senior (2 trainings * 3 days * \$208)   | 1248                |
| Trainer, Junior (2 trainings * 3 days * \$133)   | 798                 |
| Resource persons to support the online engagements (20 days x \$50)  | 1000                |
| Resource person to conduct 2 webinars (4 days * \$50)  | 200                 |
| Resource person to create initial Video/audio diaries and edit and finalize diaries (videographer) (15 days x \$83)  | 1245                |
| Mobiles purchase (22 mobiles * \$133)  | 2926                |
| Internet connection for mobiles (20 mobiles*6 months *\$6)   | 720                 |
| Travel of participants (20 participants * \$250)   | 5000                |
| Boarding and lodging of participants (20 pax * 4 days * \$45)  | 3600                |
| Travel of one video trainer/videographer to create initial videos and audio diaries with the CR stations ( 4 trips *\$300 for travel and 4 trips * 2 days * \$67 for boarding and lodging) | 1736                |
| Writing of the monograph and design, 6 days * \$150 of senior writer / designer  | 900                 |
| Preparation and distribution 350 CDs of selected video and audio diaries *\$3,30   | 1155                |
| <b>Total IPDC</b>  | <b>US \$ 20,500</b> |
| <b>BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION (in US dollars)</b>  |                     |
| Upkeep and maintenance of the Community Media Manch Website (@ \$250*12 months)  | \$ 3000             |

|  |                     |
|--|---------------------|
| Availability of the Community Media Manch Mobile application (One time cost: | \$ 5000             |
| Venue and equipment for training workshop workshop                           | \$1200              |
| <b>Total, Ideosync</b>   | <b>US \$ 9,200</b>  |
| <b>TOTAL</b>   | <b>US \$ 29,700</b> |

## INTER-REGIONAL

| <b>A. PROJECT IDENTIFICATION</b> |  |  |
|----------------------------------|--|--|
| <b>1.</b>                        | <b>PROJECT TITLE</b>                             | <b>CAPACITY-BUILDING FOR CONTINUOUS IMPROVEMENT &amp; SUSTAINABILITY OF COMMUNITY RADIO IN EAST AFRICA: AN INTER-REGIONAL INITIATIVE</b>                                     |
| <b>2.</b>                        | <b>NUMBER</b>                                    | <b>IPDC/59 RAS/04</b>  |
| <b>3.</b>                        | <b>MEDIA DEVELOPMENT INDICATORS' CATEGORY</b>    | <b>Category 4: Professional capacity building and supporting institutions that underpins freedom of expression, pluralism and diversity</b>                                  |
| <b>4.</b>                        | <b>IPDC PRIORITY AREA</b>                        | <b>Promotion of freedom of expression, press freedom, pluralism (particularly community media) and independence</b>  |
| <b>5.</b>                        | <b>SCOPE (NATIONAL, REGIONAL, INTERREGIONAL)</b> | <b>Interregional</b>   |
| <b>6.</b>                        | <b>TYPE OF ASSISTANCE REQUESTED</b>              | <b>Institutional capacity-building</b>   |
| <b>7.</b>                        | <b>TOTAL COST OF PROJECT</b>                     | <b>USD 34,100</b>  |
| <b>8.</b>                        | <b>AMOUNT REQUESTED FROM IPDC</b>                | <b>USD 24,600</b>  |
| <b>9.</b>                        | <b>BENEFICIARY BODY</b>                          | <b>UNESCO Chair on Community Media, University of Hyderabad, India, in cooperation with EAST AFRICA COMMUNITY MEDIA NETWORK (EACOMNET)<br/>Contact: Prof. Vinod Pavarala</b> |
| <b>10.</b>                       | <b>IMPLEMENTING OFFICE</b>                       | <b>UNESCO New Delhi<br/>Attn: Anirban Sarma</b>  |
| <b>11.</b>                       | <b>PROJECT LOCATION</b>                          | <b>Nairobi, Kenya</b>  |

|            |                            |  |
|------------|----------------------------|--|
| <b>12.</b> | <b>PROJECT PREPARED BY</b> | <b>Prof. Vinod Pavarala, UNESCO Chair on Community Media, University of Hyderabad; UNESCO NDL (attn: A.Sarma); UNESCO NAIROBI (attn: J Du Toit); UNESCO DeS (att Y. Al Amin)</b> |
|------------|----------------------------|--|

## B. PRESENTATION

### 1. PROJECT JUSTIFICATION:

In large parts of Asia, Africa and Latin America, community radio (CR), as a tool for self-representation, has been struggling to take strong roots for a variety of reasons. These include: lack of enabling legislation, the hegemony of mainstream media institutions, unstable political support, inadequate access to production training, and challenges of sustainability. It is the last of these factors that this project seeks to address.

Developed initially for the Indian context in 2012-13, with support from the Commonwealth Educational Media Centre for Asia (CEMCA, an affiliate of the Commonwealth of Learning, COL), the Community Radio Continuous Improvement Toolkit (CRCIT) is based on the twin principles of continuous improvement and co-learning. It offers nine parameters along which community radio stations could assess their own performance and set benchmarks for the future.

The parameters themselves are derived from certain non-negotiable principles of community radio as well as from policies and practices globally. CRCIT has been successfully field-tested in community radio stations in India and is now being used widely by stations in a peer review process initiated by the Ministry of Information & Broadcasting, Government of India.

The toolkit has since been adapted by the emerging community radio sector in Bangladesh. The toolkit was presented recently to international audiences – in Germany, to the Association of Free Radios and at the Pre-Conference on Community Media of the International Association for Media & Communication Research (IAMCR) in Hyderabad, India – and received favourable responses regarding its validity and potential for adaptation in contexts outside the South Asian region.

The Windhoek Charter on African Broadcasting formulated in 2001 recognized community broadcasting as a viable third sector, especially valuable in tackling the urgent issues of development facing the Continent. In East Africa, countries such as Kenya, Tanzania, and Uganda have a chequered history of community radio and it has been going through tribulations similar to its counterparts in other parts of the world. Besides financial and human resource challenges, the sector has also struggled to provide more responsive content and programming. These factors have not only hindered the pace of growth of community radio in the region, but its relevance itself is being questioned.

It is against this background that the UNESCO Chair on Community Media proposes an inter-regional capacity-building project that involves its engagement with the community radio networks in East Africa.

By understanding the question of sustainability as a multifaceted one that encompasses not only the financial aspects, but also institutional, technological, and social sustainability, this project aims to empower community radio stations to undertake periodic self-evaluation of their work by using a toolkit developed through a participatory process by the UNESCO Chair on Community Media.

By extending the lessons learnt from working with the CR sector in South Asia, the project will build the capacities of some 20 grassroots CR practitioners in East Africa with tools of self-evaluation to be introduced in a 3-day capacity-building workshop followed by a 1-day practical field exercise. This will, in turn, enable the participants to work towards sustaining a robust CR sector in the region, which will be enhanced by integrating them and their stations into a Community of Practice, which the Chair is developing (in 2014).

## **2. DESCRIPTION OF THE TARGET GROUP:**

The proposed capacity-building activity is aimed at representatives of CR stations in three countries of East Africa – Kenya, Tanzania, and Uganda. These are also members of the East African Community Media Network, EACOMNET, the primary group with whom the UNESCO Chair on Community Media will be collaborating on this project. The project will strive to have at least 30% women among the participants.

## **3. DEVELOPMENT OBJECTIVE:**

The project aims to contribute to the sustainability of community media as an independent, democratic voice in East Africa and, thereby, strengthen the plurality and diversity of media in the region.

## **4. IMMEDIATE OBJECTIVE:**

The immediate objective of the project is to build the capacities of the community radio sector in East Africa to carry out periodic, participatory self-assessment of the performance of community radio stations by equipping them with a contextualized toolkit and a methodology for peer review.

## **5. PROJECT OUTPUTS:**

- Draft adapted toolkit (CRCIT) versions prepared by the UNESCO Chair team for final adaptation and validation by CR stations in three countries (Kenya, Tanzania, Uganda) in East Africa.
- A validated and adapted CRCIT version for three countries in East Africa is available.
- Capacities of about 20 representatives of community radio stations from three countries in East Africa built for carrying out a process of self-assessment and peer review.
- With a common understanding of the non-negotiable principles of community radio and of best practices in the sector, a Community of Practice forged.

## 6. ACTIVITIES:

- Adjust work plan to IPDC funding level decision, and interim and final reporting as required by IPDC.
- Select EACOMNET member organizations who will participate in the project.
- Desk review by the UNESCO Chair team in consultation with EACOMNET of the CR in East Africa, notably Kenya, Uganda, and Tanzania, including the policies/guidelines under which they operate, as input to the draft adapted CRCIT.
- Drafting by the UNESCO Chair of the adapted toolkit (CRCIT) versions for final adaptation and validation by CR stations in the three countries.
- Finalize the arrangements and conduct familiarization visits for the UNESCO Chair team to two CR stations in Kenya (2x1,5d), in or close to Nairobi, which will be the location of the capacity-building and validation workshop. (Nairobi is chosen for its locational advantage and infrastructure facilities.)
- 3-day capacity-building and validation workshop with about 20 representatives of CR stations in three countries in East Africa (viz., Kenya, Tanzania, Uganda), with at least five participating stations in each country. Three members of the UNESCO Chair team will serve as resource persons, ensuring effective hands-on learning for each of the three country groups.
- 1-day practical exercise involving self-assessment & peer review (SA&PR), using CRCIT, at a CR station in/close to Nairobi, to be identified in consultation with the Kenya Community Media Network (KCOMNET). One self-evaluating station and two peer stations will to be identified, while other workshop participants will participate as active observers. The UNESCO Chair team will act as facilitators.
- Incorporating the East African participants into a Community of Practice (under development in 2014).

## 7. PROJECT INPUTS:

- The initial version of the Community Radio Continuous Improvement Toolkit (CRCIT).
- Three trainers (UNESCO Chair Team, University of Hyderabad) with experience in community media, especially in self-assessment and peer review process using CRCIT, to ensure effective hands-on training for all three country groups.
- Workshop venue(s), conference address system, including microphones, over-heads projector, screen, and laptop, on rent for three days, vehicles for logistics.
- Workshop kits and stationery

## 8. WORK PLAN:

| ACTIVITIES / MONTH                     | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 |
|--|---|---|---|---|---|---|---|---|---|----|----|----|
| Adjust work plan to IPDC funding level |   |   |   |   |   |   |   |   |   |    |    |    |
| Select of EACOMNET partners            |   |   |   |   |   |   |   |   |   |    |    |    |
| Desk review of CR sector in East       |   |   |   |   |   |   |   |   |   |    |    |    |

|  |  |  |  |   |   |   |   |   |   |   |   |   |
|--|--|--|--|---|---|---|---|---|---|---|---|---|
| Africa as input to draft CRCIT                                   |  |  |  | ■ |   |   |   |   |   |   |   |   |
| Prepare & finalize training materials, including draft CR-CIT    |  |  |  |   | ■ | ■ |   |   |   |   |   |   |
| Finalize of venue & logistics                                    |  |  |  |   |   |   | ■ |   |   |   |   |   |
| Familiarization visits to CR stations in Nairobi, Kenya          |  |  |  |   |   |   |   | ■ |   |   |   |   |
| 3-day workshop in Nairobi, with 20 participants from 3 countries |  |  |  |   |   |   |   |   | ■ |   |   |   |
| 1-day exercise at CR station in Nairobi (20 pax /3 countries)    |  |  |  |   |   |   |   |   | ■ |   |   |   |
| Registering participants into Community of Practice              |  |  |  |   |   |   |   |   |   | ■ |   |   |
| Preparation of workshop reports                                  |  |  |  |   |   |   |   |   |   |   | ■ | ■ |
| Reports and accounts   |  |  |  |   |   | ■ |   |   |   | ■ |   | ■ |

## 9. INSTITUTIONAL FRAMEWORK:

The **University of Hyderabad** (UoH) in India is devoted to postgraduate studies and is widely known for its excellence in research and its distinguished faculty. UoH has built up a reputation for providing high quality academic training, and has a grading of A (the highest) by the National Assessment and Accreditation Council.

Recognizing the growing impact of community media as a powerful tool for community engagement and empowerment, UNESCO instituted the first ever **UNESCO Chair on Community Media** at the Department of Communication, Sarojini Naidu School of Arts and Communication, University of Hyderabad, India.

Established for an initial period of four years in 2011, the Chair serves as a knowledge and resource centre for various facets of community media. Since its inception, the Chair has undertaken various activities in research, training, advocacy and knowledge-sharing, which are widely appreciated by the CR sector in India and South Asia. It also publishes a quarterly newsletter, CR News that tracks developments in the sector.

**EACOMNET** is an umbrella body of community radio stations in Kenya, Uganda, Tanzania, Rwanda and Burundi. EACOMNET is driven by national community media networks in Eastern Africa region, such as Kenya Community Media Network (KCOMNET), Community Media Network of Tanzania (COMNETA), Community Media Network of Uganda (COMNETU) and others in the sub- region.

## 10. SUSTAINABILITY:

The UNESCO Chair on Community Media envisages the entire activity in East Africa as consisting of two phases, the first of which will be supported by the IPDC funds.

The sustainability of phase 1 of the project relies on a partnership between the national and regional networks of CR in East Africa with the UNESCO Chair. Translations (where necessary) of CRCIT into local languages will be facilitated by EACOMNET for better understanding of the toolkit and smoother adoption by CR stations. The UNESCO Chair will incorporate the East African CR stations into a Community of Practice, which is currently under development (CRux, Community Radio User Experience – (<http://crcitcop.uccommedia.in/>)).

In phase 2, the networks will ensure further field-testing and application of CRCIT using the self-assessment and peer review (SA&PR) process across select stations in the region. In this phase, the Chair team will initially evaluate the field-testing experiences through an online system, and based on those insights, it will undertake training of CR representatives in East Africa to be effective peer reviewers. As periodic reviews are undertaken, a culture of self-evaluation could take root and enhance the overall governance and programming of the stations.

**Keen to enhance the learning achievements of this proposal made to IPDC, COL has already agreed to fund the second phase of the project.**

#### **11. FRAMEWORK OF MONITORING AND COMMUNICATION STRATEGY:**

For a participatory communication project, even the monitoring should be participatory as far as possible. The UNESCO Chair proposes to build an evaluation framework into the project right from its inception. At the end of the validation and adaptation workshop, the trainers will obtain feedback from the participants, which will include qualitative comments related to the toolkit and its usability in the East African context. In terms of a communication strategy, the key mechanism will be the online Community of Practice platform that will be set up for participants to share their experiences and for the Chair team to respond to queries on the implementation. Such interactions will also be facilitated through webinars on specific aspects of the toolkit.

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

No systematic needs assessment has been carried out in East Africa, other than discussions with some of the key stakeholders in the region. Although community radio has been in existence in various countries in the region for a while, the sustainability of CR has been a continued concern, as revealed by many studies and reports, including those by UNESCO and AMARC. It has been felt that a self-assessment and peer review exercise would enhance co-learning and continuous improvement of the sector, thereby contributing to its sustainability.

However, evaluations of the work done by the Chair team in India and Bangladesh and by external agencies such as CEMCA have shown the perceived value of the toolkit in different national and regional contexts. The feedback from Bangladesh has been overwhelmingly positive and so also from India, where the toolkit has been adopted in peer reviews administered by the Information & Broadcasting Ministry across the country.

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

Reporting will be done as per IPDC/UNESCO's standard practice, by Prof. Vinod Pavarala, the Chair.



## C. ADDITIONAL INFORMATION

(i) Preparation and publication of CRCIT, with support from Commonwealth Educational Media Centre in Asia (CEMCA) New Delhi; (ii) field-testing of CRCIT with CR stations in India and preparation of Version 2.0; and (iii) Training of peers for self-assessment in India is under way by the UNESCO Chair team. (iv) Adaptation and validation of CRCIT and field-testing in Bangladesh. (v) Interaction with UNESCO East Africa office, Panos East Africa, COL, EACOMNET, KCOMNET and COMNETA on the necessity and viability of adapting the toolkit for the CR sector in the region.

## D. BUDGET

### BREAKDOWN OF IPDC CONTRIBUTION \* (in US dollars)

|   |                    |
|---|--------------------|
| Visa charges on arrival @ \$50X3  | 150                |
| Air conveyance for one Principal Trainer round trip (Hyderabad-to Kenya)  | 1380               |
| Air conveyance for two Co-trainers round trip (Hyd-Kenya)   | 2760               |
| DSA (75%) for trainers, 4d x 3pax x \$234 + 4d x 3pax x \$166   | 4812               |
| Training Venue, 3d x \$174  | 522                |
| Travel for 18 participants (average per participant) \$150  | 2700               |
| Lodging for 18 participants x 5 nights including 1-day field visit x \$65                                       | 5850               |
| Food and refreshments for trainers and participants during workshop, including field visit, 4 d x 23 pax x \$30 | 2760               |
| Local travel for participants, 4d x \$150   | 600                |
| Per diem for participants, 5d x 20 pax x \$25   | 2500               |
| Workshop kit, stationary, signage   | 270                |
| Communication costs (telephone, fax, internet) for Chair&EACOMNET   | 300                |
| <b>GRAND TOTAL</b>  | <b>24,600</b>      |
| <b>BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION (in US dollars)</b>                                       |                    |
| Desk Review   | 3000               |
| Trainers' fee @\$ 200X3X8 days  | 4800               |
| Preparation of Training Kit   | 350                |
| Administrative Support (including secretarial assistance for the project period)                                | 330                |
| Communication costs (for pre & post workshop activities)  | 120                |
| Project reporting & Visual Documentation  | 900                |
| TOTAL   | 9500               |
| <b>Total</b>  | <b>US\$ 34,100</b> |

## MALADIVES

| <b>A. PROJECT IDENTIFICATION</b> |  |  |
|----------------------------------|--|--|
| <b>1.</b>                        | <b>PROJECT TITLE</b>                                 | <b>SENSITIZING JOURNALISTS IN THE MALDIVES ON THE RIGHT TO INFORMATION LAW</b>   |
| <b>2.</b>                        | <b>NUMBER</b>  | <b>IPDC/59 MV/01</b>   |
| <b>3.</b>                        | <b>MEDIA DEVELOPMENT INDICATORS' CATEGORY</b>        | <b>Category 4: Professional capacity building and supporting institutions that underpin freedom of expression, pluralism and diversity</b>   |
| <b>4.</b>                        | <b>IPDC PRIORITY AREA</b>                            | <b>Capacity development</b>  |
| <b>5.</b>                        | <b>SCOPE<br/>(NATIONAL, REGIONAL, INTERREGIONAL)</b> | <b>National</b>  |
| <b>6.</b>                        | <b>TYPE OF ASSISTANCE REQUESTED</b>                  | <b>Training Support</b>  |
| <b>7.</b>                        | <b>TOTAL COST OF PROJECT</b>                         | <b>USD 17,000</b>  |
| <b>8.</b>                        | <b>AMOUNT REQUESTED FROM IPDC</b>                    | <b>USD 9,600</b>   |
| <b>9.</b>                        | <b>BENEFICIARY BODY</b>                              | <b>Transparency Maldives (TM)<br/>MF Building, 20189, Chaandhanee Magu, Male', Maldives; Tel: 00960 330 4017<br/>Email: <a href="mailto:office@transparencymaldives.org">office@transparencymaldives.org</a><br/>Contact person: Ms Mariyam Shiuna, Executive Director; Tel: 00960 7963688<br/>Contact e-mail: mariyam.shiuna@transparencymaldives.org</b> |
| <b>10.</b>                       | <b>IMPLEMENTING OFFICE</b>                           | <b>UNESCO New Delhi Office (attn.: Mr Anirban Sarma)</b>   |
| <b>11.</b>                       | <b>PROJECT LOCATION</b>                              | <b>TM Office, Male'; Training workshop at an external venue; 1 session for university students at the Maldives National Univ.</b>  |
| <b>12.</b>                       | <b>PROJECT PREPARED BY</b>                           | <b>Ms Mariyam Shiuna<br/>Executive Director, Transparency Maldives (with UNESCO New Delhi Office, attn. Mr Anirban Sarma)</b>  |

## **B. PRESENTATION**

### **1. PROJECT JUSTIFICATION:**

The legislative framework to establish free media was initiated in the Maldives only in 2008, alongside the democratic reform movement, which saw the enactment of the new Constitution in 2008 and the country's first multiparty democratic elections take place. These political developments gave birth to a variety of private media outlets.

Currently there are 8 TV channels (VTV, TVM, DhiTV, SunTV, Raajje TV, Chanel One, Chanel 13, Jazeera TV); 10 online news websites (Minivan News, Miadhu News, SunOnline, Chanel News Maldives, Haveeru, Mikal News, Kattelhi News, Eydhafushi Times, Kulhudufushi Times, and Addu Online), 1 printed newspaper (Haveeru Daily) and 6 radio media (Radio Maldives, Capital Radio, SunFM, VillaFM, DhiFM and Minivan Radio) and some smaller outlets operating in the Maldives. Out of these, one TV channel, TVM and Radio Maldives are government owned and the rest of the media outlets are owned by private individuals. However, given the infancy of non-state media outlets and the legal structure that espouses the freedom of the media, there is much room for improving the capacity of the media and increasing their role in holding the government accountable.

Despite the growth in the numbers of the media outlets and improvements in the existing legal mechanisms, biased, unethical and unprofessional reporting is still evident. This is partly due to the lack of training opportunities, lack of freedom and the influence of politicians on media outlets. Moreover, this was due to the lack of laws that support media freedom.

The landmark Right to Information (RTI) Act, passed in January 2014, provides an instrumental legal mechanism for media to capitalize on and promote transparency and accountability of the government in the Maldives. However, to put this into effect, journalists need to be provided training and awareness on the RTI Law.

Transparency Maldives, the leading advocate for RTI in the Maldives, proposes to produce training materials for journalists; train 15-20 representatives of the Journalists Association, Media Council, Broadcasting Commission, Transparency Maldives and other support services (2 days); train 15-20 working journalists (2 days) ; and train the university journalism diploma students who are also part time working journalists (0,5 day) in the use of the RTI law. This training would be the first of its kind and is proposed at an opportune moment, given that the RTI law became effective in July 2014. The overall purpose is to sensitize and train journalists on the importance and use of RTI law, in an effort to build the capacity of journalists and support the effective implementation of RTI law in the Maldives.

The activities of this project are important in building the capacity of media personnel and journalists, as training opportunities for media workers and working journalists are ad hoc and limited. The Maldives National University (MNU) has introduced a course on journalism in an effort to address the capacity gap. Therefore, the current project also proposes to collaborate with the MNU (as mentioned in the previous paragraph).

It should be said that , now, that the RTI law has passed, future trainings should focus on using and applying the law by various user groups. The Transparency Maldives has not conducted training for the media and journalists specifically so it will be important that this particular training is designed with a focus on the media, hence the need for an experienced international expert.

No statistics are available but most of the working journalists in the Maldives are still male. However, Transparency Maldives is making an effort to reach both male and female participants for its activities.

## **2. DESCRIPTION OF THE TARGET GROUP:**

The primary target group of this project is 15-20 media workers as potential RTI resource persons (of the Journalists Association, Media Council and Broadcasting Commission, as well as Transparency Maldives personnel), 15-20 working journalists, and the journalism diploma students of the Maldives National University, many of whom are already part-time practicing journalists. At this stage, it is difficult to ascertain a gender breakdown of the target group as there is no information available on this but the project will be designed to reach both male and female journalists for its activities.

## **3. DEVELOPMENT OBJECTIVE**

This project will contribute to good governance and transparency by building the media's and journalistic capacities to use the Right to Information law for their reporting purposes.

## **4. IMMEDIATE OBJECTIVE:**

This project will provide knowledge and skills on the use of the Right to Information law for 15-20 media resource persons, 15-20 other media resource persons, and Maldives National University journalism students.

## **5. PROJECT OUTPUTS:**

- 15-20 journalists trained on the use of RTI law
- 15-20 resource persons working in media-related organizations (NGOs, Media Council, Broadcasting Commission) trained on RTI law
- Diploma journalism students of the Maldives National University trained on RTI law
- An informal support network/coalition of trained journalists established to promote the use of RTI Law

## **6. ACTIVITIES:**

- Adjust the work plan to IPDC funding decision
- Select and contract trainers
- Prepare media specific training materials including hand-outs, presentations and literature for the workshop

- Mobilise participants in the workshops through letters of invitations and meetings where required
- Conduct a two-day training for 15-20 media resource persons - on the right to information and how the media can use the RTI law in their work
- Conduct a two-day training workshop for 15-20 working journalists on the same, and
- Agree and create a coalition of these journalists to promote the use of RTI law
- Deliver half-day training for university students enrolled in the Diploma in Journalism course at Maldives National University to increase their awareness on RTI law and its use
- Interim and final reports to UNESCO and IPDC.

### 7. PROJECT INPUTS:

- 1 international expert/trainer to deliver the training sessions and prepare materials for the sessions
- 1 local trainer to support the international trainer, help contextualize the training materials and provide dual language delivery of sessions
- 1 venue for 4 days to hold the workshops
- Stationary for the workshop
- Equipment and resources available: Laptop, projector and coordination staff from TM
- UNESCO training manual for investigative journalists (<http://unesdoc.unesco.org/images/0019/001930/193078e.pdf>) and other similar professional resources.

### 8. WORK PLAN:

| ACTIVITIES / MONTHS  | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 |
|--|---|---|---|---|---|---|---|---|---|----|----|----|
| Adjust work plan to IPDC funding level, contract with UNESCO NDL | X |   |   |   |   |   |   |   |   |    |    |    |
| Select and contract trainers                                     |   | X |   |   |   |   |   |   |   |    |    |    |
| Develop training materials                                       |   | X | X |   |   |   |   |   |   |    |    |    |
| Mobilize participants  |   |   |   | X |   |   |   |   |   |    |    |    |
| Select and invite participants                                   |   |   |   | X | X |   |   |   |   |    |    |    |
| 2-day training / resource persons                                |   |   |   |   | X |   |   |   |   |    |    |    |
| 2 days training/ journalists                                     |   |   |   |   | X |   |   |   |   |    |    |    |
| 0,5 day training /journalism students                            |   |   |   |   | X |   |   |   |   |    |    |    |
| Reporting  |   |   |   | X |   | X |   |   |   |    |    |    |

## **9. INSTITUTIONAL FRAMEWORK:**

Founded in 2008, Transparency Maldives (TM) is the national contact of Transparency International (TI) in the Maldives. TM is a non-partisan organization that promotes collaboration, awareness and other initiatives to improve governance and eliminate corruption in the Maldives. Since its inception in 2008, TM has undertaken research, advocacy, outreach and awareness raising and trainings on a range of areas including electoral reform, right to information, freedom of association, migrant worker rights, climate finance integrity, youth leadership and local governance.

TM has a membership base of over 70 members from across the country, and is governed by a Board of Directors. A senior management team and a staff of 10 undertake the day-to-day operation of the organization.

Funding for the various programs of TM is obtained from a diverse donor base including USAID and UNDP to name a few. In 2013, TM undertook various large-scale projects including the largest domestic observation effort for the 3 rounds of the 2013 presidential elections, and the 2014 parliamentary elections. Between 2011-2013, TM took the lead in pushing for the passing of the RTI Act in the Maldives and organized a nationwide advocacy campaign on RTI, worked with Parliamentarians, the UNDP Maldives and the Attorney General's Office in drafting and reviewing the Act. As a result of TM's effort, in January 2014, the landmark Right to Information Act was passed in the Maldives.

## **10. SUSTAINABILITY:**

As the lead organization advocating for RTI and in delivering trainings in RTI in the Maldives, TM has already delivered RTI trainings for independent state bodies such as the Anti-Corruption Commission and the Local Government Authority as well as other stakeholders in 5 atolls of the Maldives. TM intends to use these experiences and the expertise within the organization to deliver further awareness trainings on RTI and increase public demand and use of RTI applications.

TM has already submitted funding proposals to carry further awareness raising for citizens, trainings for Information Officers commissioned under the RTI Act, and in supporting the newly formed Information Commission in drafting regulations to support the Act.

This project targeting journalists covers one of the target groups included in TMs planned larger initiatives to support the implementation of the RTI Act. By providing trainings to journalists as well as media bodies it will sensitize journalists on how to use the RTI law as part of their daily research and reporting; and increase media capacity as actors in increasing the transparency and accountability of state mechanisms.

## **11. FRAMEWORK OF MONITORING AND COMMUNICATION STRATEGY:**

The communication strategy designed for the project includes the use of various media such as social media and television for information dissemination and publicity. TM's existing strong relationship with media outlets will enable mobilization of participants for the trainings,

however, where participants are difficult to mobilize, mobilization meetings will be arranged in order to encourage participation.

The project will be monitored using three methods: weekly update meetings with project team; monthly reports to the oversight team at TM; and interim and final report submissions to IPDC via UNESCO New Delhi. Project evaluation will be undertaken using participant feedback forms, and through feedback sessions with staff, and trainer(s).

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

TM conducted a media monitoring study in 2011 to assess the performance and capacity of media outlets in the Maldives. This study concluded with recommendations to provide capacity building for journalists to improve quality of reporting and objectivity.

The training needs of media, particularly on the RTI law, were also identified through TM's role in advocating for the RTI Act and in supporting its implementation. Journalists were identified as one of the key stakeholder groups in ensuring the effective implementation of the RTI law.

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

A final narrative report will be submitted to the UNESCO Field Office at the end of the project. The final narrative report will provide an assessment of the impact of the project and the extent to which the immediate objective was achieved. The report will be submitted by Program Manager, Mohamed Thoriq Hamid.

### **C. ADDITIONAL INFORMATION**

TM has not received any IPDC support in the past.

### **D. BUDGET**

#### **BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)**

|  |      |
|--|------|
| International trainer fee, 5 days x \$250                            | 1250 |
| International trainer, DSA (75%), 6 days x \$192                     | 1152 |
| International trainer, travel  | 900  |
| Local trainer, fee x 5 days x \$150                                  | 750  |
| Adjust training materials for Maldives, 5 days x \$250               | 1250 |
| Workshop venue, 4 days x \$200                                       | 800  |
| Workshop catering, 4 days x 20 participants + 1 local trainer x \$15 | 1260 |
| Training material translation and printing                           | 445  |
| Workshop advertising for 3 days                                      | 295  |
| Workshop stationary costs  | 120  |

|  |                  |
|--|------------------|
| Local travel for 4 participants from outside Male' (4 pax x \$200)             | 800              |
| Per diem for participants from outside Male', 4 pax x 2 days x \$24            | 192              |
| Accommodation for 4 participants from outside Male' (4 pax x 2 days x \$49,50) | 396              |
| <b>Total IPDC</b>  | <b>US\$ 9600</b> |

| <b>BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION<br/>(in US dollars)</b> |                   |
|---|-------------------|
| Office cost 3 months  | 1500              |
| Staff costs (3 months)  | 4500              |
| Communication costs (3 months)  | 300               |
| Contingences  | 1000              |
| Project reporting   | 300               |
|   |                   |
| <b>Total TM</b>   | <b>US\$ 7400</b>  |
| <b>TOTAL</b>  | <b>US\$17,000</b> |



## SRI LANKA

| <b>A. PROJECT IDENTIFICATION</b> |  |   |
|----------------------------------|--|---|
| <b>1.</b>                        | <b>PROJECT TITLE</b>                                 | <b>BUILDING CAPACITIES OF MEDIA TO INVESTIGATE POVERTY IN SRI LANKA</b>   |
| <b>2.</b>                        | <b>NUMBER</b>  | <b>IPDC/59 LK/01</b>  |
| <b>3.</b>                        | <b>MEDIA DEVELOPMENT INDICATORS' CATEGORY</b>        | <b>Category 3: Media as platform for democratic discourse</b>   |
| <b>4.</b>                        | <b>IPDC PRIORITY AREA</b>                            | <b>Capacity development</b>   |
| <b>5.</b>                        | <b>SCOPE<br/>(NATIONAL, REGIONAL, INTERREGIONAL)</b> | <b>National</b>   |
| <b>6.</b>                        | <b>TYPE OF ASSISTANCE REQUESTED</b>                  | <b>Training support</b>   |
| <b>7.</b>                        | <b>TOTAL COST OF PROJECT</b>                         | <b>US\$ 27,000</b>  |
| <b>8.</b>                        | <b>AMOUNT REQUESTED FROM IPDC</b>                    | <b>US\$ 18,500</b>  |
| <b>9.</b>                        | <b>BENEFICIARY BODY</b>                              | <b>CENTER FOR POVERTY ANALYSIS, CEPA<br/>29, Gregory's Rd, Colombo 7.<br/><a href="mailto:udan@cepa.lk">udan@cepa.lk</a> . <a href="mailto:info@cepa.lk">info@cepa.lk</a><br/>Tel: 011 4690202 (direct) 0094 11 2676955-8<br/>(general) ; Fax: 0094 11 2676959<br/>Attn: Dr Udan Fernando, Team Leader,<br/>Communications and Policy Programme</b> |
| <b>10.</b>                       | <b>IMPLEMENTING OFFICE</b>                           | <b>UNESCO New Delhi Office attn: Mr Anirban Sarma (<a href="mailto:a.sarma@unesco.org">a.sarma@unesco.org</a>)</b>  |
| <b>11.</b>                       | <b>PROJECT LOCATION</b>                              | <b>COLOMBO AND DISTRICTS</b>  |
| <b>12.</b>                       | <b>PROJECT PREPARED BY</b>                           | <b>Dr. Udan Fernando, <a href="mailto:udan@cepa.lk">udan@cepa.lk</a>, CEPA Team Leader, Communications and Policy Programme, with UNESCO New Delhi Office (attn.: Mr Anirban Sarma, <a href="mailto:a.sarma@unesco.org">a.sarma@unesco.org</a>)</b>   |

## **1. PROJECT JUSTIFICATION:**

Sri Lankan media comprise all types of electronic and print media in Sinhala, Tamil and English owned by the state and private institutes. While the government media is politically inclined towards the incumbent government, the private media is not completely independent either. Press freedom is a major concern in Sri Lanka. Those media institutes that are not supporting the government line have come under various forms of intimidation and threats. Due to the limited circulation, the newspapers are heavily dependent on income from advertisements. This leaves very little space for thorough investigative journalism largely due to financial constraints.

As for training, Sri Lanka Press Institute and Jaffna Media Resource and Training Centre offer diploma courses in journalism, and the Colombo University offers a 1-year diploma course for working journalists. Some other universities offer training in mass communications. There are very few, if any, training opportunities for journalists on reporting specialized issues.

Poverty is still a crucial issue in Sri Lanka. However, the media institutes lack the capacity to look poverty from beyond a purely economic perspective. Poverty must be understood from a multidimensional standpoint which entails considering aspects such as capabilities, private and social assets, leisure, empowerment or attainment of social participation and security. Such an understanding on poverty treats democracy, good governance, rule of law, freedom of expression and media freedom as prerequisites for people to realise their capabilities.

In addition to the limited understanding of poverty, media institutes allocate little or no budget for research-oriented investigative journalistic assignments mainly due to financial constraints. The enthusiasm for investigative journalism with meticulous research done in the field by young and energetic journalists is dampened as a result. Reportages that get written/produced are largely based on the limited and second hand information that is channelled to journalists.

The majority of Sinhala and Tamil journalists who ever receive an opportunity for field-based investigative journalistic assignments are men. Female journalists receive little or no opportunity to engage in such assignments in the Sinhala and Tamil media, therefore, reportages represent largely a male perspective.

This project intends to equip 15 working journalists (each affiliated with a different media outlet) with conceptual understanding of multidimensional poverty and to provide them with expert guidance on identification on pertinent under reported aspects, and how to investigate them in an evidence based manner.

Also the project will provide logistical support for these journalists to travel to geographical locations with pockets of poverty and to produce investigative feature articles and documentaries to enrich the national discourse on poverty alleviation. These articles to be published by the respective media outlets will be edited and published as a separate volume to use as resource material in eventual journalistic training programmes by CEPA and other journalism training institutes.

When selecting the participating journalists, the project will ensure a good gender balance and fair representation of journalists working in the Sinhala, Tamil and English languages. The journalists will be drawn from print, electronic (TV/Radio) and online media institutions.

## **2. DESCRIPTION OF THE TARGET GROUP:**

The direct beneficiaries of this project will be 15 journalists coming from 15 different media outlets (9 print media, 3 online media, 3 electronic media institutes -1 TV and 2 radio- with a balance of Sinhala, Tamil and English media and males and females).

## **3. DEVELOPMENT OBJECTIVE:**

The project will enhance the public trust in the media as a platform of democratic discourse by increasing and improving the media reports on issues of real concern to people.

## **4. IMMEDIATE OBJECTIVE:**

The project will equip at least 15 journalists (9 print, 3 online, 3 electronic media outlets) with investigative skills and knowledge needed to identify multidimensional - hidden and unreported - poverty issues and report them in evidence based manner.

## **5. PROJECT OUTPUTS:**

- A Manual for Journalists on Understanding Multidimensional Poverty in Sri Lanka available for participants in the current project and for wider use in capacity-building of journalists.
- 15 journalists (9 print, 3 online, 3 electronic media) capable of improved reporting on multidimensional poverty issues manifested in different locations and among groups.
- Informal network formed between the 15 journalists / participants in this project and 5 experts (senior reporters, media educators, and researchers) supporting this project, in order to encourage sustained reporting on multidimensional poverty in Sri Lanka.
- At least 15 well-researched investigative reportages on multidimensional and hidden forms of poverty produced and published in news media.
- A publication including some 15 reportages on multi-dimensional poverty to enrich the discourse on poverty and development, and for further media training purposes.
- The (existing) portal on poverty continuously maintained and updated with relevant materials, enhanced with the Manual for journalists and the publication mentioned above, and available for use by the 15 media practitioners / participants in this project, and for other media workers

## **6. ACTIVITIES:**

- CEPA will adjust the project work plan to IPDC funding level.
- CEPA and two journalist experts will compile a Manual for Journalists on Understanding Multi-dimensional Poverty in Sri Lanka for the project purposes, and for wider use by the media.
- CEPA will call for nominations for participants (bursaries) in the project and receive nominations from the Sri Lankan Sinhala, Tamil and English media outlets.
- CEPA and FMM will compose a 5-member expert panel comprising senior journalists, educators and researchers to select the participants (bursaries) in this project and approve their individual assignment plans to report on poverty.
- Expert panel and the 15 media practitioners / participants in this project will form an informal professional support and exchange network on reporting poverty issues.
- CEPA and two experts from the panel will conduct a 1-day orientation to the Manual for the 15 media practitioners / participants in this project in Colombo ; and

- The expert panel will provide face-to-face and online mentoring, advice and feedback to the participants for their assignments, on analyzing multidimensional poverty issues and investigating them.
- Participants will generate at least 15 well investigated reportages on multidimensional and hidden forms of poverty, guided by the expert panel.
- Participants will broadcast / publish their final reportages in their respective Sinhala, Tamil and English media outlets.
- CEPA and two journalist members of the expert panel will compile the reportages into a publication and print 400 copies for wider distribution and for subsequent capacity-building purposes by media training institutes, universities and other.
- CEPA will upload the Manual and the publication on the existing CEPA portal on poverty, maintain the portal up-to-date and continue popularizing it among the media workers, while monitoring on longer-term on poverty reporting by the Sri Lankan media.
- Quarterly and final reports on the project and as may be required by UNESCO.

### **7. PROJECT INPUTS:**

- CEPA's expertise, curricula and analytical materials for the Manual for Journalists on Understanding Multidimensional Poverty, and for the expert panel.
- Free Media Movement (FMM). i.e. the Sri Lanka Chapter of the South Asian Free Media Movement expertise on independent and pluralistic journalism training and mentoring, for the expert panel.
- The face-to-face and online guidance, mentoring and feedback by the 5-member expert panel (consisting of CEPA research staff and senior media professionals) to the participants on multidimensional poverty issues they shall be investigating and respective investigative skills.
- Logistical support (travel, accommodation and a small honorarium) to the participants to travel to the specific locations in the country included in their work plans and to allow them to investigate the subject and dialogue with the expert panel members.

### **8. WORK PLAN:**

Project implementation period is 16 months.

| <b>ACTIVITIES / MONTHS</b>        | <b>1</b> | <b>2</b> | <b>3</b> | <b>4</b> | <b>5</b> | <b>6</b> | <b>7</b> | <b>8</b> | <b>9</b> | <b>10</b> | <b>11</b> | <b>12</b> | <b>13</b> | <b>14</b> | <b>15</b> | <b>16</b> |
|-----------------------------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Adjust work plan to funding level |          |          |          |          |          |          |          |          |          |           |           |           |           |           |           |           |
| Manual making                     |          |          |          |          |          |          |          |          |          |           |           |           |           |           |           |           |
| Announce, select                  |          |          |          |          |          |          |          |          |          |           |           |           |           |           |           |           |
| Compose expert panel              |          |          |          |          |          |          |          |          |          |           |           |           |           |           |           |           |
| Networking                        |          |          |          |          |          |          |          |          |          |           |           |           |           |           |           |           |
| 1-d orientation                   |          |          |          |          |          |          |          |          |          |           |           |           |           |           |           |           |
| Expert mentoring                  |          |          |          |          |          |          |          |          |          |           |           |           |           |           |           |           |
| Assignments                       |          |          |          |          |          |          |          |          |          |           |           |           |           |           |           |           |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|
| Publish, telecast, broadcast           |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Publication                            |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Maintain portal, popularize, follow-up |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Report                                 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |

**9. INSTITUTIONAL FRAMEWORK:**

The project will be implemented by CEPA ([www.cepa.lk](http://www.cepa.lk)) in close cooperation with the Free Media Movement (<http://freemediasrilanka.wordpress.com>) which is the Sri Lankan Chapter of the South Asia Free Media Movement. The Centre for Poverty Analysis (CEPA) is an independent, Sri Lankan think-tank promoting a better understanding of poverty related issues in Sri Lanka. Established in May 2001, CEPA is registered as a non-profit company under the Companies Act 17 of 1982, Section 21. CEPA collaborates with a variety of media institutes including the Free Media Movement, an independent organization of several print and electronic media institutes as well as freelance journalists, ensuring a conducive environment for media and freedom of expression, and an old UNESCO FO partner. FMM is a long term UNESCO partner in freedom of expression issues.

**10. SUSTAINABILITY:**

The project will be carried out by CEPA and FMM in collaboration with 15 media outlets. Many of them are established institutions. Ravaya (an established Sinhala weekly newspaper which still maintains an edge on being an alternative media outlet), Young Asia Television (YATV) and the Department of Communication, University of Kelaniya will form the Expert Panel for the project to select and mentor the participants. CEPA is equipped with a competent project administration and finance team which has collaborated with bilateral, multilateral donor agencies.

**11. FRAMEWORK OF MONITORING AND COMMUNICATION STRATEGY:**

CEPA's Communication and Policy (CAP) team, with five dedicated staff, will take the responsibility of day to day monitoring of the project. CEPA's corporate website, the Poverty Portal and Reimagining Development Website as well as other social media platforms such as facebook, Twitter and Youtube will be used for the necessary communications of the project.

**12. EVALUATIONS CARRIED OUT:**

CEPA has past experience in conducting similar capacity building modules for media professionals. CEPA carried out a capacity building module for the regional correspondents of Young Asia Television, a private, not-for-profit enterprise, on broadening their understanding on development. Feedback received during these training events justify the need to provide well targeted and managed bursaries to selected media professionals to produce comprehensive reportage on multi-dimensional poverty.

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

CEPA will provide quarterly implementation reports to UNESCO New Delhi Office. The feature articles produced under this project will acknowledge the IPDC support. CEPA's Communication and Policy

team, with five dedicated staff, will take the responsibility of day to day monitoring the project as well as reporting.

### C. ADDITIONAL INFORMATION

CEPA and FMM assess constantly the media development needs in Sri Lanka.

### D. BUDGET

#### BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)

|  |                    |
|--|--------------------|
|  |                    |
| Compilation of the Manual on Multidimensional Poverty for Journalists :<br>2 journalistic experts (other than CEPA) * 2,5 days * \$100   | 500                |
| Printing the Manual  | 500                |
| Screening of bursary proposals and selection of the participants in the project by an expert panel : 5 experts * 1 day x* \$100  | 500                |
| Bursary scheme (to cover travel, food & lodging and research costs): 12 journalists / print and online media (on average) x \$600 = \$7,200 ; 1 journalist/ TV channel x \$1,400 ; 2 journalists / radio stations x \$1,000 =\$2,000 | 10,600             |
| Orientation training on the Manual and on individual work plans: 2 journalistic experts (other than CEPA) * \$100  | 200                |
| Mentoring, guidance and feedback by the expert panel during the assignments:<br>5 experts * 3 (paid) days * \$100  | 1,500              |
| Compilation and editing of a publication with 12 online and print media articles with an analysis and foreword by two co-editors from the expert panel: 2 co-editors x 11 days x \$100 =\$2,200                                      | 2,200              |
| Publication: layout and print 400 copies   | 1,300              |
| Publication : launch event and dissemination   | 1,200              |
| <b>Total IPDC</b>  | <b>US\$ 18,500</b> |

#### BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION

(in US dollars)

|  |                   |
|--|-------------------|
| Project coordination and implementation  | 3,000             |
| Seminar venues, food & refreshments and in house facilities                            | 2,000             |
| Maintenance and update of the Poverty Portal to be accessed by the media professionals | 1,500             |
| CEPA research staff for compiling the Manual and deliver of the Training               | 2,000             |
| <b>Total, beneficiary agency</b>   | <b>US\$ 8,500</b> |
| <b>TOTAL</b>   | <b>US\$27,000</b> |

**PART IV**

**LATIN AMERICA AND THE CARIBBEAN**

## BRAZIL

| <b>A. PROJECT IDENTIFICATION</b> |  |  |
|----------------------------------|--|--|
| <b>1.</b>                        | <b>PROJECT TITLE</b>                             | <b>A GENDER LOOK INTO THE BRAZILIAN MEDIA ENVIRONMENT</b>  |
| <b>2.</b>                        | <b>NUMBER</b>                                    | <b>IPDC/59 BR/01</b>   |
| <b>3.</b>                        | <b>MEDIA DEVELOPMENT INDICATORS' CATEGORY</b>    | <b>Category 3: Media as a platform for democratic discourse</b>  |
| <b>4.</b>                        | <b>IPDC PRIORITY AREA</b>                        | <b>Promotion of freedom of expression, press freedom, pluralism and independence (particularly pluralism, given the focus on the gender dimension)</b> |
| <b>5.</b>                        | <b>SCOPE (NATIONAL, REGIONAL, INTERREGIONAL)</b> | <b>NATIONAL</b>  |
| <b>6.</b>                        | <b>TYPE OF ASSISTANCE REQUESTED</b>              | <b>Support for the application of the Gender-Sensitive Media Indicators</b>  |
| <b>7.</b>                        | <b>TOTAL COST OF PROJECT</b>                     | <b>USD 40,280.00</b>   |
| <b>8.</b>                        | <b>AMOUNT REQUESTED FROM IPDC</b>                | <b>USD 28,400.00</b>   |
| <b>9.</b>                        | <b>BENEFICIARY BODY</b>                          | <b>ARTICLE 19 BRAZIL</b>   |
| <b>10.</b>                       | <b>IMPLEMENTING OFFICE</b>                       | <b>BRASILIA</b>  |
| <b>11.</b>                       | <b>PROJECT LOCATION</b>                          | <b>BRAZIL</b>  |
| <b>12.</b>                       | <b>PROJECT PREPARED BY</b>                       | <b>ARTICLE 19 BRAZIL<br/>PAULA MARTINS<br/>Brazil Director</b>   |



## B. PRESENTATION

### 1. PROJECT JUSTIFICATION:

Women's voices are essential to the development of societies. In order to strengthen women's voices, women have to be present in making the news and entertainment. Gender equality within media organizations have to be fostered and supported proactively. Balanced gender portrayal in media content is also crucial, to ensure stereotypes are not reinforced. Finally, women media workers have to be safe from gender specific violence to carry on their work.

Unfortunately, there is virtually no data available about the presence of women in media organizations in Brazil; regional studies, however, show that *“(i)n terms of ratios of men to women, there is a pervasive pattern of women's under-representation across the region”*<sup>9</sup>. A study published by the Brazilian Federation of Journalists in 2013<sup>10</sup>, indicated that women finally reached half of the Brazilian market for registered journalists<sup>11</sup>. However, the study also points out that women earn less than men<sup>12</sup>. According to Professor Samuel Lima, of the University of Brasilia, women are also less present in directive roles<sup>13</sup>.

