

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

**NEW PROJECTS APPROVED**

**BY THE BUREAU**

**PART IV:**

**ARAB STATES**

**IPDC BUREAU**  
**Forty-ninth meeting**



**UNESCO HEADQUARTERS, PARIS**  
**27 FEBRUARY- 1 MARCH 2006**

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# PALESTINE

<b>A. PROJECT IDENTIFICATION</b>		
1.	<b>TITLE</b>	<b>“HOUSE OF FRIENDSHIP” COMMUNITY RADIO STATION</b>
2.	<b>NUMBER</b>	PDC/ 49 PAL/01
3.	<b>CATEGORY OF MASS MEDIA</b>	COMMUNITY RADIO
4.	<b>IPDC PRIORITY AREA</b>	COMMUNITY MEDIA
5.	<b>SCOPE</b> (national, regional, interregional)	NATIONAL
6.	<b>TYPE OF ASSISTANCE REQUESTED</b>	FINANCIAL
7.	<b>TOTAL COST OF PROJECT</b>	US\$ 51 000
8.	<b>AMOUNT REQUESTED FROM IPDC</b>	US\$ 49 000
9.	<b>BENEFICIARY BODY</b>	PALESTINIAN “HOUSE OF FRIENDSHIP”
10.	<b>IMPLEMENTING BODY</b>	PALESTINIAN “HOUSE OF FRIENDSHIP”
11.	<b>PROJECT LOCATION</b>	NABLUS, WEST BANK
12.	<b>PROJECT PREPARED BY</b>	MOHAMMED SAWALHA, DIRECTOR HOUSE OF FRIENDSHIP
<b>DECISION OF THE BUREAU: APPROVED</b> <b>US\$ 20 000</b>		

## B. PRESENTATION

### 1. BACKGROUND AND JUSTIFICATION

There are 27 certified radio stations in the West Bank and 10 uncertified stations in Gaza, in addition to other Arab radio stations broadcasting into Palestine. In Nablus, the largest radio stations are commercial, religious or University-based. 94.6 % of West Bank households own television sets, and there are approximately 33 domestic television stations. 82.5 % of Palestinian households own radios. Radio is accessible to many more rural and poor communities. As of 2004, 13 newspapers were in circulation in Palestine. However, none of these forms of media specifically target the needs of youth, nor do they encourage community participation.

Unfortunately, the scope of current programming does not accurately reflect the diversity of interests and perspectives embodied by Palestinians. There is little outlet or funding for independent, cultural, educational or non-mainstream artistic presentations. Broadcasts reach many sub-groups of the population (such as students and women), but these groups have limited participation in the production of radio programming. Newspapers predominantly focus on political issues, and rarely deal with youth issues such as unemployment and social problems. Aside from music and movie channels, local TV stations are not especially appealing to the youth. As for the news, Palestinians often turn to other Arab TV stations (such as *Al Jazeera*).

Since the last *Intifada*, young people in the Palestine feel disfranchised by their leaders and by the political conflict; they are the likely prey of radical political agendas when there are no outlets for their ideas and emotions. According to the Palestinian Central Bureau of Statistics in 2004, 44.4 % of the population in the West Bank was under 15 years old. A youth radio station will enable the development of an independent, community-based platform for a dialogue free from political, religious or commercial bias. The proposed radio station will train individuals to produce and manage a community resource, addressing the need to develop technical skills of youth. It will create an accountability structure wherein an Advisory Board will represent a wide variety of Palestinian society. This governing body will help to guide the station to reach many rural and under-represented groups and engage community members as active participants. Community action in the form of youth radio speaks to UNESCO's goal of media development *and* to freedom of expression, media pluralism, generating a resource of and for the young people of Palestine.

The Palestinian House of Friendship (PHF) and other groups currently undertake initiatives such as summer camps, art projects and workshops to strengthen the Palestinian community by focusing on its youth. Such initiatives however, are expensive, target mostly young children and are limited in their reach. Radio is a cost-effective alternative that has a broad scope, a diverse audience and maximum possibility for participation on many levels. A radio station has the ability to disseminate information about local programmes and strengthen the network of communication. Community radio is a forum that can embrace and publicise many efforts already in existence.