Media observatories dedicated to study the portrayal of women by Brazilian media affirm that the poor presence of women in leading / decision-making posts has led to a situation where women's issues, concerns and roles are underrepresented or misrepresented in the news and in entertainment<sup>14</sup>. Brazilian researcher Rachel Moreno states in her book<sup>15</sup> on the topic that although women's presence in TV is abundant, they are always shown in a similar manner - it is common the reproduction of stereotypes and prejudice, in addition to the subtle imposition of unattainable beauty models. The psychologist and director of the NGO Women's Observatory concludes that, in this context, women become invisible to show their intelligence, their demands and their battles.

In a country where 30,625 reported cases of violence against women were registered between January and June 2014<sup>16</sup>, it is crucial that women's battles and demands are recognized and supported. In a recent interview, the federal government's Deputy Secretary for Facing Violence against Women affirmed that *“the media has great responsibility for the cases of violence against women, especially for disseminating the idea that the female body is an object that can be subject to men's pleasure”*<sup>17</sup>.

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<sup>9</sup> International Women's Media Foundation, Global Report on the Status of Women in News Media.

<sup>10</sup> The Brazilian Journalist study is available on line at [http://www.fenaj.org.br/reinstitu/pesquisa\\_perfil\\_jornalista\\_brasileiro.pdf](http://www.fenaj.org.br/reinstitu/pesquisa_perfil_jornalista_brasileiro.pdf).

<sup>11</sup> The study refers only to journalists who are registered with the Federation as professional journalists and present a diploma in the area.

<sup>12</sup> See FENAJ's article highlighting some of the report conclusions at <http://www.fenaj.org.br/materia.php?id=3820>.

<sup>13</sup> Interview to ACritica, available at [http://acritica.uol.com.br/noticias/manaus-amazonas-amazonia-pesquisa-mulheres-jornalistas-Brasil\\_0\\_895710446.html](http://acritica.uol.com.br/noticias/manaus-amazonas-amazonia-pesquisa-mulheres-jornalistas-Brasil_0_895710446.html).

<sup>14</sup> See, for example, information published by Patricia Galvao Institute at [www.agenciapatriciagalvao.org.br](http://www.agenciapatriciagalvao.org.br).

<sup>15</sup> A Imagem da Mulher na Midia, Ed. Publisher Brasil, 2013.

<sup>16</sup> Article based on the numbers disclosed by the Federal Government relating to the Ligue180 service, *Dados Nacionais sobre Violencia contra as Mulheres, Compromisso e Atitude*, available at <http://www.compromissoeatitude.org.br/sobre/dados-nacionais-sobre-violencia-contra-a-mulher/>.

<sup>17</sup> *“Midia tem responsabilidade”, diz Secretaria de Políticas para Mulheres*, Rede Brasil Atual, November 2014, article available at <http://www.redebrasilatual.com.br/cidadania/2014/11/midia-tem-responsabilidade-na-violencia-de-genero-diz-secretaria-de-politicas-para-mulher-568.html>.

Information is also non-existent about specific violence faced by women journalists in the country, although reports demonstrate that Brazil is an area of significant risk for media workers in general<sup>18</sup>. The Commission to Protect Journalists has ranked Brazil among the 20's deadliest countries for journalists in the world<sup>19</sup>. Women do not appear as the main victims of serious violations such as murders and murder attempts and threats<sup>20</sup>; however, existing studies do not look into other types of physical and psychological intimidation inside and outside the workspace that could particularly victimize women, such as sexual harassment or gender discrimination.

There is a clear intersection between women's empowerment and media development. If the media are to accomplish their democratic potential then they should reflect diversity in society. As highlighted by UNESCO, media and new technology are a part of culture and society. In countries of high media density, there is no aspect of society on which media have not had an impact, albeit to varying degrees. The Beijing Declaration and Program for Action emphasizes the key role of media to promote gender equality in all spheres. 2015 will mark the 20<sup>th</sup> anniversary of this Declaration, so the timing of this project would be particularly fitting to give visibility to the issues addressed.

The media development sector in Brazil, as most other sectors, needs to move further to bring about gender integration. However, scarce - if any - information is available in Brazil today about the specific challenges and opportunities for women in the media, as highlighted above. Therefore the need and opportunity of this proposal. Only by providing a clear diagnostic of the situation in Brazil, policy makers and media sector decision makers can adopt measures to ensure greater gender integration in all forms of media, empowering women in and through media.

## **2. DESCRIPTION OF THE TARGET GROUP:**

Women media workers will particularly benefit from the project's conclusions concerning gender equality in the media sector. Our goal is to improve their work environment and their professional opportunities.

Women in general will indirectly benefit from measures taken to address overall project conclusions; for example, by improving women's presence in decision-making posts at media organizations, we also aim at addressing inadequate gender portrayal in the media.

Empowerment of women will also result in improved standards of equality to foster development strategies that are gender sensitive beyond the media sector.

## **3. DEVELOPMENT OBJECTIVE:**

Empowerment of women by ensuring gender integration in the media sector.

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<sup>18</sup> According to ARTIGO 19's monitoring, 16 journalists and human rights defenders were killed for speaking out in 2012. 7 of those were journalists and 9 were human rights defenders. We investigated 82 cases in which media workers and human rights defenders were the victims of violence that year. In 2013, journalists suffered 15 death threats, 2 abductions, 8 murder attempts and four killings, a total of 29 violations. Human rights defenders suffered eight killings, one murder attempt and seven death threats, a total of 16 violations. Six of the eight killings of human rights defenders clearly appeared to be a response to the victims having spoken out against various illegal acts to do with land disputes.

<sup>19</sup> Data available at <https://cpj.org/killed/>.

<sup>20</sup> For more information, see [www.artigo19.org/violacoes](http://www.artigo19.org/violacoes).

#### **4. IMMEDIATE OBJECTIVE:**

Carry out a pilot study in order to collect baseline information about actions to foster gender equality within media organizations in Brazil. The project aims at the application of indicators under Category A of UNESCO's Gender Sensitive Indicators for Media (GSIM) (mainly those set for media organizations as the user group and those under subsection A.3) to identify the specific challenges women media workers face in their work environments.

For the pilot study, the application of Category A indicators will cover Brazil's 2 largest public TVs (TV Brasil and TV Cultura), 2 largest private TVs (TV Globo and TV Record, in terms of audience) and 2 largest newspapers (Folha de Sao Paulo and O Globo), in addition to the National Federation of Journalists (FENAJ), the Brazilian Association of Newspapers (ANJ) and the Brazilian Association of Broadcasters (ABERT). ARTIGO 19 plans to address Category B and expand application of Category A indicators in future projects.

#### **5. PROJECT OUTPUTS:**

- 1 standard questionnaire adapted to the Brazilian context to apply Category A indicators;
- 1 consultation with women's and freedom of expression activists, women's journalists and academics to review preliminary results and debate possible recommendations;
- 1 report containing the results of the pilot application of the GSIM in Brazil and recommendations to media organizations, leaders of professional / sector associations and unions and policy makers;
- At least 5 face-to-face advocacy meetings;
- 1 roundtable with media representatives to present final conclusions and recommendations.

#### **6. ACTIVITIES:**

- Preparation of a questionnaire based on the GSIM and adapted to the Brazilian context, with the support of a gender expert;
- Application of the GSIM questionnaire to the 9 media organizations, union and associations mentioned in the previous section<sup>21</sup> through researcher visits, on line application of questionnaire and one-on-one interviews;
- Review and assessment of documents such as internal policies of media organizations, collective agreements, voting records, any audit reports and sex-disaggregated data available for wages, promotions, etc. (20 participants);
- Organization of 1 consultation with journalists, academics and activists in the form of a workshop to present and discuss the results collected through the questionnaires, interviews and document review, and identification of possible recommendations;
- Preparation and publication of a final project report containing project results and detailed recommendations to media organizations, unions and media associations;
- Face-to-face advocacy meetings to share study conclusions and recommendations with managers and editors of media organizations and directors / leaders of unions and media associations;
- Organization of a roundtable with media representatives to present project recommendations and discuss possible follow-up measures (10 to 20 participants).

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<sup>21</sup> 2 largest public TVs (TV Brasil and TV Cultura), 2 largest private TVs (TV Globo and TV Record, in terms of audience) and 2 largest newspapers (Folha de Sao Paulo and O Globo), in addition to the National Federation of Journalists (FENAJ), the Brazilian Association of Newspapers (ANJ) and the Brazilian Association of Broadcasters (ABERT).

## 7. PROJECT INPUTS:

- 1 gender issues expert;
- 1 full time researcher;
- 12 tickets for participants to be invited to the consultation and roundtable (to participants from other cities who cannot cover their expenses);
- Formatting, design and printing of the final report;
- Rent of venue for the roundtable;
- Communication services;
- Finance services;
- M&E services;
- Overall project supervision.

## 8. WORK PLAN:

| ACTIVITIES / MONTHS                          | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 |
|--|---|---|---|---|---|---|---|---|---|----|----|----|
| Preparation of Questionnaire                 | X | X |   |   |   |   |   |   |   |    |    |    |
| Application of questionnaires and interviews |   |   | X | X | X | X | X | X |   |    |    |    |
| Consultation                                 |   |   |   |   |   |   |   |   | X |    |    |    |
| Publication of final report                  |   |   |   |   |   |   |   |   |   |    | X  | X  |
| Launching of online portal                   |   |   |   |   |   |   |   |   |   |    | X  | X  |

## 9. INSTITUTIONAL FRAMEWORK:

ARTIGO 19 Brasil will be responsible for hiring the researcher and for the oversight of the project implementation. Finance and administrative services will be provided through the Sao Paulo office of the organization. Communications and other resources for execution of project activities will be provided by local staff.

ARTIGO 19 Brasil is a local non-profit organized according to Brazilian laws, with an all-Brazilian staff and a national Board. Priorities and strategic plans are designed locally, according to our assessment and knowledge of the Brazilian context. However, ARTIGO 19 is a member of the family of organizations that constitute ARTICLE 19 International. In that sense, although retaining autonomy and independence, ARTIGO 19 enjoys the experience of a leading international organization that has been protecting and promoting freedom of expression and information around the globe for more than 25 years. We currently have seven regional offices and share our ideas, successes and lessons learned among this diverse international staff.

ARTICLE 19 has worked with governments, NGOs and international bodies to effect positive changes for freedom of expression and information. ARTICLE 19 International has successfully managed a 2006 project “Time for Change: Promoting and Protecting Access to Information and Reproductive and Sexual Health Rights in Peru” and are currently focused on reducing violence against female journalists in Bangladesh and Mexico. ARTIGO 19 Brasil has worked for over seven years to encourage improved respect for freedom of expression and information in Brazil, through advocacy, capacity building, research and litigation. We annually publish a report on violations to freedom of expression in Brazil

and have recently launched a dedicated website to provide updated information about cases<sup>22</sup>. This project could provide important information to complement work already carried out by ARTIGO 19 Brasil, adding a gender perspective to our reports and possibly introducing new aspects to our monitoring and documentation methodology. We have taken part of important discussions concerning media development in the country, including through participation in events of the Women and Media coalition. We have established strong partnerships with leading women's rights organizations such as CLADEM, Themis and Patricia Galvao Institute, with which we currently carry out a project to promote increased access to information about violence against women in Brazil.

UNESCO's Brasilia staff will be consulted and involved in all steps of planning and execution of project activities. UNESCO will provide its expertise during the research, especially sharing with the implementing organization lessons learned from the application of the GSIM in other countries / regions.

## **10. SUSTAINABILITY:**

Project results will be presented to media sector and policy decision makers. The results will be especially important to guide self-regulation schemes and pro-active gender integration programs to be carried out by media outlets, media organizations and unions. The project conclusions will also be presented to the authorities in charge of putting in place a public policy on safety of media workers, currently under construction by the Human Rights Secretariat, and to the Secretariat for Women's Rights.

The communication strategy described below will ensure dissemination of project conclusions and recommendations, allowing for further impact beyond project activities and after the project's period of implementation. All these measures will ensure that the project will have results even after the completion of its activities and that project's conclusions will be incorporated to long term plans, projects and programs to address gender inequality in the media, allowing for a more balanced and sustainable media development in the country.

## **11. FRAMEWORK OF MONITORING AND COMMUNICATION STRATEGY:**

*Communication strategy* (in order to give publicity to the project results and allow multiple uses of its products):

- Bulletins giving visibility to project concerns and results will be prepared periodically. Special dates will be given consideration, especially the International Women's Day (8 March) (Women Make the News Initiative) and the World Press Freedom Day (3 May). Bulletins will also link to activities commemorating the 20<sup>th</sup> anniversary of the Beijing Declaration.
- News about the project will be inserted into ARTICLE 19's national and international websites and possibly also into UNESCO's Brasilia page and the webpage of UNESCO's Communication and Information Sector. ;
- ARTIGO 19 will seek to collect inputs and share results of the project through the Global Alliance on Media and Gender;
- Contact with key media outlets to publicize the launching of the report and portal;
- Social media strategy to publicize project results.

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<sup>22</sup> See [www.artigo19.org/violacoes](http://www.artigo19.org/violacoes).

### *Monitoring:*

- the in-person consultation will serve as an evaluation tool to assess the results of the application of the questionnaires and initial interviews;
- evaluation questionnaires will be distributed to the participants of the consultation;
- interim and final reports will be submitted to UNESCO staff in Brasilia;
- feedback forms will also be made available in ARTIGO 19's website to collect impressions and comments from visitors / readers.

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

ARTIGO 19 Brasil has taken part in a couple of workshops and seminars by the *Mulher and Midia* collective. During these meetings, women's activists have pointed out year after year the need for improved gender equality in the media (<http://www.observatoriodegenero.gov.br/menu/noticias/vi-edicao-do-seminario-a-mulher-e-a-midia-comeca-dia-06/>). The same concerns have been stressed during seminars organized by the radio workers federation ([http://www.fitert.org.br/Store/Jornais/Caderno\\_relatorio\\_genero\\_baixa.pdf](http://www.fitert.org.br/Store/Jornais/Caderno_relatorio_genero_baixa.pdf)). Concerns about the role of the media in relation to gender issues have also appeared repeatedly in important fora organized between government and civil society to discuss public policies (for planning purposes) known as the "national conferences" (see more on the recommendations from the National Conference on Communications at <http://www.mc.gov.br/acessoainformacao/servico-de-informacoes-ao-cidadao-sic/respostas-a-pedidos-de-informacao/25143-dados-sobre-a-1-conferencia-nacional-de-comunicacao-confecom-realizada-em-2009> and a selection of those recommendations on women and the media at <http://agenciapatriagalvao.org.br/wp-content/uploads/2009/11/mm6sistematizacaoconfecom.pdf>; for more on the National Women's Conference see <http://www.observatoriodegenero.gov.br/menu/noticias/resolucoes-definidas-na-3a-conferencia-nacional-de-politicas-para-as-mulheres-foram-aprovadas-pelo-conselho-nacional-dos-direitos-da-mulher>). Women's organizations and authorities, therefore, will most probably be open and receptive to this project, since these same actors have repeatedly highlighted the needs it aims to address.

Partners have recognized ARTIGO 19's role in introducing a gender perspective to freedom of expression and information in Brazil by actively taking part in our activities and partnering with ARTIGO 19 in related initiatives. For example, in 2010, 8 leading women's rights organizations have answered an ARTIGO 19 questionnaire, which aimed at identifying their key concerns in relation to information gaps affecting women in Brazil. They have also participated in a roundtable organized by ARTIGO 19 and women's rights organization Themis ([www.themis.org.br](http://www.themis.org.br)) to discuss priorities in the area (<http://artigo19.org/wp-content/uploads/2012/03/Pedidos-de-Info-sobre-Violencia-contra-Mulher-1-1.pdf>). During 2013 – 2014, a baseline study and a consultation on access to information and women's rights was carried out by ARTIGO 19 with the support of NGO Criola ([www.criola.org.br](http://www.criola.org.br)), funded by Open Society Foundations. These activities have been positively evaluated by partner, participants and funder; due to such positive feedback, a new project was approved and is currently underway. During 2014, a new workshop was organized by ARTIGO 19 with the participation of leading academics and activists (see also <http://artigo19.org/blog/artigo-19-participa-de-debates-sobre-violencia-contra-a-mulher/> and <http://artigo19.org/blog/mais-informacoes-sobre-a-violencia-contra-a-mulher/>;

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

ARTIGO 19 Brasil undertakes to report on project progress on a four-month basis to the UNESCO Brasilia Office and submit a comprehensive final report describing the extent to which the immediate objective of the project was achieved.

Paula Martins, ARTIGO 19 Brasil's Director, will be in charge of preparing and submitting such reports ([paula@article19.org](mailto:paula@article19.org)).

#### **C. ADDITIONAL INFORMATION**

UNESCO and ARTIGO 19 Brasil organized in 2010 a joint roundtable on media development covering issues such as media concentration, regulatory schemes, content issues, among others. The roundtable also counted with support from the Konrad Adenauer Foundation.

ARTIGO 19 Brasil has also supported important initiatives by UNESCO in Brazil, such as: the application of the Media Development Indicators (we took part in meetings, roundtables and provided comments to the final report prepared by partner NGO Intervozes); collaboration and dissemination of the studies prepared by consultants Eve Solomon, Toby Mendel and Andrew Puddephat on self regulation and media development; and dissemination of the partnership with Ford Foundation and the Brazilian Supreme Court on freedom of expression and the Judiciary.

ARTIGO 19 Brasil and UNESCO Brasilia staff have also informally collaborated in important actions and activities, such as advocacy for the adoption of the Brazilian Freedom of Information Act and the adoption and maintenance of the age classification scheme for entertainment content.

ARTIGO 19 Brasil organized a series of meetings among civil society and UNESCO's Communication and Information Officer for Mercosur and Chile during his visit to Brazil in 2014, along with roundtables and a seminar.

ARTIGO 19 Brasil and ARTICLE 19 International staff have periodically participated in international events organized by UNESCO, such as WSIS and the World Press Freedom Day, including with the co-organization of workshops and research with the Communication and Information Sector on issues such as media development, internet and safety of journalists.

#### **D. BUDGET**

| <b>BREAKDOWN OF IPDC CONTRIBUTION<br/>(in US dollars)</b>                             |      |
|---|------|
| - 1 gender issues expert (USD 350 day / 10 days)                                      | 3500 |
| - 1 full time researcher (USD 600 month / 12 months)                                  | 7200 |
| - 8 flight tickets for interviews (8 tickets at USD 600)                              | 4800 |
| - Printing of report  | 3000 |
| - 1 designer for the report   | 1200 |
| - 12 flight tickets for participation in the consultation and roundtable (at USD 600) | 7200 |

|                             |                           |
|-----------------------------|---------------------------|
| - Venue rent for roundtable | 1500                      |
|                             |                           |
| <b>Total IPDC</b>           | <b>US\$<br/>28,400.00</b> |

| <b>BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION<br/>(in US dollars)</b>       |                       |
|---|-----------------------|
| - Project supervision (contribution to annual salary of staff supervisor)           | 6300                  |
| - Communications services (contribution to annual salary of communications officer) | 2700                  |
| -Finance and Administrative assistance (USD 150 / 12 months)                        | 1800                  |
| - Project monitoring and evaluation (contribution to annual salary M&E staff)       | 540                   |
| - Office costs to support the project (USD 70 month / 12 months)                    | 840                   |
| <b>Total</b>  | <b>US\$ 12,180.00</b> |



## CUBA

| <b>A. PROJECT IDENTIFICATION</b> |   |   |
|----------------------------------|---|---|
| <b>1.</b>                        | <b>PROJECT TITLE</b>                          | <b>Las Tunas: Women and sustainable development in local media contents.</b>  |
| <b>2.</b>                        | <b>NUMBER</b>                                 | <b>IPDC/59 CU/01</b>  |
| <b>3.</b>                        | <b>MEDIA DEVELOPMENT INDICATORS' CATEGORY</b> | <b>CATEGORY 3: Media as a platform for democratic discourse</b>   |
| <b>4.</b>                        | <b>IPDC PRIORITY AREA</b>                     | <b>Promotion of freedom of expression and press freedom, pluralism (particularly community media) and independence.</b>   |
| <b>5.</b>                        | <b>SCOPE<br/>(NATIONAL, REGIONAL, INTER)</b>  | <b>National</b>   |
| <b>6.</b>                        | <b>TYPE OF ASSISTANCE REQUESTED</b>           | <b>Financial support - institutional capacity building</b>  |
| <b>7.</b>                        | <b>TOTAL COST OF PROJECT</b>                  | <b>US\$33,040</b>   |
| <b>8.</b>                        | <b>AMOUNT REQUESTED FROM IPDC</b>             | <b>US\$18,640</b>   |
| <b>9.</b>                        | <b>BENEFICIARY BODY</b>                       | <b>Las Tunas Delegation of the Cuban Journalists Union.</b>   |
| <b>10.</b>                       | <b>IMPLEMENTING OFFICE</b>                    | <b>UNESCO Office in Havana<br/>Contact: Isabel Viera, Program Officer,<br/>Communication and Information<br/><a href="mailto:i.viera@unesco.org">i.viera@unesco.org</a></b> |
| <b>11.</b>                       | <b>PROJECT LOCATION</b>                       | <b>Las Tunas, Cuba</b>  |
| <b>12.</b>                       | <b>PROJECT PREPARED BY</b>                    | <b>Adalys Ray Haines, President of Las Tunas Delegation of the Cuban Journalists Union and UNESCO Office in Havana</b>  |

## B. PRESENTATION

### 1. PROJECT JUSTIFICATION:

Local media play an important role in shaping the perceptions of political and economic institutions and civil society as well on the development priorities set out by municipalities and communities. This underlines the importance of addressing the ways in which media institutions frame development policies, the status and / or contribution of different social actors to the transformation of the territory and the benefits or limitations of the programs and projects being implemented in a given locality.

In Cuba all broadcasting services are State-owned. There are five TV channels with national coverage and 16 local stations with provincial coverage which have a large audience at local level. Cuban Radio is one of the oldest in the world. It has one international radio station, 7 national stations, -20 provincial stations and 35 municipal stations. This local media network promotes and shows the rich culture of the various local spaces and supports community action. Among them all, community radio has the most developed infrastructure and the closest relationship with local audiences.

Local development is still a relatively unknown topic for general audiences in the country. Notwithstanding this is one of the main priorities of the new economic and social policy of the Cuban government, much of both policy makers and the population´s understanding of local development is strongly linked to the improvement of territorially-based economy, providing much less importance to the social, cultural, environmental and institutional dimensions of sustainable development.

This problem is also evident in the media discourse of local and provincial media, which often do not address the issue from a multidimensional approach, such as that described above.

Las Tunas province, located in central-eastern Cuba, is divided in 8 municipalities with a population of 532 645 inhabitants, 50.7% of which are male and 49.3% female. It has an urbanization level of 65.2%. The local communication system is composed by a weekly provincial newspaper, one provincial and two municipal TV channels, one provincial and five municipal radio stations and several scientific and cultural publications.

Considering this scenario, this project seeks to focus on a key aspect of media discourse on local development: the participation of women and disadvantaged groups in development.

Drawing from Media Development Indicators' Category 3 (indicators 3.2 and 3.11) and from all indicators included in Category B1 of the Gender-Sensitive Media Indicators, the project aims to study the prevailing approach to gender and social diversity in the discourse on local development broadcasted by provincial and municipal radios stations in Las Tunas province. It also intends to characterize the participation of women and disadvantaged groups in communicative production and to describe the main perceptions showed by audiences regarding the portrayal of this topic on radio contents, all with the goal to make recommendations to overcome the identified limitations or extending good practices, thus to foster diversity in the local media, particularly as acknowledged by gender dimensions.

As part of the research, several in-place meetings will be organized: an initial one day consultative meeting to fine-tune the project and methodology, a two-day workshop for training enumerators and a three-day validation workshop including local media and other local stakeholders to discuss preliminary findings. Also, a national seminar will be held in Havana for launching the final publication and to

promote knowledge sharing and raise awareness among national media and other national stakeholders. It will facilitate research findings to be widely shared with a knowledge-driven approach aiming at having a positive impact on local media development in the country at large.

## **2. DESCRIPTION OF THE TARGET GROUP:**

The target group for this project will be the journalists, reporters, editors, managers and other content producers of provincial and municipal radio stations in Las Tunas.

## **3. DEVELOPMENT OBJECTIVE:**

To enhance women and disadvantaged groups' portrayal in local radio discourses through building media professional's capacities and generating relevant knowledge to better reflect and represent the diversity of views and interests of the society in local media contents.

The project's objective corresponds to category 3 of UNESCO Media Development Indicators "Media as a platform for democratic discourse".

## **4. IMMEDIATE OBJECTIVE:**

To produce a set of recommendations, extensive to other provinces, for a better representation of issues related to local development in Las Tunas media, particularly those linked to the situation of women and disadvantaged groups and their contribution to local sustainable development.

## **5. PROJECT OUTPUTS:**

- An assessment about the portrayal of gender and social diversity issues in the discourses on local development produced by provincial and municipal radios in Las Tunas province based on selected GSIM and MDI categories.
- A workshop to discuss the prevailing approaches to gender and social diversity issues in media content in Las Tunas province as well as the alternatives to either overcome the limitations identified or to promote best practices. This workshop will be designed for journalists, media managers, local leaders, representatives of political and productive bodies as well as members of civil society.

## **6. ACTIVITIES:**

- One-day consultative meeting for project and research team aimed at determining and agreeing on the research's methodological framework.
- Preparation of the methodological design of the research, including the development and reproduction of instruments
- A two-day workshop for training enumerators and interviewers
- Fieldwork: surveys, individual and group interviews to journalists, media managers and listeners, document analysis and content analysis of selected news items
- Analysis of results. Drafting the research report and recommendations
- A three-day validation workshop to discuss the preliminary findings as well as the alternatives to overcome the shortfalls and to extend best practices. Validation of the research report and recommendations.
- Reproduction of the final report

- A one-day national seminar for launching the final research report and the recommendations arising from it.
- Submission of partial project monitoring reports.
- Submission of final project report.

### **7. PROJECT INPUTS:**

- National consultant
- Expert in statistics and 8 enumerators (one for each municipality)
- Transportation from and to the selected municipalities, accommodation and meals
- Workshops venues
- Printing and photocopying materials
- Project Coordination Costs
- Office supplies

### **8. WORK PLAN:**

| <b>ACTIVITIES / MONTHS</b>  | <b>1</b> | <b>2</b> | <b>3</b> | <b>4</b> | <b>5</b> | <b>6</b> | <b>7</b> | <b>8</b> | <b>9</b> | <b>10</b> | <b>11</b> | <b>12</b> |
|---|----------|----------|----------|----------|----------|----------|----------|----------|----------|-----------|-----------|-----------|
| One-day consultative meeting  | X        |          |          |          |          |          |          |          |          |           |           |           |
| Preparation of the methodological framework and survey instruments        |          | X        |          |          |          |          |          |          |          |           |           |           |
| Two-day training workshop for enumerators/interviewers                    |          |          | X        |          |          |          |          |          |          |           |           |           |
| Fieldwork   |          |          |          | X        | X        |          |          |          |          |           |           |           |
| Analysis of results   |          |          |          |          |          | X        | X        |          |          |           |           |           |
| Drafting the research report and recommendations                          |          |          |          |          |          |          |          | X        | X        |           |           |           |
| Three-day validation workshop   |          |          |          |          |          |          |          |          |          | X         |           |           |
| Publication and reproduction of the final report                          |          |          |          |          |          |          |          |          |          |           | X         |           |
| One-day national seminar for launching the final publication              |          |          |          |          |          |          |          |          |          |           | X         |           |
| Submission of partial project monitoring reports and final project report |          |          |          |          |          | X        |          |          |          |           |           | X         |

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

Las Tunas Delegation of the Cuban Journalists Union is the provincial body of the Unión de Periodistas de Cuba (Cuban Journalists Union, UPEC for its acronyms in Spanish). This is a non-governmental professional and social organization, established on 15 July 1963. Among its general objectives and

obligations are: to defend journalists in the legal and ethical practice of the profession, to support the fair access to sources and to contribute to journalists training.

The organization has provincial delegations, which are responsible for supporting local members in their daily work. The delegation of Las Tunas brings together more than a hundred journalists.

**10. SUSTAINABILITY:**

Once project’s external assistance is completed, the results and benefits of this assessment are maintained over time by sharing research results among media professionals and other stakeholders of Las Tunas province. Sustainability is also ensured by implementing the outlined recommendations, all of which will be monitored by the participating media institutions and UPEC Las Tunas. The project model may be replied in other provinces, as well as in neighboring countries.

**11. FRAMEWORK OF MONITORING AND COMMUNICATION STRATEGY:**

The project will have a communication strategy to guarantee the production and publishing of project’s relevant information. Target media are both national and provincial, with an emphasis on the participating province. In addition to journalists and media managers, women and representatives of disadvantaged groups will be prioritized as main news sources.

Project implementation will be monitored by the Communication and Information Program Officer of UNESCO Office in Havana, Cuba.

**12. EVALUATIONS CARRIED OUT:**

Previous research on the proposed topic have covered the treatment of local development issues in the print and television media in the province Pinar del Rio, located in western Cuba (Graduate dissertation, School of Communication, University of Havana) and gender portrayal in Guarera local radio station, Las Tunas. Both constitute a starting point for this project, which attempts to provide a more in-depth approach to the topic using MDIs and GSMI.

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

UPEC Delegation in Las Tunas will send a monitoring report on project implementation to the UNESCO Office in Havana every six months. It will also provide a final project report containing the extent to which project’s objectives were fulfilled. Both reports shall be signed by the person responsible for the project.

**C. ADDITIONAL INFORMATION**

The institution has never applied for IPDC funding.

**D. BUDGET**

**BREAKDOWN OF IPDC CONTRIBUTION  
(in US dollars)**

|   |     |
|---|-----|
| One-day consultative meeting for launching the project, raising awareness and agreeing on methodology, in Las Tunas |     |
| Transportation -bus ticket round trip- for participants from all municipalities in Las                              | 140 |

|  |                   |
|--|-------------------|
| Tunas, except for venue location (\$20 x 7 participants -one per municipality-)  |                   |
| Meals for participants (lunch and coffee break: \$12 x 10 participants x 1 day)  | 120               |
| National Consultant and Facilitator - Fees and Travel Expenses (\$100 one day fees + \$120 bus ticket round trip + \$100 two nights' accommodation including meals)  | 640               |
| <b>Two-day training workshop for enumerators and interviewers, in Las Tunas</b>  |                   |
| Transportation (bus ticket round trip) and accommodation in Las Tunas, for participants from all municipalities, except for venue location (\$60 x 7 participants - one per municipality-)                 | 420               |
| Meals for participants (lunch and coffee break: \$12 x 10 participants x 2 days)   | 240               |
| National Consultant and Facilitator - Fees and Travel Expenses (\$200 two days fees + \$120 bus ticket round trip + \$150 three nights accommodation-meals)  | 940               |
| <b>Fieldwork, analyzing results and drafting report</b>  |                   |
| 10 Enumerators-interviewers applying research instruments and conducting interviews (10 x \$200 for 3 months work)   | 2000              |
| Analyzing results and drafting report and recommendations (Consultant fees)  | 700               |
| <b>Three-day validation and knowledge-building workshop in Las Tunas</b>   |                   |
| Transportation (bus ticket round trip) and accommodation in Las Tunas for participants from all municipalities, except for venue location (\$60 x 14 participants - two representatives per municipality-) | 840               |
| Meals for participants (lunch and coffee break: \$12 x 3 days x 30 participants)   | 1080              |
| National Consultant and Facilitator - Fees and Travel Expenses (\$300 three days fees + \$120 bus ticket round trip + \$200 four nights accommodation-meals)   | 1240              |
| <b>One-day final Seminar for launching the final publication, knowledge sharing and awareness raising</b>  |                   |
| Final Report production and printing (graphic design, edition and printing)  | 3400              |
| Transportation (bus ticket round trip) and accommodation in Havana, for participants from all municipalities in Las Tunas, plus one participant from each Cuban province (\$120 x 25 participants)         | 3000              |
| Meals for participants (lunch and coffee break: \$22 x 1 day x 40 participants including national stakeholders)  | 880               |
| National Consultant and Facilitator - Fees (\$100 one day fees x 2)  | 200               |
| <b>Communication and visibility</b>  |                   |
| Graphic design of project visual identity  | 600               |
| Printing and distribution of visibility materials  | 1400              |
| <b>Office supplies, equipment rental telephone communications</b>  |                   |
| Office supplies  | 600               |
| Telephone communications   | 200               |
| <b>Total IPDC</b>  | <b>US\$18,640</b> |

| <b>BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION<br/>(in US dollars)</b> |                    |
|---|--------------------|
| Project coordination  | 2400               |
| Secretarial assistance and administrative assistance                          | 3000               |
| Delegation facilities and office space  | 4200               |
| Internet costs (\$300 x 12 months)  | 3600               |
| Project reporting   | 1200               |
| <b>Total</b>  | <b>US\$ 14,400</b> |

## DOMINICAN REPUBLIC

| <b>A. PROJECT IDENTIFICATION</b> |  |  |
|----------------------------------|--|--|
| <b>1.</b>                        | <b>PROJECT TITLE</b>                             | <b>TAINOS CYBER-JOURNALISTS: BUILDING PROFESSIONAL CAPACITIES FOR LOCAL JOURNALISTS</b>  |
| <b>2.</b>                        | <b>NUMBER</b>                                    | <b>IPDC/59 DO/01</b>   |
| <b>3.</b>                        | <b>MEDIA DEVELOPMENT INDICATORS' CATEGORY</b>    | <b>CATEGORY 3: Media as a platform for democratic discourse</b>  |
| <b>4.</b>                        | <b>IPDC PRIORITY AREA</b>                        | <b>Promotion of freedom of expression and press freedom, pluralism (particularly community media) and independence.</b>  |
| <b>5.</b>                        | <b>SCOPE (NATIONAL, REGIONAL, INTERREGIONAL)</b> | <b>NATIONAL</b>  |
| <b>6.</b>                        | <b>TYPE OF ASSISTANCE REQUESTED</b>              | <b>Financial support</b>   |
| <b>7.</b>                        | <b>TOTAL COST OF PROJECT</b>                     | <b>US\$ 40,400</b>   |
| <b>8.</b>                        | <b>AMOUNT REQUESTED FROM IPDC</b>                | <b>US\$24,100</b>  |
| <b>9.</b>                        | <b>BENEFICIARY BODY</b>                          | <b>MunicipiosAlDía.com, Grupo Multimedia AVT<br/>Address: No.52 José Desiderio Valverde, Zona Universitaria, Santo Domingo, DN, Dominican Republic.<br/>Tel.: 809-221-0030, 809-519-1030<br/>Contact: Augusto Valdivia, President<br/>E-mail: <a href="mailto:valdivia@municipiosaldia.com">valdivia@municipiosaldia.com</a></b> |
| <b>10.</b>                       | <b>IMPLEMENTING OFFICE</b>                       | <b>UNESCO Office in Havana<br/>Contact: Isabel Viera, Program Officer, Communication and Information<br/><a href="mailto:i.viera@unesco.org">i.viera@unesco.org</a></b>  |
| <b>11.</b>                       | <b>PROJECT LOCATION</b>                          | <b>Dominican Republic</b>  |
| <b>12.</b>                       | <b>PROJECT PREPARED BY</b>                       | <b>Augusto Valdivia, President, MunicipiosAlDía.com and Grupo Multimedia AVT<br/>Advised by: Isabel Viera, NPO/CI, HAV</b>   |



## **B. PRESENTATION**

### **1. PROJECT JUSTIFICATION:**

In the Dominican Republic there are 7 national printed newspapers and an imprecise number of local newspapers. Over five hundred radio and television stations and more than three hundred domestic and international TV cable stations. The practice of journalism is governed by the Constitution of the Dominican Republic; 61-32 Law on Freedom of Expression and Media; by Law 10-91 of licensing of journalists; 200-04 and the Law on Free Access to Public Information.

The Dominican College of Journalists (CDP) has more than four thousand (4,000) members journalism professionals, divided into (1) a National District; ten (10) regions; (31) thirty-one provinces; hundred fifty five (155) municipalities and two hundred thirty-two (232) boroughs. Its members are organized in twenty-three (23) Sectional throughout the national territory, three (3) in the United States and one (1) in Puerto Rico.

The widespread access to Internet and to information and communication technology (ict) significantly increases the autonomous usage of the resources for the creation, edition and publication of texts, videos and sounds of local and diverse content fostering more than ever, that individuals, groups and communities produce and distribute their communication outlets in the digital world. The emergent formulas of the multimedia and hypermedia communication have had a strong impact in the field of local communication, but even more with the diffusion of Web 2.0.

In the Dominican Republic, these practices have a critical communicational value, especially regarding the on-growing local and community media. Relying on the strong national technology platform it is relatively easy to establish productive networks that facilitate the sharing of knowledge as well as the production and wide distribution of local contents, in particular those produced by the alternative local media.

With the development of Web 2.0, where the production of information becomes horizontal, local journalists and media may have an excellent Internet resource for producing and disseminating news of their communities, increasing the number of local on-line newspapers and blogs and fostering interaction between local and national/international scopes. The diversity of contents enriches the democratic system and favors media pluralism.

The proposal aims at enhancing the professional capacities of local journalists and community media for the production and distribution of multimedia products through local and community media and moreover to external audiences using ict and Internet tools. The project seeks to improve the skills of local journalists through four training workshops (one workshop in each Dominican region) with a 4-day training methodology. Through the trainings the participants will be provided with techniques for effectively communicating through the Internet the reality of their municipalities. The project will benefit from the technology platform installed in [MunicipiosAIDia.com](http://MunicipiosAIDia.com) to facilitate that the journalists can exercise more efficiently and effectively virtual communication that happens in their communities.

The proposal pursues gender equality. Women candidates will be strongly encouraged to apply and their applications will receive special consideration to ensure equal opportunities for women and men. Also, educational materials will be peer reviewed in order to ensure an adequate gender perspective in training materials.

## **2. DESCRIPTION OF THE TARGET GROUP:**

120 local journalists and/or media professionals, working in all types of local media (alternative media, community media, press, TV and radio, etc.) selected from municipalities and communities all over the country. The selection of participants will include gender criteria to foster equal opportunities for both men and women.

## **3. DEVELOPMENT OBJECTIVE:**

To enhance the capacities of communities to use media as platform for democratic discourse by building professional capacities of local journalists and community communicators in the use of hypermedia and Web 2.0.

The project's objective corresponds to category 3 of UNESCO Media Development Indicators. It contributes to greater pluralism and diversity of media in Dominican Republic.

## **4. IMMEDIATE OBJECTIVE:**

To train 120 local journalists to facilitate self-expression, local communication, sharing and accessing knowledge at grassroots level through a four-day workshop (one in each of 4 regions). To provide skills and knowledge related to the Web 2.0, as well as for digital techniques to create and edit texts, voice and video.

## **5. PROJECT OUTPUTS:**

- 120 local journalists trained with skills for producing digital and hypermedia content for the local media in their municipalities and communities which will be able to skillfully handle the tools of web 2.0.
- Tainos Cyber-journalists Network created and running in the 155 municipalities of Dominican Republic with ability to report clearly on community news, concerns, needs and other socio-cultural local matters.

## **6. ACTIVITIES:**

- Establishing the project management team;
- Identifying the work processes and objectives;
- Establishing the workshops' plan and agenda;
- Call to participate in the workshops to journalists from all country regions;
- Selection and contracting of instructors;
- Preparation of the training materials for the workshops;
- Selection of participants;
- Logistical organization of the workshops;
- Arrangements for local transportation and accommodation;
- Four workshops one in each Dominican region for 30 local journalists each;
- Producing and delivering a comprehensive report of workshops recommendations;
- Promoting and distributing recommendations report to media professionals (national scope);
- Preparation of monitoring and evaluation reports;

## **7. PROJECT INPUTS:**

- Project coordinator
- Administrative support
- Communication costs
- Instructors and experts for the workshops;

- Meeting venue and equipment expenses for the workshops (meeting room, podium, multimedia hardware and software)
- Training material and supplies;
- Reproduction costs (printing, photocopying);
- Participants' transportation, accommodation and meals expenses;
- Suitable hardware and software;

### 8. WORK PLAN:

| Activity / Month  | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 |
|---|---|---|---|---|---|---|---|---|---|----|----|----|
| Establishing the project management team  |   |   |   |   |   |   |   |   |   |    |    |    |
| Identifying the work processes and objectives                                     |   |   |   |   |   |   |   |   |   |    |    |    |
| Establishing the workshops' plan and agenda                                       |   |   |   |   |   |   |   |   |   |    |    |    |
| Call to participate in workshops to journalists from all country regions          |   |   |   |   |   |   |   |   |   |    |    |    |
| Selection and contracting of instructors and consultants                          |   |   |   |   |   |   |   |   |   |    |    |    |
| Preparation of the training materials for the workshops                           |   |   |   |   |   |   |   |   |   |    |    |    |
| Selection of participants   |   |   |   |   |   |   |   |   |   |    |    |    |
| Logistical organization of the workshops  |   |   |   |   |   |   |   |   |   |    |    |    |
| Arrangements for local transportation and accommodation                           |   |   |   |   |   |   |   |   |   |    |    |    |
| Four workshops for local journalists  |   |   |   |   |   |   |   |   |   |    |    |    |
| Producing and distribution of a comprehensive report of workshops recommendations |   |   |   |   |   |   |   |   |   |    |    |    |
| Monitoring and evaluation   |   |   |   |   |   |   |   |   |   |    |    |    |
| Progress report   |   |   |   |   |   |   |   |   |   |    |    |    |
| Final report  |   |   |   |   |   |   |   |   |   |    |    |    |

### 9. INSTITUTIONAL FRAMEWORK:

MunicipiosALDia.com is a free, non-for-profit digital newspaper established in 2010 aiming at providing local audiences with a communication outlet with horizontal, participatory and inclusive communication approaches.

MunicipiosALDia.com was created by AV Creative Productions, with over 15 years of experience serving national NGOs and international cooperation, and it is now part of Grupo Multimédios AVT with the mission of creating products and services devoted to supporting municipal development.

Currently, MunicipiosALDia.com is one of the most referenced on-line newspapers in the Dominican society.

The project will benefit from strong strategic alliances with the Dominican Federation of Municipalities, the College of Dominican Journalists and other grass-root institutions located all over the country.

#### **10. SUSTAINABILITY:**

As a training project, it will be sustained by the knowledge being transmitted to each one of the participants, which will in turn be reflected in their daily work and in the audience of the information they will produce.

Also the reproduction of training materials will facilitate replicating the workshops.

#### **11. FRAMEWORK OF MONITORING AND COMMUNICATION STRATEGY:**

The project will have a communication strategy to guarantee the production and publishing of project's relevant information. It will include an online forum and a special section in the proponent's website, together with the production and wide distribution of news items in printed, broadcasted and digital press about project main features and results. The workshops practical exercises will include the production of news items that once corrected will be distributed through local media and social networks.

Target audience will include media at national and local scope. Community members and women will be prioritized as main news sources.

Project implementation will be monitored by the Communication and Information Program Officer of UNESCO Office in Havana, Cuba.

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

The relevance of the workshops' subject has been proved through informal discussions with local media professionals and other experts, as well as through findings from MunicipiosALDia.com, related to existing professional capacities for using Web 2.0 and hypermedia tools.

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

MunicipiosALDia.com undertakes to report on project progress on a six-month basis to UNESCO Cluster Office in Havana and to submit a comprehensive final report describing the extent to which the immediate objective of the project was achieved. The reports will be signed by the person responsible for the project, Lic. Augusto Valdivia, President, AVT Media Group.

### **C. ADDITIONAL INFORMATION**

Previous IPDC support received by Dominican Republic:

2012: Promoting high quality journalistic coverage on environment issues in the Dominican Republic.

2011: Training workshop on raising gender awareness through media

2013: Media assessment in Dominican Republic using the Media Development

Indicators

2014: Safety training for Dominican journalists

The submitter has never before applied for IPDC funding.

## D. BUDGET

### BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)

|  |                    |
|--|--------------------|
| Participant's meals (lunch and coffee break) (\$25 x 30 participants x 4 days x 4 workshops)         | 12,000             |
| Local Transportation (rent and fuel) (\$200 x 4 days x 4 workshops)                                  | 3,200              |
| Rental of training aids (laptop, datashow, screen, sound equipment) (\$200 x 4 days x 4 workshops)   | 3,200              |
| Trainers Fees (\$100 x 2 trainers x 4 days x 4 workshops)  | 3,200              |
| Trainers Travel Expenses (\$50 bus ticket+ \$60 accommodation x 5 nights x 4 workshops x 2 trainers) | 2,500              |
|  |                    |
| <b>Total IPDC</b>  | <b>US\$ 24,100</b> |

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

|                                |                    |
|--------------------------------|--------------------|
| Project reporting              | \$1,200            |
| Project coordination and staff | \$9,100            |
| Office space and facilities    | \$6,000            |
| <b>Total</b>                   | <b>US\$ 16,300</b> |

## HAITI

| <b>A. PROJECT IDENTIFICATION</b> |   |  |
|----------------------------------|---|--|
| <b>1.</b>                        | <b>PROJECT TITLE</b>                                | <b>MEDIA ASSESSMENT IN HAITI USING THE MEDIA DEVELOPMENT INDICATORS</b>  |
| <b>2.</b>                        | <b>NUMBER</b>                                       | <b>IPDC/59 HT/01</b>   |
| <b>3.</b>                        | <b>MEDIA DEVELOPMENT INDICATORS' CATEGORY</b>       | <b>ALL CATEGORIES</b>  |
| <b>4.</b>                        | <b>IPDC PRIORITY AREA</b>                           | <b>PROMOTION OF FREEDOM OF EXPRESSION AND MEDIA PLURALISM</b>  |
| <b>5.</b>                        | <b>SCOPE</b><br>(NATIONAL, REGIONAL, INTERREGIONAL) | <b>NATIONAL</b>  |
| <b>6.</b>                        | <b>TYPE OF ASSISTANCE REQUESTED</b>                 | <b>FINANCIAL</b>   |
| <b>7.</b>                        | <b>TOTAL COST OF PROJECT</b>                        | <b>US \$41,320</b>   |
| <b>8.</b>                        | <b>AMOUNT REQUESTED FROM IPDC</b>                   | <b>US \$26,920</b>   |
| <b>9.</b>                        | <b>BENEFICIARY BODY</b>                             | <b>Social Communication Department of the Faculty of Arts and Humanities, Haiti State University (Université d'Etat d'Haiti-UEH)</b>   |
| <b>10.</b>                       | <b>IMPLEMENTING OFFICE</b>                          | <b>UNESCO Office in Port-au-Prince in collaboration with UNESCO Cluster Office in Havana</b><br><b>Contact: Isabel Viera, NPO, CI</b><br><b><a href="mailto:i.viera@unesco.org">i.viera@unesco.org</a></b> |
| <b>11.</b>                       | <b>PROJECT LOCATION</b>                             | <b>HAITI</b>   |
| <b>12.</b>                       | <b>PROJECT PREPARED BY</b>                          | <b>Prof. Ary Regis, Chief, Communication Department of the Faculty of Arts and Humanities, Haiti State University and Isabel Viera, NPO/CI, UNESCO Cluster Office in Havana</b>                            |

## **B. PRESENTATION**

### **1. PROJECT JUSTIFICATION:**

The project proposes to implement an assessment of media development in Haiti (LCD) 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 would 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. Such a 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. It may also serve as an instrument for mobilizing further collaboration and funding from potential donors.

### **2. DESCRIPTION OF THE TARGET GROUP:**

The primary target groups for this study are key stakeholders, namely media owners and professionals, policy-makers, civil society and media audiences.

### **3. DEVELOPMENT OBJECTIVE:**

To contribute to media development in Haiti, ensuring plurality and transparency of ownership and content.

### **4. IMMEDIATE OBJECTIVE:**

To produce a set of evidence-based recommendations to strengthen the development of free, independent and pluralistic media, through a comprehensive analysis of the national media landscape based on UNESCO's MDIs and GSIM.

### **5. PROJECT OUTPUTS:**

- A comprehensive report on the media landscape in Haiti with reference to the MDIs and the GSIM including recommendations.
- A round-table discussion on the state of the media in Haiti involving key stakeholders media owners and professionals, policy-makers, civil society and media audiences, as well as relevant partners and donors.

### **6. ACTIVITIES:**

- One-day initial consultative meeting for project and research team aimed at determining and agreeing on the research's methodological framework.
- Preparation of the methodological design of the research, including the development and reproduction of instruments
- A two-day workshop for training of enumerators and interviewers

- Fieldwork: surveys, individual and group interviews to journalists, media managers and listeners, document analysis and content analysis of news items selected. Sixteen enumerators will be selected and trained to apply the data instruments previously approved and typing information in the designed database. Broad consultation process carried out by national coordinator among local media organizations, professional associations, academics, government representatives and NGOs in order to gather information on all aspects of the media situation.
- Analysis of data and results
- Drafting the research report and recommendations
- A three-day validation workshop to discuss the preliminary findings as well as the alternatives to overcome the shortfalls and to extend best practices. Validation of the research report and recommendations.
- Reproduction of the final report
- One national round-table for media representatives, partners, stakeholders and donors: launching of the final research report and the recommendations arising from it, sharing knowledge and raising awareness on results.
- Submission of partial project monitoring reports.
- Submission of final project report.

### **7. PROJECT INPUTS:**

- Project coordinator
- International consultant
- Statistical expertise and eight enumerators
- Meetings venues, equipment, accommodation, alimentation and transportation costs (for consultative meetings, validation workshop and final round-table)
- Reproduction costs (photocopying, binding, etc.)
- Communication costs
- Project coordination costs
- Office supplies

### **8. WORK PLAN:**

| <b>ACTIVITIES / MONTHS</b>   | <b>1</b> | <b>2</b> | <b>3</b> | <b>4</b> | <b>5</b> | <b>6</b> | <b>7</b> | <b>8</b> | <b>9</b> | <b>10</b> | <b>11</b> | <b>12</b> |
|--|----------|----------|----------|----------|----------|----------|----------|----------|----------|-----------|-----------|-----------|
| One-day initial consultative meeting                               | X        |          |          |          |          |          |          |          |          |           |           |           |
| Preparation of the methodological framework and survey instruments |          | X        |          |          |          |          |          |          |          |           |           |           |
| Two-day training workshop for enumerators and interviewers         |          |          | X        |          |          |          |          |          |          |           |           |           |
| Fieldwork  |          |          |          | X        | X        |          |          |          |          |           |           |           |
| Analysis of data and results                                       |          |          |          |          |          | X        | X        |          |          |           |           |           |
| Drafting the research report and recommendations                   |          |          |          |          |          |          |          | X        | X        |           |           |           |
| Three-day validation and knowledge-building                        |          |          |          |          |          |          |          |          |          | X         |           |           |



|   |  |  |  |  |  |   |  |  |  |  |   |   |
|---|--|--|--|--|--|---|--|--|--|--|---|---|
| workshop  |  |  |  |  |  |   |  |  |  |  |   |   |
| Publication and reproduction of the final report  |  |  |  |  |  |   |  |  |  |  | X |   |
| One-day national round-table for launching the final publication, knowledge sharing and awareness raising |  |  |  |  |  |   |  |  |  |  | X |   |
| Submission of partial project monitoring reports  |  |  |  |  |  | X |  |  |  |  |   | X |
| Submission of final project report.   |  |  |  |  |  |   |  |  |  |  |   | X |

**9. INSTITUTIONAL FRAMEWORK:**

UEH is one of Haiti's leading higher education facilities and the nation's largest public university. The Department of Social Communication has experience in conducting studies and researches regarding the situation of media and journalists in the country.

**10. SUSTAINABILITY:**

Once project’s external assistance is completed, the results and benefits of this assessment are maintained over time. Sustainability is also ensured by implementing the outlined recommendations.

**11. FRAMEWORK OF MONITORING AND COMMUNICATION STRATEGY:**

The project will have a communication plan. It will include the production and wide distribution of news items in printed, broadcasted and digital press about project main features and results. The final publication will be widely distributed.

Project implementation will be monitored by UNESCO Office in Port-au-Prince in close collaboration with UNESCO Cluster Office in Havana.

**12. EVALUATIONS CARRIED OUT:**

The relevance of the assessment has been identified through informal discussions with media professionals, university professors and experts from the country.

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

The submitter shall send a monitoring report on project implementation to the UNESCO Office in Havana (copy to UNESCO Office in Port-au-Prince) every six months. It will also provide a final project report containing the extent to which project’s objectives were fulfilled. Both reports shall be signed by the person responsible for the project.

**C. ADDITIONAL INFORMATION**

| <b>D. BUDGET</b>  |                    |
|---|--------------------|
| <b>One-day Seminar for the research team to agree on methodology and fine-tuning project</b>  |                    |
| Meals for participants (lunch and coffee break: \$25 x 10 participants x 1 day)   | 250                |
| National Consultant Fees (\$100 one day fees)   | 100                |
| International Consultant - Fees and Travel Expenses (\$200 one day fees + \$1000 ATK round trip + \$100 x 2 nights accommodation including meals)     | 1400               |
| <b>Two-day training workshop for enumerators and interviewers</b>   |                    |
| Travel expenses (bus ticket, accommodation and meals) for participants from outside the capital (\$80 x 6 participants x 3 nights)                    | 1440               |
| Meals for participants (lunch and coffee break: \$25 x 10 participants x 2 days)  | 500                |
| National Consultant Fees (\$200 two days fees)  | 200                |
| <b>Fieldwork</b>  |                    |
| 10 Enumerators-interviewers Fees for 3 months work applying information instruments and conducting interviews(10 x \$300)                             | 3000               |
| Analyzing results and drafting report and recommendations - Fees  | 1500               |
| <b>Three-day validation workshop</b>  |                    |
| Travel expenses (bus ticket, accommodation and meals) for participants from outside the capital (\$80 x 6 participants x 4 nights)                    | 1920               |
| Meals for participants (lunch and coffee break: \$25 x 30 participants x 3 days)  | 2250               |
| National Consultant Fees (\$300 three days fees)  | 300                |
| International Consultant - Fees and Travel Expenses (\$600 three days fees + \$1000 ATK round trip + \$100 x 4 nights accommodation, including meals) | 3200               |
| <b>One-day final Seminar for launching of the Final Publication</b>   |                    |
| Final Report production and printing (graphic design, edition and printing)   | 3400               |
| Travel expenses (bus ticket, accommodation and meals) for participants from outside the capital (\$80 x 6 participants x 2 nights)                    | 960                |
| Meals for participants (lunch and coffee break: \$25 x 40 participants x 1 day)   | 1000               |
| National Consultant - Fees (\$100 one day fees)   | 100                |
| International Consultant - Fees and Travel Expenses (\$200 one days fees + \$1000 ATK round trip + \$100 x 2 nights accommodation, including meals)   | 1400               |
| <b>Communication and office supplies</b>  |                    |
| Graphic design of project visual identity   | 600                |
| Printing and distribution of visibility materials   | 1400               |
| <b>Other costs</b>  |                    |
| Office supplies, meetings materials, documents reproduction   | 900                |
| Telephone communications  | 200                |
| Equipment rental  | 900                |
| <b>Total Estimation</b>   | <b>US\$ 26,920</b> |

| <b>BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION<br/>(in US dollars)</b> |                   |
|---|-------------------|
| Project coordination and monitoring (\$600 x 18 months)                       | 10800             |
| Administrative costs  | 3600              |
| <b>Total</b>  | <b>US\$14,400</b> |

## REGIONAL

| <b>A. PROJECT IDENTIFICATION</b> |   |  |
|----------------------------------|---|--|
| <b>1.</b>                        | <b>PROJECT TITLE</b>                                | <b>PROMOTING GENDER EQUALITY THROUGH MEDIA IN THE CARIBBEAN (SPANISH SPEAKING )</b>  |
| <b>2.</b>                        | <b>NUMBER</b>                                       | <b>IPDC/59 RLA/01</b>  |
| <b>3.</b>                        | <b>MEDIA DEVELOPMENT INDICATORS' CATEGORY</b>       | <b>CATEGORY 3-</b> Media as a platform for democratic discourse  |
| <b>4.</b>                        | <b>IPDC PRIORITY AREA</b>                           | <b>CAPACITY DEVELOPMENT</b>  |
| <b>5.</b>                        | <b>SCOPE</b><br>(NATIONAL, REGIONAL, INTERREGIONAL) | <b>Regional</b>  |
| <b>6.</b>                        | <b>TYPE OF ASSISTANCE REQUESTED</b>                 | <b>Financial</b>   |
| <b>7.</b>                        | <b>TOTAL COST OF PROJECT</b>                        | <b>US \$57,400</b>   |
| <b>8.</b>                        | <b>AMOUNT REQUESTED FROM IPDC</b>                   | <b>US \$29,500</b>   |
| <b>9.</b>                        | <b>BENEFICIARY BODY</b>                             | <b>UNESCO Chair in Communication, Democracy and Good Governance, Pontificia Universidad Católica Madre y Maestra, Dominican Republic</b>   |
| <b>10.</b>                       | <b>IMPLEMENTING OFFICE</b>                          | <b>UNESCO Cluster Office in Havana</b><br>Contact: Isabel Viera, National Program Officer, Communication and Information<br><a href="mailto:i.viera@unesco.org">i.viera@unesco.org</a> |
| <b>11.</b>                       | <b>PROJECT LOCATION</b>                             | <b>Santo Domingo, Dominican Republic</b>   |
| <b>12.</b>                       | <b>PROJECT PREPARED BY</b>                          | <b>María Isabel Soldevila, Director, UNESCO Chair in Communication, Democracy and Good Governance</b><br>Advised by: Isabel Viera, NPO/CI, HAV   |

## **B. PRESENTATION**

### **1. PROJECT JUSTIFICATION:**

Each day more, journalists and media play a very important role in shaping national and local agendas. They are a powerful tool for influencing on citizens believes, therefore contributing to changing behaviors. As part of this, the media's correct handling of gender issues has an enormous effect in the way people understand and support gender equality.

Usually, introducing gender related policies and laws is not enough to succeed in fighting against women discrimination. Values, judgments, roles, stereotypes, prejudices and so on, must be changed. Media has the responsibility of influencing positively in this process.

To do so, it is necessary to build media capacities to promote a fair image of women in news, reportages and stories that will contribute to gender equality and women's empowerment.

This proposal seeks to strengthening professional capacities of media in the Spanish speaking Caribbean through a regional training workshop to provide media professionals with the knowledge and skills necessary to recognize and to address gender issues in all communication processes and to be gender-sensitive while producing news and reporting objectively. Special attention will be given to including sessions devoted to avoiding gender stereotypes and sensationalisms, as well as the "banalization" of women-oriented content, as these are crucial shortfalls that have been found in the national and local media (newspapers, TV, radio, on-line platforms), of the Caribbean islands participating in this activity.

The project builds on UNESCO's commitment to gender equality and women's empowerment, diversity and pluralism in Media as expressed in Media Development Indicators (MDI) and Gender Sensitive Indicators for Media (GSIM).

### **2. DESCRIPTION OF THE TARGET GROUP:**

30 journalists and/or media professionals, including media trainers, managers, editors, reporters and special correspondents, representing all types of media (alternative media, community media, press, TV and radio, etc.), from the Caribbean SIDS: Dominican Republic, Haiti (LDC), Aruba and Cuba.

The selection of participants will include gender criteria to prioritize women candidates, although men candidates will be also selected.

### **3. DEVELOPMENT OBJECTIVE:**

To promote a fair image of women and enhance quantity and quality of women-oriented content in the media of Spanish speaking Caribbean countries through building professional capacities of media workers.

Within the UNESCO Media Development Indicators, this project would classify under categories 3 and 4: Category 3- Media as a platform for democratic discourse: because Media should reflect the diversity of society and gender is one of its facets.

Category 4- Professional capacity building: because it facilitates access to professional training and development for Media workers.

#### **4. IMMEDIATE OBJECTIVE:**

- To train 30 journalists and/or media professionals in gender sensitive issues so they will acquire the skills and knowledge to be able to promote a fair image of women and gender equality through media.
- To produce a training-kit in Spanish so the workshop may be replicated as a regular program at local scope in the participating countries (South – South cooperation)

#### **5. PROJECT OUTPUTS:**

- 30 journalists and/or media professionals (including trainers) trained in gender sensitive reporting and having acquired the skills and knowledge to be able to promote gender equality through media and/or to replicate the workshop
- A multimedia with the workshop contents. Including a memoir summarizing the project's development, results, lessons learnt, etc. so it can be further replicated.
- Better quality gender sensitive news and information distributed through media

#### **6. ACTIVITIES:**

- Establishing the project management team;
- Identifying the work processes and objectives;
- Fine-tuning of workshop concept and outline;
- Distribution of a call with national scope to journalists from all country regions for the workshop;
- Selection and contracting of instructors;
- Preparation of the training materials for the workshop;
- Selection of participants;
- Organization of the workshop;
- Arrangements for local transportation and accommodation;
- On-going four-day workshop on gender sensitive issues for 30 journalists;
- Producing and delivering a multimedia storage device with workshop contents;
- To promote the project through mailing lists and other information tools;
- Preparation of monitoring and evaluation reports;

#### **7. PROJECT INPUTS:**

- Project coordinator
- Administrative support
- Communication costs
- Instructors and experts for the workshop;
- Conference rooms and equipment for the workshop;
- Training material and supplies;
- Storage media for educational purposes;
- Participants' transportation, accommodation and meals expenses;
- Suitable hardware and software;

#### **8. WORK PLAN:**

| <b>Activity / Month</b>                  | <b>1</b> | <b>2</b> | <b>3</b> | <b>4</b> | <b>5</b> | <b>6</b> | <b>7</b> | <b>8</b> | <b>9</b> | <b>10</b> | <b>11</b> | <b>12</b> |
|--|----------|----------|----------|----------|----------|----------|----------|----------|----------|-----------|-----------|-----------|
| Establishing the project management team |          |          |          |          |          |          |          |          |          |           |           |           |
| Identifying the work processes           |          |          |          |          |          |          |          |          |          |           |           |           |

|   |  |  |  |  |  |  |  |  |  |  |  |  |
|---|--|--|--|--|--|--|--|--|--|--|--|--|
| and objectives  |  |  |  |  |  |  |  |  |  |  |  |  |
| Fine-tuning of workshop concept and outline   |  |  |  |  |  |  |  |  |  |  |  |  |
| Distribution of a call with national scope to journalists from all country regions for the workshop |  |  |  |  |  |  |  |  |  |  |  |  |
| Selection and contracting of instructors and consultants  |  |  |  |  |  |  |  |  |  |  |  |  |
| Preparation of the training materials for the workshop  |  |  |  |  |  |  |  |  |  |  |  |  |
| Selection of participants   |  |  |  |  |  |  |  |  |  |  |  |  |
| Organization of the workshop  |  |  |  |  |  |  |  |  |  |  |  |  |
| Arrangements for local transportation and accommodation   |  |  |  |  |  |  |  |  |  |  |  |  |
| On-going four-day workshop for 30 media professionals   |  |  |  |  |  |  |  |  |  |  |  |  |
| Producing and delivering a multimedia storage device with workshop contents                         |  |  |  |  |  |  |  |  |  |  |  |  |
| Monitoring and evaluation   |  |  |  |  |  |  |  |  |  |  |  |  |
| Progress report   |  |  |  |  |  |  |  |  |  |  |  |  |
| Final report  |  |  |  |  |  |  |  |  |  |  |  |  |

**9. INSTITUTIONAL FRAMEWORK:**

The UNESCO Chair in Communication, Democracy and Good Governance was established in 2003 at Pontificia Universidad Católica Madre y Maestra (PUCMM) in Santo Domingo, Dominican Republic.

Its objectives are promoting an integrated system of research, training, information and documentation activities in the field of Communication and Culture of Peace, and serving as a means of facilitating collaboration between high-level, internationally recognized researchers and teaching staff at the University and other institutions in the Dominican Republic and elsewhere in Latin America and the Caribbean, and in other regions of the world.

The Chair has a large experience regarding the promotion of gender equality in Dominican media. It leads the Network of Journalists with Gender Perspective (Red de Periodistas con Perspectiva de Género), a very active network within the media landscape in Dominican Republic,

This Chair benefits of a longstanding strategic alliance with other ORBICOM chairs mostly those with the Latin American and the Caribbean region.

**10. SUSTAINABILITY:**

We expect this training experience to serve as a model for the carrying out of new programs in the future, for instance, a replica of the workshops as a part of a continuing education program and the development of both local and regional Media Observatories

Based on the resulting multimedia, the workshop will be conducted on a regular basis in alliance with the Dominican College of Journalists and homologue institutions in neighbor countries that will include it in regular training programs. Further editions will establish a very economic fare for participants.

As a training project, it will be sustained by the knowledge being transmitted to each one of the participants, which will in turn be reflected in their daily work and in the audience of the information they will produce.

#### **11. FRAMEWORK OF MONITORING AND COMMUNICATION STRATEGY:**

The project will have a communication strategy to guarantee the production and publishing of project's relevant information. Target audience will include media at national and local scope, with an emphasis on the participating countries. In addition to journalists, media managers and trainers, women will be prioritized as main news sources.

Project implementation will be monitored by the Communication and Information Program Officer of UNESCO Office in Havana, Cuba.

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

Previous experiences of training projects implemented by the submitter have been evaluated by external parties as very good and have proven to be successful.

The relevance of the workshop subject has been proved through research results of academic institutions in the Caribbean as well as through informal discussions with media professionals, university professors and experts from the countries concerned.

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

The UNESCO Chair in Communication, Democracy and Good Governance in the Pontificia Universidad Católica Madre y Maestra in Santo Domingo will send a monitoring report on project implementation to the UNESCO Office in Havana every six months. It will also provide a final project report containing the extent to which project's objectives were fulfilled. Both reports shall be signed by the person responsible for the project.

### **C. ADDITIONAL INFORMATION**

#### **Previous IPDC support received by the submitter:**

2007: Strengthening freedom of expression in radio, TV and schools of journalism

2010: Promoting best practices in journalism in the age of the Internet: ethics, challenges and innovation

Both projects were successfully implemented exceeding expected results.

## D. BUDGET

### BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)

#### Four-days workshop on promoting gender equality through media/30 participants

|  |                    |
|--|--------------------|
| Air tickets (round-trip, economy fares) and travel expenses for 6 journalists/media trainers from the Caribbean plus 6 lecturers from ORBICOM in LAC (12 international participants, an estimated of \$1000 per pax) | \$12,000           |
| National transportation (bus tickets, round trip) for 8 participants from community media not living in the capital (8 participants x \$50 approximate cost of bus tickets, approximately)                           | \$400              |
| Accommodation (with breakfast and dinner) for 12 international participants plus 8 participants not living in the capital (20 participants x 5nights x \$85USD)  | \$9,350            |
| Meals and gastronomy services during the workshop- lunches and coffee-breaks (30 participants x 4 days x \$35usd)  | \$4,200            |
| Facilitator's Fees ( 4 days x \$100USD)  | \$400              |
| Meeting room and equipment rental (4 days x \$200)   | \$800              |
| Reproduction of workshop's materials   | \$150              |
| Office Supplies  | \$200              |
| Local transportation   | \$200              |
| Communications costs   | \$200              |
| Design of project visual identity, flyers, participants certificates and workshop's memories and reproduction  | \$1,600            |
| <b>Total IPDC</b>  | <b>US\$ 29,500</b> |

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

|                                |                    |
|--------------------------------|--------------------|
| Project reporting              | \$1,200            |
| Project coordination and staff | \$14,500           |
| Office space and facilities    | \$12,200           |
| <b>Total</b>                   | <b>US\$ 27,900</b> |



## BARBADOS

| <b>A. PROJECT IDENTIFICATION</b> |  |  |
|----------------------------------|--|--|
| <b>1.</b>                        | <b>PROJECT TITLE</b>                                     | <b>BUILDING CAPACITIES FOR THE SUSTAINED DISTRIBUTION OF INDIGENOUS PROGRAMMING CONTENT IN THE CARRIBEAN REGION.</b>   |
| <b>2.</b>                        | <b>NUMBER</b>  | <b>IPDC/59 BB/01</b>   |
| <b>3.</b>                        | <b>MEDIA DEVELOPMENT INDICATORS' CATEGORY</b>            | <b>Category 3: Media as a platform for democratic discourse: The media reflects and represents the diversity of views and interests in society, including those of marginalized groups.</b>  |
| <b>4.</b>                        | <b>IPDC PRIORITY AREA</b>                                | <b>CAPACITY DEVELOPMENT</b>  |
| <b>5.</b>                        | <b>SCOPE<br/>(NATIONAL, REGIONAL,<br/>INTERREGIONAL)</b> | <b>REGIONAL</b>  |
| <b>6.</b>                        | <b>TYPE OF ASSISTANCE REQUESTED</b>                      | <b>EQUIPMENT/TRAINING SUPPORT</b>  |
| <b>7.</b>                        | <b>TOTAL COST OF PROJECT</b>                             | <b>US\$52,250.00</b>   |
| <b>8.</b>                        | <b>AMOUNT REQUESTED FROM IPDC</b>                        | <b>US\$40,000.00</b>   |
| <b>9.</b>                        | <b>BENEFICIARY BODY</b>                                  | <b>CARIBBEAN MEDIA CORPORATION<br/>UNIT 1B, BUIDLING 6A, HARBOUR INDUSTRIAL ESTATE, ST. MICHAEL BARBADOS TEL. (246) 467-1000;<br/>Mail: <a href="mailto:lori.weatherhead@cmccaribbean.com">lori.weatherhead@cmccaribbean.com</a><br/>Contact: Lori Weatherhead</b> |
| <b>10.</b>                       | <b>IMPLEMENTING OFFICE</b>                               | <b>UNESCO Kingston Office</b>  |
| <b>11.</b>                       | <b>PROJECT LOCATION</b>                                  | <b>BARBADOS</b>  |
|                                  |  |  |

**B. PRESENTATION****1. PROJECT JUSTIFICATION:**

One of the common appeals in the Caribbean is the lack of showcasing our indigenous cultures. Caribbean people have been forced to deal with cultural penetration of influences outside of our region, particularly the USA. The people of Caribbean are very conscious of the preponderance of electronically transmitted material from outside the region -- what some have called "cultural penetration" -- has given rise to widespread concern for the preservation of the region's cultural heritage.

Based on studies conducted outlining the limited indigenous material that our Caribbean people are exposed to, one of our mandates is to ensure that the gap is filled and our cultural heritage preserved.

Research has shown that at least 70% of the region's programming is sourced internationally (mainly the US market), CaribVision offers an outlet for local, upcoming and seasoned producers to showcase their material at no charge.

Given the limited resources of the region, we have found that both the male and female producers have always expressed their concerns with respect to the challenges they are faced with in terms of the high production costs; costs associated with distribution and limited places to showcase their material. We are looking to update and upgrade the skills of the producers thereby starting the process of addressing their concerns.

With this in mind the Caribbean Media Corporation (CMC) conceptualized and launched an authentic Caribbean Channel, CaribVision, where it is envisaged that we would showcase our culture not only to Caribbean people, but to the diaspora and the world. By doing so we create an awareness of our own culture, promote the talent and skill of our Caribbean people, not only the producers, but also of the wider cross section of people and talents across the Caribbean.

The challenge CMC is faced with however, in continuing our mission, is maintaining our equipment capacity. Our current equipment would have been sourced many years ago and is now, in addition to being in need of an upgrade; we urgently need to address our back up capacity. This back up capacity will allow us not only to remain on air should any eventuality occur, but it also guarantees the continuous showcasing of the work of the Caribbean producers of indigenous content, while developing the technical capacity of the region.

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

Enhance the technical capacity of both the male and female producers in 5 Caribbean territories (Barbados, Grenada, Guyana, St. Lucia, St. Vincent), which will also assist the producers and creators (both men and women) of Caribbean content the opportunity to showcase their work via CaribVision, which can be seen in 22 Caribbean territories.

The territories identified are felt to be in most need of attention within the region as it relates to their development and putting them on a growth path.

### 3. DEVELOPMENT OBJECTIVE:

Showcasing the unique cultures of the Caribbean via our Caribbean Channel, CaribVision for at least the next five years and increasing cultural visibility in the world through the upgrade of the equipment and professional capacities,.

### 4. IMMEDIATE OBJECTIVE:

Enhancing the technical capacities of CaribVision and improving the skills over a 2 day period of 6 professionals and provide the opportunities to showcase the Caribbean indigenous culture across 5 Caribbean territories.

### 5. PROJECT OUTPUTS:

With the securing of this equipment and training of 6 male and female producers from across the region, this will enhance their capability and ensure its correct usage, it is also expected that CaribVision would be able to ensure technical capacity for 24 hours daily for at least the next 5 years.

### 6. ACTIVITIES:

- Source and order and install the equipment
- Train the personnel
- Engage in continuous training of technical staff.

### 7. PROJECT INPUTS:

- 1 CPI Transmitter
- 1 Trainer
- Training workshop

### 8. WORK PLAN:

| ACTIVITIES / WEEKS                   | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 |
|--------------------------------------|---|---|---|---|---|---|---|---|---|----|----|----|
| Sourcing quote and order equipment   | X | X |   |   |   |   |   |   |   |    |    |    |
| Shipping and clearing of customs     |   |   |   |   | X | X | X |   |   |    |    |    |
| Selecting and contracting of trainer |   |   |   |   |   |   |   | X | X |    |    |    |
| Installation and training            |   |   |   |   |   |   |   |   |   | X  |    |    |
| Submission of final report           |   |   |   |   |   |   |   |   |   |    | X  | X  |

### 9. INSTITUTIONAL FRAMEWORK:

**The Caribbean Media Corporation (CMC)** is the region's leading multimedia organization dedicated to excellence in communication services. Its services comprise: Television, Radio, Satellite Uplink Distribution, Print and New Media across the Caribbean, to North America and around the world. Formed in August 2000 as a result of a merger between the Caribbean News Agency (CANA) and the Caribbean Broadcasting Union (CBU)'s commercial operations, CMC is continuously forging ahead

with efforts to increase and improve the quality of news and entertainment produced and disseminated within the Caribbean region and the world. CMC’s developmental mission is to work with media houses in the region to highlight the best skills in journalism, broadcasting, publishing and technical services. In addition, the organization strives to make inroads within the media industry by forging closer links between the Caribbean and the rest of the world. Through a premier team of full-time and contract employees, CMC continues to expand its outreach through satellite delivered media services for Television and Radio, while setting the standard for quality and reliability within the Caribbean’s media industry.

**10. SUSTAINABILITY:**

CMC will ensure the continuous training of the technical personnel to assist with ensuring there is output for another 5 years minimum. Over this 5 year period we would promote the use of a group sessions either via conference call or skype to keep updated and discuss any challenges or innovations within the sector that may be useful to the male and female producers.

**11. FRAMEWORK OF MONITORING AND COMMUNICATION STRATEGY:**

The UNESCO Kingston office will be responsible for the monitoring of the project and CMC will work directly with them. CMC in collaboration with the UNESCO Kingston Office will prepare news releases on the approval of the project; on sign off on the agreement the opportunity will be provided for press to witness. On installation the press will have the opportunity to witness the official handover and the unveiling of wording reflecting IPDC’s contribution to the project. Maximum exposure in all instances will be provided on our CANA news wire service in addition to coverage on Caribbean Newline which is seen both on cable and on terrestrial stations.

**12. EVALUATIONS CARRIED OUT:**

The CMC’s experience has showed that this brand of transmitter has serviced us over the years, with the necessary care and maintenance we found that it has lasted longer than the usual industry standard of 5 years

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

The Administrative Officer/Team Leader undertakes the responsibility of reporting on the project in consultation with UNESCO Kingston office.

| <b>D. BUDGET</b>   |                  |
|--|------------------|
| <b>BREAKDOWN OF IPDC CONTRIBUTION<br/>(in US dollars)</b>  |                  |
| CPI Transmitter – 400W CBand Solid State Transmitter   | 34,000.00        |
| Training - 2 Day Workshop - 6 participants (4 overseas and 2 local – to include both men and women) Airfare for participants – US\$400 x 4 persons | 1,600.00         |
| Airfare of trainer   | 1,200.00         |
| Participants – accommodation and daily subsistence – US\$200 x 4 days x 4 persons  | 3,200.00         |
| <b>TOTAL</b>   | <b>40,000.00</b> |

| <b>BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION<br/>(in US dollars)</b> |                  |
|---|------------------|
|   |                  |
| Broker & handling charges   | 3,000.00         |
| VAT*  | 5,950.00         |
| Accommodation for trainer - \$175 x 4 days                                    | 700.00           |
| Subsistence for trainer – US\$200 x 4 days                                    | 800.00           |
| Training facilities   | 500.00           |
| Contingency   | 1,000.00         |
| Project Reporting   | 300.00           |
| <b>TOTAL</b>  | <b>12,250.00</b> |
|   | <b>0</b>         |

\*This purchase by CMC is not subject to general taxes but the organization is still required to pay Value Added Tax

## CURACAO

| <b>A. PROJECT IDENTIFICATION</b> |  |   |
|----------------------------------|--|---|
| <b>1.</b>                        | <b>PROJECT TITLE</b>                                     | <b>BARIO MEDIA<br/>NEIGHBORHOOD MEDIA (TRANSLATION)</b>   |
| <b>2.</b>                        | <b>NUMBER</b>  | <b>IPDC/59 CW/01</b>  |
| <b>3.</b>                        | <b>MEDIA DEVELOPMENT<br/>INDICATORS' CATEGORY</b>        | <b>Media as a platform for democratic discourse</b>   |
| <b>4.</b>                        | <b>IPDC PRIORITY AREA</b>                                | <b>Capacity development</b>   |
| <b>5.</b>                        | <b>SCOPE<br/>(NATIONAL, REGIONAL,<br/>INTERREGIONAL)</b> | <b>National</b>   |
| <b>6.</b>                        | <b>TYPE OF ASSISTANCE<br/>REQUESTED</b>                  | <b>Training, equipment</b>  |
| <b>7.</b>                        | <b>TOTAL COST OF PROJECT</b>                             | <b>USD 59965</b>  |
| <b>8.</b>                        | <b>AMOUNT REQUESTED FROM<br/>IPDC</b>                    | <b>USD 30000</b>  |
| <b>9.</b>                        | <b>BENEFICIARY BODY</b>                                  | <p><b>Stichting de Cultuur kameleon</b><br/> <a href="http://www.stichtingdecultuurkameleon.com">www.stichtingdecultuurkameleon.com</a><br/>           Girouette 8 Curacao<br/>           Contactperson Saskia Luckmann-Meijer 005999<br/>           6997760 /0031 6 12778448<br/> <a href="mailto:saskia@medialabcuracao.com">saskia@medialabcuracao.com</a></p> <p><b>Maduro &amp; Curiels Bank 222.592.01 (Curacao)</b><br/>           Bic code: MCBKCWCU<br/>           KvK nummer Curacao S-8419</p> |
| <b>10.</b>                       | <b>IMPLEMENTING OFFICE</b>                               | <b>UNESCO Kingston Office<br/>Erika Walker</b>  |
| <b>11.</b>                       | <b>PROJECT LOCATION</b>                                  | <b>Curacao in several (3) so called 'bario centers' in<br/>deprived area's</b>  |
| <b>12.</b>                       | <b>PROJECT PREPARED BY</b>                               | <b>Saskia Luckmann-Meijer, Stichting de Cultuur<br/>Kameleon <a href="mailto:saskia@medialabcuracao.com">saskia@medialabcuracao.com</a><br/>Marva Browne UNESCO Curacao</b>   |

## **B. PRESENTATION**

### **1. PROJECT JUSTIFICATION:**

Stichting Cultuur Kameleon (SCK) is an organization on the various islands in the Caribbean dedicated to particularly media education of children, young people, teachers, students who become teachers and professionals in the various projects. In these projects we work on media and information literacy in different ways for different target groups. By understanding how media is brought to you as a consumer

but also how to make it yourself. By making media you will understand the process of making and presenting better. On the other hand we work on skills for teachers. How to use new media in an effective way in your class. Workshops are various from making a short news item to make a book trailer in film (instead of written on paper), how to use modern tools like Yurls, Presi, math apps, google earth etc etc. to enrich your classes. See for more information [www.medialancuracao.com](http://www.medialancuracao.com), [www.medialabbonaire.com](http://www.medialabbonaire.com) en [www.medialabsintmaarten.com](http://www.medialabsintmaarten.com) and the foundation's website [www.stichtingdecultuurkameleon.com](http://www.stichtingdecultuurkameleon.com).

Especially for young people Stichting Cultuur Kameleon (SCK) develops, in collaboration with project coordinator Sulin Passial, a media training course for disadvantaged young people from Bario's called BarioMedia. The teacher who guides the whole training process is Favell Maduro. He is a radio and television maker par excellence and an experienced youth coach. The term 'Bario' refers to the neighborhoods and their problems in Curacao. Because this project requires a thorough and specialized approach, Stichting Cultuur Kameleon has teamed up with the Dutch organization FIRMA Media [www.firmamedia.nl](http://www.firmamedia.nl) that has national and international much experience in the field of media education and young people from disadvantaged neighborhoods.

After a successful first pilot from February to June 2014, all parties believe that an extension and expansion of a slightly modified program is very desirable and would be good. The project has received attention in the neighborhoods, the media (attention in the newspapers, see appendix.) And it has not gone unnoticed by the government Raynel Martis (UNDP) Ministry of Economic Affairs. In the project both boys and girls will participate in a 50-50 mix.

In the next phase BarioMedia will provide six groups of about 15 young journalists (both girls and boys 50-50%) training in movie making, the art of taking pictures, radio and writing texts with the assistance of various media teachers. The items they make are going to make will be about things that happen in their own Bario, and will be published on a dedicated Facebook page and a blog. So it is a win, win situation. Young people meet (new) media, improve their skills and connect with what is happening in their own neighborhood. Next to that their voice will be broadcast through the social media network so that the whole neighborhood can recognize their potential. The classes will be held in the neighborhood centre of each neighborhood where the teachers will visit to give their classes. At the end of this the six months of training, Bario Media will organize an event for all the groups to come together to see each other's work and connect. The teacher (Favell Maduro) has also another mission to teach youngsters what free media is. Media is, especially on the small islands of the Caribbean, sometimes manipulated by politics, certain businesses and influential people. To make media and find new ways to do so is one of the main themes during the workshops.

The proposal is to offer two sections of three months (2x3) to six different neighborhoods.

Structure and content of the program of 3 months

- First week of training youth journalists from participating neighborhood centers.
- After that a process of 3 months training will start in which three groups of young people will participate in workshops:
  - o Creating Radio,
  - o Film Making Items
  - o Writing Short journalistic reporting and publishing with corresponding photos

The young people will have weekly afternoon lessons at 14.00-17.00 for 3 months. Material such as film cameras, computers (if not present), photo camera and a radio set will be provided by the teacher during each session.

## **2. DESCRIPTION OF THE TARGET GROUP:**

50 young people between the ages of 11-18 years (both girls and boys). This group is the best to learn new skills in the media as well as social skills they can use for the rest of their lives.

## **3. DEVELOPMENT OBJECTIVE:**

The young people learn skills at different levels through a medium that appeals to them: media. First, they are introduced to the possibilities of new media and gain new skills. Then they also need to collaborate, discuss and finish one product which helps them to work on social skills. In addition, they look for new items about people in their own neighborhood, talking with young and old people in their neighborhood on various topics. This contributes to social cohesion in their own neighborhood.

## **4. IMMEDIATE OBJECTIVE:**

Offer 50 disadvantaged (both male and female) young people opportunity to learn to use 21st century skills and work with new media.

- We will train 3-6 bario professionals who guide the youngsters now and in the future what media can do for the youngsters and the neighborhood.
- We will train the youth in creating radio, making films and writing stories.
- We will start a Facebook page for every Bario and link these to the Bario Center
- We will provide for every bariocenter at least 3 good working computers and internet access, 1 camera and excess to radio sets.
- We will make contact with Stimul-it (ICT organization) and offer the talented youngsters an experience in a business as internship and also guide toward a study at the Media school or University of Curacao.

## **5. PROJECT OUTPUTS:**

50 young people (men and women) in six neighborhoods will each receive 36 hours of training from the workshop by the end of the project. As a result, they will have films, radio broadcasts, photographs and texts published on a public online platform of their own neighborhood. The items make clear what the young people find important in their neighborhood and are disclosed to everyone in the neighborhood and beyond. In addition, six youth workers from the Sentro di Bario will get an intense training on what they can achieve with media training within the target age group of 11-18 years.

## **6. ACTIVITIES:**

Structure and content of the program of 3 months

- First week of training youth leaders/social workers from participating neighborhood centers.
- After that a process of 3 months training will start in which three groups of young people will participate in workshops:
  - Creating Radio,
  - Film Making Items
  - Writing Short journalistic reporting and publishing with corresponding photos



- The young people will have weekly afternoon lessons at 14.00-17.00 for 3 months. Material such as film cameras, computers (if not present), photo camera and a radio set will be provided by the teacher during each session.
- Projects Reports

### 7. PROJECT INPUTS:

We need 6 laptops with internet connection and 6 photo/film cameras and 6 radio cams. This equipment provides key elements in making a small media production. Most of the neighborhoods we work with do not have access to these. So to make the program work this will be the minimum we will need. This equipment will be later available for the youngsters to use when needed. The laptops, cameras and radio sets will be handed over to the Bario Center (responsible center professional) so the youngsters can have access to the computers after the project. Each center will get one media-set so they can work with the materials in the future.

### 8. WORK PLAN:

| ACTIVITIES / MONTHS   | Aug '15 | Sept '15 | Okt '15 | Nov '15 | Dec '15 | Jan '16 | Feb '16 | March '16 | April '16 | Mai '16 | June '16 | 12 |
|---|---------|----------|---------|---------|---------|---------|---------|-----------|-----------|---------|----------|----|
| Preparation SCK selection contracting bario centers, youngsters and teachers. Make the program, lists of students and t shirts. | x       | x        |         |         |         |         |         |           |           |         |          |    |
| Start training social workers by Firma Media  |         | x        |         |         |         |         |         |           |           |         |          |    |
| Start workshops radio, film and photo/text for youngsters 3 bario's   |         | x        | x       | x       | x       |         |         |           |           |         |          |    |
| Final Event   |         |          |         |         | x       |         |         |           |           |         |          |    |
| Evaluation & Preparation for second period SCK selection contracting bario centers,   |         |          |         | x       | x       | x       |         |           |           |         |          |    |

|  |  |  |  |  |  |  |   |   |   |   |   |   |
|--|--|--|--|--|--|--|---|---|---|---|---|---|
| youngsters and teachers. Make the program, lists of students and t shirts. |  |  |  |  |  |  |   |   |   |   |   |   |
| Start training social workers Barios by Firma Media                        |  |  |  |  |  |  | X |   |   |   |   |   |
| Start workshops radio, film and photo/text for youngsters 3 barios         |  |  |  |  |  |  |   | X | X | X | X |   |
| Final Event  |  |  |  |  |  |  |   |   |   |   | X |   |
| Evaluation report SCK  |  |  |  |  |  |  |   |   |   |   | X | X |

**9. INSTITUTIONAL FRAMEWORK:**

The Stichting Cultuur Kameleon organizes cultural and educational projects, events and (traveling) exhibitions in the Kingdom of the Netherlands, namely: Curaçao, Bonaire, Aruba, Sint Eustatius, Saba, St. Maarten and the Netherlands. The foundation is located in Willemstad and is a project based organization that works with a large number of companies and organizations, including libraries, schools and community centers in the above mentioned islands but also the Anne Frank House in Amsterdam. SCK is active in the fields of education, culture, history and new media. Within our projects we work with a large number of professionals, institutions and idealists who each in their own way contribute to its realization. Project Coordinator of SCK Saskia Luckmann Meijer ([www.rucuproductions.com](http://www.rucuproductions.com)) works with a small team which plans developed and managed projects. The foundation has its own board which consists of four members. SCK is supported by the SNS REAAL Fund, the Cultural Fund, KulturA, The Citco Bank, MCB Bank, the Oranje Fonds and Stichting Doen. See [www.stichtingdecultuurkameleon.com](http://www.stichtingdecultuurkameleon.com).

**10. SUSTAINABILITY:**

Next to the youngsters the professionals of the Barrio Centers (social workers in the neighborhoods) will get the skills as well to proceed with the creation of new content for the neighborhood even when the teachers are no longer there. This is key to create a continuation, during and after the Barrio Media trainings. The youngsters will then have someone in their neighborhood to go to for any question related to media. Knowledge remains in the organization, so the participating Barios can move forward on their own. In addition, talks are underway with Stimul-it for the best participants are able to follow internship at a company. There are also contacts with follow-up training institutes where the enthusiastic participants can go to taste.

## **11. FRAMEWORK OF MONITORING AND COMMUNICATION STRATEGY:**

Stichting Cultuur Kameleon ensures an experienced project manager for the monitoring of the project and proposes to monitor. Attendance, attendance records and materials the project manager oversees the delivery of finished products and placement on social media platforms. A final evaluation will also be conducted on the participants. SCK has good relations with the press and will regularly invite the newspapers, radio and television, to an item. SCK will also produce Papianemts and Dutch press releases on start, progress and completion of the project, which are usually taken and posted.

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

For the final report, which will be made by SCK, evaluations are conducted with all participants and professionals involved in the project. This Final Report (narrative and financial) may eventually be sent as accountability.

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

We will report every 4 months  
Projectname: Bario Media  
Stichting de Cultuur Kameleon  
[www.stichtingdecultuurkameleon.com](http://www.stichtingdecultuurkameleon.com)  
Projectleader Saskia Luckmann Meijer  
[saskia@medialabcuracao.com](mailto:saskia@medialabcuracao.com)  
005999 6997760

### **C. ADDITIONAL INFORMATION**

### **D. BUDGET**

#### **BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)**

| <b>Bario Media 2 trajecten</b>  |   |           |
|---|---|-----------|
| September- December 2015 & March - June 2016  |   |           |
|   |   | Dollars   |
| Youngsters Coach / Head Teacher (72 workshops 3 hrs)                                |   | 10,720.00 |
| Master classes photography (24 workshops 3 hrs)                                     |   | 3,350.00  |
| Compensation 6 bario coaches/social workers (need to pay them to join this program) |   | 2,680.00  |
| Training materials development (3 work sheets+)                                     |   | 1,340.00  |
| laptop  | 6 | 3,600.00  |
| Film/foto camera  | 6 | 1,800.00  |
| Internet  | 6 | 800.00    |
| batteries   | 6 | 160.00    |
| memory card   | 6 | 240.00    |

|  |   |                     |                   |
|--|---|---------------------|-------------------|
| mouses   | 6 | 100.00              |                   |
| Project coordinator (preparation coordination contact barrios and youngsters 350 hrs)                              |   | 10,720.00           |                   |
| Firma Media Training (12 days training by senior trainer)  |   | 5,360.00            |                   |
| Travel and accommodation expenses (Firma Media comes from Holland)   |   | 4,690.00            |                   |
| Promotion  |   | 2,010.00            |                   |
| Closing Event  |   | 1,340.00            |                   |
| Organizational costs Stichting Cultuur Kameleon 40 days project leader and bureau costs, financial accountability. |   | 11,055.00           |                   |
|  |   |                     |                   |
|  |   |                     |                   |
| <b>Total</b>   |   | <b>\$ 59,965.00</b> |                   |
| <b>Total IPDC</b>  |   |                     | <b>\$ 30.0000</b> |

| <b>BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION<br/>(in US dollars)</b> |                      |
|---|----------------------|
|   |                      |
| Stichting Johannes Bosco, Curacao   | 15.000               |
| Reda Social, Curacao  | 14.965               |
| IPDC  | 30.000               |
| <b>Total</b>  | <b>59.965.00US\$</b> |

## GRENADA

| <b>A. PROJECT IDENTIFICATION</b> |  |  |
|----------------------------------|--|--|
| <b>1.</b>                        | <b>PROJECT TITLE</b>                                     | <b>STRENGTHENING GRENADA'S CAPACITY IN INVESTIGATIVE REPORTING ON ISSUES OF SUSTAINABILITY TO BE CAPTURED ON ONLINE MULTI-MEDIA FORMATS.</b> |
| <b>2.</b>                        | <b>NUMBER</b>  | <b>IPDC/59 GD/01</b>   |
| <b>3.</b>                        | <b>MEDIA DEVELOPMENT INDICATORS' CATEGORY</b>            | <b>Category 3.</b>   |
| <b>4.</b>                        | <b>IPDC PRIORITY AREA</b>                                | <b>Capacity building</b>   |
| <b>5.</b>                        | <b>SCOPE<br/>(NATIONAL, REGIONAL,<br/>INTERREGIONAL)</b> | <b>National</b>  |
| <b>6.</b>                        | <b>TYPE OF ASSISTANCE REQUESTED</b>                      | <b>Grant funding, training support</b>   |
| <b>7.</b>                        | <b>TOTAL COST OF PROJECT</b>                             | <b>\$75,050.00</b>   |
| <b>8.</b>                        | <b>AMOUNT REQUESTED FROM IPDC</b>                        | <b>\$40,000.00</b>   |
| <b>9.</b>                        | <b>BENEFICIARY BODY</b>                                  | <b>Government Information Service (GIS), Ministerial Complex, St. George's, tel. 440-2061. Contact: Director Rawle Titus</b>                 |
| <b>10.</b>                       | <b>IMPLEMENTING OFFICE</b>                               | <b>UNESCO Kingston Cluster Office for the Caribbean<br/>Contact Person: Erika WALKER</b>   |
| <b>11.</b>                       | <b>PROJECT LOCATION</b>                                  | <b>St. George's, GRENADA</b>   |

|            |                            |   |
|------------|----------------------------|---|
| <b>12.</b> | <b>PROJECT PREPARED BY</b> | <b>Government Information Service in collaboration with National Commission for UNESCO and local NGO under the advice of the UNESCO Kingston Cluster Office for the Caribbean</b> |
|------------|----------------------------|---|

**B. PRESENTATION**

**1. PROJECT JUSTIFICATION:**

The Government of Grenada has also chosen a path of sustainable development and has made the bold move to embrace “geotourism”. The public of Grenada are now in need of sensitization to environmental and governance issues. The media houses are challenged to be the catalyst of change that sensitizes the public to embrace and support the Government’s commitment to sustainability.

There are a superfluous amount of media houses in Grenada given the country’s size (133 sq. miles) and population (approx.100, 000 people). There are about four (4) weekly newspapers, one monthly newspaper, 13 radio stations, 3 television stations, and 12 cable providers. Media ownership is mostly private, public and community orientated. There is only one state run media house (Government Information Services) and one community media group, the rest are all privately owned. The development of community media has not yet taken off in Grenada.

There are over a hundred media workers employed in the country and most do not have formal training. Apart from a few older and more seasoned journalists, many media workers in Grenada are unqualified. Funding formal journalism training remains an expensive proposition for practitioners in Grenada.

Since the advent of a new Director of Information, the Government Information Service has been conducting a series of in house training programmes ranging from news writing techniques and interviewing skills to news reading skills, but there is also a need to equip journalists with research and investigative skills for accurate reporting and content development. Also traditional media in Grenada have not stayed apace with the advances in the technological revolution and in particular the progress in new media.

Nearly all of the media houses on the island have not taken the steps to comprehensively develop their online and multimedia platform, mainly through lack of personnel trained in the field. Admittedly, some have flirted with various aspects of new media such as a basic website, online audio, or pictures of video.

However, a professional approach to investigative reporting and online content generation to serve the needs of the online community has not been met, and so many, including Grenadians in the Diaspora, are deprived of qualified and updated content and proper fora to participate in national discourse.

In other words, the professional values being forged in traditional media through content, structure and personnel are yet to be transferred to Grenada’s new media platform.

Therefore, the proposed workshops will hand 20 practitioners the necessary skills required for basic web page creation, editing multimedia content i.e. text, pictures, audio, and video for online purposes as well as social media platforms such as u tube, face book, twitter etc. In Grenada the media industry has just as

many women in the field as there are men, with both holding positions of management in various media houses. The youth however, lack training and exposure and many have not had the benefit of formal journalistic training. Thus the media industry is in great need of building the capacity of the next generation of media workers, empowering as many young boys as young girls in such an important field as journalism.