The Palestinian House of Friendship will provide the space and the initiation of efforts to run the radio station. Currently, they possess no equipment with which to broadcast. There are many sources for professional training. The Palestinian House of Friendship will provide the space and the initiation of efforts to run the radio station. Currently, they possess no broadcasting equipment. There are many sources for professional training, development of programming and set-up of the studio available to PHF, but in order to execute the project, it will have to cover the initial equipment costs.

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

The immediate beneficiaries of the project will be the youth-audience (male and female between the ages of 15-26) of radio broadcasting. In addition, young adults will be trained to write programming, operate radio equipment and run broadcasts (both staff and volunteers). Communities from Nablus and the surrounding area will begin to receive broadcasts on a daily basis (about 6 hours daily) after the initial set-up of the studio.

## **3. IMMEDIATE OBJECTIVES**

The immediate objective of the project is to start a community radio station. Two areas will need to be developed in order to meet this goal. First, PHF will need to build a radio studio. The studio will be housed in the building occupied by PHF. It will need to be made acoustically suitable for radio and be equipped with an FM transmitter system, microphones, sound board, mixers and computers. With these materials, the station will be able to cover a radius of 15 km (Nablus and the surrounding villages.) The studio and equipment can also in the future possibly be expanded to reach a broader audience in neighbouring communities. Training is the second area that will need implementation. PHF aims at providing training (technical and programming) by professionals for approximately 10 people (staff and volunteers), to establish a fully operational and independent station. An additional group of youth will be involved in programming, networking and publicising the new station.

## **4. DEVELOPMENT OBJECTIVE**

Once the youth-based community radio station is operational, young Palestinians will have a medium through which their needs and interests will be addressed. In addition, youth participants of the radio station will develop technical skills that allow them to produce and govern a radio station. They will manage a form of media that is open to all members of their community. They will be able to focus the programming on the needs of young people and initiate discussions that address many issues, locally and internationally.

The efficiency of the radio station will be measured by the resulting empowerment of youth. Our aim is to promote and inspire Palestinian youth in the target areas of civic education, human rights, democracy and higher education. The PHF envisions the development of the project in two phases. Phase I will include the purchase and set-up of technical equipment and studio, recruitment and training of staff in technical and programme production. It will also include the first phase of on-air programming. Phase II will include the expansion of the radio's capacities and possible broadcast over Internet, so as to reach a greater audience in neighbouring communities and the bordering countries.

## **5. PROJECT INPUTS**

### **1. Equipment**

- FM transmitter system;
- Microphones, mixers, control-room and studio monitoring equipment;
- Computers;
- Portable recorders.

### **2. Premises**

- Construction of a studio (insulation etc.);
- Installation of equipment.

### **3. Training**

- Radio technicians give workshops two months before initial broadcasting;
- Experts in programming train 10 staff two months before initial broadcasting;
- Staff who receive initial training will train assistants and volunteers to help maintain and run the station.

### **4. Organisation**

- Setting-up of the Advisory Board;
- Organisation of staff and managing personnel.

### **6. PROJECT OUTPUTS**

- A new studio for youth radio in Nablus will be equipped and operational;
- 10 staff and volunteers will be trained to independently produce programming for the Palestinian community. These new radio experts will train others to participate in broadcasts and produce programmes;
- Nablus and the surrounding area will begin to receive programmes six hours daily relating to the arts, culture, civic education, local activities and events.

### **7. ACTIVITIES**

- Selection and meetings of the Advisory Board;
- Purchase of equipment;
- Construction of studio;
- Installation of equipment;
- Selection of trainers;
- Interviewing and selecting youth to be the primary trainees – (should include equal number of women and men);
- Workshops to fully train those selected;
- Production of programmes (6 hours daily);
- Test runs;
- Full broadcast of recorded and live programming.