It is expected that after the training, the online aspect of Grenada's media will be augmented to facilitate a greater level of professionalism and as such, better access to information as well as wide participation in national issues.

This is clearly an outcome that will manifest in better informed citizens and, the empowerment and awareness of the population on the strength of an enhanced media structure.

## **2. DESCRIPTION OF THE TARGET GROUP:**

This project targets 20 young or mid-career male and female journalists working in radio, television, or print in the tri island state of Grenada, Carriacou and Petit Martinique, who have not received training in generating content for the multimedia platform. Many of them have been attempting to create an online presence for the private or public media for which they work but have not received professional support to accomplish this goal.

## **3. DEVELOPMENT OBJECTIVE:**

The training project will serve to professionally enhance the investigative skills, build an understanding of environmental and governance issues while retooling journalists with skills to develop an online dimension of Grenada's traditional media architecture. It will augment in a more organised and professional manner, capacities in Grenada's struggling but promising field of new media, while fostering a cadre of journalists with new abilities to better accurately research, report and develop awareness for sustainability of a multi-media online platform for their media houses.

## **4. IMMEDIATE OBJECTIVE:**

Twenty media practitioners (50 % men and 50% women) will acquire new skills in accurate research and reporting through a six-month training course. They will also develop awareness of sustainability and acquire improved skills in editing/generating multimedia content i.e., audio, video, pictures, scripts, graphics and basic web page design as well as content uploading, including effective use of twitter, face book, u tube and other social media platforms.

## **5. PROJECT OUTPUTS:**

A national network of 20 newly trained media workers empowered with fresh skill-set of accurately researching, reporting and developing awareness for sustainability in the arena of multi-media, being capable of creating or refining existing online presence of their current traditional media houses, consistent with high production values.

## 6. ACTIVITIES:

Five weeks of training for 20 media workers -representing public and private sector media houses-, in the art of editing/generating multimedia content i.e. audio, video, pictures, scripts, graphics as well as basic web page design and content uploading.

## 7. PROJECT INPUTS:

- Trainer in Environmental laws, treaties and issues for three-day training sessions;
- Venue, projector, flip chart and markers environmental awareness training;
- Breaks and Lunches for 20 trainees over a three-day period;
- Trainer in Governance issues for one-week session;
- Venue, projector, flip chart and markers for governance training;
- Breaks and Lunches for 20 trainees over a 5 day period.
- Trainer in investigative reporting, audio, video, pictures, scripts, graphics as well as basic web page design and content uploading for a two-week session;
- Venue, projector, flip chart and markers for investigative reporting and online multi-media online reporting training;
- Breaks and Lunches for 20 trainees over a ten-day period;
- Twenty computers with multi-media specs to be rented for two weeks (10 days);
- Trainer in travel writing for a one-week session;
- Venue, projector, flip chart and markers for travel writer training;
- Breaks and Lunches for 20 trainees over a ten-day period;
- Twenty computers with multi-media specs to be rented for one week (5 days);
- One assistant to provide basic secretarial support for all sessions.

## 8. WORK PLAN:

| ACTIVITIES / MONTHS   | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 |
|---|---|---|---|---|---|---|---|---|---|----|----|----|
| Selection & contracting of trainers   |   |   |   |   |   |   |   |   |   |    |    |    |
| Secure Flight and accommodations for international trainers                     |   |   |   |   |   |   |   |   |   |    |    |    |
| Delivery of the training work plans   |   |   |   |   |   |   |   |   |   |    |    |    |
| Secure venue, projector and flip chart  |   |   |   |   |   |   |   |   |   |    |    |    |
| Printing of support material and workshop supplies                              |   |   |   |   |   |   |   |   |   |    |    |    |
| Training in Environmental laws, treaties and issues for 3 day training sessions |   |   |   |   |   |   |   |   |   |    |    |    |
| Training in Governance issues for 1 week session                                |   |   |   |   |   |   |   |   |   |    |    |    |



|   |  |  |  |  |  |  |  |  |  |  |  |  |
|---|--|--|--|--|--|--|--|--|--|--|--|--|
| Rental of 20 laptops  |  |  |  |  |  |  |  |  |  |  |  |  |
| Training in investigative reporting, audio, video, pictures, scripts, graphics as well as basic web page design and content uploading 2 weeks session |  |  |  |  |  |  |  |  |  |  |  |  |
| Training in travel writing for 1 week session   |  |  |  |  |  |  |  |  |  |  |  |  |
| Evaluation and development of a project website that host training material and promotes the participants   |  |  |  |  |  |  |  |  |  |  |  |  |

**9. INSTITUTIONAL FRAMEWORK:**

The Government Information Service will coordinate the project for the benefit of journalists in Grenada through its various media houses. The focus will be on journalists working in public and private television, newspapers and radio stations in Grenada, who lack the skills to professionalize the online arm of their media houses.

**10. SUSTAINABILITY:**

The training will have a powerful and profound impact on an exciting and emerging area of media in Grenada that is in need of skilled practitioners. Unleashing twenty (20) trained media workers newly skilled in this specialized area will breathe fresh life into the diverse media landscape and unlock new opportunities in the profession. Potentially, new value will be added to Grenada’s media industry of radio, print and television.

**11. FRAMEWORK OF MONITORING AND COMMUNICATION STRATEGY:**

The project will be monitored by the Ministry of Information in collaboration with local NGO to ensure the credibility and quality of the courses and workshops. Press releases will be generated to capture the training, before, during and after, and will be released to the media in general, copies of which will be submitted to the Grenada National Commission for UNESCO/ UNESCO Kingston Cluster Office for the Caribbean in Jamaica.

**12. EVALUATIONS CARRIED OUT:**

The Ministry of Information will create an assessment tool to test the participant’s capacity and understanding before each training session. Participants will fill out evaluations after each training module. Participants will also need to complete project assignments for each of the training modules. The Ministry of Information will also create a reporting website to host the material and resources used and to promote the participants who have acquired the skills and training.

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

Reports on the project will be submitted to the UNESCO Kingston Cluster Office for the Caribbean by the Ministry of Information through Grenada National Commission for UNESCO.

#### C. ADDITIONAL INFORMATION

#### D. BUDGET

| <b>BREAKDOWN OF IPDC CONTRIBUTION<br/>(in US dollars)</b>  |                 |
|--|-----------------|
| <b>Preparation</b>   |                 |
| Flights for Investigative/multi-media trainer coming from DC, USA  | 1,000.00        |
| Accommodations for Investigative/multi-media trainer for 2 weeks   | 2,100.00        |
| Flights for travel writer trainer  | 1,000.00        |
| Accommodations for travel writer/trainer 7 days @150/day   | 1,050.00        |
| <b>Environmental laws, treaties and issues training sessions.</b>  |                 |
| Trainer in Environmental laws, treaties and issues for 1 day planning and 3 day training sessions  | 600.00          |
| Venue, projector, flip chart and markers environmental awareness training  | 750.00          |
| Breaks and Lunches for 20 trainees over a 3 day period.  | 1,500.00        |
| <b>Governance training</b>   |                 |
| Trainer in Governance issues for 1 day planning and 1 week session   | 900.00          |
| Venue, projector, flip chart and markers for governance training   | 1,250.00        |
| Breaks and Lunches for 20 trainees over a 5 day period.  | 2,500.00        |
| <b>Investigative reporting, audio, video, pictures, scripts, graphics as well as basic web page design and content</b>   |                 |
| Trainer in investigative reporting, audio, video, pictures, scripts, graphics as well as basic web page design and content uploading for 2 week session              | <b>3,500.00</b> |
| Per diem for Trainer in investigative reporting, audio, video, pictures, scripts, graphics as well as basic web page design and content uploading for 2 week session | <b>3,500.00</b> |
| Venue, projector, flip chart and markers for investigative reporting and online multi-media online reporting training  | <b>2,500.00</b> |
| Breaks and Lunches for 25 trainees and assistance over a ten day period.   | <b>5,000.00</b> |
| Twenty computers with multi-media specs to be rented for two weeks (10 days).  | <b>3,000.00</b> |
| <b>Travel writer training</b>  |                 |
| Trainer in travel writing for 1 week session   | <b>1,750.00</b> |
| Per diem for Trainer in travel writing for 1 week session  | <b>1,750.00</b> |
| Venue, projector, flip chart and markers for travel writer training  | <b>2,500.00</b> |

|  |                      |
|--|----------------------|
| Breaks and Lunches for 20 trainee, trainers and assistance over a five day period. | <b>2,500.00</b>      |
| Material development for all training  | <b>2,000.00</b>      |
| <b>Total</b>   | <b>US\$40,650.00</b> |
| <b>Total IPDC Contribution</b>   | <b>US\$40,000.00</b> |
| <b>Local Contribution</b>  | <b>US\$ 650.00</b>   |

| <b>BREAKDOWN OF THE BENEFICIARY AGENCY'S IN-KIND CONTRIBUTION<br/>(in US dollars)</b> |                      |
|---|----------------------|
| Project coordination for 6 months   | 6,000.00             |
| 4 staff members for 6 months  | 12,000.00            |
| Communication for 6 months  | 1,200.00             |
| Transport and maintenance for 6 months  | 2,400.00             |
| Utilities for 6 months  | 600.00               |
| Advertising and PR for 6 months   | 3,000.00             |
| Contingency   | 3,000.00             |
| Project reporting   | 1,200.00             |
| Website for hosting material and promoting the project                                | 5,000.00             |
| <b>Total</b>  | <b>US\$34,400.00</b> |

## JAMAICA

| <b>A. PROJECT IDENTIFICATION</b> |  |   |
|----------------------------------|--|---|
| <b>1.</b>                        | <b>PROJECT TITLE</b>                                 | <b>PROGRAMME DEVELOPMENT &amp; SUSTAINABILITY TRAINING FOR COMMUNITY RADIO IN JAMAICA</b>   |
| <b>2.</b>                        | <b>NUMBER</b>  | <b>IPDC/59 JM/01</b>  |
| <b>3.</b>                        | <b>MEDIA DEVELOPMENT INDICATORS' CATEGORY</b>        | <b>Category 4: Professional capacity building and supporting institutions that underpins freedom of expression, pluralism and diversity.</b>                |
| <b>4.</b>                        | <b>IPDC PRIORITY AREA</b>                            | <b>Capacity Building</b>  |
| <b>5.</b>                        | <b>SCOPE<br/>(NATIONAL, REGIONAL, INTERREGIONAL)</b> | <b>National</b>   |
| <b>6.</b>                        | <b>TYPE OF ASSISTANCE REQUESTED</b>                  | <b>Training Support/Equipment</b>   |
| <b>7.</b>                        | <b>TOTAL COST OF PROJECT</b>                         | <b>USD 35,080</b>   |
| <b>8.</b>                        | <b>AMOUNT REQUESTED FROM IPDC</b>                    | <b>USD 18, 160</b>  |
| <b>9.</b>                        | <b>BENEFICIARY BODY</b>                              | <b>Transformative Communication Partners; 7 Lindsay Terrace, Kingston 10; Telephone 969-8747; mobile 877-5092; contact Rosamond Brown, Managing Partner</b> |
| <b>10.</b>                       | <b>IMPLEMENTING OFFICE</b>                           | <b>UNESCO Jamaica; Ms Erika Walker</b>  |
| <b>11.</b>                       | <b>PROJECT LOCATION</b>                              | <b>JET FM - St Mary, Jamaica; ROOTS FM – Kingston, Jamaica; MORE FM, St James – Jamaica; WAVES FM – St. Ann Jamaica</b>                                     |
| <b>12.</b>                       | <b>PROJECT PREPARED BY</b>                           | <b>Rosamond Brown, Managing Partner – Transformative Communication; advised by Ms. Erika Walker, UNESCO Kingston office</b>                                 |

## **B. PRESENTATION**

### **1. PROJECT JUSTIFICATION:**

There are approximately 26 radio stations currently operating in Jamaica. Of this amount the vast majority are commercial entities focused on pop culture and headline news content. Less than ten are community broadcasters and even so, they are struggling to meet basic bills for light and equipment let alone investments in content development and capacity development. Whereas these stations are hugely popular in their communities, their lack of broadcast skills and capacity, prevents them from providing the communication support for community development required by their citizens

This project aims to increase the national capacity of local community radio stations in Jamaica to produce and sustain participatory communication programmes in at least two priority areas of national development: a) crime and violence within or against vulnerable groups; b) teen sexuality/maternal and child care

Informal research tells us that at least 90% of current volunteers in the community radio sector in Jamaica have never received either formal or informal training in broadcast journalism. The overarching success of the project will be its ability to increase the numbers of community media volunteers able to produce quality radio programmes. Quality is assessed by its technical quality, relevance of content, collaboration with stakeholders and edutainment appeal. Outputs will be assessed based on a) measuring human capacity before and after training, b) measuring number of consistent programmes on a development theme aired before and after training, c) response to programmes from citizens

Under this project, selected members of vulnerable groups who reside in the project communities', will receive training alongside community broadcast journalists. This will enable both groups to collaborate on producing participatory media content to effectively engage the targeted communities of interest. The activity is expected to primarily benefit 60 community broadcast journalists and content providers in four parishes in Jamaica.

Because all these radio stations selected are in poor communities, the project will satisfy a dual objective. Young community members will themselves become engaged in the creation of media. In developing their own content they are forced to confront their own issues by looking at negative behaviours and probable consequences, and begin processing alternative behaviours and positive and appealing outcomes. In this process using media as a tool for learning.

### **2. DESCRIPTION OF THE TARGET GROUP:**

This project will directly benefit the community radio stations within the identified communities. The main target group is broadcast journalists/content providers of 4 existing community radio stations in Jamaica. However this larger group encompasses important sub-groups as listed below:

JET FM – a) Broadcast journalists at JET FM (60% women – 40% men) b) Teenage/young adult mothers and fathers resident in Jeffrey Town, St. Mary who contribute to content development on the station (70% women – 30% men);

ROOTS FM – a) broadcast journalists at ROOTS FM (70% women, 30% men) b) Women affected by domestic violence and reformed male perpetrators contributing to content development (90%

women – 10% men), c) At risk youth (60% boys; 40% girls) resident in a Kingston urban inner city community and contributing to content development on the station,

MORE FM – a) broadcast journalists at MORE FM (70% women – 30% men) b) At risk youth resident in Glendevon, St. James and contributing to content development (60% boys, 40% girls); WAVS FM – a) broadcast journalists at WAVS FM (50% women 50% men) b) At risk youth (60% boys; 40% girls) resident in Oracabessa, St Mary and contributing to content development;

### **3. DEVELOPMENT OBJECTIVE:**

This project increases the capacity of media in Jamaica to adequately respond to critical development gaps amongst vulnerable groups in the country.

### **4. IMMEDIATE OBJECTIVE:**

Provide skills and knowledge in sustainable content development to 60 broadcast journalists/content providers at four radio stations (ROOTS FM, JET FM, MORE FM, WAVS FM) in four parishes (Kingston & St. Andrew, St Mary, St. James and St. Ann), across the island.

### **5. PROJECT OUTPUTS:**

- 60 broadcast journalists/Content Providers across Jamaica have acquired skills and techniques to enable them to research, script, produce, present and sustain effective story based community radio learning programmes
- Four community radio stations across Jamaica are empowered to produce community learning programmes focussed on behaviour change in critical areas of national development.
- Five new series of story based radio programme each comprising 8 X 30 minute programmes aired in four parishes across the island
- Personnel of four community radio stations trained in targeting local and international donors/sponsors and writing project proposals to support the ongoing delivery of development radio programmes.

### **6. ACTIVITIES:**

Meetings with management of each station to discuss training outputs, requirements and logistics  
Potential stakeholder meetings with programme partner groups (health authorities, conflict resolution organisations, police personnel)  
Preparation of training materials  
Establishment and coordination of training schedules  
Purchasing field recorders  
Selection and notification of participants  
Phased delivery of all training  
Organising listener groups for feedback and monitoring  
Production of programmes  
Airing programmes  
Preparation of project reports

## 7. PROJECT INPUTS:

Trainers, material, field recorders, financial and in kind resources

## 8. WORK PLAN:

| ACTIVITIES / MONTHS   | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 |
|---|---|---|---|---|---|---|---|---|---|----|----|----|
| Meetings with station management of 4 community radio stations to identify personnel and training requirements                    | X |   |   |   |   |   |   |   |   |    |    |    |
| Preparation of training materials, establishing schedules, purchasing field recorders, selection and notification of participants | X | X |   |   |   |   |   |   |   |    |    |    |
| Project coordination  | X |   |   |   |   |   |   |   |   |    |    |    |
| Deliver training in location 1  |   | X | X |   |   |   |   |   |   |    |    |    |
| Listening group in location 1   |   |   | X |   |   |   |   |   |   |    |    |    |
| Deliver training in location 2  |   |   |   | X |   |   |   |   |   |    |    |    |
| Listening group in location 2   |   |   |   |   | X |   |   |   |   |    |    |    |
| Deliver training in location 3  |   |   |   |   | X | X |   |   |   |    |    |    |
| Listening group in location 3   |   |   |   |   |   | X |   |   |   |    |    |    |
| Deliver training in location 4  |   |   |   |   |   |   | X | X |   |    |    |    |
| Listening group in location 4   |   |   |   |   |   |   |   | X |   |    |    |    |
| Programme development and airing in location 1  |   |   |   | X | X | X |   |   |   |    |    |    |
| Programme development and airing in location 2  |   |   |   |   |   | X | X | X |   |    |    |    |
| Programme development and airing in location 3  |   |   |   |   |   |   | X | X | X |    |    |    |
| Programme development and airing in location 4  |   |   |   |   |   |   |   |   | X | X  | X  |    |
| Monitoring/Feedback sessions  |   |   |   |   | X |   | X |   | X | X  | X  | X  |
| Project reporting   |   |   |   | X |   |   |   | X |   |    |    | X  |
| Publicity/Communication activities  | X |   |   | X |   | X |   | X |   |    |    | X  |
| Online Proposal writing training  |   |   |   |   |   |   | X | X |   |    |    |    |

## 9. INSTITUTIONAL FRAMEWORK:

Transformative Communication Partners Caribbean is a media development group with offices in Jamaica and St. Lucia, set up to deliver face-to-face and online communication training and conduct communication research within the Caribbean. The Principals are Communication Specialists in media, social marketing, public education & public relations and communication research. Since its inception in 2012, TCPC has conducted face-to-face advocacy and radio production workshops in Jamaica, Trinidad and Tobago and St. Lucia aimed at building the capacity of community radio practitioners and development workers to deliver community learning programs. The Partners has developed online distance training courses in C4D, research for planning and programme design in collaboration with the Commonwealth of Learning (COL) and the Caribbean Institute of Media and Communication

(CARIMAC). To date approximately 75 learners from Jamaica, Barbados, Guyana, Trinidad and Tobago, Belize, St. Lucia, and St. Vincent and the Grenadines, have been trained on this platform.

Prior to the company's inception, principals worked independently as Consultants to JET FM, ROOTS FM and the Commonwealth of Learning primarily in research and training.

#### **10. SUSTAINABILITY:**

Evidence from community media practitioners shows that, especially following training, inability to mobilise funds often leads to a halt of effective programming activities. This funding proposal has built in financial resources for the radio stations to continue the development of programmes over three months. During this time submitters will implement an online proposal writing workshop with select personnel from each participating radio station. This is intended to foster sustainability by enabling station personnel to target local and international sponsors/donors and prepare appropriate funding proposal for project continuation. The submitter has already secured a grant from the Commonwealth of Learning (2015) to conduct this work using online modalities. This training will fill a current need for project writing skills previously identified by Community radio manager.

#### **11. FRAMEWORK OF MONITORING AND COMMUNICATION STRATEGY:**

Communication activities before during and after the training are as follows:

**Pre-activity** - Receipt of funding and project development activities will be publicized through news items and audio messages aired on all participating radio stations. News releases will be sent to local and national newspapers and online publications, web-sites and the government information service (JIS)

**Mid-way activity** -At the end of the training activity, photos will be posted on social media sites (facebook, instagram, twitter) managed by the participating station and individual participants.

**Post-activity** - At the end of training a listening event will be organized where members of the community, stakeholders, other community media and the government information service will be invited to listen to the first programme episode and provide feedback. During the development of the 8-episode series, this listener group format will be used on a smaller scale (approximately 10-12 residents) as a participatory monitoring tool.

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

Prior to the setting up of TCPC in 2012, all three of its principals have been actively engaged in work with community radio throughout the English speaking Caribbean including two of those covered under this proposal (ROOTS FM and JET FM). This work includes a recently concluded baseline survey on the impact of participatory programming on climate change on the residents of Jeffrey Town, St. Mary. We have also conducted several focus group discussions with listeners and broadcasters attached to ROOTS FM in Kingston and conducted prior training activities at both stations.

In both cases insufficient funding to retain volunteers and workers has led to migration of staff , resulting in repetitive training activities rather than capacity building. Most stations suffer from weak or non-existent management structures which further limits the capacity for growth. TCPC suggests that developing a system of programme sustainability will in the long run close this gap, as broadcast journalists and content providers become empowered as business developers of their programme.



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

Programme documentation and reporting will be provided by Rosamond Brown, Managing Partner of TCPC.

| <b>C. ADDITIONAL INFORMATION</b>   |                   |
|--|-------------------|
| <b>D. BUDGET</b>   |                   |
| <b>BREAKDOWN OF IPDC CONTRIBUTION<br/>(in US dollars)</b>  |                   |
| 1. 8-day community radio training workshop on programme research, radio drama development, radio production and presentation (in 4 separate locations):  |                   |
| 2 Trainers (8 day training rate at \$150 per day per trainer) per location = 8 days x \$ 150 x 2 trainers x 4 locations  | 9600              |
| Venue per day = \$30 X 32 training days  | 960               |
| Training material per unit = \$12 X 60 trainees  | 720               |
| Meals per day per trainee = \$20 X 60 trainees   | 1200              |
| Training equipment –overhead projector per day = \$15 X 32 training days   | 480               |
| 2. Development of 4 radio series, each consisting of 8 X 30 minute episodes of themed story based programmes:  |                   |
| Radio studio and production costs per episode = \$80 X 8 episodes per location X 4 locations   | 2560              |
| Field interview transportation per episode= \$20 X 8 episodes per location X 4 locations   | 640               |
| Field recorders- Sony PCMM10/R per unit = \$400 X 5 units  | 2000              |
| <b>Total IPDC</b>  | <b>US\$18,160</b> |
| <b>BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION<br/>(in US dollars)</b>  |                   |
| Project Coordination – 12 months   | 2000              |
| Staff costs/1 full-time; 1 part-time X 12 months   | 2300              |
| Communication costs  |                   |
| Online delivery of proposal writing workshop<br>Course development - \$2,000<br>Moodle platform cost (CARIMAC) - \$40 per learner X 20 learners = \$800<br>eFacilitation – 6 weeks X \$230 per week = \$1380<br>Course mentors X 2 X \$100 per week X 6 weeks = \$1200 | 5380              |
| Vehicle maintenance  | 1000              |
| Trainers per diem 50 X 2 trainers X 32 days  | 3200              |
| Communication costs  | 840               |
| Listener group – Refreshments, venue and equipment per event \$300 X 4 events  | 1200              |
| Contingencies  | 1000              |
| <b>Total</b>   | <b>US\$16,920</b> |

## REGIONAL

| <b>A. PROJECT IDENTIFICATION</b> |  |  |
|----------------------------------|--|--|
| <b>1.</b>                        | <b>PROJECT TITLE</b>                                 | <b>INVESTIGATIVE JOURNALISM IN THE DIGITAL AGE</b>   |
| <b>2.</b>                        | <b>NUMBER</b>  | <b>IPDC/59 RLA/02</b>  |
| <b>3.</b>                        | <b>MEDIA DEVELOPMENT INDICATORS' CATEGORY</b>        | <b>Category 4: Professional capacity building and supporting institutions that underpins freedom of expression, pluralism and diversity</b>  |
| <b>4.</b>                        | <b>IPDC PRIORITY AREA</b>                            | <b>Capacity Development for journalists and media managers</b>   |
| <b>5.</b>                        | <b>SCOPE<br/>(NATIONAL, REGIONAL, INTERREGIONAL)</b> | <b>Regional</b>  |
| <b>6.</b>                        | <b>TYPE OF ASSISTANCE REQUESTED</b>                  | <b>Training support / Institutional capacity building</b>  |
| <b>7.</b>                        | <b>TOTAL COST OF PROJECT</b>                         | <b>US\$31,350</b>  |
| <b>8.</b>                        | <b>AMOUNT REQUESTED FROM IPDC</b>                    | <b>US\$20,300</b>  |
| <b>9.</b>                        | <b>BENEFICIARY BODY</b>                              | <b>Commonwealth Broadcasting Association<br/>17 Fleet Street, London, EC4Y1AA, UK<br/>Tel: +44 (0)207 583 5550<br/>Fax: +44 (0)207 583 5549<br/>Adam Weatherhead, Project Manager<br/>and<br/>Caribbean Broadcasting Union<br/>Suite 1B, Building #6A, Harbour Industrial Estate, St. Michael, BB 11145, Barbados<br/>Tel: +1 (246) 430 1007</b> |
| <b>10.</b>                       | <b>IMPLEMENTING OFFICE</b>                           | <b>UNESCO Kingston Office for the Caribbean<br/>Erika Walker</b>   |

|            |                            |   |
|------------|----------------------------|---|
| <b>11.</b> | <b>PROJECT LOCATION</b>    | <b>Kingston, Jamaica</b>  |
| <b>12.</b> | <b>PROJECT PREPARED BY</b> | <b>Adam Weatherhead, (former) Project Manager<br/>Commonwealth Broadcasting Association</b> |

## **B. PRESENTATION**

### **1. PROJECT JUSTIFICATION:**

The Caribbean has a varied level of media development, with Trinidad & Tobago and Jamaica being the most sophisticated and Dominica and Guyana the least. Within the territories and countries of CARICOM (the Caribbean Community), there are about 25 local terrestrial stations and 60-100 cable channels. Radio licences exceed 300 and there are more than a dozen daily print newspapers and 5 weekly publications as well as on-line dailies and weeklies, all serving a population of about 6 million. There is a mix of private and state owned broadcasters with the latter dominating in some territories e.g. Guyana while others such as Jamaica and Trinidad and Tobago have experienced significant media liberalization.

Such a diverse media landscape provides the foundation for Caribbean media to carry out its indispensable role of upholding democratic governance and act as a key anti-corruption watchdog, a role reinforced in the UNESCO Global Investigative Journalism Casebook. Beyond the conventional news reporting that goes along with such a role, it is investigative journalism that is often the critical tool used by the media to unearth and report on corruption, engage public participation in public policy discourse and ultimately trigger socio-economic and political change.

The quality of the investigative journalism being practiced across the Caribbean has, however, been negatively affected by the expense, labour intensiveness and legal risks associated with this form of journalism. The dangers that journalists face when attempting to reveal information that is in the public interest are also of concern, particularly in the context of small island nations. These challenges are compounded by the financial pressures caused by declining advertising revenues in recent years. As a result, many of the broadcast media outlets in the target countries do not prioritise their training budgets in a way that focuses on improving the technical skills necessary for high quality investigative journalism. The Caribbean Institute of Media and Communication (CARIMAC), the leading regional body on media studies, does not currently offer professional development courses that could fill this void, specifically relating to investigative journalism.

Consequently, there has been a regional decline in the use of high quality investigative journalism as a means of informing the public of fundamental matters of governance. This has resulted in reduced participation of broader civil society in matters of governance and a lessening of public demand and advocacy for greater accountability and transparency in governance. Another result has been a heightened public sense of increased corruption at the state level. This perception is evident in the repeated low scores of a majority of Caribbean countries over the years, and as recently as 2013, in Transparency International's Corruption Perception Index.

In addition the problem is complicated by the continuing under-representation of women in the media, particularly in journalism. As reported in the latest study from the International Women in the Media Foundation on “Women in the Media”, the Caribbean exhibits general under-representation across occupational groups, glass ceilings, and disproportionately low representation in boardrooms and top management levels. Not only is this pattern of gender inequality a challenge for the journalism sector, it also has an impact on the wider society. That is because as noted by Transparency International in its State of Research on Gender and Corruption,<sup>23</sup> “*Corruption may affect progress towards gender equality and women’s empowerment, by limiting women’s capacities to claim their rights.*”

Many of the challenges posed by the traditional practice of investigative journalism have, however, been significantly minimized in recent times. With the advent of new digital technologies such as social media, journalists now have access to cost-effective ways of contacting sources and accessing information from around the globe. In addition, six of the fifteen member states of CARICOM have passed Freedom of Information laws which now enable affordable, enforceable access to information held by those governments which have them. A more effective use of these laws would enhance journalists’ ability to access first-hand, accurate information critical to investigative journalism research. Finally, through the efforts of strong local and regional civil society and professional organisations in partnership with development agencies such as UNESCO and UNWomen, greater attention has been paid to the need for gender equality in the media in order to achieve national and regional development goals and targets and promote good governance and democracy. This has resulted in greater emphasis being placed on women’s access to capacity-building and training in a wider range of media professions, including investigative journalism.

## **2. DESCRIPTION OF THE TARGET GROUP:**

The project will target a minimum of forty (40) active broadcast journalists who currently work in, or wish to enter, the field of investigative journalism and representing at least ten (10) countries. Participants will be nominated from the memberships of the Public Media Association (formerly the Commonwealth Broadcasting Association) and the Caribbean Broadcasting Union – which currently has forty-five members in twenty-two countries and territories across the English, Dutch and Spanish-speaking Caribbean. Participants will be in a position to utilise and disseminate the skills they acquire, and also to serve as mentors to less experienced journalists in their media houses and national professionals associations. For the face-to-face training opportunities twenty (20) participants will be targeted. A minimum of ten (10) trainees will be from outside of the host country.. A further twenty (20) participants will be invited to participate in the on-line training. To ensure achievement of the gender and nationality aims, a minimum of 50 percent of the participants, for both the in-person and on-line training, will be women.

## **3. DEVELOPMENT OBJECTIVE:**

This project promotes the role of the media as a platform for democratic discourse through professional capacity building and supporting media institutions. It also seeks to promote a more informed public, and consequently greater governmental transparency and accountability, by improving the degree and quality of the investigative journalism currently being practiced by journalists.

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<sup>23</sup> <http://www.u4.no/publications/state-of-research-on-gender-and-corruption>

#### **4. IMMEDIATE OBJECTIVE:**

Enhance the capacity of forty (40) Caribbean journalists (minimum 50% women) to function as effective investigative journalists utilising digital tools through in-person workshop and on-line training course.

#### **5. PROJECT OUTPUTS:**

- Forty (40) Caribbean broadcast journalists from at least ten (10) countries (a minimum of 50% women) trained (in either in-person or on-line courses) in investigative journalistic techniques using the latest, affordable digital tools relevant to the current technology and journalistic environment, highlighting different approaches to access information, including the effective use of existing Freedom of Information laws and ways to protect themselves and their sources, particularly when communicating electronically;
- An online-course on investigative journalism hosted by The Centre for Investigative Journalism. This course which will be available on an established cycle to journalists to extend the reach of this project and fill the existing gap, and will be tailored to the Caribbean in order to sustain and further the reach of this project.
- An on-line portal through which a regional and international network of colleagues will be able to share the latest education and best practices on the craft, culture and methodology of investigative journalism.

#### **6. ACTIVITIES:**

- A three-day investigative journalism training workshop for twenty (20) broadcast journalists (50% men and 50% women) to be held in Jamaica during 2015. The curriculum will include: freedom of information, investigating the environment, information security, interview skills, and personal security.
- A five-week bespoke online course on investigative journalism in the digital age for forty (40) (50% Men and 50% women) journalists (open to all of the journalists who attended the in-person training). The curriculum will include: advanced online search, data journalism, and computer assisted reporting.

#### **7. PROJECT INPUTS:**

- One internationally-experienced trainer with current expertise in broadcast investigative journalism, information security and computer assisted reporting
- One regional or in-country trainer with experience in obtaining information via freedom of information requests
- Two regional or in-country experts
- Training room with internet access, a multimedia projector and 10 laptops
- Set up of online course using an open-source virtual learning environment
- Online course trainer with expertise in advanced online search, data journalism, and computer assisted reporting
- Publication: International Press Institute's Reporter's Guide to the Millennium Development Goals

## 8. WORK PLAN:

| ACTIVITIES / MONTHS                | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 |
|------------------------------------|---|---|---|---|---|---|---|---|---|----|----|----|
| Selection/contracting of trainers  |   |   |   |   |   |   |   |   |   |    |    |    |
| Development of workshop curriculum |   |   |   |   |   |   |   |   |   |    |    |    |
| Development of online-course       |   |   |   |   |   |   |   |   |   |    |    |    |
| Selection of participants          |   |   |   |   |   |   |   |   |   |    |    |    |
| Workshop preparation               |   |   |   |   |   |   |   |   |   |    |    |    |
| Workshop                           |   |   |   |   |   |   |   |   |   |    |    |    |
| Online-course                      |   |   |   |   |   |   |   |   |   |    |    |    |
| Final evaluation                   |   |   |   |   |   |   |   |   |   |    |    |    |
| Reports submitted                  |   |   |   |   |   |   |   |   |   |    |    |    |

## 9. INSTITUTIONAL FRAMEWORK:

The Public Media Association (formerly the Commonwealth Broadcasting Association) is the largest global association of public service broadcasters. Established in 1945, it aims to further enable Public Service Broadcasting/Media in order to: build public value; foster freedom of expression; build the capacity of the developing Commonwealth; and ensure the exchange of skills and knowledge among broadcasters.

The Caribbean Broadcasting Union (CBU) was formed in 1970 with a view to stimulating the flow of broadcast material among the radio and television systems in the Caribbean region. As a regional institution, it facilitates discussion and analysis that assist in policy formulation on major integration issues. As an industry association, the Union focuses on capacity-building of media institutions and professionals; joint negotiation of rights for programming; and advocacy in regional and international forums on policy and technology issues.

The PMA and the CBU have a long track record of running successful capacity building workshops in partnership: Business of Broadcasting in a Digital Age (Guyana, 2013); Emergency and Disaster Management (Trinidad and Tobago, 2012); Digital Broadcast Switchover (Antigua, 2012); and, Media and Democracy (Jamaica, 2011).

The International Press Institute (IPI) is a global network of editors, media executives and leading journalists. They are dedicated to the furtherance and safeguarding of press freedom, the protection of freedom of opinion and expression, the promotion of the free flow of news and information, and the improvement of the practices of journalism.

The Centre for Investigative Journalism (CIJ) is a charity committed to the education and training of journalists, editors and researchers towards critical in-depth reporting and defence of the public interest.

## **10. SUSTAINABILITY:**

The proposed training workshop and online-course represent a model that is sustainable beyond the project life because a broad range of tangible, high-standard, investigative skills will be learned by individual beneficiaries. They will also have access to a portal with a network of other broadcast journalists working throughout the Caribbean whom they have the confidence to discuss issues with. Participants will learn how to implement measures on their return, which will strengthen their newsroom's capacity to reveal information that is in the public interest. They will be instructed how to share what they have learnt with their colleagues. The online-course will be run annually to sustain the building of investigative journalism skills in the Caribbean.

## **11. FRAMEWORK OF MONITORING AND COMMUNICATION STRATEGY:**

The project will be monitored jointly by the PMA and CBU under the direction of the local UNESCO field office. Participants will be expected to fill evaluation forms that will be designed to assess the impact of the training as it relates to the expectations of the participants.

The basic communications plan will include the PMA and CBU publicising the training workshop and development of the online-course through social media, e-newsletters, news releases and websites via their extensive combined networks, since the publicity will highlight the important role investigative journalism plays in a democratic society. Consideration will be given to the right of individual participants to remain anonymous, given the sometimes delicate nature of their work.

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

The idea for this project stemmed from a qualitative assessment of the needs of Caribbean broadcasters based on informal discussions between the PMA, CBU and senior Board members of both organisations. Included in the discussion were senior journalists from the leading regional industry association, the Association of Caribbean Media Workers (ACM).

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

Lead by the PMA's Project Manager, the PMA, CBU and trainers recruited for this project will collaborate on preparing a report in the month immediately following the completion of the project. The report will evaluate the training and the participant's progress in achieving the goals set out.

## **C. ADDITIONAL INFORMATION**

Investigative journalism, and the tools and environment affecting its practice have been and continue to be high on the media agenda at this time in the Caribbean. Recently in the Bahamas there was concerns expressed about the delay in the implementation of the FOI Law there, with trade unions, the Bahamian Chamber of Commerce, activists, environmentalists, tax activists and others speaking out on the issue.

Adding grist to the mill, an Inter-American Development Bank (IDB) economist also weighed in on the urgent need for the implementation of the law and highlighted how it has affected the IDB itself regarding its ability to account for moneys given for statistical data gathering projects.

While the emphasis will not be solely on Freedom of Information laws, where they do exist or need to be implemented, they provide an affordable, less labour-intensive way of getting information critical to high quality investigative journalism in the region.

The following links are included for possible reference:

<http://www.tribune242.com/news/2014/jun/05/dn-join-march-freedom-information/>

<http://www.thenassauguardian.com/bahamas-business/40-bahamas-business/47986-coalition-in-major-freedom-of-information-push>

<http://www.thenassauguardian.com/bahamas-business/40-bahamas-business/48417-idb-freedom-of-information-act-very-important>

<http://www.tribune242.com/news/2014/jun/25/Freedom-information/>

| <b>D. BUDGET</b>  |                   |
|---|-------------------|
| <b>BREAKDOWN OF IPDC CONTRIBUTION<br/>(in US dollars)</b>                 |                   |
| <b>Training workshop</b>  |                   |
| Airfares: 10 Caribbean participants from outside Jamaica x \$450          | 4500              |
| Accommodation: 10 participants from outside Jamaica x 4 nights x \$120    | 4800              |
| Meals: 20 participants x 3 dinners x \$30                                 | 1800              |
| Airport transfers: 10 participants x 2 taxis (to and from airport) x \$30 | 600               |
| Workshop material (flip charts, pens, paper, printing, etc.)              | 500               |
| Teas/coffees and lunch: 25 people x 3 days x \$25                         | 1875              |
| Local transportation: \$200 x 3 days                                      | 600               |
| Laptop hire: 1 x \$25 x 3 days  | 75                |
| A/V hire (screen and projector x 3 days)                                  | 450               |
| <b>Sub-total: Training workshop costs</b>                                 | <b>15200</b>      |
|   |                   |
| <b>Online-course</b>  |                   |
| Author fee  | 1800              |
| Technical set-up costs  | 2000              |
| Trainee set-up  | 300               |
| Tutor fee: 1 tutor x 4 days x \$250                                       | 1000              |
| <b>Sub-total: Online-course costs</b>                                     | <b>5100</b>       |
|   |                   |
| <b>Total IPDC</b>   | <b>US\$20,300</b> |



| <b>BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION</b><br><b>(in US dollars)</b> |                  |
|---|------------------|
| Airfares: 1 international trainer x \$1000  | 1000             |
| Airfares: 1 regional trainer x \$450  | 450              |
| Fee: 2 trainers x 4 days x \$250  | 2000             |
| Accommodation: 2 trainer x 5 nights x \$120   | 1200             |
| Meals: 2 trainers x 5 dinners x \$30  | 300              |
| Trainers' expenses (taxi, visa, departure tax, etc.)                                | 500              |
| Room hire   | 1200             |
| Communication and printing costs  | 400              |
| Project coordinator (8 months part-time)  | 4000             |
|   |                  |
| <b>Total</b>  | <b>US\$11050</b> |

## ST. KITTS

| <b>A. PROJECT IDENTIFICATION</b> |   |   |
|----------------------------------|---|---|
| 1.                               | <b>PROJECT TITLE</b>  | <b>ST. KITTS- NEVIS SCHOOL COMMUNITY TV, AND RADIO NETWORK</b>  |
| 2.                               | <b>NUMBER</b>   | <b>IPDC/59 KN/01</b>  |
| 3.                               | <b>MEDIA DEVELOPMENT INDICATORS' CATEGORY</b>   | <b>CATEGORY 2</b>   |
| 4.                               | <b>IPDC PRIORITY AREA</b><br>(select the <u>single</u> priority area most relevant to your project) | <b>Community Media</b>  |
| 5.                               | <b>SCOPE (NATIONAL, REGIONAL, INTERREGIONAL) (select only <u>one</u>)</b>                           | <b>National</b>   |
| 6.                               | <b>TYPE OF ASSISTANCE REQUESTED</b>   | <b>Provision of Equipment</b>   |
| 7.                               | <b>TOTAL COST OF PROJECT</b>  | <b>US\$49, 211.00</b>   |
| 8.                               | <b>AMOUNT REQUESTED FROM IPDC</b>   | <b>US\$39661.00</b>   |
| 9.                               | <b>BENEFICIARY BODY</b>   | <b>Schools Broadcast Unit</b>   |
| 10.                              | <b>IMPLEMENTING OFFICE</b>  | <b>UNESCO Kingston Office</b>   |
| 11.                              | <b>PROJECT LOCATION</b>   | <b>St. Kitts and Nevis</b>  |
| 12.                              | <b>PROJECT PREPARED BY</b>  | <b>Maria Crawford</b><br><b>Coordinator, Media Education Unit</b><br><b>Ministry of Education</b><br><b>Church Street, Basseterre, St. Kitts &amp; Nevis</b><br><a href="mailto:maria.crawford@moeskn.org">maria.crawford@moeskn.org</a><br><b>869-6635319;869-467-1520</b> |

## **B. PRESENTATION**

### **1. PROJECT JUSTIFICATION:**

The purpose of the project is to operationalize a TV, and Radio Channel that will be used as the schools Broadcast Unit with a view to increasing exposure to the role and functions of the electronic media as well as to provide first-hand experience in the field. At the same time it will serve as an informative and

educational tool both for schools and the wider community and get students involved and knowledgeable about their community and its activities.

As of 1 September 2012, the level of media development in the Federation of St. Kitts and Nevis is as indicated in Table 1 below

| <b>Print</b>     | <b>Radio</b>    | <b>TV</b>       |
|------------------|-----------------|-----------------|
| Observer         | WINN FM         | ZBC             |
| Labour Spokesman | ZBC (AM and FM) | Visitor Channel |
| Democrat         | Sugarcity Rock  |                 |
| Leeward Times    | Freedom FM      |                 |
|                  | Choice FM       |                 |

Table I

The TV Channel 5 owned by ZIZ Broadcasting (a fully owned corporation of the Federal Government) operates on the local cable TV system between the hours of 6pm to 12pm daily as a commercial enterprise. The Visitor Channel is an all-marketing and advertising channel dedicated to the promotion of St. Kitts and Nevis to tourists. All of the FM Radio Stations are commercial entities with very limited spots for school community events and other broadcasts.

In recent times, there has been a huge increase in the number of programmes that students are involved in; with an increase in resources nationally you find more students involved in sporting activities, music production, and other aspects of the visual and performing arts.

Additionally there is a growing audience whose palates are receptive to local programming and who want to hear from and reach out to youths through the expansion of Media opportunities. Unfortunately, without funding through sponsorships and or donations, access to the media and the activities which youth are involved in are in danger of being discontinued as they are unable to reach a wider cross section of the populace in a convenient manner in order to generate additional interest.

This project is designed to address the problem of access to broadcast media by school based groups and individuals. It will enable:

The entire school community to be educated about what is going on in schools island wide

- Schools to glean best practices from each other as they review each other's work.
- The wider community to be educated on School activities, progress and issues in the Education Sector,
- The wider community to be entertained by the talents and achievements of school children
- Highlight the achievements of outstanding school students
- Build morale and competitive rivalry between schools
- Allow students to have an outlet for their creative endeavors
- The Ministry of Education to have an outlet to highlight outstanding Corporate Partners.

In addition to the foregoing, the UNESCO National Commission will be using the channel as a medium for promoting the work of the UNESCO National Commission as well as UNESCO in general as very little being aired/promoted on the local media on the work and functioning of UNESCO. Further, the National Commission is often required to pay to have content aired on the local media.

## **2. DESCRIPTION OF THE TARGET GROUP:**

The target audiences for this project are

- The School Community

- Local Stakeholders in the Field of Education
- Youth Groups
- Education Officials/Planners/Managers
- Parents
- Donors

### **3. DEVELOPMENT OBJECTIVE:**

The School Community Broadcast Network project is designed to:

- Contribute to increasing the plurality and diversity of media in the Federation of St. Kitts and Nevis
- Enhance the capacities of schools and educators to use media as a platform for democratic discourse.
- Provide an avenue for the promotion of locally developed content in an era when most of the television content is based on lifestyle and culture of North America in general and USA in particular.

### **4. IMMEDIATE OBJECTIVE:**

The establishment of a self-sustaining schools community TV, and Radio station/channel with a view to engaging school teams and youth based organizations, education officials, key UNESCO stakeholders, young aspiring creative individuals in the Federation of St. Kitts and Nevis in facilitating self-expression through school news and other productions, sports, music, art and the sharing of information and points of view on matters related to education, youth and the school system will be established within a twelve-month period from the point of project inception.

### **5. PROJECT OUTPUTS:**

A sustainable and well managed Community Cable TV, and Radio station equipped with transmission and production facilities for school community based programs as well as, the creative works of students and other youths and showcase other youth interests.

### **6. ACTIVITIES:**

The following are the activities that will be undertaken in establishing the community TV Channel:

- Procurement of video productions and transmission equipment
- Establishment of a productions studio equipped with TV set and ancillary equipment
- Installation of Transmission Facilities from Studio to the Cable TV operators head end
- Installation of equipment
- Commissioning and Testing of the station
- Development of Operating procedures and protocol to manage access to and the sustainable operation of the Schools Community Network
- Preparation of Education Officers and School Students
- Public awareness campaign on the development of the Schools Community Channel

### **7. PROJECT INPUTS:**

The following are the input required for the establishment of the Community TV Channel:

1. Human Resources (Engineers and Project Manager) to design and implement the project
2. One production and Transmission system suitable for video broadcasting (see equipment list

provided below)

3. Suitable facilities to host TV broadcast studio
4. Fibre Optic connection to Cable TV head end
5. Appropriate license and access agreement for use of the Cable TV system

### **8. WORK PLAN:**

| <b>ACTIVITIES / MONTHS</b>   | <b>1</b> | <b>2</b> | <b>3</b> | <b>4</b> | <b>5</b> | <b>6</b> | <b>7</b> | <b>8</b> | <b>9</b> | <b>10</b> | <b>11</b> | <b>12</b> |
|--|----------|----------|----------|----------|----------|----------|----------|----------|----------|-----------|-----------|-----------|
| Obtaining all License or access agreement to the Cable TV network              |          |          |          |          |          |          |          |          |          |           |           |           |
| Selection of equipment   |          |          |          |          |          |          |          |          |          |           |           |           |
| Purchase and Shipping of the equipment   |          |          |          |          |          |          |          |          |          |           |           |           |
| Preparation of Education Officials for Implementation of the Community Channel |          |          |          |          |          |          |          |          |          |           |           |           |
| Drafting and Finalizing Operational and Management guidelines                  |          |          |          |          |          |          |          |          |          |           |           |           |
| Studio Site Preparation  |          |          |          |          |          |          |          |          |          |           |           |           |
| Equipment Installation & Commissioning   |          |          |          |          |          |          |          |          |          |           |           |           |
| Preparation and Education of Students for school programming                   |          |          |          |          |          |          |          |          |          |           |           |           |
| Production and broadcast of Programmes   |          |          |          |          |          |          |          |          |          |           |           |           |
| Submission of implementation reports   |          |          |          |          |          |          |          |          |          |           |           |           |

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

The Media Education Unit presently uses the local radio and television station to broadcast its programmes but the limited programming time available for school related programmes and activities is hampering the full development of this well needed resource. Whereas there are a great deal of activities being covered, the Media Unit with its limited access to broadcasting facilities and low funds does not have the capacity under the present circumstances to get school based activities aired. With the exception of 60 second news spots, and an hour per week slot for educational programmes which is actually part of the Government Information Service’s weekly programming, the Unit is not able to air many of the activities that take place or share greater details of School based projects due to exorbitant broadcasting costs.

The Media Unit currently operates with three members of Staff: Maria Crawford- Coordinator, Jason Connor – Technical Operator and Glen Philip, Assistant Technician. However the schools project will be possible due to the involvement of the actual students themselves in programme production as well as the commitment of Education Officers to assist in involving their respective school zones. Additionally the Minister of Education has given his full commitment and support to the success of this venture by making it school policy.

### **10. SUSTAINABILITY:**

It has been agreed that the station will be located at the Education Media Unit located at the Education Department. This will negate the need for the payment of rent, security and electricity. The UNESCO Nation Commission will retain responsibility for oversight and policy development and implementation

and will provide some managerial support to ensure equal access and good governance. Supplies as well as maintenance cost, capital investment and insurance will be supported by nominal usage fees contributed by community groups and organizations and other benefactors. It is intended that the funding model would be patterned by the one used by PBS in the United States.

**11. PRIOR EVALUATIONS CARRIED OUT:**

During the period 2001 and 2003 the Federal Government through the Department of Information and Technology facilitated a number of consultations on the on the feasibility of establishing a Community TV Channel operating over the Cable TV network. Media practitioners from across civil society participated and concluded the time was right for the establishment of a non-commercial community oriented channel. As it was to be privately established, the matter of funding and control were the main issues that were to be resolved but they never were.

**12. FRAMEWORK OF COMMUNICATION AND MONITORING:**

Monitoring of the project implementation will be done in conjunction with the St. Kitts and Nevis Information Service.

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

Maria Crawford Coordinator of the Education Media Unit acting on behalf of the UNESCO National Commission will provide a total of three progress reports on the implementation of the project commencing with the initial start of project report, progress report provided halfway through the project and then a final end of project report.

**C. ADDITIONAL INFORMATION**

| <b>D. BUDGET</b>                         |                 |             |                  |                   |
|--|-----------------|-------------|------------------|-------------------|
| <b>BREAKDOWN OF IPDC CONTRIBUTION</b>    |                 |             |                  |                   |
| <b>(in US dollars)</b>                   |                 |             |                  |                   |
| <b>STUDIO AND TRANSMISSION EQUIPMENT</b> |                 |             |                  |                   |
|  | <b>Model #</b>  | <b>Qty.</b> | <b>Unit Cost</b> | <b>Total Cost</b> |
| Panasonic Video Production Studio        | HDTVP-2         | 1           | 16,305.00        | 16,305.00         |
| Editing Computer ( iMAC)                 | MC812LL/A       | 2           | 1550.00          | 3100.00           |
| Smith Vector K33- 3 Lights system        | K33 -3          | 1           | 500.00           | 500.00            |
| Sony HDV VCR                             | GV-HD700 HDV    | 2           | 1119.00          | 2238.00           |
| Sure Cordless                            | PG Series Combo | 4           | 600.00           | 2400.00           |

|   |                        |   |         |                |
|---|------------------------|---|---------|----------------|
| Microphone<br>PG Series Combo<br>System     |                        |   |         |                |
| Chroma key<br>background and<br>support     | B&H #<br>LABGC1024BLG  | 1 | 600.00  | 600.00         |
| Fibre Link Terminal                         | (Fibre Link 3620<br>A) | 2 | 2000.00 | 4000.00        |
| Camera Cases                                | Mfr # CTC-3PAN         | 2 | 459.00  | 918.00         |
| Microphone Stand                            | AKG K&M<br>210/70      | 2 | 50.00   | 100.00         |
| Training and<br>Orientation for<br>Students |                        |   |         | 3000.00        |
| Uninterrupted power<br>supply               | Mfr # SMT1500          | 1 | 500.00  | 500.00         |
| <b>Consultancy Fees:</b>                    |                        | 1 | 4000.00 | 6000.00        |
| <b>Equipment costs:</b>                     |                        |   |         | <b>39,6661</b> |

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

|   |                    |
|---|--------------------|
|   |                    |
| Project Management and Installation ( 6 months) | 2,550              |
| Studio and station building renovation          | 2,700              |
| Fibre Installation                              | 3,000              |
| Contingencies                                   | 1,000              |
| Project reporting                               | 300                |
|   |                    |
| <b>Total beneficiary 's contribution</b>        | <b>US\$9550.00</b> |

## SURINAME

| <b>A. PROJECT IDENTIFICATION</b> |  |  |
|----------------------------------|--|--|
| <b>1.</b>                        | <b>PROJECT TITLE</b>                                 | <b>INTRODUCTION OF ONE YEAR JOURNALISM TRAINING PROGRAM</b>  |
| <b>2.</b>                        | <b>NUMBER</b>  | <b>IPDC/59 SR/01</b>   |
| <b>3.</b>                        | <b>MEDIA DEVELOPMENT INDICATORS' CATEGORY</b>        | <b>Professional capacity building and supporting institutions that underpins freedom of expression, pluralism and diversity</b>  |
| <b>4.</b>                        | <b>IPDC PRIORITY AREA</b>                            | <b>1. Promotion of freedom of expression and press freedom and independence<br/>2. Capacity Development</b>  |
| <b>5.</b>                        | <b>SCOPE<br/>(NATIONAL, REGIONAL, INTERREGIONAL)</b> | <b>National</b>  |
| <b>6.</b>                        | <b>TYPE OF ASSISTANCE REQUESTED</b>                  | <b>Training Support/Institutional Capacity Building/Training Equipment</b>   |
| <b>7.</b>                        | <b>TOTAL COST OF PROJECT</b>                         | <b>US\$ 47,345</b>   |
| <b>8.</b>                        | <b>AMOUNT REQUESTED FROM IPDC</b>                    | <b>US\$ 28,445</b>   |
| <b>9.</b>                        | <b>BENEFICIARY BODY</b>                              | <b>Media workers<br/>Journalism Department of the Academy of Higher Arts and Cultural Education</b>  |
| <b>10.</b>                       | <b>IMPLEMENTING OFFICE</b>                           | <b>Foundation for the Promotion Journalism in Suriname<br/>Stadionlaan 3, tel.: (597)520843 /863-3733<br/>contact person: Jane Kolf Bergraaf, chair person <a href="mailto:stichtingbjs@yahoo.com">stichtingbjs@yahoo.com</a> / <a href="mailto:janebergraaf@hotmail.com">janebergraaf@hotmail.com</a></b> |
| <b>11.</b>                       | <b>PROJECT LOCATION</b>                              | <b>Stadionlaan 3, Paramaribo, Suriname</b>   |
| <b>12.</b>                       | <b>PROJECT PREPARED BY</b>                           | <b>Rachael van der Kooye, Secretary of SBJS<br/>/ Jane Kolf - Bergraaf<br/><a href="mailto:rvanderkooye@gmail.com">rvanderkooye@gmail.com</a></b>  |



## **B. PRESENTATION**

### **1. PROJECT JUSTIFICATION:**

Suriname has 19 television stations, 34 radio stations, 4 newspapers, 9 community radio stations, approximately 10 journals and about 9 new media news sites. The State owns 1 radio station 1 one television station. The rest of the media is privately owned. About 150 journalists are working at the media. The media sector employs mostly 'self-made' media workers who largely need to be educated and trained. This need also originates from a strong increase in the number of news media in the previous years and consequently also the number of required journalists. The purpose of the media in Suriname is first to make profit and second to inform people. The news is seen as a profit center, but the media are not competitive, and all stations broadcast similar stories. Television news broadcasts are sponsored by companies, and therefore no negative news is reported about those companies.

The media lack objectivity. The country has so many political parties (20) and ethnic groups that it is difficult for media outlets to be objective, because they are afraid of offending interest groups. In general, media owners are more loyal than objective, because they have their own political policy. Some journalists are unable to obtain interviews from certain authorities because they work for a media organization opposed to the government.

Ethical journalism standards in Suriname have been declining. Journalism is threatened by political and commercial interests, media ownership, and unprofessional conduct. According to the 2011 Country Report on Human Rights Practices by the UN refugee agency UNHCR, little investigative journalism takes place and some journalists practice self-censorship due to pressure and intimidation from government officials. The self-censorship is due to a history of intimidation and reprisals by elements of the former military leadership or in response to pressure by senior government officials and important community leaders on journalists who publish negative stories about the administration. Coverage of certain issues, such as drug trafficking and the human rights abuses that took place under the Bousterse dictatorship in the 1980s, are also discouraged (UNHCR, 2011).

Because of the poor media performance and bad journalism practice in Suriname this project proposal seeks funding to support the development and implementation of a one year training program for active journalists working at all forms of media (newspaper, television, radio, magazines and online news sites). The training will include: media ethics; journalism (investigative, radio, television, newspaper, online journalism); language proficiency and mass communication. The training will: help build awareness of media's potential in fostering democracy and human rights, equip journalists to report the perspectives of marginalized groups; equip journalists with investigative reporting skills and related disciplinary knowledge and cover journalism ethics and risk awareness. Several technical equipment is needed to be able to conduct the training. This equipment is included in the budget. The equipment will be used in current and future training. All media will be supported and strengthened by this project (radio, television, newspaper, magazine, online news sites).

### **2. DESCRIPTION OF THE TARGET GROUP:**

Practicing journalists who do not have the proper journalism education and minimum time to learn journalistic skills on the job.

### **3. DEVELOPMENT OBJECTIVE:**

Reinforce the development of journalism to strengthening of democratic norms and mechanisms in Suriname, such as freedom of press; freedom of speech; increasing access to information; citizen participation in policy development issues; monitoring human rights; promotion of good governance and transparency by building professional capacities in the field of journalism in Suriname.

### **4. IMMEDIATE OBJECTIVE:**

Build the capacities of the Journalism Department of the Academy of Higher Arts and Cultural Education to introduce a one year Journalism course for working journalists adapted from the UNESCO model curricula for Journalism Education.

### **5. PROJECT OUTPUTS:**

At least 20 journalists are trained in journalism, mass media and ethics. After the training they will be skilled in the technique of professional journalism and capable of using their mobile phones in the news production process.

### **6. ACTIVITIES:**

- Formal review and preparation of report on existing media training content in Suriname;
- Identification of training material and equipment;
- Purchase of training equipment and material;
- Instructions for the use of equipment and material;
- Identification, confirmation and selection of training instructors;
- Development of the training curricula;
- Offer structured and practical one year journalism training program;
- Implement structured and practical journalism training program;
- Evaluation & Monitoring Report;
- Financial Report.

### **7. PROJECT INPUTS:**

- A one year training program with seven courses which included: investigative journalism, radio journalism, television journalism, newspaper journalism, online journalism, media ethics, language proficiency and mass communication.
- Training Facility – The training facility is a room with all what is necessary to conduct the training (beamer, white board, tables, chairs, refrigerator and air-conditioning), exclusive specialised training equipment.
- 8 Local Trainers: One trainer capable of training radio journalists in digital production techniques, one trainer capable of training television journalists in video production techniques, one trainer capable of training newspaper journalists in journalism writing techniques, one trainer capable of training journalists in investigative techniques, one trainer capable of training journalists in multimedia techniques, one trainer capable of training journalists in mass communication techniques and one trainer capable of training journalists in ethics. The Academy of Higher Arts and Cultural Education (AHKCO) will supply the trainers. All trainers have credible qualifications and at least five years training experience. The CVs of the trainers will be provided

to UNESCO Field Office for approval. AHKCO is an evening college established on 18<sup>th</sup> of may 1981 and has three study departments: the department of visual arts, the department of social and cultural educational work and the department of journalism. AHKCO The Academy has a long experience in the field of bachelors degree programs and has many skilled forces added to the Surinamese society.

- Equipment – The equipment will be used by journalists during the online journalism training. At least 20 journalists will be trained during the first year. They will have to sign a contract for borrowing. Merely of the journalists do not have iphones which they need to gather multimedia content. They are not aware of the mobile equipment/gear they can use in the news gathering process, by which they do not have those equipment. When confronted with those equipment/gears they will purchase them after the training and use them in their profession. After the end of the project the trainees will submit the equipment they borrowed from SBJS and the equipment will be stored and housed at the training centre to be used for the future one year training programs. The training facility does not have the needed equipment to conduct the training. The needed equipment are:

1. Apple Iphones 5c 32 GB (4-inch diagonal wide screen, multi-Touch Retina display, 1136-by-640-pixel resolution at 326 ppi, 8 megapixel iSight Camera, LED Flash, five-element lens, Hybrid IR filter, 1080p HD video recording, 3x zoom, video playback, audio playback;
2. Apple MacBook Air MD711LL/B 11.6-Inch Laptop
3. Apple Ipads Air MD789LL/A (32 GB, Wi-Fi) mini
4. ALM mCamlite starter kit for iPhone 5/5x, 37mm wide anege/macro combo lens
5. IOGrapher Mobile Media Case for Ipad 2//4
6. Makayama Movie Mount for iPad 2 and new iPad
7. ALM 37mm Telephoto Lens with 2x Magnification for mCAM & mCAMLITE (Black)
8. Hosa XVM-110M Right Angle 3.5mm TRS to XLR3M 10 Ft
9. Rode VMGO Video Mic GO Lightweight On-Camera Microphone Super-Cardio
10. Rode Smartlav Lavalier Microphone for iPhone and Smartphones

## 8. WORK PLAN:

| ACTIVITIES / MONTHS  | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 |
|--|---|---|---|---|---|---|---|---|---|----|----|----|
| Identification of training material and equipment;                 | X |   |   |   |   |   |   |   |   |    |    |    |
| Purchase of training equipment and material;                       | X |   |   |   |   |   |   |   |   |    |    |    |
| Instructions for the use of equipment and material;                |   | X |   |   |   |   |   |   |   |    |    |    |
| Identification, confirmation and selection of training instructors |   | X |   |   |   |   |   |   |   |    |    |    |
| Development of the training curricula;                             | X | X |   |   |   |   |   |   |   |    |    |    |
| Offer structured and practical journalism training program;        |   | X |   |   |   |   |   |   |   |    |    |    |
| Implementing structured and practical journalism training          |   |   | X | X | X | X | X | X | X | X  | X  | X  |

|                                 |  |  |  |   |  |  |  |   |  |  |  |   |
|---------------------------------|--|--|--|---|--|--|--|---|--|--|--|---|
| program                         |  |  |  |   |  |  |  |   |  |  |  |   |
| Evaluation & Monitoring Report; |  |  |  | X |  |  |  | X |  |  |  | X |
| Final Report.                   |  |  |  |   |  |  |  |   |  |  |  | X |

## 9. INSTITUTIONAL FRAMEWORK:

The activities will be initiated and carried out by Foundation for the Promotion of Journalism in Suriname (SBJS). The foundation was established on the 14<sup>th</sup> of May 2008 and is formed through a partnership with AHKCO, the Surinamese Union of Journalists (SVJ) and the Union of Radio and Television Station (VRTS), an association of media organizations which is a unique public/private cooperation bond (public private partnership). The mission of SBJS is to promote high quality journalism in Suriname. One NGO form is submitted with this project proposal.

Within this platform AKHCO will aim to supply trainers. The journalists and media companies will communicate and discuss the indispensable components of the trainings content, which will then allow for the courses that are offered to journalist and media companies to be adapted to these special needs. Special attention will be given to the practical circumstances in which journalists and media companies have to work.

The board members of SBJS will:

- Upholding high quality of the content of the project; content, needs and phasing of course- possibilities and training, selection of teachers and students.
- Ensuring progress of the project (as well as maintaining the training centrum), financial administrative affairs, time limits and reports.

The implementation of the above mentions tasks can be delegated – partly- to the Project Manager; however SBJS will keep its responsibility for the successful completion of the tasks.

The management of the training activities will lie in the hands of the Project Manager who will report to SBJS and the donor.

The project diversifies itself because of its strong coalition approach where all the different stakeholders are organized towards one goal and result. The project team that will be active during the preparation stage will also play a key role during the implementation. Before implementing the project the following preparatory activities will be carried out:

1. identification of training material and equipment;
2. purchase of training equipment and material;
3. instructions for the use of equipment's and material;
4. identification, confirmation and selection of training instructors;
5. development of the training curricula according to the UNESCO Model curricula for journalism education;
6. offering structured and practical journalism training program

We will work in close relationship with UNESCO Field Office who will assist in developing the training curricula and purchasing learning material and equipment. The UNESCO Field Office will also monitor project implementation together with SBJS.

## **10. SUSTAINABILITY:**

In the preliminary phase for this project donor investments will be done in order to the development of the training program and the purchase of training equipment. Participants and/or the companies where they work will give a financial contribution for the training program they follow.

## **11. FRAMEWORK OF MONITORING AND COMMUNICATION STRATEGY:**

The project implementation will be monitored by the UNESCO Field Office and SBJS. There will be frequent personal and telephone communication with UNESCO Field Office. We will evaluate the implementation success by evaluation forms completed by the trainees and the trainers. The results of this evaluation will be included in the evaluation report.

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

We have done a survey on the training needs of the media and we have evaluated the training of more than 50 active journalists. The outcomes of the evaluation and survey show that there is a need in the different subjects as included in the project inputs.

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

The SBJS will prepare and submit quarterly reports on project progress to UNESCO Field Office in Suriname on a four-month basis and submit a comprehensive final report describing the extent to which the immediate objective of the project was achieved. The name and title of the person who will prepare and submit the reports is: Jane Kolf- Bergraaf.

### **C. ADDITIONAL INFORMATION**

Prior to the submission of the project to IPDC SBJS completed various preparatory activities. Such as:

- Harmonizing with the respective media and project partner, getting their input concerning the content and execution of the project;
- Enquiry done into the accreditation process, especially that for the needed certificates or diploma's given by the media training institute. (ongoing)

### **D. BUDGET**

#### **BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)**

##### **I. One Year Journalism Training Program**

|   |       |
|---|-------|
| Fee Local Trainers (8 trainers x US\$ 140 x 10 d.)* | 11200 |
|---|-------|

|                                      |      |
|--------------------------------------|------|
| Course Development (8 courses x 500) | 4000 |
|--------------------------------------|------|

|                                  |              |
|----------------------------------|--------------|
| <b>Sub-Total: Training Costs</b> | <b>15200</b> |
|----------------------------------|--------------|

##### **II. Training Equipment**

|   |      |
|---|------|
| 5 Apple Iphones 5c 32 GB (4-inch diagonal wide screen, multi-Touch Retina display, 1136-by-640-pixel resolution at 326 ppi, 8 megapixel iSight Camera, LED Flash, five-element lens, Hybrid IR filter, 1080p HD video recording, 3x zoom, video | 3000 |
|---|------|

|  |                   |
|--|-------------------|
| playback, audio playback (10 x 600)  |                   |
| Apple MacBook Air MD711LL/B 11.6-Inch Laptop (5 x 900)   | 4500              |
| Apple iPad Mini MD528LL/A (16GB, Wi-Fi, Black 7 Slate) (5 x 285)                                   | 1425              |
| ALM mCamlite starter kit for iPhone 5/5s, 37mm wide angle/macro combo lens (5 x 100 US\$)          | 500               |
| IOGrapher Mobile Media Case for iPad 2//4 (5x60)   | 300               |
| Makayama Movie Mount for iPad 2 and new iPad (5x70)  | 350               |
| ALM 37mm Telephoto Lens with 2x Magnification for mCam & MCamlite (black) (5 x 40)                 | 200               |
| Hosa XVM-110M Right Angle 3.5mm TRS to XL3M 10 Ft (5 x 8)  | 40                |
| Tripod or Monopod Mount for Apple iPad Mini, Amazon Kindle Fire, Nexus 7, other 7-8 Tablets (5x18) | 90                |
| Rode VMGO Video Mic GO Lightweight On-Camera Microphone Super-Cardio (5x100)                       | 500               |
| Rode REPORTER Omnidirectional Dynamic Interview Microphone (5x130)                                 | 650               |
| Rode Smarlay Lavalier Microphone for iPhone and Smartphones (5 x 80)                               | 400               |
| <b>Sub-Total Training Equipment**</b>  | <b>11,955</b>     |
| <b>Total IPDC</b>  | <b>US\$27,155</b> |

| <b>BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION<br/>(in US dollars)</b> |                     |
|---|---------------------|
| Project Coordinator (12 x 300 p.m.)   | 3600                |
| Staff Costs (12 months x 2 staff members x 200 p.m.)                          | 4800                |
| Training Facility   | 7000                |
| Contingencies   | 2000                |
| Project Reporting   | 1500                |
| <b>Total:</b>   | <b>US\$ 18, 900</b> |

\* The journalism training program will be given in two semesters (a semester is five months, included vacation time) and consists of 8 modules (online journalism, investigative journalism, radio journalism, television journalism, language proficiency, mass communication and media ethics). A module represents a self-contained fraction of the trainee's workload for the year and carries an examination/assessment mark. In one semester four modules will be given. Each module lasts 10 weeks (1 day per week). Credits are the value allocated to modules. They will be developed and given by 8 trainers. It could be that 1 trainer gives 2 modules such as the online journalism trainer who will also give investigative journalism and the radio trainer who is also able to give television journalism. In that case there will be 6 trainers, but the amount of training modules remain the same and also the payment for the modules.

\*\* The equipment will serve as learning material during 6 of the 8 modules of the proposed one year training program and beyond. These 6 modules includes: online journalism, investigative journalism, radio journalism, television journalism, newspaper journalism and mass communication. The one year

program is an introduction. We assume that the UNESCO-funds will make training possible for now and the coming decades. The laptops will be used to eliminate lack of own laptops.

## REGIONAL

| <b>A. PROJECT IDENTIFICATION</b> |  |   |
|----------------------------------|--|---|
| <b>1.</b>                        | <b>PROJECT TITLE</b>                             | <b>Building civil society's capacity for incidence towards the post-2015 agenda and the world summit on the information society +10</b>   |
| <b>2.</b>                        | <b>NUMBER</b>                                    | <b>IPDC/59 RLA/03</b>   |
| <b>3.</b>                        | <b>MEDIA DEVELOPMENT INDICATORS' CATEGORY</b>    | <b>Pluralism</b>  |
| <b>4.</b>                        | <b>IPDC PRIORITY AREA</b>                        | <b>Promotion of pluralism, freedom expression</b>   |
| <b>5.</b>                        | <b>SCOPE (NATIONAL, REGIONAL, INTERREGIONAL)</b> | <b>Regional</b>   |
| <b>6.</b>                        | <b>TYPE OF ASSISTANCE REQUESTED</b>              | <b>Research and capacity building</b>   |
| <b>7.</b>                        | <b>TOTAL COST OF PROJECT</b>                     | <b>USD \$39,700</b>   |
| <b>8.</b>                        | <b>AMOUNT REQUESTED FROM IPDC</b>                | <b>USD \$20,000</b>   |
| <b>9.</b>                        | <b>BENEFICIARY BODY</b>                          | <b>Latin American Observatory for Regulation, Media and Convergence (Observatorio Latinoamericano de Regulación Medios y Convergencia, OBSERVACOM) – Comunicación Comunitaria A.C.</b>                                    |
| <b>10.</b>                       | <b>IMPLEMENTING OFFICE</b>                       | <b>UNESCO, Montevideo, Guilherme Canela</b>   |
| <b>11.</b>                       | <b>PROJECT LOCATION</b>                          | <b>Regional</b>   |
| <b>12.</b>                       | <b>PROJECT PREPARED BY</b>                       | <b>Latin American Observatory for Regulation, Media and Convergence. Eduardo Rodríguez 46 Código Postal 12800. Contact person: Aleida Calleja, <a href="mailto:aleida.calleja@gmail.com">aleida.calleja@gmail.com</a></b> |



## B. PRESENTATION

### 1. PROJECT JUSTIFICATION:

The UNESCO publication “World Trends of Expression and Media Development” (WTEMD) states that Latin America has very high levels of commercial media concentration. Although efforts are underway to establish anti-monopoly regulations, the process is slow or has failed to generate results. In countries such as Peru, Chile, Argentina, Mexico and Uruguay, there are intense debates about the need for government intervention in order to avoid monopolization of ownership and control of the media by a small number of groups due to the impact that they have on the quality of democratic debate.

Following the World Summits of the Information Society of 2003 and 2005 and based on UNESCO’s WTEMD Regional Report, it was felt that digital TV transition processes were an opportunity for the development of more pluralist media and a more diverse media system. At the same time, experts warned that such developments could be a threat, generating higher levels of concentration with the resulting limitation of freedom of expression. Technological convergence increases the importance of this topic and the need to address it further.

These and other issues such as the establishment of spectrum reservations for community and public radio, the future of the digital divide, the promotion of pluralism and diversity in ownership and the content of the media, the creation of fair procedures for access to new services, and policies for supporting the needy so that they are not excluded from new technologies are key issues that must be included in public policy and national legislation.

Citizen participation should be a vital part of the development and implementation of new regulations and public policy on national communication in order to achieve more vigorous and inclusive democracies. It also is a central component of the Post-2015 Development Agenda. In order to play this important role, civil society must have more information, knowledge, and comparative experience and engage in dialogue to a greater extent. The Latin American Observatory for Regulation, Media and Convergence (OBSERVACOM) is in a position to provide these resources and tools.

UNESCO’s WTEMD Regional Report is an important input for this discussion, as it addresses the topics mentioned and the main trends. If it were presented and expanded and enriched through the gathering and analysis of new key information on the situation and trends of concentration in Latin America as well as the proposals and recommendations of experts, activists, researchers and social organizations from the region, it could become an important tool for collaborating on important processes. These include the drafting of the Post-2015 Development Agenda and WSIS +10 in the area of freedom of expression, media development and pluralism, and the generation of regulatory frameworks and adequate national public policies.

In the context of the International Programme for the Development of Communication (IPDC), OBSERVACOM thus proposes the implementation of sustained actions for the dissemination and expansion of the WTEMD Regional Report and the promotion of processes of dialogue and collaboration with experts, researchers, media outlets, regulators, and civil society organizations in the region.

OBSERVACOM also proposes gathering data, conducting comparative research and other studies, and formulating recommendations and promoting coordination among various stakeholders in order to

contribute to the strengthening of civil society's ability to have an impact, participate and develop proposals at the national level and to more active participation of Latin America as a region in the process of consultation and definition of the Post-2015 Development Agenda and WSIS +10.

The Latin American Observatory for Regulation, Media and Convergence uses its Website (<http://observacom.org>), newsletters and other tools and communication resources to contribute to these processes, facilitating open access to systematic and current information on pluralism and concentration in television, a regulatory database, recommendations, and comparative research and other studies. The Observatory also generates spaces for dialogue and collaboration among key stakeholders.

## **2. DESCRIPTION OF THE TARGET GROUP:**

- Thirty social organizations and one hundred experts, activists and researchers from Argentina, Brazil, Mexico, Uruguay, Chile, Costa Rica, Paraguay, Ecuador, Bolivia, Colombia, Peru, Venezuela, Guatemala and El Salvador who work to develop plural media and to protect and promote freedom of expression, of which 60% are men and 40% are women.
- The Offices of the Special Rapporteurs for Freedom of Expression of the Inter-American Commission on Human Rights and the United Nations.

## **3. DEVELOPMENT OBJECTIVE:**

To disseminate and expand the WTEMMD Regional Report in order to allow it to become a tool that strengthens Latin American civil society's capacity to participate, develop proposals and have an impact in order to promote the exercise of freedom of expression, pluralism and media diversity.

## **4. IMMEDIATE OBJECTIVE:**

- To disseminate the WTEMMD Regional Report in Latin America, and particularly the aspects related to concentration and promotion of plurality and media diversity, and to open up spaces for discussion and debate with various stakeholders involved in the development of the media and freedom of expression in order to support civil society's participation in the construction of the Post-2015 Development Agenda and WSIS +10.
- To gather and publish information, conduct studies, and formulate recommendations in the area of diversity, pluralism and media concentration which complement and develop the WTEMMD Regional Report so that they can serve as inputs for the development of national public policies and regulatory frameworks for the drafting of reports and decision-making by international agencies which protect and promote freedom of expression.
- To provide tools and inputs that allow experts, media outlets, researchers, activists and social organizations to strengthen their capacity to participate, develop proposals and have an impact at the national level and in the aforementioned international processes.

## **5. PROJECT OUTPUTS:**

- Graphic adaptation and distribution of the WTEMMD Regional Report through the OBSERVACOM network, newsletters, social networks and virtual discussions.
- Interactive Map on pluralism, concentration and television in Argentina, Brazil, Mexico, Uruguay, Chile, Costa Rica, Paraguay, Ecuador, Bolivia, Colombia, Peru, Venezuela, Guatemala and El Salvador.

- Database on regulations and public policies on pluralism, concentration and digital TV transition in the aforementioned nations with periodic updates.
- Open access through the OBSERVACOM Web platform to research, analysis, and indicators on the digital TV transition and policies for promoting pluralism in radio broadcasting in the region using the Media Development Indicators and UNESCO World Trend of Expression and Media as a reference.
- Regional report on pluralism, concentration and development of the audiovisual media in Latin America with reference to the Media Development Indicators and UNESCO's World Trend of Expression and Media, which will be submitted to the Special Rapporteurs for Freedom of Expression of the UN and IACHR as well as regional UNESCO Offices in Latin America.

## **6. ACTIVITIES:**

- Dissemination of the WTEMD Regional Report through OBSERVACOM communications tools: newsletter in English, Spanish and Portuguese with analytical articles on the report that reach 700 email addresses as well as the development of six news pieces and monitoring through our media archive.
- Organization of three virtual fora with experts, researchers and representatives of social organizations from throughout the region. The events will involve at least 30 people, ten per event, and will be organized around sub-regions: Southern Cone (Argentina, Chile, Uruguay, Brazil), Andean (Peru, Ecuador and Colombia) and MesoAmerica (Mexico, Costa Rica, El Salvador and Guatemala). UNESCO and IACHR Office of the Special Rapporteur for Freedom of Expression representatives will take part in the fora.
- Gathering, updating and analysis of information on the situation, implementation processes, regulatory frameworks and public policies on pluralism and concentration in TV (especially digital TV) in the selected countries in collaboration with experts, universities and national counterpart organizations.
- Development of indicators and design of an Interactive Map on concentration and pluralism in television and the digital TV transition processes in selected nations in the region.
- Drafting of a Regional Report on pluralism, concentration and development of audiovisual media in Latin America.

## **7. PROJECT INPUTS:**

- 2 researchers for creating the regulatory database on concentration and digital TV in 14 countries in the region
- 1 web designer for the development of the interactive map with indicators on pluralism, concentration and digital TV in Latin America
- 1 webmaster for updating information on the Observatory's Web platform
- 1 consultant to develop the Regional Report on pluralism, concentration and the development of audiovisual media
- 1 editor to review and edit newsletter articles
- 1 consultant to organize and run virtual fora
- 1 expert for the final project report and evaluation
- 2 translators to produce English and Portuguese versions of newsletter texts

## 8. WORK PLAN:

| ACTIVITIES / MONTHS  | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 |
|--|---|---|---|---|---|---|---|---|---|----|----|----|
| Identification of experts and counterparts in the countries                | X | X |   |   |   |   |   |   |   |    |    |    |
| Development and dissemination of Web pages, newsletters and other products | X | X |   |   |   | X |   | X |   |    |    |    |
| Updating of regulatory database  |   |   | X | X | X | X | X | X | X | X  | X  | X  |
| Gathering, analysis and publication of information                         | X | X | X | X | X | X | X | X | X | X  | X  | X  |
| Development of indicators and design of interactive map                    |   |   |   | X | X | X |   |   |   |    |    |    |
| Conversations with experts, organizations and others                       |   | X |   |   | X |   |   | X |   |    |    |    |
| Drafting and presentation of regional report                               |   |   |   |   |   |   |   |   | X | X  |    |    |
| Final project report and evaluation  |   |   |   |   |   |   |   |   |   |    |    | X  |

## 9. INSTITUTIONAL FRAMEWORK:

The Latin American Observatory for Regulation, Media and Convergence (OBSERVACOM) is an initiative of communications experts and researchers that engages in the systematic monitoring and analysis of the development of regulatory frameworks and public policy on communications. The purpose of OBSERVACOM is to produce analysis and information that allows its impact on freedom of expression, the development of the media, and diversity and pluralism in the region's media systems to be evaluated. Through our tools and information and advising services, we facilitate and promote the ability of social organizations and experts in the field to strengthen their incidence actions. OBSERVACOM is the region's most complete platform on regulatory frameworks and public policy on audiovisual media and digital transition. It is headquartered in Mexico through the legal entity Comunicación Comunitaria A.C.

## 10. SUSTAINABILITY:

OBSERVACOM enjoys the support of the Open Society Foundation, the Ford Foundation in Brazil, Fundación Friedrich Ebert through the program C3 para América Latina, and UNESCO's Office for Latin America. Our sustainability is also supported by resources obtained from the advising services that we provide to organizations, universities and institutions that address public policies and regulatory frameworks in the area of audiovisual media, convergence and freedom of expression.

## **11. FRAMEWORK OF MONITORING AND COMMUNICATION STRATEGY:**

Our communications strategy and the framework for monitoring the project progress will be based on the following indicators, which will be analyzed using applications such as Mail Chimp and other online monitoring tools:

- At least 80% of the organizations, academics, researchers and experts respond to the regional consultation and get involved in the discussion process through the three regional fora.
- Implementation of 100% of the regional fora, which will result in the development of proposals for participation and topics for the analysis of the WTEMD Regional Report and recommendations for the Post-2015 Development Agenda and WSIS+10.
- At least 60% of the members of the network of researchers and organizations in the OBSERVACOM database receive and read the newsletter containing analysis and proposals from the WTEMD.
- At the end of the project, there is a Latin American agenda for participating in the Post-2015 Development Agenda and WSIS+10.
- The Regional Report is submitted to the Offices of the Special Rapporteurs for Freedom of Expression of the IACHR and UN so that it can be used as an input for the issuing of international recommendations on pluralism and diversity.
- The database and Interactive Map are consulted by 70% of those who visit our virtual platform.

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

The project evaluation will be validated with our Editorial Committee and counterparts in the countries involved in information gathering activities.

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

In principle, the beneficiary agency will present a progress report every four months.

### **C. ADDITIONAL INFORMATION**

### **D. BUDGET**

#### **BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)**

|  |          |
|--|----------|
| 1 consultant for developing the campaign and publicity materials (\$80 per day for 25 days)  | 2,000.00 |
| 1 consultant to coordinate the three virtual fora (US\$80 per day for 30 days)   | 2,000.00 |
| 1 editor to review and edit newsletter articles (US\$100 per day for 10 days)  | 1,000.00 |
| 1 webmaster to update the database and website in order to upload all of the data generated by the project (US\$80 per day for 25 days)    | 2,000.00 |
| 2 researchers to gather regulatory information on concentration and digital TV in 14 countries in the region (US\$100 per day for 40 days) | 4,000.00 |
| 1 consultant to develop the indicators and design of the Interactive Map (US\$80 per day for 25 days)                                      | 2,000.00 |
| 1 web designer to develop the Interactive Map with pluralism, concentration and  | 2,000.00 |

|   |                      |
|---|----------------------|
| digital TV indicators for Latin America (US\$80 per day for 25 days)                                |                      |
| 1 consultant to draft the regional report (US\$100 per day for 30 days)                             | 3,000.00             |
| 2 translators for newsletter texts (US\$333.33 per 6 text for translation into English and Spanish) | 2,000.00             |
| <b>Total IPDC</b>   | <b>US\$20,000.00</b> |

| <b>BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION<br/>(in US dollars)</b> |                   |
|---|-------------------|
| General Direction of OBSERVACOM (3 months)                                    | 8,400.00          |
| OBSERVACOM Advocacy Coordination (3 months)                                   | 7,500.00          |
| Administration (3 months)   | 900.00            |
| General Assistance (3 months)   | 900.00            |
| Communications Expenses (Telephone, Internet) (3 months)                      | 2,000.00          |
|   |                   |
| <b>Total</b>  | <b>US\$19,700</b> |

## ARGENTINA

| <b>A. PROJECT IDENTIFICATION</b> |  |   |
|----------------------------------|--|---|
| <b>1.</b>                        | <b>PROJECT TITLE</b>                             | <b>IMPROVING RELATIONS BETWEEN THE JUDICIARY AND THE PRESS IN ARGENTINA</b>   |
| <b>2.</b>                        | <b>NUMBER</b>                                    | <b>IPDC/59 AR/01</b>  |
| <b>3.</b>                        | <b>MEDIA DEVELOPMENT INDICATORS' CATEGORY</b>    | <b>Professional capacity building and supporting institutions that underpins freedom of expression, pluralism and diversity</b>   |
| <b>4.</b>                        | <b>IPDC PRIORITY AREA</b>                        | <b>Capacity development</b>   |
| <b>5.</b>                        | <b>SCOPE (NATIONAL, REGIONAL, INTERREGIONAL)</b> | <b>National</b>   |
| <b>6.</b>                        | <b>TYPE OF ASSISTANCE REQUESTED</b>              | <b>Training support</b>   |
| <b>7.</b>                        | <b>TOTAL COST OF PROJECT</b>                     | <b>25,700 USD</b>   |
| <b>8.</b>                        | <b>AMOUNT REQUESTED FROM IPDC</b>                | <b>18,700 USD</b>   |
| <b>9.</b>                        | <b>BENEFICIARY BODY</b>                          | <b>FUNDACION UNIVERSIDAD DE PALERMO, CENTRO DE ESTUDIOS EN LIBERTAD DE EXPRESION Y ACCESO A LA INFORMACION – CELE- (Center for Freedom of Expression and Access to Information Studies), <a href="mailto:cele@palermo.edu">cele@palermo.edu</a>, (54 11) 5199-4500 int. 1213, Mario Bravo 1050, 7° piso, Ciudad de Buenos Aires, Argentina, Eduardo Bertoni, Director</b> |
| <b>10.</b>                       | <b>IMPLEMENTING OFFICE</b>                       | <b>Guilherme Canela<br/>Oficina Regional de Ciencia de la UNESCO para América Latina y el Caribe<br/>Luis Piera 1992, Edificio Mercosur, 2do piso<br/>Montevideo 11200<br/>Uruguay</b>  |
| <b>11.</b>                       | <b>PROJECT LOCATION</b>                          | <b>Universidad de Palermo, Av. Córdoba 3501, Ciudad de Buenos Aires, Argentina</b>  |
| <b>12.</b>                       | <b>PROJECT PREPARED BY</b>                       | <b>Eduardo Bertoni, Director<br/>Centro de Estudios en Libertad de Expresión y Acceso a la Información –CELE- (Center for Freedom of Expression and Access to Information Studies).</b>   |

## **B. PRESENTATION**

### **1. PROJECT JUSTIFICATION:**

The relationship between the press and the judiciary in Argentina, as in other countries, is one that has historically been marked by tension. In the majority of cases, this tension leads neither to the bolstering of freedom of the press nor to the strengthening of the judicial system. Given these two entities' centrality in the democratic landscape of Argentina, the ongoing conflicts between them adversely affects not just the institutions, but also the exercise of democracy itself.

This tension stems equally from structural factors as from factors rooted in the poor conduct of the actors involved. One example of this sort of conduct relates to access to information on judicial proceedings. Often, members of the judiciary chose not to share information on the decision-making process on issues of significant public interest, which provokes backlash among members of the press. At the same time, journalists must understand that the very function the judiciary performs in many cases makes it impossible for them to offer information in the same way and with the same frequency that other public actors can. The strain between these two institutions arises at a number of junctures, in some instances blocking the free flow of public information and muddying the judicial process.

Nevertheless, considering the shared principles enshrined in these two systems in a democratic society – independence and impartiality, professionalism, and ethical behavior – it is possible to surmount the tensions between them. This project therefore proposes to improve the relationship between the judiciary and the press in Argentina through dialogue and reciprocal learning, diffusing the tensions between them in order to facilitate more open lines of communication and more effective press coverage of important judicial events. While the primary target group is journalists reporting on judiciary actions, judges' participation in the project will bolster their capacity to consider issues related to freedom of expression and access to information when ruling on such cases. It will thereby serve to increase judges' awareness to these issue areas in future decisions.

### **2. DESCRIPTION OF THE TARGET GROUP:**

The immediate beneficiaries of this project are not only print and digital media journalists who cover judiciary proceedings in Argentina but also Judges and courts staff.

At the open conference, approximately 70 individuals working in these themes will be invited to participate, with equal gender representation. At the training workshop, which will involve 20 participants, 8-10 women media professionals and 8-10 men media professionals will participate.

### **3. DEVELOPMENT OBJECTIVES:**

A.- To improve the relationship between the media and the judicial system in Argentina in order to promote a more fluid exchange of information and reduce conflicts that undermine the democratic underpinnings of both institutions.

B.- Increase judges' capacity to consider issues related to freedom of expression and access to information when ruling on such cases.

C.- Increase judges' awareness to these issue areas in future decisions.



#### **4. IMMEDIATE OBJECTIVE:**

Enhance, through a specific training the capacity of journalists reporting on judicial proceedings in Argentina to effectively engage with members of the judicial system in a way that upholds the integrity of both institutions and supports freedom of expression, pluralism and diversity of the media.

#### **5. PROJECT OUTPUTS:**

CELE will develop the following products to fulfill the project's immediate and development objectives:

- A. An open conference involving 70 participants featuring one journalist from Argentina, one judge from Argentina, and a keynote speaker, yet to be defined. This will be held in a conference space of the University of Palermo in Buenos Aires, Argentina.
- B. 5-10 journalists who report in Argentina and 5-10 members of Argentina's judicial system participate in a workshop and gain tools for improving the judiciary-press relationship.
- C. A guide that synthesizes findings from the project activities and proposes recommendations for improving the judiciary-press relationship in the short and long term that are applicable to both Argentina and other country contexts. This guide will detail best practices for journalists and judges, specifically with regard to freedom of expression and access to information. These guidelines will be distributed throughout CELE's networks and at UNESCO sites.

#### **6. ACTIVITIES:**

As the overarching goal of the project is to enhance the working relationship between the judicial system and members of the press in Argentina, the main activities are structured around dialogue and capacity building on this issue.

An open conference, to which members of the public and 70 key stakeholders will be invited, more or else 35 men and 35 women. The conference will feature an expert (CONSULTANT A on the Budget) on matters related to reporting on judicial affairs, who will serve as keynote speaker. CELE plans to extend invitations to the following people and will select the keynote speaker based on his/her availability: **Adam Liptak**, current Supreme Court Correspondent, New York Times; **Linda Greenhouse**, former Supreme Court Correspondent, New York Times (1978-2008), Professor, Yale Law School; **Robert Barnes**, Supreme Court Correspondent, Washington Post; **Joan Biskupic**, Editor in Charge, Legal Affairs for Reuters. Former Supreme Court Correspondent, Washington Post; **Owen Bowcott**, Legal Affairs Correspondent, The Guardian; and **Jane Croft**, Law Courts Correspondent, Financial Times. The keynote speaker will share his or her experiences reporting on and interacting with the judicial system and provide insight into best practices for members of the press. One journalist and one judge, yet to be defined, will also attend the open conference and discuss their experiences in their respective fields with regard to this issue.

A full-day workshop involving 20 participants, specifically targeting members of the press who report on the judiciary, along with members of the judicial system. The goal of this workshop is to bring the groups together to reflect on the lessons and challenges presented during the initial conference, as well as the personal experiences of participants, in order to develop mechanisms to improve the relationship between these two institutions. This workshop will serve as a training activity for journalists, in particular, to enhance their capacity to effectively report on judicial proceedings. It will also touch on international standards related to freedom of expression and access to information in order to broaden participating judges' perspectives on these themes and inform their judicial decision-making. Together

the groups will identify a series of strategies and recommendations to guide press coverage of the judiciary to ensure a more mutually beneficial relationship between journalists and judges.

Drafting of a guide: this document will compile the project findings and outline mechanisms for improving the judiciary-press relationship - 3 months of work involving consultant B.

Uploading and distributing the document mentioned above.

## **7. PROJECT INPUTS:**

- a) One senior legal expert (part-time) with experience working in issues related to freedom of the press. S/he will perform the general supervision of the project and be in charge of the final edition of the guide mentioned in the activities (referred to as PROJECT DIRECTOR in the budget).
- b) A keynote speaker (CONSULTANT A) on the budget - an expert on matters related to reporting on judicial affairs. A facilitator (part-time, referred to as CONSULTANT B in the budget) with experience in the organization of events, leading workshops, compilation of information for the preparation of reports, and other activities that the project requires in relation to the two meetings specified in the activities.
- c) Facilities for hosting the open conference and the workshop.

## **8. WORK PLAN:**

| <b>ACTIVITIES / MONTHS</b>  | <b>1</b> | <b>2</b> | <b>3</b> | <b>4</b> | <b>5</b> | <b>6</b> |
|---|----------|----------|----------|----------|----------|----------|
| Identification/consolidation of keynote speaker and workshop participants | X        |          |          |          |          |          |
| Preparation of conference and workshop materials and logistics            |          | X        |          |          |          |          |
| In-country open conference  |          |          | X        |          |          |          |
| In-country training workshop  |          |          | X        |          |          |          |
| Preparation and dissemination of final guide                              |          |          |          | X        | X        | X        |

## **9. INSTITUTIONAL FRAMEWORK:**

The “Centro de Estudios para la Libertad de Expresión y Acceso a la Información” (CELE, Spanish acronym for Center for Freedom of Expression and Access to Information Studies) was created within the Law School of the University of Palermo (founded in 1986), in order to provide rigorous research that would be useful to defenders of these rights in civil society and academia, as well as government institutions, particularly in Latin America. The CELE’s director is Professor Eduardo Bertoni, who has renowned experience in the defense of these rights, and is the former Special Rapporteur on Freedom of Expression for the OEA.<sup>24</sup> The CELE was created in March of 2009 by the Dean of the Law School, Professor Roberto Saba,<sup>25</sup> well known for his work defending civil rights, among them, freedom of

<sup>24</sup> Eduardo Bertoni was the Executive Director of the Due Process of Law Foundation (DPLF) until May 2009. He was the Special Rapporteur for Freedom of Expression of the Inter-American Commission of Human Rights at the Organization of American States (2002-2005). He holds a Masters in International Policy and Practice from the Elliot School of International Affairs, George Washington University.

<sup>25</sup> Roberto Saba is a lawyer, a constitutional law and human rights scholar and a civil rights advocate and activist. He received his J.D. from the University of Buenos Aires (1990), his Masters in Laws, LL.M., at Yale Law School (1995), and is a JSD Candidate, also at Yale Law School. Roberto Saba was Executive Director of the Association for Civil Rights (Argentina), 2001-2009, and Executive Director of Citizen Power Foundation, the Argentinean Chapter of Transparency International, between 1995-1998. He is currently the Dean of Palermo University School of Law, Buenos Aires, Argentina.

expression and access to information.

#### **10. SUSTAINABILITY:**

Once the project has finished, CELE will maintain contact with workshop participants and monitor their subsequent media outputs in order to continuously evaluate the evolution of the press-judiciary dynamic in Argentina. The expected result of this project, i.e., the improvement of the working relationship between members of the press and the judicial system, will be ongoing and have a long-term impact. Since one of the outputs of the project is a guide for covering judicial matters this guide will later serve as a tool to improve the quality of reporting on judicial issues.

#### **11. FRAMEWORK OF MONITORING AND COMMUNICATION STRATEGY:**

Monitoring will be undertaken by the UNESCO Adviser for Communication and Information in consultation with CELE. CELE will produce two medium-term and one final monitorial report. In terms of communication strategy, the open conference will be widely publicized by CELE and within its networks, both before and after. While the workshop will be closed to the public, its principal findings will be made available for public consultation upon completion of the final project report.

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

CELE receives institutional and financial support from the University of Palermo and, in order to develop its various research projects, has received support from the Open Society Foundations, the World Bank, UNESCO, the Konrad Adenauer Foundation and others. These donors undertake periodic evaluations of CELE's activities and have continued providing support for the Center's work based on these evaluations.