### **8. WORK PLAN**

#### **Two months prior to construction of radio station:**

The selection of the Advisory Board and initial meetings will be held. The Advisory Committee will choose professionals in radio production and operation to train radio staff and select youth to become the primary staff and producers of the radio station. Workshops in technical and programming production will begin.

**Month 1:** Equipment can be purchased once grant funds are secured, and the construction of the studio can begin.

**Month 2:** The Advisory Board will continue to meet while the studio is completed and the equipment is installed. An evaluation of the project will take place to ensure quality and proper management.

**Month 3:** Staff will begin to write and record programmes. They will run several test programmes and fix any errors that may occur. They will begin recorded broadcasts and monitor the station. The Advisory Board will monitor the topics and quality of the programming and give guidance to the staff.

**Month 4:** They will continue to broadcast recorded programming and do several live broadcasts. Another evaluation will assess the progress of the project, and long-term goals will be established.

## **9. INSTITUTIONAL FRAMEWORK**

The Palestinian House of Friendship (PHF) is an independent, non-profit Palestinian organisation established in Nablus, Palestine in 1994. It is governed by an elected seven-member Board of Trustees which reflects the diversity of Palestinian society. The major goals of PHF are to invest in the Palestinian individual and plant in them the ethics of democracy and human rights. PHF has conducted dozens of workshops, lectures, and activities related to civic education, democracy and culture since its inception in 1994. The PHF has held summer camps to target at-risk youth since 1995. Local and commercial organisations, as well as international bodies such as UNESCO, UNICEF, the National Democratic Institute (NDI) and the Canadian Embassy have supported the organisation's efforts. Most recently, the PHF was a participant in a US State Department-funded programme called the *Middle East Youth Leaders Exchange Programme*, also known as the *CHYME project* (Community Histories in the Middle East) at Brandeis University. Palestinian, Israeli, and Jordanian youth leaders learned to construct digital stories.

PHF will be the host organisation, housing the radio studio, the production space and the meeting site for the Advisory Board. Director Mohammad Sawalha will act as chairman and initiate the selection of the Advisory Board (represented by women and men with a breadth of knowledge and background in media, politics, culture etc.). They will collectively create the initial framework for programming and operation. The Advisory Board will remain closely linked with other aspects of PHF, such as their cultural activities and their existing network of activists and interest groups.

## **10. SUSTAINABILITY**

After the initial start-up phase of the project, the Advisory Board and staff will seek additional grant funding. Advertisement blocks sold to local business will also provide sustainable income for the radio station. PHF is in the process of creating a network of donors who contribute a yearly amount for the basic operating costs of PHF. The PHF also has experience in fundraising initiatives, and has many ideas for local events to raise money and awareness for the radio station.

## **11. FRAMEWORK OF MONITORING**

The *Slifka Programme in Intercommunity Coexistence* at Brandeis University is knowledgeable about the project and can conduct fair evaluations that monitor progress and success of the radio station. They will also be able to make constructive suggestions regarding long-term goals, organisational frameworks and efforts to secure sustainability. If Brandeis University does not qualify to be assigned by UNESCO as outside monitors, given their past relationship with PHF, we are open to UNESCO's suggestions for monitors.

## **12. EVALUATIONS CARRIED OUT**

There will be evaluations conducted at the end of month 2 (the first month of broadcasting), and after month 4. Evaluations may continue throughout the first year of operation to ensure that the goals of the projects are being met. They will include an assessment of progress and suggestions for the Advisory Board.

Every four months, the PHF will conduct evaluations of the progress and success of the project. These evaluations will be carried out by both local and external evaluators. The success will be measured through questionnaires and surveys of a select sample of the radio station's listeners,



regarding the quality and relevance of programming. Evaluators will also collect statistics on demography and number of listeners. The Palestinian Central Bureau of Statistics will provide relevant quantitative tools and statistics for this evaluation.