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

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

### **C. ADDITIONAL INFORMATION**

#### **D. BUDGET**

##### **BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)**

|   |       |
|---|-------|
| CONSULTANT A Key Note Speaker (1): Includes Honorarium and Travel expenses (Plane ticket from the United States to Argentina for \$2300, hotel \$150/night for 3 nights, per diem \$150/day for 3 days, \$ 4,000 honorarium for the work of a leading expert in the area) | 7,200 |
| CONSULTANT B (1): Consultancy fee for 4 hours of work/day during 6 months (\$11.50/hour)  | 5,500 |
| Interpretation (English and Spanish: Includes translation interpretation for the conference and the workshop)   | 4,000 |

|  |                    |
|--|--------------------|
| MEALS FOR THE TWO EVENTS (Conference and workshop): \$1080 for a welcome dinner (\$18/person for 60 people); \$500 for lunch during workshop (\$25/person for 20 people); \$420 for 2 coffee breaks during workshop (\$10.50/person for 20 people) | 2,000              |
| <b>Total IPDC</b>  | <b>US\$ 18,700</b> |

| <b>BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION<br/>(in US dollars)</b> |                   |
|---|-------------------|
| PROJECT DIRECTOR  | 5,000             |
| FACILITIES  | 1,200             |
| COMMUNICATIONS  | 300               |
| MATERIALS FOR THE EVENTS  | 500               |
| <b>Total</b>  | <b>US\$ 7,000</b> |

## CHILE

| <b>A. PROJECT IDENTIFICATION</b> |   |  |
|----------------------------------|---|--|
| <b>1.</b>                        | <b>PROJECT TITLE</b>                                | <i>VUELAN LAS PLUMAS</i>   |
| <b>2.</b>                        | <b>NUMBER</b>                                       | <b>IPDC/59 CL/01</b>   |
| <b>3.</b>                        | <b>MEDIA DEVELOPMENT INDICATORS' CATEGORY</b>       | <b>Professional capacity building and supporting institutions that underpins freedom of expression, pluralism and diversity</b>  |
| <b>4.</b>                        | <b>IPDC PRIORITY AREA</b>                           | <b>Community Media</b>   |
| <b>5.</b>                        | <b>SCOPE</b><br>(NATIONAL, REGIONAL, INTERREGIONAL) | <b>NATIONAL</b>  |
| <b>6.</b>                        | <b>TYPE OF ASSISTANCE REQUESTED</b>                 | <b>CAPACITY BUILDING</b>   |
| <b>7.</b>                        | <b>TOTAL COST OF PROJECT</b>                        | <b>42,250</b>  |
| <b>8.</b>                        | <b>AMOUNT REQUESTED FROM IPDC</b>                   | <b>19,750</b>  |
| <b>9.</b>                        | <b>BENEFICIARY BODY</b>                             | <b>Vuelan las Plumas.</b><br><b>Miguel Claro 509, Providencia, Santiago, CHILE</b><br><b>Telephone:</b><br><b>+(56-9) 97992398</b><br><b>E-mail:</b><br><b>contacto@vuelanlasplumas.cl</b> |
| <b>10.</b>                       | <b>IMPLEMENTING OFFICE</b>                          | <b>UNESCO Montevideo</b>   |
| <b>11.</b>                       | <b>PROJECT LOCATION</b>                             | <b>Chile</b>   |
| <b>12.</b>                       | <b>PROJECT PREPARED BY</b>                          | <b>Vivían Lavín, Director of Vuelan las Plumas</b><br><b>Andrés Pascoe, Communication and Publications coordinator, UNESCO Santiago</b>  |

## B. PRESENTATION

### 1. PROJECT JUSTIFICATION:

The *Vuelan las Plumas* platform seeks to become an example of quality cultural journalism whose content production can be taken advantage of by many other media and forms of communication.

The creation of content requires a professional team with the capacities to develop quality programs and interviews. *Vuelan las Plumas* consists in generating and broadcasting live via radio and TV, and then uploading the content produced to the website to be downloaded by other communications media professionals and the wider public. To achieve this, capacity building is essential.

For the creation of content the team will form strategic alliances with important cultural organisations in Chile and Latin America, as it has done in the past. This will allow the promotion of a culture of freedom of speech, access to media and to promote culture in the country and in the rest of Latin America. Thus, along with the Chilean Academy of Language, the Fidel Sepúlveda Llanos Corporation and the Book and Reading Observatory there will be audio-visual and radio programme cycles as well as written reports uploaded to [www.vuelanlasplumas.com](http://www.vuelanlasplumas.com) and associated websites, and shared through social media.

The content presented at [www.vuelanlasplumas.com](http://www.vuelanlasplumas.com) is varied, with the most important genres being:

1. Audio-visual, radio and written reports: reports on cultural issues that seek to capture the interest of the audience and that are based on solid journalistic research and supported by valuable material found at cultural sites and online.
2. Interviews, the specialisation of journalist Vivian Lavín, which are available at the VLP archive and in the two books Vivian Lavín has written. These interviews will also be available in three formats (TV, radio and print).
3. Opinion columns and book commentary: important writers of Chilean and Latin American culture share their points of view regarding different topics, and also comment on books.

The generation of this content is done through the radio programme and TV channel NOVASUR. The content will be available on a newly updated website that will provide other cultural, educational and communications media organizations and entities with free multi-media content to share with their audiences.

This project will develop the capacities and skills young journalism in the area of culture and education through a training methodology course. At least 10 young journalists (with a particular emphasis on female students of journalism) will be capacitated on new media competencies, and will be also trained to capacitate other students.

In order to develop this project, strategic support is being provided by different companies from a variety of areas, such as La Marraqueta for audio-visual production; Altavoz for software support and the housing of content on reliable servers, and BakerStreet, for journalistic research.

This project will also address the great need for content in small communications media entities which do not have the resources to produce their own. The past and current content of the *Vuelan las Plumas* radio programme has been broadcasted by many university and community radio stations. However a larger production effort is needed to reach a wider audience, increase the presence in social networks and generate more audiovisual content. At present, most of the content developed by *Vuelan las Plumas*

is transmitted via the University of Chile Radio station, Radio Etchegoyen of Talcahuano, which broadcasts the radio programme and audio-visual interviews, and Radio Anáhuac-Mayab from the Yucatan peninsula in Mexico.

Given this scenario, we also believe that the contents developed will contribute to enrich the programming of other emerging media, through open-access licenses. To do this not only requires continuing to do what it has been doing, but also to grow and forge alliances with companies that provide essential tools to meet these objectives.

## **2. DESCRIPTION OF THE TARGET GROUP:**

The primary target audience are young journalists that have an interest in culture and in the development of new media, particularly those interested in literature and arts. A network of journalists and media professionals with nation-wide coverage will be created to raise awareness on the issue, with particular attention to gender representation.

## **3. DEVELOPMENT OBJECTIVE:**

- To generate a network of national and Latin American cultural communications media with world-class material to enhance reading in their audiences.
- To take advantage of the characteristics of audio-visual, radio and written production to foster reading and promote books and their authors through witty and entertaining narration with plenty of images and/or make certain topics and/or institutions related to books and reading more accessible to the public. The same applies to the Chilean Academy of Language, whose work is not widely seen by audiences.

## **4. IMMEDIATE OBJECTIVE:**

To develop capacities of journalist in the development of high-quality content, both for radio and for TV, regarding the freedom of the press, access to media and culture.

## **5. PROJECT OUTPUTS:**

- To broadcast the generated content – in its radio format - through the University of Chile radio station, Radio Etchegoyen of Talcahuano, Radio Anáhuac-Mayab of the Yucatan peninsula in Mexico, and in its digital TV format through the NOVASUR channel of CNTV and its associated channels in order to reach different audiences in Chile and Latin America.
- To improve the quality and quantity of cultural content in radio in Chile.
- To disseminate the work of young artists and writers in the country.

## **6. ACTIVITIES:**

| NAME OF ACTIVITY | DESCRIPTION   | LOCATION        |
|------------------|---|-----------------|
| GENERAL EDITING  | Coordination and production of the weekly programme. Selection of programme interviewees and material; coordination with the TV and website teams, and relations with all strategic | Santiago, Chile |

|                                     |  |   |
|-------------------------------------|--|---|
|                                     | partners: communications media and sponsors.   |   |
| CREATION OF CULTURAL MEDIA NETWORKS | Online research along with Baker Street and other organisations, such as the Global Association of Community Radio of Chile, for the creation of a database to reach different communications media and offer them this content. Online advising to communications media on the creation of their own content. | Santiago, Chile                                   |
| PRODUCTION                          | Coordination with different co-production organisations to produce the respective programme cycles on different topics.<br>Production by the <i>Vuelan las Plumas</i> team of the radio programme and the material in the online VLP library to be uploaded and shared.  | Santiago, Chile                                   |
| DEVELOPMENT                         | Preparation of contents for the radio programme and audio-visual coverage of cultural events. This work will be done by two professional journalists (one male, one female) and by Vivian Lavín, director of the project. The work will last 12 months.  | Recording Studios, La Marraqueta, Santiago, Chile |
| MEDIA TRAINING                      | Offer media training in culture and content development to young journalists from different universities in an eight-week workshop. The student will apply online and 10 will be selected after review of their application and CV. Six women and four men will be selected.                                   | Santiago, Chile (Universidad de Chile)            |
| WEBSITE UPDATING                    | Continual text drafting, editing of audio and uploading material to <a href="http://www.vuelanlasplumas.com">www.vuelanlasplumas.com</a>   | Santiago, Chile                                   |
| PRESS CAMPAIGN                      | Production and issue of press releases, Facebook and Twitter updates   | Santiago, Chile                                   |
| EDITING OF AUDIO-VISUAL MATERIAL    | Alteration and editing of audio-visual material.   | La Marraqueta, Santiago, Chile.                   |



## 7. PROJECT INPUTS:

### Equipment inputs:

- Already available:

2 digital voice recorders

2 Laptops with licensed software

1 digital video camera

### - What is the equipment requested in the project and why should it be purchased rather than rented?

Six notebooks (Dell Inspiron 14, Intel Core i5-4200U, 1.6 GHz, Dual Core, 6 GB DDR3 1600 MHz, 1 TB hard drive, \$900 each)

Editing software (Six licences of Wavepad, \$50 each)

Professional Digital recorders (Records WAV or MP3, Records to microSD/SDHC Flash Memory, Adjustable Mics, 3.5mm Mic/Line Input with Plug-in Power, 3.5mm Headphone/Line Output, Integrated Speaker, USB 2.0 Port, Six for \$400 each)

Nikon D3200 Camera

It should be purchased given that the VLP project will continue to operate and produce contents after the IPDC is terminated.

### - If they are to be purchased with IPDC funds, specify the types, models, number of units and unit price for each equipment item

The values are stated in the budget.

### - Clearly state what will happen to the equipment after the end of the project.

The equipment will continue to be used by the journalist and trainers in the ongoing development of new contents and further workshops, as part of the sustainability commitment of VLP

## 8. WORK PLAN:

| ACTIVITIES / MONTHS                  | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 |
|--------------------------------------|---|---|---|---|---|---|---|---|---|----|----|----|
| Website development and updating     | X |   |   |   |   |   |   |   |   |    |    |    |
| Capacity building (training)         |   | X | X | X | X |   |   |   |   |    |    |    |
| Press campaign                       |   | X | X | X | X | X | X | X | X | X  | X  | X  |
| Creation of cultural media networks  |   |   |   |   | X | X | X |   |   |    |    |    |
| Editing and development of materials | X | X | X | X | X | X | X | X | X | X  | X  | X  |

## 9. INSTITUTIONAL FRAMEWORK:

The programme, which is currently broadcast via the University of Chile radio station, Radio Etchegoyen of Talcahuano and Radio Anáhuac-Mayab of Mexico, is seeking to expand its audience and its network of media associates in order to produce more and better content to share.

For this reason, as of September-October 2013, VLP changed its website from [www.vuelanlasplumas.cl](http://www.vuelanlasplumas.cl) to [www.vuelanlasplumas.com](http://www.vuelanlasplumas.com). This platform will allow it to share its content with other communications media, in order to generate and disseminate Chilean and Latin American cultural content in multiple.

The associated organizations of the project are:

1. AltaVoz: a software developer composed of a team of engineers and designers that are innovative in the creation of online and mobile platforms.
2. La Marraqueta: an audio-visual content producer that produces the audio-visual content according to the format required for both TV and the Internet.
3. BakerStreet: a desk research company that works in a number of different areas including communications, products, branding, and consumer trends.

These are primarily technical and production allies, but VLP has also tried to associate itself with important organisations and individuals related to the Chilean and Latin American cultural sphere in order to create better quality content.

## **10. SUSTAINABILITY:**

The project is highly sustainable. It has existed for several years and will continue to do so. However, this particular contribution will help to improve the quality, quantity, range of reach and influence of the content produced, thus promoting UNESCO's objectives of plural, high quality, diverse and cultural media.

Vuelan las Plumas has become an important benchmark for sustainability throughout the cultural scope in Chile. The endurance of a radio show for eleven years, with the participation of a relevant cultural agent at each session, has been made possible through different kinds of human and financial resources. The heterogeneity of the support received by VLP in the past proves that its sustainability is realistic, especially considering its growing audience. Some of the sponsors that have been present throughout these years are: CCU (1991-1996) with the sum of \$1,800 (monthly), Fundación Pablo Neruda (2009-2012) with the sum of \$1,200 (monthly); the Instituto Milenio de Astrofísica Milenium with \$ 8,000 in 2013; the Librería Prosa y Política with \$800 (2014); University of Chile -whose contribution is detailed in the documents presented below-; and the Cultural Corporation MetroArte and Metro de Santiago which funded a series of live interviews open to public in the Quinta Normal Santiago Metro station. At the same time, as mentioned, we have established agreements with "Altavoz" a company that has paid the initial costs for the creation of the digital platform that makes feasible the existence of the repository (this is described in the budget section). We're also considering the future incorporation of new companies into the project as a result of the Chilean Cultural Donations Law (Ley Chilena de Donaciones Culturales Act 20.675). This will allow us to gain funding for the project from private entities that may benefit from these new legal provisions.

## **11. FRAMEWORK OF MONITORING AND COMMUNICATION STRATEGY:**

A key aspect of this project is for the media associates to have continual information about the new content that is being uploaded to the website, and e-mails are sent to them with this information by the journalist in charge of contacting media associates, media in general and social media. One can already see the presence of *Vuelan las Plumas* on their respective websites and in their respective line-ups.

Additionally, Facebook and Twitter will be used as means to communicate and share the new content that is updated on the VLP website.

There will also be a mass press campaign for the Chilean media sector using the database developed by VLP for the 11 years it has been on air. Once this project begins, we will need to work to create and maintain a line of contact with foreign media entities.

VLP will provide constant monitoring elements regularly, including:

- Workshop reviews and evaluations
- Workshop attendance
- Number of contents (stories, interviews, media files) produced
- Number of contents re run in different stations
- Number of contents viewed online

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

During the years that Vuelan las Plumas has existed, a constant demand for more content and more cultural media has become evident. The lack of resources and trained professionals has hindered advances in this sense. The need to promote cultural digital media in Chile is clear.

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

The beneficiary agency undertakes to report on project progress on a four-month basis to the relevant UNESCO field office and submit a comprehensive final report describing the extent to which the immediate objective of the project was achieved.

### **C. ADDITIONAL INFORMATION**

### **D. BUDGET**

#### **BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)**

| <b>I. Training staff</b>   |                    |
|--|--------------------|
| Teams transportation and meals<br>(\$ 30 per day x 4 participants x 25 days)   | 3000               |
| Four Trainers (camera, editing, story development, interviewing – 100 students from 25 schools- 25 days training at a rate of \$80 per day)  | 8000               |
| <b>II. Equipment</b>   |                    |
| Six notebooks (Dell Inspiron 14, Intel Core i5-4200U, 1.6 GHz, Dual Core, 6 GB DDR3 1600 MHz, 1 TB hard drive, \$900 each)   | 5400               |
| Editing software (Six licences of Wavepad, \$50 each)  | 300                |
| Professional Digital recorders (Records WAV or MP3, Records to microSD/SDHC Flash Memory, Adjustable Mics, 3.5mm Mic/Line Input with Plug-in Power, 3.5mm Headphone/Line Output, Integrated Speaker, USB 2.0 Port, Six for \$400 each) | 2400               |
| Nikon D3200 Camera   | 650                |
|  |                    |
| <b>Total IPDC</b>  | <b>US\$ 19,750</b> |

| <b>BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION<br/>(in US dollars)</b> |                  |
|---|------------------|
| Content development, editing and publication                                  | 5000             |
| Website updating  | 1500             |
| URL sustainability  | 500              |
| 1 Project Coordinator   | 10000            |
| Printing workshop manuals for 100 students and other documents                | 2500             |
|   |                  |
| 1 Journalist  | 3000             |
|   |                  |
| <b>Total</b>  | <b>US\$22500</b> |

## PARAGUAY

| <b>A. PROJECT IDENTIFICATION</b> |  |   |
|----------------------------------|--|---|
| <b>1.</b>                        | <b>PROJECT TITLE</b>                             | <b>DIALOGUES WITH JOURNALISTS ON THE IMPLEMENTATION OF THE NEW LAW ON ACCESS TO PUBLIC INFORMATION IN PARAGUAY</b>  |
| <b>2.</b>                        | <b>NUMBER</b>                                    | <b>IPDC/59 PY/01</b>  |
| <b>3.</b>                        | <b>MEDIA DEVELOPMENT INDICATORS' CATEGORY</b>    | <b>A system of regulation conducive to freedom of expression, pluralism and diversity of the media</b>  |
| <b>4.</b>                        | <b>IPDC PRIORITY AREA</b>                        | <b>CAPACITY DEVELOPMENT INNOVATION IN CONVERGENCE &amp; INTEGRATION OF LEGACY MEDIA AND NEW COMMUNICATIONS)</b>   |
| <b>5.</b>                        | <b>SCOPE (NATIONAL, REGIONAL, INTERREGIONAL)</b> | <b>National</b>   |
| <b>6.</b>                        | <b>TYPE OF ASSISTANCE REQUESTED</b>              | <b>Financial</b>  |
| <b>7.</b>                        | <b>TOTAL COST OF PROJECT</b>                     | <b>\$ 23,204</b>  |
| <b>8.</b>                        | <b>AMOUNT REQUESTED FROM IPDC</b>                | <b>\$ 20,204</b>  |
| <b>9.</b>                        | <b>BENEFICIARY BODY</b>                          | <b>IDEA – Instituto de Derecho y Economía Ambiental<br/>Calle Nicanor Torales 174, Asuncion, Paraguay<br/>Tel +595 21 662543<br/>Ezequiel Santagada – Executive Director<br/><a href="mailto:ezequiel.santagada@idea.org.py">ezequiel.santagada@idea.org.py</a></b> |
| <b>10.</b>                       | <b>IMPLEMENTING OFFICE</b>                       | <b>IDEA – Instituto de Derecho y Economía Ambiental</b>   |
| <b>11.</b>                       | <b>PROJECT LOCATION</b>                          | <b>Asuncion, Paraguay</b>   |

|     |                     |   |
|-----|---------------------|---|
| 12. | PROJECT PREPARED BY | Patricia Abed / Ezequiel Santagada (the designation of the person within the Instituto de Dcho y Econ. Amb. needs to be mentioned, as well as the name and designation of the UNESCO official from whom the project initiator received advice.) |
|-----|---------------------|---|

**B. PRESENTATION**

**1. PROJECT JUSTIFICATION:**

On August 2014, the Paraguayan law on access to public information was passed. Our institution – IDEA- has been leading efforts towards this goal for 8 years: a process that at times could not see a light at the end of the tunnel, and required a significant investment in terms of time and funds.

During that process, communicators have been mostly allies; although a small number of the sector opposed. Led by IDEA, the GIAI (a Group of NGOs and individuals who got together to coordinate actions in support of Access to Information) included the press at all times, as main protagonists of the subject, and as such, invited its members to several discussion forums and consultation sessions.

At present, with the goal of having the law approved now accomplished, we consider this a very timely moment to promote forums to reunite journalists in the capital and the interior regions of Paraguay to convey, in our capacity as lawyers and drafters of the law, a comprehensive and thorough analysis of the new law and discuss opportunities and challenges it presents.

As indicated, this process has been closely accompanied, right from the start, by important representatives of the press. The most recent joint movement came when in late May 2014 a group of journalists and members of civil society expressed concern about a worrying twist in the treatment of the bill. It had been approved by the Senate including an Article that would have distorted its essence and purpose, and when the bill was passed to the House of Representatives its Committee on Press and Propaganda issued a statement which considered "unnecessary the adoption of a law on access, given that the Constitution guarantees this right". In this situation, the joint statement of journalists and civil society expressed as follows: *"The right of access to public information is a fundamental human right to a democratic society and to realize the enjoyment of other rights. There can be no democracy without guarantees and regulations that make effective the exercise of this right. Secrecy is the argument of the inhibitor, and should be categorically banished from our society.*

*The Constitution enshrines this right and explicitly mandates that "the law shall regulate the time, manner, and penalties for the effective exercise of this right." (Article 28). The fact that more than 20 years went by and we are still in default of this command shows how difficult or impossible has been for our citizens to access public information, as a result of persistent obscurantism practices in public institutions.*

*Free press and free exercise of journalism do not contradict this law. Rather, they are enhanced and improved in quality and range when access to public information laws are in effect. This has happened and is happening in more than 90 countries of the democratic world with access laws. The laws on access to public information based on legitimate internationally accepted standards, help promote quality journalistic research.*

*The branches of government have the historic challenge to effectively guarantee this right that benefits the citizens providing them with better weapons for the effective control of the management of public affairs. The Legislature has in its hands the opportunity today to accomplish what the Constitution explicitly commands, and to respond to recommendations made to Paraguay by the American Commission on Human Rights and other international agencies, to ensure the effective access to public information. As for the bill that is currently being analyzed at the House of Representatives, it is imperative that Article 22 be removed or modified according to these international standards to prevent it from becoming an obstacle to the effective exercise of this right of access to public information"*

The statement also reminded MPs the General Assembly of the Organization of American States was to be held soon in Paraguay with the theme of "Development Social Inclusion", and expressed the need for consistency with this motto. It was argued that there can be no real development or inclusion if people do not have their basic rights guaranteed, which include public to access information in quick, easy and timely manner.

The result of this joint action between communicators and civil society organizations was the approval by the Chamber of Deputies of the bill with the exclusion of the infamous article 22 (which established a series of exceptions on information that can be made public). The bill went back to the Senate only for the processing of its sanction, in the month of August 2014 and the President finally signed the law in September 2014.

This proposal consists in building upon this existing project, which aims for communicators to get to know and understand the access to information law in detail, its mechanisms, and the opportunities and challenges it presents.

## **2. DESCRIPTION OF THE TARGET GROUP:**

80 Paraguayan media professionals , both from the Capital and the interior Departments. The aim is to ensure perfect gender balance, and at minimum 40% of female participants.

## **3. DEVELOPMENT OBJECTIVE:**

Collaborate towards an efficient implementation and enforcement of the new Paraguayan law on access to public information. This will strengthen the Freedom of Information Law by improving current use of regulatory framework by journalists, by improving governmental accountability and consequent perception of the law in the Paraguayan society.

## **4. IMMEDIATE OBJECTIVE:**

To increase awareness of the capital's and interior of Paraguay media professionals on the content, opportunities and challenges of the new Law on Access to Public Information through a series of training workshops.

## **5. PROJECT OUTPUTS:**

- At least 80 journalists trained on the recently passed law (approximately 40 men, 40 women)
- Appropriate information on the newly approved Law on Access to Public Information disseminated by journalists as a result of the training received.

- Increased public awareness on the existence of this law and the benefits and advantages it presents the Paraguayan citizens.

## 6. ACTIVITIES:

- Survey of communicators in each of the places where the training will take place.
- First Dialogue session in the capital (5 days, 20 people , 10 women, 10 men)
- Dialogue session in Encarnacion (south of the country) (5 days, 20 people , 10 x women, 10 x men)
- Dialogue session in Ciudad del Este (East of the country) (5 days, 20 people , 10 x women, 10 x men)
- Second Dialogue session in the capital (5 days, 20 people, 10 x women, 10 x men)
- Final Report and Evaluation.

## 7. PROJECT INPUTS:

- IDEA professionals and associate consultants, highly trained and experienced,
- Contacts established with journalists who have been working with access to information several years.
- Contacts with universities that will be associated with the invitation to the workshops and they will provide their headquarters for the dialogue sessions.
- Physical infrastructure of the institution.
- Consultant 1: work to better understand the needs of Paraguayan media professionals in dealing with the new freedom of information regulatory framework (capital city media professionals)
- Consultant 2: work to better understand the needs of Paraguayan media professionals in dealing with the new freedom of information regulatory framework (countryside media professionals)

## 8. WORK PLAN:

| <b>ACTIVITIES / MONTHS</b>  | <b>1</b> | <b>2</b> | <b>3</b> | <b>4</b> | <b>5</b> | <b>6</b> | <b>7</b> | <b>8</b> | <b>9</b> | <b>10</b> | <b>11</b> | <b>1</b> |
|---|----------|----------|----------|----------|----------|----------|----------|----------|----------|-----------|-----------|----------|
| Development of training material.   | X        | X        |          |          |          |          |          |          |          |           |           |          |
| Survey of communicators in each of the places where the training will take place.     | X        | X        |          |          |          |          |          |          |          |           |           |          |
| Contract 1 national consultant and 1 international consultant to support the training |          | X        |          |          |          |          |          |          |          |           |           |          |
| Invitations   |          |          | X        |          |          |          |          |          |          |           |           |          |
| First Dialogue session in the capital   |          |          |          | X        |          |          |          |          |          |           |           |          |
| Dialogue session in Encarnacion (south of the country)                                |          |          |          |          |          | X        |          |          |          |           |           |          |
| Dialogue session in Ciudad del Este (East of the country)                             |          |          |          |          |          |          |          |          | X        |           |           |          |
| Second Dialogue session in the capital  |          |          |          |          |          |          |          |          |          |           | X         |          |
| Final report and evaluation   |          |          |          |          |          |          |          |          |          |           |           | X        |



## **9. INSTITUTIONAL FRAMEWORK:**

The Organization "Institute Of Environmental Law And Economics" (IDEA) is a civil association for common good, non-profit, which recognizes as its main objective the study and application of the Environmental Law and Environmental Economics towards sustainable development, and to reconcile harmonically the social aspirations of better quality of life with development, preservation of environmental balance, heritage and natural resources. The institute also develops an approach to analysis and discussion of the national and regional reality, to generate political and social governance proposals in our areas of expertise, which can be applied in practice. In the past we have received funds from organizations such as the Open Society Foundation.

## **10. SUSTAINABILITY:**

The sustainability of this initiative will be given by the results for the benefit of Paraguayan society and those who live or have relationships or interests in Paraguay.

The sustainability of this initiative will be through making the discussion and workshops available to other media professionals and schools of communications and journalism schools throughout the country.

## **11. FRAMEWORK OF MONITORING AND COMMUNICATION STRATEGY:**

IDEA will produce specific press releases to inform people on the availability on the workshop and also to inform of its results. Communication strategy will also involve partner universities and IDEA will also send two mid-term reports and one final report to the UNESCO office in Montevideo. Although this small project consists only of a series of dialogues, wide publicity will be given to sessions and their results/conclusions.

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

IDEA's work was accessed in the past by other donor organizations such as the Open Society Foundation.

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

IDEA undertakes to report on project progress on a four-month basis to the relevant UNESCO Field Office and submit a comprehensive final report describing the extent to which the immediate objective of the project was achieved. Patricia Abed (President) and Silvia Cudas (Administrative and Accountant) will be responsible for this.

### **C. ADDITIONAL INFORMATION**

### **D. BUDGET**

#### **BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)**

|  |       |
|--|-------|
| 2 x Trainers (4 x workshops 5 days) 70 dollars per trainer per day | 2,800 |
|--|-------|

|   |        |
|---|--------|
| Consultancy 1(38 days x 143 US\$)   | 5,434  |
| Consultancy 2 (28 days x 135 US\$)  | 3,780  |
| <b>Workshops 2 x in Asuncion and 2 x in the interior of the country</b>         |        |
| Accommodation 10 days x 2 people at 70 dollars                                  | 1,400  |
| 2 x Coffee breaks per day x 20 people x 2.5 dollars per person                  | 2,000  |
| Rental of equipment for workshops x US\$ 400                                    | 1,600  |
| Communication   | 140    |
| Ground transportation for trainers to Paraguayan countryside 1,500km 0,7 per km | 1,050  |
| Mercosur ticket for trainer (only for the first workshop).                      | 450    |
| Accommodation for trainer 5 days for 1 trainer                                  | 300    |
| Perdiem   | 250    |
| <b>Printing x 200 training material</b>   | 1,000  |
|   |        |
| <b>Total IPDC</b>   | 20,204 |

| <b>BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION<br/>(in US dollars)</b> |       |
|---|-------|
| IDEA Personnel  | 2,000 |
| Equipment and Office Materials  | 1,000 |
|   |       |
| <b>Total:</b>   | 3,000 |

## URUGUAY

| <b>A. PROJECT IDENTIFICATION</b> |   |  |
|----------------------------------|---|--|
| <b>1.</b>                        | <b>PROJECT TITLE</b>                          | <b>Justice, Access to Public Information and freedom of expression</b>   |
| <b>2.</b>                        | <b>NUMBER</b>                                 | <b>IPDC/59 UY/01</b>   |
| <b>3.</b>                        | <b>MEDIA DEVELOPMENT INDICATOR'S CATEGORY</b> | <b>Category III: Media as a platform for democratic discourse. C. Media self-regulation</b>                          |
| <b>4.</b>                        | <b>IPDC PRIORITY AREA</b>                     | <b>Promotion of freedom of expression. Strengthening of institutional capacity</b>                                   |
| <b>5.</b>                        | <b>SCOPE</b>                                  | <b>National</b>  |
| <b>6.</b>                        | <b>TYPE OF ASSISTANCE REQUESTED</b>           | <b>Support for training. Strengthening of institutional capacity</b>   |
| <b>7.</b>                        | <b>TOTAL COST OF PROJECT</b>                  | <b>\$ 24.800</b>   |
| <b>8.</b>                        | <b>AMOUNT REQUESTED OF IPDC</b>               | <b>\$ 17.300</b>   |
| <b>9.</b>                        | <b>BENEFICIARY BODY</b>                       | <b>Centro de Archivos y Acceso a la Información Pública<br/>San José 1330 (Montevideo-Uruguay)<br/>(5982) 901215</b> |
| <b>10.</b>                       | <b>IMPLEMENTING OFFICE</b>                    | <b>UNESCO-Montevideo</b>   |
| <b>11.</b>                       | <b>PROJECT LOCATION</b>                       | <b>Uruguay</b>   |
| <b>12.</b>                       | <b>PROJECT PREPARED BY</b>                    | <b>Tania da Rosa/Fabián Werner Directors, CAINFO</b>   |

## **B. PRESENTATION**

### **1. PROJECT JUSTIFICATION:**

In the last decade, Uruguay has experienced a significant advance in the updating of its laws regarding international standards of freedom of expression and access to public information. This process led to the decriminalization of media offenses, regulation of community broadcasting sector and the adoption of a Law on Right of Access to Public Information. However the progress made at the policy level have been frequently threatened by various institutional practices at the different branches of government. In recent months the country has been increasing the amount of judiciary pronouncements that threaten freedom of expression and the effective exercise of the right of access to public information. This results

in the citation of journalists by some judges in judicial proceedings in order to prevent them from exercising their profession<sup>26</sup>, disclose the identity of their sources of information<sup>27</sup>, or subject to prosecution for libel for publishing complaints against public officials<sup>28</sup>.

Besides, although the Supreme Court of Justice recently reaffirmed the constitutionality of the Law on Access to Public Information, various courts in first and second instance have rejected demands for access to public information by journalists and members of civil society.

At the same time, several national and international organizations involved in the protection of human rights have recently issued recommendations underlining the need to strengthen human rights training for civil servants (including judges and prosecutors) as a fundamental component of positive commitments taken onboard by the State in the matter. This has been noted by the Human Rights Committee<sup>29</sup>, the Human Rights Council of United Nations during the Universal Periodic Review Second Cycle<sup>30</sup> and the National Institution of Human Rights in their report for the same instance<sup>31</sup>.

Moreover, the Annual Report 2013 of the Special Rapporteurship for Freedom of Expression of the Organization of American States noted that in order to advance the implementation of measures designed to ensure the right of access to information, member states should “Encourage the effective and efficient implementation of norms on access to information, adequately training public employees and informing the citizenry in order to eradicate the culture of secrecy and provide citizens the tools to effectively monitor state activities, public administration and the prevention of corruption, all essential to the democratic process”<sup>32</sup>.

In consideration of all these elements, the objectives of this project are:

- A. To contribute in the creation of tools for updating and training members of the judiciary in the thematic project.
- B. To promote the application of international human rights law and international standards on freedom of expression and access to public information by the judiciary.
- C. To improve the justice system's response to threats to freedom of expression and the right of access to public information.
- D. To contribute to the creation of conditions that will strengthen the justice system as a guarantor of freedom of expression and right to information.
- E. To facilitate access to technical resources to resolve cases.
- F. To facilitate access to training for judges in the Uruguayan countryside.
- G. To foster positive interactions between the Judiciary, civil society organizations and journalists by contributing to maintaining open channels of dialogue and the sharing of experiences.

## **2. DESCRIPTION OF THE TARGET GROUP:**

The main targets of the project are the stakeholders involved in the judicial system from the central regions of Uruguay judges, prosecutors and lawyers.

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<sup>26</sup> APU condena pronunciamiento judicial que implica censura previa. Available in: <http://www.apu.org.uy/destacada/apu-condena-pronunciamiento-judicial-que-implica-censura-previa/>

<sup>27</sup> APU planteó a Suprema Corte de Justicia su preocupación por citación de periodistas para que revelen sus fuentes. Available in: <http://www.apu.org.uy/institucional/comunicados-apu/apu-planteo-a-suprema-corte-de-justicia-su-preocupacion-por-citacion-de-periodistas-para-que-revelen-sus-fuentes/>

<sup>28</sup> APU expresa preocupación por juicio contra periodistas de El Eco de Nueva Palmira. Available in:

<http://www.apu.org.uy/noticias/prensa/apu-expresa-preocupacion-por-juicio-contra-periodistas-de-el-eco-de-nueva-palmira/>

<sup>29</sup> Available in: <http://acnudh.org/2013/10/comite-de-derechos-humanos-%E2%80%93-uruguay-2013/>

<sup>30</sup> Available in [http://www.ohchr.org/EN/HRBodies/HRC/RegularSessions/Session26/Documents/A\\_HRC\\_26\\_7\\_SPA.DOC](http://www.ohchr.org/EN/HRBodies/HRC/RegularSessions/Session26/Documents/A_HRC_26_7_SPA.DOC)

<sup>31</sup> Available in <http://inddhh.gub.uy/wp-content/uploads/2013/10/Informe-INDDHH-de-Uruguay-a-la-2da.-ronda-del-EPU.pdf>

<sup>32</sup> Available in <http://www.oas.org/en/iachr/expression/showarticle.asp?artID=840&IID=1>

The aim is to reach 35 individuals among which at least 20 members of the Public Ministry and Judiciary. The selection of individuals to participate will be gender equal, thus striving for a 50/50 balance of male-to-female participants. Additional attention will be paid to ensuring a regional balance among participants, with representatives from the different provinces as well as from the capital.

### **3. DEVELOPMENT OBJECTIVE:**

Contribute to the training of members of the judicial system on international standards of human rights, particularly those related to freedom of expression and access to public information. In addition, contribute to national courts' adherence to international human rights law and to international standards of freedom of expression and access to public information. Finally, promote a fluid dialogue between the judicial system, journalists and civil society organizations to defend freedom of expression and the access to public information.

### **4. IMMEDIATE OBJECTIVE:**

Implementation of a 35 (gender-balanced) high-level training course for judges, prosecutors and lawyers from across the country and the development of an on-line center for legal reference for the members of the judicial system, journalists and civil society organizations so as to defend freedom of expression and access to public information in Uruguay. The center for legal reference will be a sort of clearinghouse offering jurisprudence on access to information cases to member of the judicial system.

### **5. PROJECT OUTPUTS:**

- Engagement of the Judiciary power in a training system for a better understanding of all access to information issues (an agreement will be negotiated with the Uruguayan Center for Judicial Studies CEJU and the Supreme Court of Justice to reach judges across the country get involved and the use of the center for legal reference).
- An online launch of the center for legal reference (taking into account the work of Article19 in Brazil<sup>33</sup>).

### **6. ACTIVITIES:**

- 6.1. A high-level course in Montevideo (two or three days) with the participation of international experts (closed meeting for operators of judicial system).
- 6.2. 1 day seminar (open activity extended to journalists and civil society organizations).
- 6.3. Development of an online center for legal reference. (4 months)

### **7. PROJECT INPUTS:**

- Main consultant of the project.
- Project assistant.
- Expert consultant in web development.
- Consultant to build the database of center for legal reference.
- 2 x foreign trainers

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<sup>33</sup> Available in <http://artigo19.org/centro/>

-3 x local trainers (the need for 3 local trainers is because this project will also work as a trainers of trainers opportunity, which means that the local trainers will benefit from the training offered by the international guest.

## 8. WORK PLAN:

| ACTIVITIES / MONTHS   | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 |
|---|---|---|---|---|---|---|---|---|---|----|----|----|
| Definition of methodology and course content  | X | X | X |   |   |   |   |   |   |    |    |    |
| Negotiations to involve the Judiciary, the Public Ministry, the Uruguayan Press Association and others organizations in the project.                      | X | X | X |   |   |   |   |   |   |    |    |    |
| Course content development and recruitment of international and national experts  |   |   |   | X | X | X |   |   |   |    |    |    |
| Research and construction of the database for the Center for Legal Reference  | X | X | X | X | X |   |   |   |   |    |    |    |
| Development and publication online of the Center for Legal Reference  |   |   |   | X | X | X | X |   |   |    |    |    |
| Maintenance and update of website   |   |   |   |   |   |   |   | X | X | X  | X  | X  |
| Face or virtual meetings with contracted experts for course preparation and coordination of logistics to ensure the participation of international guests |   |   |   |   |   |   | X | X | X |    |    |    |
| Mapping of stakeholders of the justice system to promote their participation in the course  |   |   |   |   |   |   | X | X | X |    |    |    |
| Call for interested parties to participate. Establishment of a list of candidates and selection   |   |   |   |   |   |   |   |   | X | X  |    |    |
| Coordinating event logistics  |   |   |   |   |   | X | X | X | X | X  | X  | X  |
| Public dissemination of the course  |   |   |   |   |   |   |   |   | X | X  | X  | X  |
| High level course in Montevideo   |   |   |   |   |   |   |   |   |   |    |    | X  |
| Evaluation of project results   |   |   |   |   |   |   |   |   |   |    |    | X  |

## 9. INSTITUTIONAL FRAMEWORK:

The project is presented by the Center for Archives and Access to Information (Centro de Archivos y Acceso a la Información - CAinfo<sup>34</sup>), a civil society organization that will additionally manage the project.

CAinfo (Center for Access to Public Information and Archives) is a nonprofit organization working in Uruguay for the right to information, freedom of expression and democratic communication. Since its founding in 2008 it promotes cultural change, institutional and legislative arrangements for the full and effective implementation of these rights, and participation of all people. CAinfo has received funds from UNESCO, OSF, FES, among others. Its former director, Edison Lanza, is the current OAS Special Rapporteur on Freedom of Expression.

<sup>34</sup> [www.cainfo.org.uy](http://www.cainfo.org.uy)

In the last few years, CAinfo has developed several projects with UNESCO and several international organizations, which guarantees the realization of the project and reach the targets. As an example one could mention the successful history of development of the Journalists Code of Ethics, the first self-regulation experience for journalism in Uruguay. In this context, a significant number of meetings, workshops and seminars were held in Montevideo and other provinces in order to share the Code's contents, promote its adoption by journalists not affiliated to APU and media, and encourage universities offering journalism and communication courses to address the issue of ethics in the classroom.

On access to public information, CAinfo monitors the implementation of Access to Public Information Law, promotes the use of legal tools by several social stakeholders (including journalists, activists and average citizens) through training courses and the production of guides and other materials.

CAinfo integrates the advisory council of the Access of Public Information Unit UAIP<sup>35</sup> representing civil society and maintaining a fluid dialogue with the authorities.

#### **10. SUSTAINABILITY:**

A network with strategic partners will take place (Uruguayan Center of Judicial Studies CEJU, Human Rights Consulting Services or Judiciary, National Institution for Human Rights and Uruguayan Press Association) to promote and develop the project. Once the judiciary system has included the access of information issue as part of their training it will make the process more sustainable.

#### **11. FRAMEWORK OF MONITORING AND COMMUNICATION STRATEGY:**

Ongoing monitoring of the project will be carried out by UNESCO-Montevideo. CAinfo will deliver progress reports and a final report, along with accountability of funds to the UNESCO office in Montevideo.

The final report will present a breakdown of the results obtained by the project during its implementation in 2015, its activities and a final evaluation.

#### **12. PRIOR EVALUATIONS CARRIED OUT:**

CAinfo has worked with several organizations and has been well assessed. It is important to highlight that the previous project with IPDC, which was key for the approval for the Code of Ethics, was well assessed by UNESCO Montevideo Office.

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

An intermediate report will be handed in to UNESCO Montevideo Office at the end of the 6th month of implementation. A comprehensive final report (including participants feedback will be submitted at the end of the 11th month. CAINFO directors will be in charge of the whole reporting process.

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<sup>35</sup> [www.uaip.gub.uy](http://www.uaip.gub.uy)

| <b>D. BUDGET</b>   |  |               |
|--|--|---------------|
| <b>BREAKDOWN OF IPDC CONTRIBUTION<br/>(in US dollars)</b>      |  |               |
| <b>ACTIVITIES</b>  | <b>DETAILS</b>   | <b>US\$</b>   |
| <b>CENTER FOR LEGAL REFERENCE</b>                              |  |               |
| Website development  | Web interface design, information classification and ways to filter searches<br>10 hs x week x 4 months x 75 dollars   | <b>3.000</b>  |
| Research and database construction                             | Collection of legal documents, court decisions, national case law and international conventions signed by the country 10 per week x 4 months x 62.5 dollars                                | <b>2.500</b>  |
| <b>HIGH LEVEL COURSE IN MONTEVIDEO</b>                         |  |               |
| Fees for local and foreign trainers                            | Professional fees for three local (\$125x3x4days of work) and 2 foreign guest trainers (\$250x2x4days)<br>Please note: there will be a 3 days high-level course plus a 1 day open seminar. | <b>3.500</b>  |
| Flight tickets and accommodation for two foreign trainers      | Flight tickets and stay in Montevideo for two foreign trainers<br>2 tickets (approx. 600 each) + 2 per diems (approx. 600 each) x 2 trainers   | <b>2.000</b>  |
| Printed materials  | Material support for 35 seminar attendees (banners, folders, literature)   | <b>500</b>    |
| Rent of location for seminar                                   | 1 Suitable room to accommodate 35 participants, members of the organization and attending the workshop open segment  | <b>1.000</b>  |
| 3 coffee breaks for 35 people (closed meeting)                 | Approx. 12 dollars per person  | <b>1.250</b>  |
| Transportation   | Transfer of attendees from the interior of the country (the number depends on the inscriptions, objective is a minimum of ten people)  | <b>500</b>    |
| <b>SEMINAR / PUBLIC ACTIVITY</b>                               |  |               |
| Coffee break 80 people   | Approx. 12 dollars per person  | <b>1.000</b>  |
| Printed materials  | Material support for 35 attendees and journalists (banners, folders, literature)   | <b>250</b>    |
| Flight ticket for Special Rapporteur for Freedom of Expression | Flight Ticket<br>Montevideo/Washington/Montevideo  | <b>1.800</b>  |
| <b>TOTAL IPDC U\$S</b>   |  | <b>17.300</b> |



| <b>BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION<br/>(in US dollars)</b> |  |              |
|---|--|--------------|
| <b>ACTIVITIES</b>   | <b>DETAILS</b>   | <b>US\$</b>  |
| Communication and dissemination   | Development of communication strategy, writing press releases and supporting materials for the seminar. Sending press releases and management.<br>10 hs x week x 4 months  | <b>1.500</b> |
| Project assistant   | General assistance for conducting the project.<br>10 hs x week x 12 months   | <b>1.200</b> |
| Secretariat   | Provisions for the projects administrative support service: paperwork, purchase of supplies, hiring, purchasing tickets, hotel reservation, payments to consultants, payment exhibitors.<br><br>10 hs x week x 12 months | <b>1.200</b> |
| Facilities and office expenses  | Office stationery, telephone, internet, electricity, transport   | <b>3.600</b> |
| <b>TOTAL BENEFICIARY'S CONTRIBUTION US\$</b>                                  |  | <b>7.500</b> |

## BOLIVIA

| <b>A. PROJECT IDENTIFICATION</b> |  |  |
|----------------------------------|--|--|
| <b>1.</b>                        | <b>PROJECT TITLE</b>                                 | <b>PUBLICATION AND SOCIALIZATION OF UNESCO'S MEDIA DEVELOPMENT INDICATORS IN BOLIVIA</b>   |
| <b>2.</b>                        | <b>NUMBER</b>  | <b>IPDC/59 BO/01</b>   |
| <b>3.</b>                        | <b>MEDIA DEVELOPMENT INDICATORS' CATEGORY</b>        | <b>All - Research report covering categories 1,2,3,4 and 5</b>   |
| <b>4.</b>                        | <b>IPDC PRIORITY AREA</b>                            | <b>Human Resource Development. Professional capacity building and supporting institutions that underpins freedom of expression, pluralism and diversity</b>  |
| <b>5.</b>                        | <b>SCOPE<br/>(NATIONAL, REGIONAL, INTERREGIONAL)</b> | <b>National: La Paz, Cochabamba and Santa Cruz</b>   |
| <b>6.</b>                        | <b>TYPE OF ASSISTANCE REQUESTED</b>                  | <b>Support for publishing and dissemination of MDI findings</b>  |
| <b>7.</b>                        | <b>TOTAL COST OF PROJECT</b>                         | <b>19,448 USD</b>  |
| <b>8.</b>                        | <b>AMOUNT REQUESTED FROM IPDC</b>                    | <b>13, 848 USD</b>   |
| <b>9.</b>                        | <b>BENEFICIARY BODY</b>                              | <b>National Observatory of Media (ONADEM in Spanish) - UNIR Bolivia Foundation.<br/>Tel.: (591-2) 2117069 – 2110665<br/>Fax: (591-2) 2119767<br/>2528 6 de Agosto Avenue<br/>Contact: Erick Torrico, ONADEM's Coordinator<br/>E-mail: <a href="mailto:etorrico@unirbolivia.org">etorrico@unirbolivia.org</a></b> |
| <b>10.</b>                       | <b>IMPLEMENTING OFFICE</b>                           | <b>UNESCO-Quito Office</b>   |
| <b>11.</b>                       | <b>PROJECT LOCATION</b>                              | <b>La Paz – Bolivia</b>  |
| <b>12.</b>                       | <b>PROJECT PREPARED BY</b>                           | <b>Erick Torrico, ONADEM's Coordinator</b>   |

## **B. PRESENTATION**

### **1. PROJECT JUSTIFICATION:**

Bolivia is the second Latin American country where the Media Development Indicators (MDI) were applied following the methodology developed by the United Nations for Education, Science and Culture Organization (UNESCO).

This study was carried out from June 2011 to June 2012 by the Bolivian Media Observatory (ONADEM in Spanish) from UNIR Bolivia Foundation and supervised by Rosa González, the Communication and Information Counselor for the UNESCO's Representation of Andean countries.

After finishing the application, the 250 page report was submitted to a peer review assessment. The peer review comments were implemented by UNIR and another version of the document was presented to UNESCO by the end of 2012. Due to lack of funds to translate the entire document into English for UNESCO final comments, it was needed to find a solution. In 2014, the report was updated and a robust executive summary was produced in Spanish (80 pages) for further translating into English. Since, 2014 was an electoral year in Bolivia, the decision was to present the final updated report to new authorities in the first semester of 2015.

The research identifies the characteristics of the media landscape in Bolivia according to international freedom of expression standards right and provides a roadmap for the way forward. The results show a balanced overview of the current situation thanks to answers obtained from a wide range of personal, institutional and documentary sources.

Two advanced drafts of the report were presented to the Advisory Council in October 2011 and February 2012. The information and recommendations included in the report can be used by political, social and cultural actors when designing public policies about communication and information in the near future in Bolivia.

The study used the methodological approach of the MDIs which were endorsed in (2008 by the Intergovernmental Council of the International Programme for Development of Communication (IPDC). The MDI framework includes five categories:

1. A system of regulation conducive to freedom of expression, pluralism and diversity of the media.
2. Plurality and diversity of media, a level economic playing field and transparency of ownership.
3. Media as a platform for democratic discourse.
4. Professional capacity building and supporting institutions that underpins freedom of expression, pluralism and diversity.
5. Infrastructural capacity is sufficient to support independent and pluralistic media.

An advisory council was formed comprising of 22 institutions<sup>36</sup> to receive their suggestions about the methodological design of the projects as well as relevant information sources to be consulted from among journalists' trade unions, media enterprises, civil society, non-governmental organizations and universities.

The research involved an in-depth review of international and national laws related to the media and journalists' codes of ethics in place in the country. Eighty interviews were carried out with a wide range of stakeholders in different cities of Bolivia.

This report needs to be published to promote the public discussion about media development in democracy. That is why this proposal intends to publish the research report in an executive synopsis and then raise awareness, both its findings and recommendations among public and social actors.

It will be particularly important to develop a process of dissemination of the report in the three cities with the largest population in Bolivia (La Paz, Cochabamba and Santa Cruz) to open the public debate about advances, strengths, challenges and risks in the field of communication and information.

This goal will be achieved through two workshops in each of the three cities according the following modalities:

- 1) The content of workshops will focus on the presentation of the main research results of UNESCO Media Development study in Bolivia, in each of the categories of indicators, to promote a discussion about public policies, media-related rights, and professional standards in journalism.
- 2) The 6 workshops will be developed in coordination with the UNIR Bolivia office in La Paz, Cochabamba and Santa Cruz. In each city, local authorities, journalists and representatives of journalists' trade unions will be invited. Each workshop will have a one-day duration.

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

The proposal plans to work with 120 representatives. In La Paz, Cochabamba and Santa Cruz, each workshop will involve:

- 1) 5 public authorities and social actors.
- 2) 5 mass media journalists and trade unions' representatives.
- 3) 10 students and professors from public and private universities.

In each case, men will represent the 50% of beneficiaries and women the other 50%.

## **3. DEVELOPMENT OBJECTIVE:**

To have an impact on the Bolivian media ecosystem through an in-depth discussion using the data collected from the application of the media development indicators. We aim to offer the decision-makers objective inputs to change the current regulatory framework.

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<sup>36</sup> Media owners associations, media profesional associations, media researchers associations, Journalist training institutions, Media self-regulatory institutions, Ngo's, Governmental bodies among others.

#### 4. **IMMEDIATE OBJECTIVE:**

Socialization of UNESCO Media Development Indicators in Bolivia through the dissemination of the research results. The socialization will include the training of 120 actors involved with Bolivia's media sectors in workshops in La Paz, Cochabamba and Santa Cruz (the cities with the largest population) to generate a public discussion about the advances, strengthens, challenges and risks for the Communication and Information area.

#### 5. **PROJECT OUTPUTS:**

- A concise version of UNESCO's Media Development Report on Bolivia and an online publication to be share with journalists, government authorities, social leaders, journalism professors and students in La Paz, Cochabamba and Santa Cruz to share with them the main reflections about the media and journalism situation in Bolivia.
- Six workshops in La Paz, Cochabamba y Santa Cruz (two per city) to analyze and discuss the research results about indicators but also to foster a discussion on solutions to the detected problems.

#### 6. **ACTIVITIES:**

- 1) Publication of the Bolivian MDI research report.
- 2) Design and execute a Dissemination Campaign of this publication through the organization of workshops in three cities

#### 7. **PROJECT RESOURCES:**

- A consultant who will design and implement the campaign for disseminating the publication.
- Two facilitators for workshops
- Office supplies
- Printing costs of the printed report.
- Travel and accomodation allowances.

#### 8. **WORK PLAN:**

| <b>ACTIVITIES / MONTHS</b>                                     | <b>1</b> | <b>2</b> | <b>3</b> | <b>4</b> | <b>5</b> | <b>6</b> | <b>7</b> | <b>8</b> | <b>9</b> | <b>10</b> |
|--|----------|----------|----------|----------|----------|----------|----------|----------|----------|-----------|
| Design, edition and publication of the research report         | X        | X        |          |          |          |          |          |          |          |           |
| Campaign design and organization                               |          | X        |          |          |          |          |          |          |          |           |
| Workshops  |          |          | X        |          |          |          |          |          |          |           |
| Systematization of experience and final report of this project |          |          |          | X        |          |          |          |          |          |           |

## **9. INSTITUTIONAL FRAMEWORK:**

ONADEM belongs to the Democratic Communication Area of UNIR Bolivia Foundation, an institution which works since 2005 to promote democratic communication, an information society and a culture of peace in Bolivia.

ONADEM has a coordinator, 2 researchers and 3 research assistants. It is working to promote Information and Communication Rights and to improve media watching.

## **10. SUSTAINABILITY:**

An agreement signed between ONADEM, the directors of Schools of Communication and the representatives of journalism trade unions will guarantee the dissemination and analysis by these organizations of UNESCO Media Development Indicators in Bolivia with information and discussion activities up to one year after the research is published.

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

From April 2006, ONADEM has organised 50 meetings with journalists, citizen and university professors and students in the nine main cities of Bolivia. Those activities repeatedly showed the need for Bolivian journalists to receive training in technical abilities, ethical evaluation and human rights defense and promotion.

## **12. MONITORING FRAMEWORK:**

The monitoring will be made by the UNESCO Quito Office for the Andean region in close cooperation with ONADEM's coordination from the UNIR Bolivia Foundation.

This monitoring will be done according the objectives, schedule and budget of the project; it will evaluate the execution efficiency and organize the feed-back information from the workshops beneficiaries. These results will be included in the preliminary and final reports of the project.

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

Erick Torrico, ONADEM's coordinator will send a report of activities every two months to UNESCO Quito: preliminary or progress reports and a final report.

### **C. ADDITIONAL INFORMATION**

IPDC, through the UNESCO Office in Quito, financed part of the cost of elaboration of UNESCO's Media Development Indicators report on Bolivia but it has never supported any other ONADEM project.

**D. BUDGET**

| <b>BREAKDOWN OF IPDC'S CONTRIBUTION</b><br>(in U.S. dollars)  | <b>IPDC</b>     |
|---|-----------------|
| Professional fees of a Consultant<br>(40 hours x US\$ 60)   | <b>2.400,00</b> |
| Professional fees of workshops facilitators<br>(6 x workshops x 2 facilitators x 150 dollars per day)       | <b>1.800,00</b> |
| Printing of an executive synopsis of UNESCO's Media Development Indicators in Bolivia research final report | <b>6.000,00</b> |
| Two travel air round tickets La Paz-Cochabamba-Santa Cruz-La Paz  | <b>900,00</b>   |
| Travel allowances<br>(2 x 3 days x 2 - \$us 36 per day)   | <b>432,00</b>   |
| Accommodation<br>(2 x 3 x 2 - \$us 40 per night)  | <b>480,00</b>   |
| Local Transportation<br>(2 x 3 x 2 - \$us 23)   | <b>276,00</b>   |
| Auditoriums rent (6 days x \$us 200 per day)  | <b>1.200,00</b> |
| Snacks (20 x 6 days x \$us 3)   | <b>360,00</b>   |
|   |                 |
| <b>TOTAL REQUESTED IPDC</b>   | <b>13,848</b>   |

| <b>BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION</b><br>(in US dollars) |                 |
|--|-----------------|
|  |                 |
| Telephone and communication expenses   | <b>200,00</b>   |
| Office Supplies  | <b>250,00</b>   |
| Sending of books by courier  | <b>350,00</b>   |
| Salary of a secretary (4 months)   | <b>4.800,00</b> |
|  |                 |
| <b>Total</b>   | <b>5.600,00</b> |

## COLOMBIA

| <b>A. PROJECT IDENTIFICATION</b> |  |  |
|----------------------------------|--|--|
| <b>1.</b>                        | <b>PROJECT TITLE</b>                                 | <b>Using the law of access to information as a journalistic tool</b> |
| <b>2.</b>                        | <b>NUMBER</b>  | <b>IPDC/59 CO/01</b>   |
| <b>3.</b>                        | <b>MEDIA DEVELOPMENT INDICATORS' CATEGORY</b>        | <b>4. Capacity Building of Journalists</b>                           |
| <b>4.</b>                        | <b>IPDC PRIORITY AREA</b>                            | <b>Capacity Building</b>   |
| <b>5.</b>                        | <b>SCOPE<br/>(NATIONAL, REGIONAL, INTERREGIONAL)</b> | <b>National</b>  |
| <b>6.</b>                        | <b>TYPE OF ASSISTANCE REQUESTED</b>                  | <b>Training support</b>  |
| <b>7.</b>                        | <b>TOTAL COST OF PROJECT</b>                         | <b>\$ 25.833</b>   |
| <b>8.</b>                        | <b>AMOUNT REQUESTED FROM IPDC</b>                    | <b>US 20.000</b>   |
| <b>9.</b>                        | <b>BENEFICIARY BODY</b>                              | <b>Fundación para la Libertad de Prensa (FLIP) Colombia</b>          |
| <b>10.</b>                       | <b>IMPLEMENTING OFFICE</b>                           | <b>UNESCO-Quito Office</b>   |
| <b>11.</b>                       | <b>PROJECT LOCATION</b>                              | <b>Colombia</b>  |
| <b>12.</b>                       | <b>PROJECT PREPARED BY</b>                           | <b>Fundación para la Libertad de Prensa (FLIP) Colombia</b>          |

## **B. PRESENTATION**

### **1. PROJECT JUSTIFICATION:**

In March 2014 Colombian President Juan Manuel Santos, signed the Law on Transparency and Access to Information (hereinafter 1712 Law) after five-years of work by various individuals and organizations of civil society, mainly Alliance More Info More Rights (<http://masinformacionmasderechos.co/>), which is formed by organizations such as Transparency for Colombia, DeJusticia, Ocasa, FLIP and Proyecto Antonio Nariño Alliance–PAN (which groups within it, for purposes of the right to freedom of



expression and access to information to The Foundation for a New Iberoamerican Journalism -FNPI- Andiaros, Fescol and FLIP).

The law, in essence, seeks for every citizen to know of the existence and content of information that is in the possession or control of public entities, with very limited exceptions, and to be able to access it in a timely, transparent and complete manner. Its spirit is in line with the creation of an open society and the strengthening of citizen control.

National entities have six months from March 2014 to implement the guidelines proposed by this new law. Beyond that, the main challenge is related to the obligations of government officials on how to enable citizens to access public information according to the law. It will require several years of work to create a civic culture that accompanies and supports change. Therefore, organizations consider it important to start contributing to this process through the raising of awareness of this law among the different stakeholders.

This dynamic work with journalists is essential in two-ways:

- 1) Firstly, it is a target in itself. The social responsibility of journalists involves seeking all possible access to public information, which constitutes a key input of their daily work. This dimension joins developing phenomena such as Open Government, Big Data, Data Journalism, and the like, resulting in the need to bring into play different variables related to the issue of access to information scenarios, not only the classical approach rights.
- 2) To contribute to a multiplier effect by disseminating the message about the need for citizens to appropriate public information, with the understanding that the 1712 Law is not a law just for journalists, but for the public in general.

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

The main target group are journalists and news media professionals (30 men, 15 women )from across Colombia, mainly in the regions outside the capital, and from all types of media: radio, internet-based, newspapers and television.

## **3. DEVELOPMENT OBJECTIVE:**

The development objective of this project is linked to Indicator 1.2 (on the right to information) and Category 4 (Professional capacity building) of the UNESCO/IPDC Media Development Indicators (MDIs). The project intends to build the capacities of local media in the use of Law 1712 of 2014 on Transparency and Access to information as a tool for enabling them to carry out stronger and better informed investigations.

## **4. IMMEDIATE OBJECTIVE:**

Build awareness and capacity among 45 journalists on the use of the Law on Transparency and Access to Information in Colombia (Law 1712, 2014) through three one day workshops, one in the capital and two in regions different than capital.

## **5. PROJECT OUTPUTS:**

- At least one spot or short, graphic and audiovisual educational piece to be broadcasted over the internet, through social networking and events and activities conducted by the alliance More Information, to

promote ways in which journalists can make use of the 1712 Law to request public information under the standards to which the law requires.

- At least two communication pieces with the same objective to be published in the local media and on social networks.
- 30 regional journalists (20 men and 10 women) and 15 national journalists (10 men and 5 women) to be trained in the use of the 1712 Law as a tool for journalism.

## **6. ACTIVITIES:**

- Creating an audiovisual spot on the importance of the right of access to public information and the 1712 Law.
- Posting on the Internet (Youtube) of the audiovisual spot and carrying out a campaign to promote viewing
- Preparation of two communicative pieces with practical messages of the usage of the law
- Dissemination of communication pieces between local media and social networks
- Two one-day regional workshops with 30 journalists in total (20 men and 10 women) on the use of the 1712 Law as a tool for journalism.
- A one-day national workshop involving 15 journalists (10 men and 5 women) on the use of the 1712 Law as a tool for journalism.

## **7. PROJECT INPUTS:**

- One communication expert to develop the campaign's concept and integrate the message into all project actions.
- A graphic consultant to design the communication pieces
- Producer and director of the audiovisual spot
- Two trainers for the national and regional workshops capable of delivering training in matters of access to information and freedom of expression
- 45 access to information manuals

## **8. WORK PLAN:**

| <b>ACTIVITIES / MONTHS</b>  | <b>1</b> | <b>2</b> | <b>3</b> | <b>4</b> | <b>5</b> | <b>6</b> | <b>7</b> | <b>8</b> | <b>9</b> | <b>10</b> |
|---|----------|----------|----------|----------|----------|----------|----------|----------|----------|-----------|
| Work plan   | x        |          |          |          |          |          |          |          |          |           |
| Creating a visual spot  |          | x        | x        | x        |          |          |          |          |          |           |
| Posting on the Internet audiovisual spot and carrying out a campaign                    |          |          |          |          | x        | x        | x        | x        | x        | x         |
| Preparation of two communicative pieces with practical messages of the usage of the law |          | x        | x        | x        |          |          |          |          |          |           |
| Dissemination of communication pieces between local media and social networks           |          |          |          |          | x        | x        | x        | x        | x        | x         |
| 3 workshops with journalists  |          |          |          | x        |          |          | x        |          |          | x         |

## **9. INSTITUTIONAL FRAMEWORK:**

### **Implementing Organization:**

#### **Foundation for Press Freedom**

Established in 1996, the Foundation for Press Freedom (FLIP, in Spanish) is a non-governmental organization that systematically monitors violations to press freedom in Colombia, develops activities that contribute to the protection of journalists and the media, and promotes the fundamental right to information. FLIP strives for the protection of journalists, access to information, prevention of indirect censorship and fight against impunity.

FLIP will provide the following personnel and know-how:

1. Administration personnel: FLIP will contribute by placing the foundation's financial advisor and the accountant on the service of the project.
2. Offices: FLIP will contribute with the office location and office spaces for the implementation of the project, for the location of implementing personnel and consultants.
3. Experience organizing events and taking advantage of relations with the media and communications strategy.

## **10. SUSTAINABILITY:**

The project builds on existing strategic alliances which it will continue to consolidate. It will also be the gateway to building lasting cooperation between the media, the state and civil society. In addition, Alliance More Info More Rights has extensive experience in promoting this law within civil society. It is worth mentioning that its origin comes from a campaign that, given its strength, became a Platform; it has gained recognition internationally by networking with the Regional Alliance for Freedom of Expression and Access to Information, in which the platform is considered a reference point on the right of access to information Colombia.

## **11. PRIOR EVALUATIONS CARRIED OUT:**

In 2007 FLIP began working in the field of access to information. This line of work involves the creation of workshops with journalists. The experience from those workshops has been used for the continuous improvement of the methodology and contents. Additionally, FLIP was part of the team that promoted Law 1712 and has closely followed up of its implementation. Its work has served to strengthen knowledge on the tools presented by Law 1712 to the media sector and society overall.

In addition, FLIP has made three campaign videos: one will explain the importance of journalists in the society, another explaining the freedom of expression as a human right and another explaining the guarantees needed by the press to cover protests.

## **12. FRAMEWORK OF COMMUNICATION AND MONITORING:**

UNESCO Office in Quito oversees project implementation. FLIP will provide additional oversight to the process of monitoring and evaluation. In the first month of the project, a work plan will be developed. Monthly internal meetings are held to plan activities and monitor those taking place.

A narrative report will be provided to UNESCO on the fifth and tenth months of the project execution. FLIP will promote the activities and products from the project in social media and in FLIP's webpage. FLIP will send at least three weekly messages related to these subjects. The video will be published in FLIP's youtube channel and will be using in the different events organized by FLIP.

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

Mr. Pedro Vaca Villarreal, FLIP Executive Director, [director@flip.org.co](mailto:director@flip.org.co)

| <b>D. BUDGET</b>  |               |
|---|---------------|
| BREAKDOWN OF IPDC'S CONTRIBUTION  |               |
| (in U.S. dollars)   |               |
| <b>Specific costs for two regional workshops with journalists Sub-total: 4.000</b>          |               |
| Two National experts on access information and freedom of expression (USD150 x 2 x 2 days)  | 600           |
| Local Air ticket (USD 600 x 2 national experts)   | 1.200         |
| Food, lodging and local transportation for 2 national experts                               | 800           |
| Food and accomodation for participants (20 people x 50 USD x 1 day)                         | 1.000         |
| Material (20 people x 8 USD)  | 160           |
| Local Transportation 6 people x 40 USD  | 240           |
| <b>Specific costs for the national workshop with journalists Sub-total: 1.140</b>           |               |
| Two National expert on access information and freedom of expression (USD150 x 1 day)        | 300           |
| Food and local transportation for participants (15 people x 50 USD x 1 day)                 | 750           |
| Materials (15 people x 6 USD)   | 90            |
| <b>Specific costs for other activities Sub-total: 13.552</b>                                |               |
| Communication expert (\$833 X 10months)   | 8.333         |
| Audiovisual spot (An audiovisual expert with equipments)                                    | 4.108         |
| Consultancy for preparation of graphic pieces. Design and layout. USD\$ 37 per day *30 days | 1.111         |
| Indirect expenses ( Internet, phone bill, postage)  | 1.308         |
| <b>Total Cost</b>   | <b>20.000</b> |

| <b>Breakdown of the beneficiary agency's contribution</b> |              |
|---|--------------|
| <b>(in US dollars)</b>                                    |              |
| Project Coordinator 10%                                   | 3.611        |
| Administrative assistant 10%                              | 2.222        |
| <b>Total Cost</b>   | <b>5.833</b> |

## ECUADOR

| <b>A. PROJECT IDENTIFICATION</b> |  |   |
|----------------------------------|--|---|
| <b>1.</b>                        | <b>PROJECT TITLE</b>                                     | <b>Open course for journalists and journalism students on the ethics of covering and reporting human mobility, gender, human rights, refugees and children issues.</b>  |
| <b>2.</b>                        | <b>NUMBER</b>  | <b>IPDC/59 EC/01</b>  |
| <b>3.</b>                        | <b>MEDIA DEVELOPMENT INDICATORS' CATEGORY</b>            | <b>Professional capacity building and supporting institutions that underpins freedom of expression, pluralism and diversity</b>   |
| <b>4.</b>                        | <b>IPDC PRIORITY AREA</b>                                | <b>CAPACITY DEVELOPMENT</b>   |
| <b>5.</b>                        | <b>SCOPE<br/>(NATIONAL, REGIONAL,<br/>INTERREGIONAL)</b> | <b>National</b>   |
| <b>6.</b>                        | <b>TYPE OF ASSISTANCE REQUESTED</b>                      | <b>Professional fees for national and international trainers, travel allowances, snacks and office supplies.</b>  |
| <b>7.</b>                        | <b>TOTAL COST OF PROJECT</b>                             | <b>USD 18.150</b>   |
| <b>8.</b>                        | <b>AMOUNT REQUESTED FROM IPDC</b>                        | <b>USD 13,550</b>   |
| <b>9.</b>                        | <b>BENEFICIARY BODY</b>                                  | <b>School of Journalism, Faculty of Communication, Universidad de las Américas.<br/>Address: Av. de los Granados E12-41y Colimes esq., Quito - EC170125<br/>Contact: Yolanda Aguilar, Director, School of Journalism<br/>E-Mail: yolanda.aguilar@udla.edu.ec<br/>Phone number: (+593)(2) 3981000 / (+593)(2) 3970000 Extension: 101</b> |
| <b>10.</b>                       | <b>IMPLEMENTING OFFICE</b>                               | <b>Main offices in Quito, representing Bolivia, Colombia, Ecuador and Venezuela<br/>Contact: Indira Salazar</b>   |
| <b>11.</b>                       | <b>PROJECT LOCATION</b>                                  | <b>Universidad de las Américas, Quito, Ecuador</b>  |
| <b>12.</b>                       | <b>PROJECT PREPARED BY</b>                               | <b>Project by: Yolanda Aguilar, Director of the School of Journalism<br/>Received by: Indira Salazar, Program Direction Assistance</b>  |

## **B. PRESENTATION**

### **1. PROJECT JUSTIFICATION:**

Mass media and communications are a constant debate in Ecuador. There have been a series of changes and progress to improve the mass media, such as the professionalization of journalists in Ecuador. One of the most important elements during this process is protecting the audience through the broadcast of quality information.

The newly-approved Organic Communication Law is an example of the debate around media's role in Ecuador. The law classifies the media into three types: public, private and community media. According to the latest census, if the media outlet reaches 30% of the total population it is considered a "national" media outlet.

At present time, media outlets are in the process of registering at the CORDICOM (Regulation and Information Development Board) which is expected to result in precise data on audience and content. According to the last data provided, there are 1,048 private media outlets, 63 public media outlets and 35 community media outlets in Ecuador. They are classified in the following way: 38 open television VHF channels, 41 open television UHF channels, 166 AM radio stations, 497 FM radio stations and 2 shortwave length radio stations registered.

There are 38 Web Sites on the Internet, 105 newspapers and 84 magazines. Most of the media are located in the provinces of Guayas (197), Pichincha (192) and Azuay (72). In contrast, the provinces with least media representation are Galapagos (12) and Zamora (11).

An important element for consideration is the need for gender, intercultural learning and diversity to be better included in the content of the media. It is also important to promote standards for the effective reporting of sensitive topics and issues, following strict ethical norms, since the people who are subjects of this type of news are generally in a vulnerable situation.

It is worth noting that Pichincha's Journalism Club included an "Autoregulation and Gender Treatment" section in its Media Handbook. This project was supported by the International Programme for the Development of Communication (IPDC) of UNESCO.

The Open Course for Journalists project of this proposal will, through 40 hours of training, contribute to strengthening journalists' and journalism students' awareness on how to report on sensitive issues including gender, human rights, human mobility, refugees and children issues in Ecuador.

### **2. DESCRIPTION OF THE TARGET GROUP:**

Public and private mass media journalists and journalism students in Ecuador. Total number of participants: 50. It is estimated a participation balanced by gender, with the presence of 50% female and 50% male.

### **3. DEVELOPMENT OBJECTIVE:**

The project will help to improve skills in reporting on gender, human rights, human mobility, refugees and children issues in Ecuador through professional training for Ecuadorean journalism students and journalists.

### **4. IMMEDIATE OBJECTIVE:**

To organize a seminar for 50 Ecuadorean journalists and journalism students on how to effectively and ethically report on sensitive issues related to gender, human rights, human mobility, refugee and child issues, following ethical standards. Participation is to be gender equal.

### **5. PROJECT OUTPUTS:**

A total of 50 journalists and journalism students from Ecuador professionally trained in how to report on sensitive issues of gender, human rights, human mobility, refugees and children issues following ethical standards.

### **6. ACTIVITIES:**

1. To establish the proposal, methodology and tentative schedule for the seminar.
2. To identify national and international experts on the training of subjects.
3. To coordinate national and international experts' participation.
4. To assemble a database with the information of the institutions and professionals who might be interested in being part of the training.
5. To design the outreach strategy including printed informative material and invites for the seminar.
6. To promote the seminar. An Ecuadorian consultant, expert in media positioning campaign will be in charge of its promotion. Universidad de las Américas will deal with external and internal communications.
7. To video-record the training.
8. To compile data (dossier) of the seminar and to publish it.

### **7. PROJECT INPUTS:**

1 highly qualified international trainers  
3 highly qualified national trainers  
Material infrastructure for the training  
2 computers  
2 projectors  
2 whiteboards  
1 box of whiteboard markers  
20 flip charts  
1 box of permanent markers  
50 plastic folders  
50 blue ballpoint pen  
50 notebooks  
1 printer  
2 video cameras



- 2 tripods
- 4 memory cards
- 2 voice recorders

### 8. WORK PLAN:

| ACTIVITIES / MONTHS  | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 |
|--|---|---|---|---|---|---|---|---|---|----|----|----|
| To establish the proposal, methodology and tentative schedule for the seminar.   | X |   |   |   |   |   |   |   |   |    |    |    |
| To identify national and international experts on the training subjects  | X |   |   |   |   |   |   |   |   |    |    |    |
| To coordinate national and international experts participation   |   | X |   |   |   |   |   |   |   |    |    |    |
| To assemble a database with the information of institution and professionals who might be interested in being part of the training | X | X |   |   |   |   |   |   |   |    |    |    |
| To design the outreach strategy which includes printed informative material and invites for the seminar                            |   |   | X |   |   |   |   |   |   |    |    |    |
| To promote the event   |   |   |   | X | X | X |   |   |   |    |    |    |
| To generate an audio-visual record of the training   |   |   |   |   |   |   | X |   |   |    |    |    |
| To compile data (dossier) of the seminar and to publish it   |   |   |   |   |   |   |   | X | X | X  | X  |    |

### 9. INSTITUTIONAL FRAMEWORK:

Universidad de las Américas (UDLA) is an educational institution focused on professionally educating men and women in Ecuador. Approximately 14,000 students from the whole country study different careers at the university. The university was founded in 1994 and has kept a steady growth, which can be seen through the addition of new careers, the increasing number of students, new infrastructure and campus constructions. The university's mission is: "To train competent, entrepreneurial, successful people fully committed with society, based on excellence and values".

The university currently has some 900 full-time teachers. These teachers are part of the different areas of study and all hold postgraduate studies, as required by the university. UDLA's educational programs follow international standards, in order to guarantee an integral education that will allow students to face different professional challenges. The School of Journalism has a

professional team of teachers and students committed to a responsible, critical, ethical and high standard professional training.

#### **10. SUSTAINABILITY:**

This project focuses on promoting an adequate ethical approach through communication. It is important to generate connections and partnerships that will allow a constant work on subjects such as human rights, human mobility, refugees and gender, through workshops and seminar.

The School of Journalism's teachers have incorporated in their own classes frameworks these important subjects aimed to better the lives of Ecuadorian citizens.

#### **11. PRIOR EVALUATIONS CARRIED OUT:**

Since October 2013, Universidad de las Américas (UDLA) through their Faculty of Communication, has worked together with UNHCR and UNESCO to generate tools and actions for strengthening professional journalists' and students' approach towards subjects such as gender, human mobility, human rights, refugees and children issues.

Professors and students have contributed to generate new tools and areas, through their knowledge of communication, where UNHCR can pass on its message about human mobility to raise awareness to the Ecuadorians.

The UDLA- UNHCR joint project has finished its phase one satisfactorily. The second phase is expected to begin by the end of 2014. Through a deeper analysis of human mobility issues, the need of educating professional journalists about the importance of issues such as gender, human mobility, human rights, refugees and children showed to be pressing and urgent.

Esperanza Foundation and UDLA have also worked together to generate several co-operation activities. The most important was training senior journalism students on human mobility issues in order to ensure the adequate and ethical reporting of these issues in their future careers.

#### **12. FRAMEWORK OF MONITORING AND COMMUNICATION STRATEGY:**

UNESCO Office in Quito oversees project implementation. Universidad de Las Americas will provide additional oversight to the process of monitoring and evaluation. In the first month of the project, a work plan will be developed. Monthly internal meetings are held to plan activities and monitor those taking place.

A narrative report will be provided to UNESCO reporting project progress. In the same way, Universidad de Las Americas will promote the activities and products from the project in social media

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

Universidad de las Américas undertakes to report on project progress on a four-month basis to the relevant UNESCO Field Office and submit a comprehensive final report describing the extent to which the immediate objective of the project was achieved. The name and title of the person who will prepare and submit the reports should be indicated.

Universidad de las Américas School of Journalism Director's Office will hand the progress reports, after the validation of progress of project execution in following up commitments and deliverables established in the Terms of Reference.

Name of responsible person: Yolanda Aguilar, Director, School of Journalism

**C. ADDITIONAL INFORMATION**

**D. BUDGET**

**BREAKDOWN OF IPDC CONTRIBUTION  
(in US dollars)**

|   |                   |
|---|-------------------|
| 3 national trainers (US\$150 X 3 X 2 days)                        | 900               |
| 1 international trainer (US\$250 X 1 X 2 days)                    | 500               |
| National and international trainers travel expenses               | 3,500             |
| Snacks  | 1,250             |
| Office supplies   | 400               |
| Outreach strategy and promotional materials                       | 2,500             |
| Consultancy for preparation of graphic pieces. Design and layout. | 1,000             |
| Printing of materials   | 1,500             |
| Publication of seminar dossier (250 copies)                       | 2,000             |
| <b>Total IPDC</b>   | <b>US\$13,550</b> |

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

|                          |                   |
|--------------------------|-------------------|
| Human Resources UDLA     | 1,600             |
| Project Coordinator      | 1,300             |
| Administrative Assistant | 300               |
| Infrastructure           | 2,500             |
| Technological Resources  | 3,000             |
| <b>Total</b>             | <b>US\$ 7,100</b> |

## PERU

| <b>A. PROJECT IDENTIFICATION</b> |  |  |
|----------------------------------|--|--|
| <b>1.</b>                        | <b>PROJECT TITLE</b>                                 | <b>Developing journalists' capacities on climate-change-driven disaster risks in the Ancash region</b>   |
| <b>2.</b>                        | <b>NUMBER</b>  | <b>IPDC/59 PE/01</b>   |
| <b>3.</b>                        | <b>MEDIA DEVELOPMENT INDICATORS' CATEGORY</b>        | <b>Professional capacity building and supporting institutions that underpins freedom of expression, pluralism and diversity</b>  |
| <b>4.</b>                        | <b>IPDC PRIORITY AREA</b>                            | <b>Capacity development</b>  |
| <b>5.</b>                        | <b>SCOPE<br/>(NATIONAL, REGIONAL, INTERREGIONAL)</b> | <b>Regional</b>  |
| <b>6.</b>                        | <b>TYPE OF ASSISTANCE REQUESTED</b>                  | <b>Training support</b>  |
| <b>7.</b>                        | <b>TOTAL COST OF PROJECT</b>                         | <b>31,900 USD</b>  |
| <b>8.</b>                        | <b>AMOUNT REQUESTED FROM IPDC</b>                    | <b>25,000 USD</b>  |
| <b>9.</b>                        | <b>BENEFICIARY BODY</b>                              | <b>Practical Action</b>  |
| <b>10.</b>                       | <b>IMPLEMENTING OFFICE</b>                           | <b>UNESCO Lima</b>   |
| <b>11.</b>                       | <b>PROJECT LOCATION</b>                              | <b>Huaraz – Ancash Region</b>  |
| <b>12.</b>                       | <b>PROJECT PREPARED BY</b>                           | <b>Practical Action</b><br>International NGO<br>Latin America Office: 257 Tomás A. Edison street, San Isidro, Lima, Peru<br>Tel: (511) 447-5127, 446-7324 Fax: (511) 446-6621<br>Email: <a href="mailto:info@solucionespracticas.org.pe">info@solucionespracticas.org.pe</a> |

## B. PRESENTATION

### 1. PROJECT JUSTIFICATION

According to the latest Assessment Report of the Intergovernmental Panel for Climate Change, “It is *extremely likely* that human influence has been the dominant cause of the observed warming since the mid-20<sup>th</sup> century”<sup>37</sup>, due to an increase of greenhouse gases concentrations by late industrial development. Such warming has had an effect on the mean temperatures of both the atmosphere and the oceans, leading to changes in the water cycle, reductions of snow and ice caps, rise of the global mean sea level and affecting several climate extremes<sup>38</sup>.

Mountains are amongst the most sensitive ecosystems to these variations and they suffer from climate change effects at a faster rate than other terrestrial habitats. Further warming is expected to lead into major alterations in temperature and precipitation patterns, decreasing of snow and glacier resources, changes in river flows and greater frequency of extreme events, like fires, droughts, floods and GLOFs<sup>39</sup>. Needless to say, these have direct consequences on the livelihoods of the human settlements nearby the mountain zones and indirectly to the rest of the population.

In Peru, the vast majority of tropical glaciers are located in the Cordillera Blanca (Ancash) of the Central Andes chain – 95% of it belonging to the Huascarán National Park -, where it is estimated that about 22% of the ice and glacier mass in the area has been lost since the 1970s. More than two million individuals directly depend on the resources provided by these mountains and are highly vulnerable to climate-change-driven disaster risks<sup>40</sup>.

Access to information and knowledge is a powerful and effective means to manage disaster risks. The Hyogo Framework for Action 2005-2015 explains that “disasters can be reduced considerably if the population is well-informed and motivated to assume a preventive and resilient culture towards disasters, which poses the need to gather and provide pertinent knowledge and information on hazards, vulnerability factors and capacities.”<sup>41</sup>

Media play a key role in promoting such a culture through correct coverage and strengthening communities’ capacities through communications campaigns. However, local journalists in Peru’s regions outside the capital city are in disadvantage when it comes to having current information and knowledge for reporting emergency situations or building the aforementioned culture, either for not having easy access to the sources or for not being appropriately trained.

Furthermore, the 2014 UN mission to analyze the implementation of the Disaster Risk Management System in Peru, concluded that the “relationship of the media with the DRM system is very weak and hardly fluent, [*especially since*] media do not show a clear perception of what DRM is and the messages

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<sup>37</sup> IPCC, 2013: Summary for Policymakers. In: Climate Change 2013: The Physical Science Basis. Contribution of Working Group I to the Fifth Assessment Report of the Intergovernmental Panel on Climate Change [Stocker, T.F., D. Qin, G-K. Plattner, M. Tignor, S.K. Allen, J. Boschung, A. Nauels, Y. Xia, V. Bex and P.M. Midgley (eds.)]. Cambridge University Press, Cambridge, United Kingdom and New York, NY, USA: p. 17.

<sup>38</sup> Ibid. p. 15-17.

<sup>39</sup> UNESCO, 2013: Climate Change Impacts on Mountain Regions of the World. International Hydrological Programme (IHP) and Man and Biosphere Programme (MAB). [McDonald, D. and M.L. Faber (eds.)] UNESCO, Paris: p.4-6

<sup>40</sup> Zapata, M. 2008. Deglaciación en la Cordillera Blanca y el Cambio Climático. Unidad de Glaciología y Recursos Hídricos, INRENA, Ministerio de Agricultura.

<sup>41</sup> UNISDR, 2005: Hyogo Framework for Action 2005-2015: Building the Resilience of Nations and Communities to Disasters. World Conference on Disaster Reduction. 18-22 January 2005, Kobe, Hyogo, Japan: p. 9.

that should be broadcasted to inform adequately the population.”<sup>42</sup> Moreover, there is a lack of awareness campaigns directed at the population and decision-makers at all levels, and no communication strategy has been developed to enhance the reach of the DRM law.

Therefore, this project, which will take as reference the approach of UNESCO’s publication ‘Climate Change in Africa: A Guidebook for Journalists’<sup>7</sup>, which focused at raising awareness among journalists on the interdisciplinary core of the climate change and on how they can reflect that in their practices. The project aims at providing skills and knowledge for designing and implementing communication campaigns on DRM and CCA to at least 30 local journalists permanently working in the Ancash Region. This would be done through a 60-hour course in collaboration with the Universidad Nacional Santiago Antúnez de Mayolo.

## **2. DESCRIPTION OF THE TARGET GROUP:**

The immediate beneficiaries of the projects are 30 in-service journalists of which 15 will be male and 15 female of the press, digital media and community radio of the Ancash Region.

## **3. DEVELOPMENT OBJECTIVE:**

The project will contribute to building a culture of prevention on climate-change-driven disaster risks by strengthening local journalists’ professional capacities in the fields of Disaster Risk Reduction (DRR) and Climate Change Adaptation (CCA) in the Ancash Region.

## **4. IMMEDIATE OBJECTIVE:**

The project aims at providing skills and knowledge for designing and implementing communications campaigns on DRR and CCA to a gender-balanced group of at least 30 local journalists permanently working in the Ancash Region through a 60-hour blended learning course in collaboration with the Universidad Nacional de Ancash Santiago Antúnez de Mayolo (UNASAM).

## **5. PROJECT OUTPUTS:**

- A 60-hour learning programme on CCA and DRM for local journalists consisting of the syllabus, learning materials and means of evaluation, designed and approved in collaboration with the UNESCO Lima office and the UNASAM.
- 30 local journalists (15 men and 15 women) permanently working in Ancash selected on the basis of a jointly-designed and comprehensive course participant’s profile.
- The selected 30 local journalists (15 men and 15 women) have acquired the skills and knowledge to design and implement communications campaigns on CCA and DRR for a variety of audiences.
- 1 communication campaign on CCA and DRM designed for each of the following prioritised actors: local authorities, highly vulnerable population, media workers, students and parents.
- 1 final report aimed at systematising the whole process.

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<sup>42</sup> Naciones Unidas, 2014: Análisis de la Implementación de la Gestión del Riesgo de Desastres en el Perú. Misión de las Naciones Unidas, Lima, Perú: p. 23.

<sup>7</sup> UNESCO, 2013. Climate change in Africa: a guidebook for journalists - <http://www.unesco.org/new/en/communication-and-information/resources/publications-and-communication-materials/publications/full-list/climate-change-in-africa-a-guidebook-for-journalists/>

## **6. ACTIVITIES:**

- 2 one-day workshops to design the course syllabus: the first one in the premises of Practical Action (Lima) and the second one in the UNASAM (Huaraz). 8 participants (5 men and 3 women)
- 1 two-day workshop held in Lima to validate course's syllabus, learning materials and evaluation mechanisms with relevant national actors (such as national journalists association, national CCA and DRM bodies, UNASAM, UNESCO Lima). 14 participants (6 men and 8 woman)
- 1 one-day seminar held in the premises of UNASAM to inform local journalists about the course and participants' selection process. 80 participants (40 men and 40 woman)
- A 20-day course consisting in two parts: A first part consisting in 40-hours of face-to-face training in the premises of the UNASAM, and a second part consisting in a 20-hours of online training. Period: 3 months. Participants: 30 local journalists (15 men and 15 women)
- At least 10 personal interviews and 1 focus group aimed at gathering participants' perception on the course.
- 1 one-day seminar held at the UNASAM to present the results achieved and the final products of the course (namely 5 communications campaign). 80 participants (40 men and 40 woman)

## **7. PROJECT INPUTS:**

- A highly-skilled DRM/CC specialist with solid professional and academic experience in charge of project implementation and content design coordination for the training programme
- A virtual online training platform, with room for webinars and webinar application usage, maintenance and hosting of the Moodle platform.
- A technician responsible for managing/monitoring the use of the virtual platform, for updating content in the virtual classroom, and student support.
- One GRD/CC expert, with extensive experience in teaching and a proved academic background in specialised courses
- An educational coordinator from UNASAM in charge of articulating and harmonising the programme with the University activities to ensure institutional appropriation
- UNASAM facilities for lectures; rooms for seminars and conferences
- Training materials, properly designed, printed and used as multimedia resources.

## 8. WORK PLAN:

| ACTIVITIES / MONTHS  | 1 | 2 | 3 | 4 | 5 | 6 |
|--|---|---|---|---|---|---|
| Project Organisation   | x |   |   |   |   |   |
| 2 workshops to design the course syllabus: the first one in the premises of Practical Action (Lima) and the second one in the UNASAM (Huaraz).   | x |   |   |   |   |   |
| Selection of 4 experienced and highly-skilled trainers on the basis of selection criteria.   | x |   |   |   |   |   |
| Preparation of course materials (learning materials, bibliography, evaluation mechanisms, pre-test and post-test) in collaboration with the selected trainers under the supervision of UNESCO Lima.  | x | x |   |   |   |   |
| Workshop held in Lima to validate course's syllabus, learning materials and evaluation mechanisms with relevant national actors (such as national journalists association, national CCA and DRM bodies, UNASAM, UNESCO Lima).                                |   | x |   |   |   |   |
| Participatory design of the criteria to be used for the selection of course participants, design and implementation of the selection process (namely public open-bidding, establishment of an interinstitutional jury and publication of the final ranking). |   | x | x |   |   |   |
| 40 -hour face-to-face portion of the course held in the premises of the UNASAM.  |   |   | x | x | x |   |
| 20-hour online portion of the course.  |   |   | x | x | x |   |
| Evaluation of the course   |   |   |   |   | x | x |
| Final report   |   |   |   |   |   | x |

## 9. INSTITUTIONAL FRAMEWORK:

Practical Action has extensive experience in training and managing virtual platforms of knowledge and research. For example, the ELLA programme (Evidence and Lessons from Latin America, <http://ella.practicalaction.org>) is an initiative funded by UKAid (6 million pounds), through which we have shared lessons from development initiatives in Latin America with stakeholders in Africa and Asia for 6 years (2010-2016). Thanks to this programme, Learning Alliances have been established with virtual and physical components on issues such as climate change, DRM and environment. Another example of a research and knowledge management initiative is the Study of the Economic Impacts of Climate Change in Peru (2012-2013) funded by the Inter-American Development Bank, which seeks to assess how it is that climate change will affect the welfare of society, by quantifying its impact on the most relevant resources and productive activities of the national economy.



In terms of institutional capabilities in the field of communications, our Web portal [www.solucionespracticas.org](http://www.solucionespracticas.org) is one of the first systems of technical information on poverty reduction in Peru. It registers an average of 22,400 visits and 63,700 downloads of publications per month. Among its activities, the area of Communications has published over 800 pieces and has registered 519.655 downloads during the past two years. Also, we have published about 800 pieces of information, including over 300 audiovisual pieces, which has added 933.920 downloads from our website since 2008. In 2012, videos uploaded reached 215,000 views.

In addition, the Communications area maintains links with around 6,500 professionals of social development in Latin America through their Facebook pages. Moreover, through the online service "Replies practices" (Practical Answers) Practical Action answers an average of 2000 annual technical consultations on issues of sustainable technologies mainly in Peru, Bolivia, Ecuador and Paraguay. Currently, this service has franchises in a number of Latin American countries. Well-recognised organisations such as the Information Center on Renewable Energy (CINER, Bolivia) and the Uruguayan Centre for Appropriate Technologies (CEUTA) are associated with this service.

Practical Action is active in the use of different media such as television, radio and film. It works actively in projects, plans, programs and advocacy campaigns. The most recent experience is the BioCAN Program, where we were in charge of their visibility and communications plan (2012-2013). To do this, we spread knowledge on the biological and cultural richness of the Amazon to the 4 member countries of the Andean Community (Ecuador, Colombia, Peru, Bolivia), managing to reach 200 radios, 7 TV channels and 39 cinemas, and achieving a high level of press coverage (about 400 appearances).

#### **10. SUSTAINABILITY:**

The course is meant to become part of the UNASAM regular academic offer and will be used as the cornerstone for designing an undergraduate journalist training strategy on CCA and DRR. Additionally, as a result of this experience, Practical Action is interested in developing a free-access and self-instructive e-course intended to sensitise journalists on issues of CCA and DRR at a national level.

#### **11. FRAMEWORK OF MONITORING AND COMMUNICATION STRATEGY:**

The highest possible level of visibility will be granted to project activities throughout their implementation. For example, one seminar will be held at UNASAM to inform local journalists on the course and the selection procedure. Press notes will be written to inform local media (press, radio and digital media), Practical Action's communication platforms will be used and, at the end of the project, one seminar will be held to present the results achieved and to systematize the intervention's best practices.

Monitoring activities will be coordinated with UNESCO Lima office and the results of the project will be included in the intermediate and final reports. The evaluation of the whole intervention will be carried out in coordination with UNESCO Lima office and the UNASAM.

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

Practical Action goes through two external annual audits per year. Deloitte & Touche LLP audited the institution and certified USD 14 million in total revenues between 2011 and 2013. Also we register regular evaluations from our key partners and donors, including: German Agro Action; Inter-American

Development Bank (IDB); European Commission; National Council for Science, Technology and Technological Innovation; Conservation International; CO-OP BANK; DFID; CHAD; DIPECHO - ECHO; Directorate-General for International Cooperation (DGIS); Imperial College London; Entwicklung und Internationale Weiterbildung gGmbH (InWEnt); Lutheran World Relief; Ministry of Cooperation of Finland; Ministry of Transport and Communications;; National Lottery; OIKOS Cooperação e Desenvolvimento; FAO, IFC-World Bank; OXFAM America; National program for rural water and sanitation; Save the Children; International Solidarity; St. Mark's Overseas Aid Trust; State of Jersey; The Guardian; W.K. Kellogg Foundation; WISIONS; Wuppertal Institute; Zephyr Charitable Trust, among others.

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

An intermediate report will be handed in to UNESCO Lima Office at the end of the 4th month of implementation. A comprehensive final report (including participants’ feedback on the course) will be submitted at the end of the 6th month. Mr. Pedro Ferradas – Practical Action’s Manager of Climate Change Adaptation and Disaster Risk Reduction Programme – is to be in charge of the whole reporting process.

#### **C. ADDITIONAL INFORMATION**

The present proposal is a core part of the activities that the Ancash Civil Society Net for DRM and CCA (GRIDE) is developing in the region. The Ancash GRIDE has been active since 2009 and both Practical Action and the UNASAM are part of it. Its mission is to be a regional space for debate aiming at generating and driving DRM innovative proposals that contribute to Ancash sustainable development.

The Ancash GRIDE has organised a number of forums, workshops and seminars on communications, DRM and law among others.

Currently, it has a key role on the implementation of the national law on DRM and is working for the inclusion of the DRM into the agenda of the Ancash climate change technical group.

To accomplish all of this, a strategic alliance with Ancash journalists is considered a core component of the GRIDE’s strategy and the present proposal contributes to strengthen this link.

More information on the GRID is available at <http://www.redesdegestionderiesgo.com/>

#### **D. BUDGET**

##### **BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)**

|   |       |
|---|-------|
| <b>I. Coordination, preparation of training modules and implementation of virtual platform</b>  |       |
| Practical Action Program Manager for monitoring and quality control (5 days x 452)  | 2,260 |
| GRD / CC Specialist for curricular design and content (50 consulting days x \$ 125)   | 6,250 |
| A virtual online training platform, for webinars and webinar application usage, maintenance and hosting of the Moodle platform (30\$/month + 3 months x \$100 ) | 390   |

|  |                    |
|--|--------------------|
| Consultant for the virtual platform technical management/monitoring (30 consulting days x \$ 60)   | 1,800              |
| Awareness event for the identification of beneficiaries (25 participants x 2 days x \$10 for information materials and snacks )  | 500                |
| <b>II. Dictation of 60 classes hours</b>   |                    |
| 1 GRD/CC experts in charge of lectures (65 hours x \$60)   | 3,900              |
| Consultant expert in pedagogy from UNASAM (40 days consultancy x \$ 50) in charge of articulating and harmonising the programme with the University activities to ensure institutional appropriation | 2,000              |
| Classroom use and maintenance in Ancash (40 hours x \$ 50)   | 2,000              |
| Training materials, design, printing (30 local journalists x \$ 57)  | 3,420              |
| Per diem 1 expert (12 nights lodging x \$ 40 + 24 days per diem expert x \$ 30)  | 1,200              |
| Local travel (\$80 x 4 experts x 4 trips)  | 1,280              |
|  |                    |
|  |                    |
| <b>Total IPDC</b>  | <b>US\$ 25.000</b> |

| <b>BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION<br/>(in US dollars)</b>  |                   |
|--|-------------------|
| Staff costs (5 months x 3 administrative staff members -Assistant, program manager, accountant)                      | 4,500             |
| Project reporting  | 300               |
| Rentals and services (5 months; room online training sessions)   | 1,500             |
| UNASAM Personnel involvement in induction events and training (3 days + travel and lodging Lima)                     | 300               |
| Editing and systematic of the dissemination experience (virtual portals, institutional memory, media coverage, etc.) | 300               |
| <b>Total</b>   | <b>US\$ 6,900</b> |

## GUATEMALA

| <b>A. PROJECT IDENTIFICATION</b> |  |   |
|----------------------------------|--|---|
| <b>1.</b>                        | <b>PROJECT TITLE</b>                                     | <b>DIGITAL SKILLS TRAINING FOR WOMEN JOURNALISTS WORKING IN COMMUNITY RADIO IN GUATEMALA</b>                  |
| <b>2.</b>                        | <b>NUMBER</b>  | <b>IPDC/59 GT/01</b>  |
| <b>3.</b>                        | <b>MEDIA DEVELOPMENT INDICATORS' CATEGORY</b>            | <b>4. Professional training and institutions which support freedom of expression, pluralism and diversity</b> |
| <b>4.</b>                        | <b>IPDC PRIORITY AREA</b>                                | <b>Capacity Development</b>   |
| <b>5.</b>                        | <b>SCOPE<br/>(NATIONAL, REGIONAL,<br/>INTERREGIONAL)</b> | <b>National</b>   |
| <b>6.</b>                        | <b>TYPE OF ASSISTANCE REQUESTED</b>                      | <b>Training</b>   |
| <b>7.</b>                        | <b>TOTAL COST OF PROJECT</b>                             | <b>23315.00 USD</b>   |
| <b>8.</b>                        | <b>AMOUNT REQUESTED FROM IPDC</b>                        | <b>14,475.00 USD</b>  |
| <b>9.</b>                        | <b>BENEFICIARY BODY</b>                                  | <b>CEPPAS,<br/>13 calle 2-14, Zona 1, Ciudad de Guatemala</b>   |
| <b>10.</b>                       | <b>IMPLEMENTING OFFICE</b>                               | <b>Guatemala</b>  |
| <b>11.</b>                       | <b>PROJECT LOCATION</b>                                  | <b>Guatemala</b>  |
| <b>12.</b>                       | <b>PROJECT PREPARED BY</b>                               |   |

## **B. PRESENTATION**

### **1. PROJECT JUSTIFICATION:**

Guatemala is a post-conflict country in which media plays a key role in strengthening democratic processes. Community media provides a unique opportunity to rural, marginalized and indigenous communities to participate in public debate. Guatemala's population is predominantly female, young and rural. However, this profile does not correlate with gender distribution within community media. For example, female media workers can only prepare and present news. Technical and management functions are historically dominated by men. In general, women's participation in Guatemalan media is characterized by four patterns: an overall low number of female media workers, a slow career development, underrepresentation in senior positions in newsrooms and absence in management positions.

Vulnerability of female media workers was also reflected in the Report on the State of Freedom of Expression in Guatemala published by CERIGUA, which noted that between January 2013 and April 2014, 15 attacks on women journalists were documented, "which included threats, intimidation, physical assaults and arrests". Also, according to UNESCO's Gender-Sensitive Indicators for Media "there is a clear intersection between women's empowerment and media development" and addressing equality and gender issues is an indicator of social diversity of media.

This project will be particularly address the remaining challenges of the Beijing Declaration and Programme of Action, which by 2015 will be celebrating it's 20th anniversary whose Strategic Objective B.3 is to "Increase the access of women to professional training, science, and technology and permanent education" and Objective J.1 to "Increase the access of women and their participation in the expression of their ideas and the adoption of decisions in the media and through them, as in the ICTs".

CEPPAS proposes to train women journalists on the use of ICTs for investigative journalism. The project targets Verapaces, North East and Petén; Western; South East, Central and Metropolitan Regions which suffer a profound digital divide and where women have little say in the community media, in which they work. The proposal is based on three pillars: gender equality; community media; technology and innovation with emphasis on FOSS.

Three workshops of three days each will involve women-journalists. CEPPAS will also hold a Forum on Women and Journalism involving media and advocacy organizations, journalists and gender experts. All contents resulting from these events will be uploaded to our website as an open on-line course.

### **2. DESCRIPTION OF THE TARGET GROUP:**

45 women journalists working at community radios of three regions of Guatemala

### **3. DEVELOPMENT OBJECTIVE:**

To increase plurality, gender balance and linguistic diversity of media as a platform for democratic discourse in Guatemala

#### **4. IMMEDIATE OBJECTIVE:**

To build capacities among 45 women journalists from community radio in Guatemala on the use of ICT and digital journalism to improve programming and media content.

#### **5. PROJECT OUTPUTS:**

- 45 women journalists and popular communicators enabled to use ICT for investigative journalism
- 12 radio testimonies about the experience of women in journalism uploaded to the audio exchange platform Radioteca.net, our website, and UNESCO's website, if possible.
- Web section which compiles materials on ICT, digital journalism and gender, and presents results of the workshops (interviews with participants, their digital journalism projects, methodological guide to the workshops, photographs, etc.) so other journalists can learn from this experience
- 1 video about project experiences.
- Forum on Women and Journalism in Guatemala.

#### **6. ACTIVITIES:**

- Select participating community radios of Guatemala and conduct a brief survey of technical skills of their female staff and professional development needs
- Design the content and the methodology of workshops, as well as training materials, hand-outs, etc.
- Conduct three workshops in CEPPAS' offices in Guatemala City, of three-days each, targeting women journalists from Verapaces, North East and Petén; Western; South East, Central and Metropolitan Regions. The workshops will focus on the use of ICT and digital journalism to improve programming and media content. There will be two trainers per workshop: one women journalist from CEPPAS, specialized in digital security and one journalist from Radioslibres.net expert in the use of ICT in community radio.
- Interview 4 women per workshop about their experience working with digital media in community journalism, for further publication
- Design and program web page on gender and digital journalism
- Organize and run the Forum on Women and Journalism.
- Create mail group on women and digital journalism for participants to communicate and share experiences after the workshops

#### **7. PROJECT INPUTS:**

IPDC Contribution:

- Skilled trainers in ICTs
- Transportation, accommodation and meals for participants
- Training materials produced (photocopies, prints, USB for the participants, etc.)
- Equipment rental for workshops
- Editor hired to work on interviews
- Coffee break for the "Forum on Women and Journalism"

CEPPAS contribution:

- Coordinator for workshops
- Design workshop's dissemination pieces
- Accommodation of coordinator for workshop and the Forum
- Office facility and resources for coordination (computers, telephones, supplies)

- Administrative assistant
- Venue for the workshops
- Equipment to record interviews
- Web platform's designer/developer, and website hosting

## 8. WORK PLAN:

| ACTIVITIES / MONTHS   | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 |
|---|---|---|---|---|---|---|---|---|---|----|----|----|
| Identify community radios to participate in the workshop and conduct a survey | X |   |   |   |   |   |   |   |   |    |    |    |
| Analysis and needs identification   | X |   |   |   |   |   |   |   |   |    |    |    |
| Preparation of the survey report  |   | X |   |   |   |   |   |   |   |    |    |    |
| Design content and methodology of workshops                                   |   | X |   |   |   |   |   |   |   |    |    |    |
| Coordinate workshop logistics with local partners                             |   |   | X |   |   |   |   |   |   |    |    |    |
| Conduct workshops   |   |   |   | X |   |   |   |   |   |    |    |    |
| Interviews with women journalists   |   |   |   | X |   |   |   |   |   |    |    |    |
| Preparation of progress report  |   |   |   |   | X |   |   |   |   |    |    |    |
| Edit and publish interviews   |   |   |   |   | X |   |   |   |   |    |    |    |
| Design and program web page on gender and digital journalism                  |   |   |   |   |   | X |   |   |   |    |    |    |
| Organize and run the forum on Women and Journalism.                           |   |   |   |   |   | X |   |   |   |    |    |    |
| Establish a mailing list and email network for project participants           |   |   |   |   |   |   | X |   |   |    |    |    |
| Monitor research projects   |   |   |   |   |   |   | X | X | X |    |    |    |
| Prepare final report  |   |   |   |   |   |   |   |   | X |    |    |    |

## 9. INSTITUTIONAL FRAMEWORK:

CEPPAS Guatemala is a non-governmental organization devoted to research, training and advocacy of public policies. In the area of communication, CEPPAS Guatemala promotes: 1. **Media democratization**, with special emphasis on strengthening community media practice. 2. **Free Culture**, to ensure access to knowledge and its democratization. 3. **Radio production of community radios**.

## 10. SUSTAINABILITY:

CEPPAS will monitor and support women journalists who participated in the training for three months following the end of the project. CEPPAS will serve as a helpdesk to answer questions and sort out technical problems. Email messages will be answered within 48 hours. Project participants

with no regular email access, will keep in contact through phone. Women have access to Internet connection in the radios but not at their houses. The same with the computers. They have desktop computers that is why we have to rent laptops for the workshop. In addition, an email group will be created so they share experiences and questions about their projects.

#### **11. FRAMEWORK OF MONITORING AND COMMUNICATION STRATEGY:**

Monitoring will be undertaken by the UNESCO Specialist for Communication and Information in consultation with CEPPAS. Consolidated reports produced by the partners and UNESCO CI expert will be submitted to the IPDC on a recurrent basis by UNESCO Guatemala Office through UNESCO San Jose. Mrs. Inés Binder, coordinator of CEPPAS, will prepare the reports.

The project's visibility, the support of the IPDC, UNESCO Guatemala and SJO Offices will be guaranteed at all stages of the project implementation. Not only the logos will appear on all printed materials and web platform but the national office will be invited to the workshops and the forum. In addition, the forum will be an opportunity to establish strategic institutional relationships between organizations that work on a national and regional level.

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

CEPPAS' work was evaluated several times, in regards to the implementation of projects financed by the European Union, ILO, the Ministry of Social Development of the City of Buenos Aires, the Ministry of Culture of Argentina and many other agencies. These assessments concluded that the projects were implemented on time and achieved its objectives.

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

The beneficiary agency undertakes to report on project progress on quarterly basis and after each activity. At the end of the project, the beneficiary agency will submit a comprehensive final report describing the extent to which the immediate objectives of the project were achieved.

### **C. ADDITIONAL INFORMATION**

#### **D. BUDGET**

##### **BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)**

|   |              |
|---|--------------|
| Professional fees for two trainers-specialists in ICTs and digital journalism (2 trainers x 150\$ x 9 days) | 2700         |
| Computer rental (30\$ x 10 computers x 6 days)  | 1800         |
| Travel to Guatemala city and back (\$15 x 45 tickets)   | 675          |
| 135 hotel accommodations (20\$ x 45 women x 3 nights)   | 2700         |
| 144 meals and coffee breaks (25\$ x 48 participants x 3 days)   | 3600         |
| Training materials (photocopies, prints, USB for the participants, etc.)                                    | 1000         |
| Edition of interviews (125\$ x 12 interviews)   | 1500         |
| Forum coffee break  | 500          |
| <b>Subtotal</b>   | <b>14475</b> |



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

|   |             |
|---|-------------|
| Accommodation for coordinator during workshops (\$120 x 9 days) | 1080        |
| Coordination (\$300 x 9 months)                                 | 2700        |
| Office - computers, phone, supplies- (350\$ x 9 months)         | 3150        |
| Assistant (\$60 x 9 days)                                       | 540         |
| Rental of equipment for interviews (\$50 x 9 days)              | 450         |
| Web hosting (\$60 x 2 years)                                    | 120         |
| Digital Journalism Projects Monitoring (\$200 x 3 months)       | 600         |
| Forum accommodation for coordinator                             | 100         |
| <b>Subtotal</b>   | <b>8740</b> |

**PART V**

**EUROPE**

## INTERREGIONAL

| <b>A. PROJECT IDENTIFICATION</b> |  |   |
|----------------------------------|--|---|
| <b>1.</b>                        | <b>PROJECT TITLE</b>                                     | <b>STRENGTHENING FREEDOM OF THE MEDIA: EVALUATING THE VALUES, PRACTICES AND ATTITUDES OF NEWS EDITORS WITH REGARD TO JOURNALISM SAFETY AND IMPUNITY IN MEXICO, PAKISTAN, BULGARIA, TURKEY, INDIA AND THE DEMOCRATIC REPUBLIC OF CONGO.</b>  |
| <b>2.</b>                        | <b>NUMBER</b>  | <b>IPDC/59 INT/01</b>   |
| <b>3.</b>                        | <b>MEDIA DEVELOPMENT INDICATORS' CATEGORY</b>            | <b>Category 4: In particular relating to 'knowledge building' to enable the design of location specific and bespoke approaches to the kind of measure required to combat the threat to journalists, to increase safety, to enable the systematic reporting of attacks on journalists and the use of impunity.</b> |
| <b>4.</b>                        | <b>IPDC PRIORITY AREA</b>                                | <b>Promotion of freedom of expression and press freedom (including the safety of journalists), pluralism and independence</b>   |
| <b>5.</b>                        | <b>SCOPE<br/>(NATIONAL, REGIONAL,<br/>INTERREGIONAL)</b> | <b>INTERREGIONAL</b>  |
| <b>6.</b>                        | <b>TYPE OF ASSISTANCE REQUESTED</b>                      | <b>Bespoke funding for research assistance</b>  |
| <b>7.</b>                        | <b>TOTAL COST OF PROJECT</b>                             | <b>\$ 27089.62</b>  |
| <b>8.</b>                        | <b>AMOUNT REQUESTED FROM IPDC</b>                        | <b>\$ 20.000</b>  |
| <b>9.</b>                        | <b>BENEFICIARY BODY</b>                                  | <b>Centre for Freedom of the Media (CFOM)<br/>Journalism Studies<br/>University of Sheffield<br/>9 Mappin Street<br/>S1 4DT<br/>UK</b>  |
| <b>10.</b>                       | <b>IMPLEMENTING OFFICE</b>                               | <b>UNESCO, Division of Freedom of Expression and Media Development</b>  |

|            |                            |  |
|------------|----------------------------|--|
| <b>11.</b> | <b>PROJECT LOCATION</b>    | <b>MEXICO, PAKISTAN, BULGARIA, TURKEY, INDIA AND DRC.</b>                      |
| <b>12.</b> | <b>PROJECT PREPARED BY</b> | <b>Professor Jackie Harrison, Chair Centre for Freedom of the Media (CFOM)</b> |

## **B. PRESENTATION**

### **1. PROJECT JUSTIFICATION:**

The killings of journalists and the level of impunity for such crimes is a persistent problem. Between 2006-2013 593 journalists were killed and the current level of impunity, based on states' responses to UNESCO, is 93.3% (UNESCO's DG's report to IPDC, November 2014). This problem is widely recognised amongst IGOs, NGOs and the media community and has become a priority agenda item for the UN. The UN has developed a 'Plan of Action on the Safety of Journalists and the Issue of Impunity' in 2012 in an attempt to combat, crimes against journalists and impunity and ultimately to ensure greater freedom of expression and media freedom. However, such action plans can only be successful if news organisations (and the public) are aware of them, engage with the safety of their own journalists and issues of impunity and are willing to take measures in line with action plans specific to the countries they operate in.

In this project CFOM will interview news editors/senior journalists of news organisations (see C Additional Information below) in six countries where press freedom is constrained and where editors could therefore be expected to have a greater interest in combating threats to journalists and ensuring safe reporting than in countries where the press is relatively free and journalists generally operate in a safe environment. These countries are Pakistan, Mexico, Democratic Republic of Congo (DRC), Turkey, India and Bulgaria. The interviews will focus on editors/senior journalists' news values and practices and their attitudes and opinions with regard to the kind of measures that are required to combat the threat to journalists, increase their safety, enable the systematic reporting of attacks on journalists and to report about the problem of impunity. CFOM will analyse these findings to identify barriers to the editors' engagement with journalism safety and impunity and to outline the potential for the development of bespoke country-specific approaches with regard to the kind of assistance in terms of, journalism training, stimulating policy debate and initiatives and information campaigns that will be of direct benefit to aiding the development of the news media in each country, with the long-term aim of increasing media freedom.

### **2. DESCRIPTION OF THE TARGET GROUP:**

Interviews will be conducted in the following countries and news organisations (where suitable editors and senior journalists concerned with the issue of impunity and safety of journalists have already been identified):

**Pakistan** is classed 158<sup>th</sup> on the Press Freedom Index 2014. According to the Freedom House, journalists in Pakistan face high levels of violence and threats from a range of sources, including the military, intelligence services, and militant groups<sup>43</sup>. CFOM will conduct interviews with editors/senior

<sup>43</sup> [https://freedomhouse.org/report/freedom-press/2014/pakistan#.VK\\_1vkqvwl](https://freedomhouse.org/report/freedom-press/2014/pakistan#.VK_1vkqvwl)

journalists at the following news organisations: Daily Aaj, Daily Mashriq, Daily Surkhab, Daily Subah (regional) and The News International, Daily Dawn, Daily Express, Daily Jang (national).

According to Reporters without Borders, **Mexico** is one of the world's most dangerous countries for journalists. They are threatened and murdered by organized crime or corrupt officials with impunity. The resulting climate of fear leads to self-censorship and undermines freedom of information.<sup>44</sup> Freedom House states that 76 journalists were killed between 2000 and 2013 and that another 16 have disappeared since 2003.<sup>45</sup> Mexico currently ranks 152<sup>nd</sup> on the Press Freedom Index 2014. CFOM will conduct interviews with editors/senior journalists at the following news organisations: La Jornada, Reforma, El Universal, Proceso (national) and Río Doce, Lado Be, Zeta, El Siglo de Torreón (regional).

**Democratic Republic of Congo:** According to Freedom House journalists and media outlets face censorship and harassment from multiple sources, including national and local government officials, members of the security forces, and non-state actors.<sup>46</sup> DRC ranks 151<sup>st</sup> on the Press Freedom Index Ranking 2014. At this stage CFOM has not yet decided which news organisations to approach. It is, however, currently collaborating with Fondation Hironnelle<sup>47</sup> which has offered CFOM the possibility to use their University and news organisation contacts. As such, access to the DRC's news organisation is ensured.

**Turkey:** According to Freedom House 'Turkey's government is improperly using its leverage over media to limit public debate about government actions and punish journalists and media owners who dispute government claims'<sup>48</sup>. It currently ranks 154<sup>th</sup> on the Press Freedom Index 2014. CFOM will conduct interviews with editors/senior journalists at the following news organisations: NTV and CNN Türk (national news channels), Habertürk and Milliyet (national newspapers); Sakarya, Olay, Dücze Damla (regional newspapers) and IHA (news agency).

**India** currently ranks 140<sup>th</sup> on the Press Freedom Index 2014. Its media freedom is constrained by 'interference by media owners in editorial content in the run-up to the 2014 national elections, and an expansion of censorship and surveillance of digital platforms'. Journalists face violence and are often subject of legal actions<sup>49</sup>. CFOM will conduct interviews with editors/senior journalists at the following national TV news channels: Times Now, Aaj Tak, NDTV, Headlines Today and the regional newspapers Hindustan Times and Anand Bazaar Patrika as well as the TV news channels Sahara and Mahua TV.

**Bulgaria**, member of the EU, ranks 100<sup>th</sup> on the Press Freedom Index 2014. Journalists in Bulgaria face police violence and arrests, are threatened and experience physical violence and attacks. Government an corporate pressure on Bulgaria's media leads journalists to exercise self-censorship.<sup>50</sup> CFOM will conduct interviews with editors/senior journalists at the following news organisations: Dnevnik, Capital, Sega, 24 Chasa (National newspapers) and Brjag, Zov, Borba, Dobrudjanska Tribuna (regional newspapers).

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<sup>44</sup> <http://en.rsf.org/report-mexico.184.html>

<sup>45</sup> [https://freedomhouse.org/report/freedom-press/2014/mexico#.VK\\_8UEvqvwl](https://freedomhouse.org/report/freedom-press/2014/mexico#.VK_8UEvqvwl)

<sup>46</sup> [https://www.freedomhouse.org/report/freedom-press/2014/congo-democratic-republic-kinshasa#.VK\\_5F0vqvwl](https://www.freedomhouse.org/report/freedom-press/2014/congo-democratic-republic-kinshasa#.VK_5F0vqvwl)

<sup>47</sup> Fondation Hironnelle is a Swiss non-governmental organization of journalists and humanitarian aid professionals. (<http://www.hironnelle.org/index.php/en/who-we-are>).

<sup>48</sup> <https://freedomhouse.org/report/special-reports/democracy-crisis-corruption-media-and-power-turkey#.VLE2CEvqvwl>

<sup>49</sup> <https://freedomhouse.org/report/freedom-press/2014/india#.VLE22kvqvwl>

<sup>50</sup> <https://www.freedomhouse.org/report/freedom-press/2014/bulgaria#.VLE4MEvqvwl>

### **3. DEVELOPMENT OBJECTIVE:**

The long-term development objective is to contribute to greater media freedom in the targeted countries. This objective obviously depends on a number of different factors. CFOM hopes to make a contribution to this long-term goal by providing a greater understanding of the news editors/senior journalists values, attitudes and practices regarding journalism safety, issues of impunity and the reporting of attacks on journalists by identifying barriers to the engagement with these issues and to outline potential ways to address these barriers through bespoke assistance.

### **4. IMMEDIATE OBJECTIVE:**

The immediate objective is to provide an in-depth analysis of the news editors/senior journalists' values, attitudes and practices regarding journalism safety and issues of impunity in the above countries. It is vital to understand these as they provide the basis for an evaluation of what assistance NGOs, IGOs as well as governments can provide to these countries.

### **5. PROJECT OUTPUTS:**

- 1) A report on the news editors/senior journalists' values, attitudes and practices regarding journalism safety, issues of impunity and the reporting of attacks on journalists and recommendations for bespoke assistance. This report will be made available to NGOs, the media community, IGOs and the public on the CFOM website and be disseminated through the CFOM network.
- 2) In-depth profiles of the countries' engagement with journalism safety and issues of impunity as well as barriers to such an engagement. These profiles can be used as templates for the assessment of news editors' (non-)engagement with these issues in countries similar to those examined in this project and as a roadmap for possible forms of assistance to encourage engagement - again this will contain recommendations for bespoke assistance.

### **6. ACTIVITIES:**

- To generate the data: 6 research assistants will conduct 48 structured 1hr interviews in total with news editors/senior journalists (8 interviews per country – 4 with the national media and 4 with the regional media). Each interview will be professionally transcribed and translated.
- To generate the project outputs: the University of Sheffield and CFOM staff will analyse the data, write the report and develop the country profile templates.

### **7. PROJECT INPUTS:**

- 2 Academic members of staff (CFOM, University of Sheffield) will prepare the interview questionnaires, undertake the analysis of the interview data and produce the report and the templates.
- 6 Academic research assistants (one per country – CFOM has identified all of these except for the DRC where the FH will make the contact) to contact the news editors/senior journalists, set up and conduct the interviews, identify a professional and reliable transcription and translation service for the interview data. These six assistants are nationals of the countries CFOM targets and are therefore familiar with the media environment. They have agreed to act as research assistants. All of the assistants are native speakers and have academic research experience in the area of media freedom in their specific country.

- Funds for translation and transcription costs of questionnaires and interview data

## 8. WORK PLAN:

| ACTIVITIES / MONTHS  | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 |
|--|---|---|---|---|---|---|---|---|---|----|----|----|
| Preparation of interview questionnaires and setting up of interviews | X | X |   |   |   |   |   |   |   |    |    |    |
| Interviews in each country   |   |   | X | X | X |   |   |   |   |    |    |    |
| Transcription and translation of interview data                      |   |   |   |   |   | X |   |   |   |    |    |    |
| Analysis and Writing Up of Outputs                                   |   |   |   |   |   |   | X | X | X | X  | X  | X  |

## 9. INSTITUTIONAL FRAMEWORK:

CFOM was established in 2008 as an interdisciplinary research and advocacy centre based at the Department of Journalism Studies at the University of Sheffield. CFOM's mission is to illuminate where freedom of expression is undermined or abused and where journalism and the safety of journalists come under attack. CFOM's management structure: It is chaired by Professor Jackie Harrison, Joint Head of Department and Director of Research in the Department of Journalism Studies, University of Sheffield, UK. CFOM has an International Director, two co-Directors, nine academic staff members, two research assistants and part-time support from Finance, Communication and Administrative Officers. The University of Sheffield's statutes and governance procedure govern CFOM. The University of Sheffield is a member of the Russell Group of leading UK research universities. It is also in the top ten UK research-intensive universities. CFOM has received funding from the University of Sheffield, the Open Society Foundations, the Swedish and UK National Commission for UNESCO, the Foreign and Commonwealth Office. Including the investment of curriculum development and research excellence funds, staff time and other associated costs by the University of Sheffield (£165,000) CFOM's annual income is circa £185,000. CFOM has worked successfully with The Division for Freedom of Expression and Media Development, within the Communication and Information Sector of UNESCO since 2012 on research and advocacy initiatives relating to journalism safety and the issue of impunity.

## 10. SUSTAINABILITY:

This project is a continuation of work undertaken by CFOM (see section C Additional Information). CFOM is currently envisaging grant applications with major funding bodies such as the ESCR, Leverhulme and the Open Society Foundations in order to continue and broaden the scope of CFOM's work in this area. The report of this project will be made available to NGOs, IGOs and media organisations and as such, the sustainability of this project could be ensured through policy impact. Finally, the templates CFOM will develop can be used for CFOM's own future research, but will also provide a research tool for other researchers engaging in similar work.

## **11. FRAMEWORK OF MONITORING AND COMMUNICATION STRATEGY:**

The project outcomes will be CFOM publications which go through the University of Sheffield's established publication protocols and benefit from its marketing strategies and outlets.

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

CFOM has carried out a range of research projects in the area of journalism safety and has already undertaken and analysed interviews with editors and senior journalists on this topic in the UK. The research assistants used with have already completed the required research methods training in the course of their doctoral studies.

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

CFOM undertakes to report on project progress on a four-month basis to the relevant Field Office and to submit a comprehensive final report describing the extent to which the immediate objective of the project was achieved. Professor Jackie Harrison will prepare and submit the reports.

### **C. ADDITIONAL INFORMATION**

CFOM conducted two pilot studies. The first was a series of interviews with 11 leading UK journalists, editors and Heads of High Risk<sup>51</sup> in 2013 in order ascertain the editors' attitudes towards the safety of journalists, issues of impunity and the reporting of violence against journalists. Two of the findings are important for the IDPC project: (A) UK editors are aware of the UN action plan. However, they generally consider it as unhelpful, as producing little result and as interference rather than assistance. It might be the case that news organisations in the UK can be less routinely concerned about the broader issues of safety as journalism training is well developed, they have extensive networks in dangerous places that they can use to protect their journalists and usually operate in a national environment where the media are considered free. In this project CFOM focuses on countries that do not benefit from similar arrangements to those the UK has in order to examine whether values, attitudes and practices differ. (B) With the exception of high profile cases, news editors/senior journalists do not routinely cover stories on attacks on journalists as they tend to think that the public is not interested in many of these stories. Taking (B) as a starting point for further research CFOM conducted a series of focus groups in London and Sheffield in order to examine public awareness and perceptions of the deaths of journalists and issues of impunity in 2014. One of the main findings was that the public was initially unaware of journalists being intentionally targeted and of the issue of impunity. However, once they were informed and discussed some journalists' deaths the participants expressed vivid interest in the reporting of these stories claiming a 'right to know' about journalists being attacked while serving the public.

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<sup>51</sup> Sunday Times: Managing Editor; Independent: Editor; The Guardian: Reader's Editor, former Managing Editor, and board member INSI; Telegraph: Foreign Editor; BBC: Producer; Head of High Risk; Deputy Head of Newsgathering; ITN: Managing Editor; Head of Security; City University: UK Director, INSI.



## D. BUDGET

### BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)

|  |                         |
|--|-------------------------|
| 6 Research assistants (Grade 7, PhD)<br>£16.19 + holiday pay and employers NI = £18.14 @ 20hrs each  | £2176.80<br>(\$3306.75) |
| Travel and accommodation for 6 RAs when undertaking interviews   | £1800<br>(\$2734.36)    |
| 6 x Transcription and translation costs of interview data  | £6000<br>(\$9114.54)    |
| Staff costs for 2 academic members of staff to analyse the data and to produce the project outputs. Remainder of costs after UoS contribution. Total cost = £7789 (\$11832.19) | £3188.98<br>(\$4844.35) |
| <b>Total IPDC</b>  | <b>20.000US\$</b>       |

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

|   |                                       |
|---|---------------------------------------|
| Staff costs for 2 academic members of staff to analyse the data and to produce the project outputs, 3 weeks over 6 months (120hrs) based on these dates 1/10/15- 31/3/16.<br>Dr Stefanie Pukallus (Salary + Superannuation + NI= £1457)<br>Professor Jackie Harrison (Salary + Superannuation + NI= £3110)<br>Total = £4567 + £680 Estates & £15 Infrastructure & £2527 Indirect costs = £7789 (\$11832.19) | <b>£4600.02</b><br><b>(\$6987.84)</b> |
| Marketing, publicity and website costs (3hrs) based on these dates 1/4/15 – 31/03/16.<br>Pete Green (Salary + Superannuation + NI = £67.00)   | <b>£67.00</b><br><b>(\$101.78)</b>    |
| <b>Total</b>  | <b>7089.62 US\$</b>                   |

## GEORGIA

### A. PROJECT IDENTIFICATION

|     |   |   |
|-----|---|---|
| 1.  | <b>PROJECT TITLE</b>                                | <i>Learning to Build Stories Using Data and Design in the South Caucasus</i>  |
| 2.  | <b>NUMBER</b>                                       | IPDC/59 GE/01   |
| 3.  | <b>MEDIA DEVELOPMENT INDICATORS' CATEGORY</b>       | <b>Category 4: Professional capacity building and supporting institutions that underpins freedom of expression, pluralism and diversity.</b>  |
| 4.  | <b>IPDC PRIORITY AREA</b>                           | <b>2. CAPACITY DEVELOPMENT</b>  |
| 5.  | <b>SCOPE</b><br>(NATIONAL, REGIONAL, INTERREGIONAL) | <b>Regional</b>   |
| 6.  | <b>TYPE OF ASSISTANCE REQUESTED</b>                 | <b>INSTITUTIONAL CAPACITY BUILDING</b>  |
| 7.  | <b>TOTAL COST OF PROJECT</b>                        | US\$ 121 794  |
| 8.  | <b>AMOUNT REQUESTED FROM IPDC</b>                   | US\$ 24 114   |
| 9.  | <b>BENEFICIARY BODY</b>                             | <b>JumpStart Georgia</b><br>5 Shevchenko St, Apt 2, 0108, Tbilisi Georgia<br>+995 032 214 29 26, <a href="mailto:info@jumpstart.ge">info@jumpstart.ge</a><br>Eric Barrett, Executive Director |
| 10. | <b>IMPLEMENTING OFFICE</b>                          | <b>UNESCO HQ, Paris</b>   |
| 11. | <b>PROJECT LOCATION</b>                             | <b>South Caucasus (Georgia, Armenia, Azerbaijan)</b>  |
| 12. | <b>PROJECT PREPARED BY</b>                          | <b>Brian Gillikin, Fundraising &amp; Sustainability Coordinator,</b><br><b>JumpStart Georgia</b><br><b>Marius Lukosiunas, UNESCO HQ</b>   |

## B. PRESENTATION

### 1. PROJECT JUSTIFICATION:

The South Caucasus is comprised of three diverse countries, each facing different challenges becoming democratic and open societies where political processes represent the needs of constituents. The media in this region is largely limited to the traditional forms of print, TV, and radio. Because media organizations rely on these models that are no longer sustainable because of the internet and technology, they are susceptible to the financial control and bias of political parties and special interest groups, which in turn influences the content and quality of their journalism. Audiences in this region, in response, lack trust in the media, and thus in an institution necessary for an open and free society.

Georgia, arguably the most democratic country of the three, has undergone a series of peaceful political changes during the decade, all major changes occurring through democratic mechanisms, even though participation is still low<sup>52</sup>. However, the media is not trusted in Georgia compared to the overwhelming trust in such as the Orthodox Church, with only 23% of Georgians trusting the media while 81% trust the Church<sup>53</sup>. Journalists and journalism organizations are reluctant to change and still rely on methods that are no longer effective in the current context.

Armenia's lack of economic independence is an important factor in its journalistic environment. As a large percent of its budget comes from its diaspora, whose values are often colored by Armenian nationalism rather than the immediate needs of the local population, Armenia's media is characterized by a lack of grassroots involvement and focus. Perhaps that is why only 26%<sup>54</sup> of Armenians trust it.

In Azerbaijan, a recent heavy-handed crackdown by the government on any form of opposition is indicative that the country's media lacks the environment to function freely and that the situation is becoming increasingly less democratic. The media and civil society are under threat, and the government has forced many journalists into exile or set a deafening expectation that journalists should toe the line or face the consequences. That being said, 39% of Azerbaijanis trust the media<sup>55</sup>, as limited as it is.

Journalists, media organizations, and journalism programs in Georgia, Azerbaijan, and Armenia suffer from a lack of exposure to modern trends in journalism, technological know-how, and the trust that characterizes these institutions in a healthy democracy. Regionally, media organizations haven't recognized the importance methods and technologies available to consume data. Attempts at moving forward come up short because of an over-reliance on old methodology and lack of education about data journalism practices.

JumpStart aims to create a culture of data-based journalism using modern methods of storytelling in this region where it is the only organization doing this type of work. This project will be assessed on how well this model of data journalism, which meets the needs and demands of contemporary readership, is integrated into the media of these countries. This project will address the problem of an over-reliance on traditional media outlets and lack of adaptation to contemporary media practices. In the past decade, data journalism has developed as an important way to convey complex issues and large data sets to audiences. Given the complexity of the South Caucasus and the availability of data (such as through the

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<sup>52</sup> <http://civil.ge/eng/article.php?id=27478>

<sup>53</sup> Caucasus Barometer, CRRC, <http://crrc.ge>

<sup>54</sup> Ibid

<sup>55</sup> Ibid

Caucasus Research Resource Center<sup>56</sup> and [geostat.ge](http://geostat.ge)), as well as the correlation between media freedom and good governance, equipping journalists in the South Caucasus with data journalism skills will result in more open and democratic societies.

At the core of this problem is the lack of professional skills in using data to tell news stories. JumpStart will address this problem through building capacities, which in turn will build more open societies and more accountable social institutions. This component will equip 3 journalism trainers in current data-journalism and media techniques through four 5-day training methodology course spread through the life of the project (one each quarter) who will then capacitate up to 20 journalists in each of the South Caucasus countries through coordinated monthly trainings.

The majority of journalists in this region are women and the majority of those involved in the technical side are men. The project will seek a gender balance throughout its implementation.

## **2. DESCRIPTION OF THE TARGET GROUP:**

This project will capacitate 3 journalism trainers in data-journalism skills and methodology through four 5-day Training of Trainers (ToT) in Tbilisi, Georgia, who will capacitate groups of 20 journalists (50% women and 50% men) through monthly trainings in Tbilisi, Yerevan and Baku.

## **3. DEVELOPMENT OBJECTIVE:**

The project contributes to promoting freedom of expression, good governance, and transparency by building professional and technical capacities in the field of journalism in the South Caucasus (MDI Category 4).

## **4. IMMEDIATE OBJECTIVE:**

Build the capacities of university journalism departments in the South Caucasus<sup>57</sup> and working journalists through the development of a data-journalism curricula adapted from the UNESCO model curricula for Journalism Education, the Data Journalism Handbook, and JumpStart's own work and trainings.

## **5. PROJECT OUTPUTS:**

- 2 trainers and 60 journalists (50% women and 50% men) capable of using data journalism skills in different media to tell socially relevant news stories better using modern storytelling technologies.<sup>58</sup>
- Data-journalism curriculum made available and free online for project participants and any interested parties and persons worldwide.

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<sup>56</sup> <http://www.crrcenters.org>

<sup>57</sup> Georgian Institute of Public Affairs (GIPA) School of Journalism and Tbilisi State University in Georgia, American University and Yerevan State University in Armenia, and Khazar University in Azerbaijan.

<sup>58</sup> e.g. JumpStart Georgia's Storybuilder, <http://storybuilder.jumpstart.ge/en>

## 6. ACTIVITIES:

- Four 5-day ToTs held on the JumpStart and IREX Georgia's premises to impart essential skills of data journalism and effective training design and implementation for 1 journalism trainer from each of the 3 South Caucasus countries.
- Monthly one-day trainings (10 per country, 2 topics per training<sup>59</sup>) to impart the capacities to tell newsworthy stories with data, design, web technologies, creativity, and innovation held at IREX centers and/or universities for 20 journalists in each country.

## 7. PROJECT INPUTS:

Trainers/experts capable of training 3 journalism trainers in data journalism techniques and training methodology;

Three journalism trainers capable of training journalists in data journalism techniques.

a. 9 CodeSchool accounts capable of providing online technical training to three staff, three trainers, and three interns. The accounts will expire after the 12-month project, but the capacity transferred to staff, trainers, and interns will persist as concrete technical skills.

b. 1 projector (already available) capable of facilitating trainings throughout the 12-month project. JumpStart will continue to employ the projector in similar trainings, workshops, and discussions long after the project ends.

c. 1 laptop (already available) capable of facilitating trainings throughout the 12-month project. JumpStart will continue to employ the laptop long after the project ends for similar purposes.

d. 6 Chromebooks capable of facilitating trainings throughout the 12-month project. They will be used in trainings and by interns beyond the life of the project.

e. Printed materials pertaining to facilitating trainings and curriculum development throughout the 12-month project. Printed materials will be used in future trainings and participants after the project.

f. Supplies pertaining to facilitating trainings and curriculum development throughout the 12-month project. The supplies will be used in trainings and for interns long after the project ends.

g. Translation of training and curriculum materials into Georgian, Armenian, and Azeri for use by participants and populations in the region after the project ends.

### **Trainers/experts Short Bios**

**Eric Barrett** hails from Houston, Texas. Since 2005, he has worked with a variety of organizations in Tbilisi, including Transparency International Georgia. Since 2011, he has directed JumpStart Georgia with the goal of pushing the boundaries on how civil society can communicate information and data to engage audiences and achieve goals. Eric is a strong advocate for open government, an open data hacktivist, and a self-taught coder and dataist. When he isn't visualizing data, he spends time with his 3-year-old daughter.

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<sup>59</sup> Planned Topics: 1) What is data journalism? 2) Developing an advocacy strategy with data for civil society organizations? 3) Basic graphic design principles; 4) Best practices for the graphical representation of quantitative information (information design); 5) Tools for visual communication; 6) Designing for advocacy; 7) Data literacy; 8) What data exists and how to get and use it? 9) Visualization of data for analysis; 10) Data analysis in the newsroom; 11) Build mixed-media stories with Storybuilder; 12) Web scraping in the newsroom; 13) Using spreadsheets to find newsworthy stories, 14) How to clean messy data with Open Refine; 15) Don't just kill yourself if your data is in a PDF; 16) Ethics, privacy, and security in the age of ubiquitous data; 17) NGOs must learn to use the web and web technologies to communicate data better; 18) Open hardware and creative solutions to measuring, observing, and ultimately communicating, 19) Tell your own data story: Part 1; 20) Tell your own data story: Part 2

**Nino Macharashvili** is a young journalist who believes that she can change the world (or at least Georgia) through her work. After graduating from the Department of Journalism at Tbilisi State University, Nino continued her studies at the University of Warwick, where she got a MA degree in Creative and Media Enterprises. Before joining the Jumpstart Georgia Team in December 2012, Nino was an intern at *The House Magazine*, a leading British publication about the Parliament based in London, UK. Nino's professional interests include 'Open Journalism' and Media Entrepreneurship.

## 8. WORK PLAN:

| ACTIVITIES / MONTHS                                       | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 |
|---|---|---|---|---|---|---|---|---|---|----|----|----|
| Selection/contracting of instructors and trainers         | X |   |   |   |   |   |   |   |   |    |    |    |
| Preparation of training materials / Curricula Development | X |   |   |   |   |   |   |   |   |    |    |    |
| ToT (in Tbilisi)  |   | X |   |   | X |   |   | X |   |    | X  |    |
| Selection and notification to workshop participants       |   | X |   |   |   |   |   |   |   |    |    |    |
| In-country workshop (Georgia)                             |   |   | X | X | X | X | X | X | X | X  | X  | X  |
| In-country workshop (Armenia)                             |   |   | X | X | X | X | X | X | X | X  | X  | X  |
| In-country workshop (Azerbaijan)                          |   |   | X | X | X | X | X | X | X | X  | X  | X  |
| Final Showcase  |   |   |   |   |   |   |   |   |   |    |    | X  |
| Submission of implementation reports                      |   |   |   | X |   |   |   | X |   |    |    | X  |

## 9. INSTITUTIONAL FRAMEWORK:

**Vision:** JumpStart Georgia equips media to translate this complexity into language a wider audience can understand and use to build stronger, more open societies. JumpStart offers regular media development services through trainings and workshops, through working with partner organizations to shape their media and data strategies, and though leading by example through our in-house visualizations and open-source storytelling tools.

In the past two years, we have designed and led media workshops in Georgia for and with the UNFPA, ISET, Open Society Foundations, JumpStart International, the Georgian Institute of Public Affairs, the European Journalism Centre and others while showing what's possible through our own visualizations and storytelling tools ([www.feradi.info](http://www.feradi.info); [www.liberali.ge/ge/liberali/infographics](http://www.liberali.ge/ge/liberali/infographics); [storybuilder.jumpstart.ge/en](http://storybuilder.jumpstart.ge/en)). We have also become increasingly aware of the need for a more wide-scale approach to our media development work as the issues facing the South Caucasus continue to grow in complexity.

JumpStart's aim for 2015 is to expand the geography and scale of our impact by working to develop data-journalism and media capacities and fostering cooperation in university programs, media organizations, and CSOs throughout the South Caucasus. We believe that creating a culture of data-driven storytelling in Georgia, Armenia, and Azerbaijan will lead to stronger, more transparent civil societies and democratic institutions, and more informed citizens throughout the South Caucasus.

**Mission:** The issues societies face today consist of complex mechanisms and processes. JumpStart translates this complexity into language a wider audience can understand and use to participate in fact-based discussions and ultimately make more informed decisions. JumpStart creates informed decision-makers who in turn strengthen democratic institutions. We do this through better communication based on evidence.

**Management structure:** Board of Directors; Executive Director

**Number of regular staff and their functions:** 8 full-time staff (2 developers, 3 designers, 1 journalist, 1 executive director, 1 administrative assistant) and 2 part-time staff (1 financial assistant and 1 fundraising & sustainability coordinator)<sup>60</sup>

**Date of establishment:** 28 Oct. 2009

**Annual income:** \$98,275 (2013); \$84,245 (2014, as of 7 July)

**Income sources:** Open Society Foundations, JumpStart Intl., Liberali, University of Washington, Article 42

**Other institutions involved in the implementation of the activities with explanation:** JumpStart has a working relationship with GIPA in which we provide trainings, consulting, and support.

**Intended manner of project implementation:** Passionately and successfully.

**Working relationship with UNESCO Field Office:** Healthy.

## **10. SUSTAINABILITY:**

For this training course, JumpStart will develop its curriculum for data journalists which will be used in future trainings in this region and made available for similar trainings in other parts of the world. Feedback and evaluations at the end of the ToT and the training workshops will be used to ensure best practices for future trainings and for curriculum development. The number of ToT's ensure that the many capacities necessary for effective data journalism are ingrained and replicable by the participants *and* that they are able to transfer these capacities in the in-country trainings they lead.

Beyond the training component, this project includes components in field work, which will give journalists real-world experiences for application of what's covered in the trainings, and developing open-source tools (in-house by JumpStart) that will allow journalists to do data journalism and advocacy better; thus giving participants both theoretical and practice experiences to enhance sustainability, as well as the tools they'll need for further journalism and to ensure that transferred capacities multiply beyond the life of the project.

JumpStart will cover additional components and the beneficiary agency's contribution through funding from Open Society Foundations, JumpStart International, and from work with UNICEF and MeydanTV.

## **11. FRAMEWORK OF MONITORING AND COMMUNICATION STRATEGY:**

**Communication:** JumpStart will launch the project with an exhibition and a series of workshops open to the public. We will use our website, social media, email, and in-person invitations to communicate the project and its goals to begin to generate awareness and momentum. Each journalist in each country will be responsible for developing contact lists (in the case of Georgia, improving) with different target audiences and use that, in coordination with social media and in-person communication to announce and raise awareness for each activity, including trainings and workshops. We will also prepare printed material that will assist in generating momentum, including printed handouts, t-shirts, stickers, posters, and more.

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<sup>60</sup> <http://www.jumpstart.ge/en/who-we-are/team-members>

**Monitoring:** JumpStart will monitor success during and after the project through progress each journalist makes in developing and refining their journalism skills in data analysis and communication via visual and mixed media storytelling. Success will be derived from the number of stories produced (1 data/multimedia story per week and 3 in-depth investigative stories within the project framework), but also in measuring specific indicators for progress in using data and designing stories. We will assess the success of the workshops by the size of the audience and quality of the presentation/discussion as well as through participants’ feedback forms. This data will provide the qualitative and quantitative information to assess the project’s success. We will summarize this data in the form of quarterly narrative reports to UNESCO.

**12. EVALUATIONS CARRIED OUT:**

In a previous project, *Visualizing the News in Georgia* (the successor of which is currently ongoing), we learned that audiences respond to visual storytelling. The employment of visualizations to communicate complex information is underutilized in Georgia, and our work in this area had an impact among media organizations and civil society organizations alike. After the project’s start, we immediately received interest by these organizations to start to use visualizations themselves. Our experience in Georgia is now that these organizations have experienced a more engaging way to communicate, they are no longer as satisfied with traditional forms of communication (for the media, it is traditional and mono-media forms, for CSOs it is the ubiquitous 30-page report). Our colleagues in Azerbaijan and Armenia lament the lack of new-media storytelling and we know that by expanding to these areas, we can engender in local media a similar desire for better storytelling as we have Georgia.

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

Reports on the project’s progress will be made every four months (the 4th, 8th, and 12th months) as well as a comprehensive final report at the completion of the project. Each report will be prepared and submitted by Eric Barrett, Executive Director, JumpStart Georgia.

**C. ADDITIONAL INFORMATION**

**D. BUDGET**

| <b>BREAKDOWN OF IPDC CONTRIBUTION<br/>(in US dollars)</b>                          |              |
|--|--------------|
| <b>I. FOUR FIVE-DAY TOTS ON DATA-JOURNALISM</b>                                    |              |
| Three Participants’ accommodation (\$35 per day x 20 days)                         | 2 100        |
| Three Participants’ per diem (\$25 per day x 20 days)                              | 1 500        |
| Participant Travel: Baku - Tbilisi (\$100 x 1 participant x 4 round-trip trips)    | 400          |
| Participant Travel: Yerevan - Tbilisi (\$100 x 1 participant x 4 round-trip trips) | 400          |
| Two Trainers (Four 5-days trainings at a rate of \$100 per day per person)         | 4 000        |
| <b>Sub-total: ToTs</b>   | <b>8 400</b> |
| <b>II. TRAINING, WORKSHOP, AND CURRICULUM DEVELOPMENT</b>                          |              |



|  |                    |
|--|--------------------|
| Supplies (office supplies, flipcharts, pens, notebooks, markers, etc. at \$20 per unit for 20 trainings + 10 workshops per country [30 workshops total]) | 1 000              |
| Printing costs for trainings, workshops, and curriculum development (\$1250 per language x 4 languages)  | 5 000              |
| Translation (\$1250 per language x 3 languages [Georgian, Armenian, & Azeri])  | 3 750              |
| <b>Sub-total: Training, workshop, &amp; curriculum development</b>   | <b>9 750</b>       |
| <b>III. TECHNICAL EQUIPMENT</b>  |                    |
| CodeSchool accounts (\$29 per month x 12 months x 9 [3 staff + 3 trainers + 3 interns])  | 3 132              |
| Chromebooks (\$472 per unit x 6)   | 2 832              |
| <b>Sub-total: Technical equipment</b>  | <b>5 964</b>       |
| <b>Total IPDC</b>  | <b>US\$ 24 114</b> |

|   |                    |
|---|--------------------|
| <b>Breakdown of the beneficiary agency's contribution<br/>(in US dollars)</b> |                    |
| Staff costs (12 months x 3 staff members)                                     | 34 080             |
| Journalism Trainer Salaries (11 months x 3 journalism trainers)               | 35 640             |
| Interns (12 months x 3 interns)   | 12 960             |
| Office rental (12 months)   | 15 000             |
| Project reporting   | 250                |
| <b>Total</b>  | <b>US\$ 97 930</b> |