We will ask certain focal groups (such as a sampling of university students, high school students, and women) to help us assess the impact of the radio station by answering questions both before broadcasting begins and then again at certain intervals into the project.

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

PHF undertakes to report on project progress on a four-month basis. There will be an Accountant/Grant manager working closely with the manager of the station on reporting to donors on the progress of the project and the allocation of funds.

**C. ADDITIONAL INFORMATION**

**Previous IPDC support received by the country:**

<b>Project N Budget codes</b>	<b>Funds (US \$)</b>	<b>Project title</b>	<b>Period</b>
<b>PDC/17PAL/01</b> 352-PAL-71 548 RAB 60 FIT Luxembourg	70,000 54,000	Palestine  Training in production for Palestinian television	1997 - 2005
<b>PDC/19PAL/01</b> 520-RAB-60 (FIT-France) 548-PAL-5060 FIT Luxembourg	63,000 62,000	Multipurpose, multimedia centre for the PBC	2003 - 2005
<b>PDC/48 PAL/03</b> 354 PAL 5041	28,000	Empowering the media sector in Hebron	2005 - 2006
<b>PDC/48 PAL/01</b> 354 PAL 5031	25,000	Literary audio library for radio, education and the blind persons	2005 - 2006
<b>PDC/48 PAL/02</b> 354 PAL 5041	33,000	Studio for children’s programmes at the Palestinian Broadcasting Corporation (PBC)	2005-2006
<b>Total Palestine: US\$ 156,000+ US\$ 179,000 (Funds-in-trust)</b>			

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

- Contact with ministry of Communications on legality of broadcasting-license;
- Contact with radio experts from local radio stations on equipment and training;
- Media assessment among youth (male and female aged 15-26) regarding how much they rely on radio and what they would like to listen to;
- Brainstorming on programming ideas.
- 

**Contribution foreseen by the beneficiary agency during the project period**

PHF will contribute the space and volunteers for the station as well as it hopes to raise at least US\$ 2 000 through local and international fundraising activities.

### Assistance sought other than IPDC

PHF is currently seeking funds from the US State Department and from other donors for additional training and staff salaries.

#### **D. BUDGET**

##### **BREAKDOWN OF IPDC CONTRIBUTION IN US\$**

500-Watt FM stereo transmitter with antenna (package):	12 000
Cables and connectors:	1 200
5 UPS 5000 VA:	2 750
On-air mixing console, control room and studio monitoring:	6 000
2 condenser studio microphones:	660
Microphone stand:	60
CD player:	700
Assorted microphone cables and plugs:	100
Portable digital recorders:	2 000
Double tape deck:	300
Digital telephone hybrid:	400
80-min. recordable CDs:	250
Production digital mixer:	2 190
¼" reel-to-reel tape recorder:	700
Computers:	3 070
Laser printer:	400
Loudspeakers and headphones for workstations:	200
Dynamic microphones:	375
Headphones:	145
Studio furniture:	1 000
Miscellaneous equipment:	1 000
Installation and insulation:	3 000
Training:	3 000
Staff stipends:	4 500
Evaluation:	2 000
Monitoring:	1 000
<b><u>TOTAL:</u></b>	<b>49 000</b>

##### **BREAKDOWN OF BENEFICIARY'S CONTRIBUTION IN US\$**

*PHF hopes to contribute US\$ 2 000 through various fundraising initiatives.*

# PALESTINE

<b>A. PROJECT IDENTIFICATION</b>		
1.	<b>TITLE</b>	<b>GIVING WOMEN A VOICE</b>
2.	<b>NUMBER</b>	PDC/ 49PAL/02
3.	<b>CATEGORY OF MASS MEDIA</b>	TELEVISION, RADIO AND PHOTOJOURNALISM
4.	<b>IPDC PRIORITY AREA</b>	FREE EXPRESSION, PLURALISM, HUMAN RIGHTS
5.	<b>SCOPE</b> (national, regional, interregional)	NATIONAL
6.	<b>TYPE OF ASSISTANCE REQUESTED</b>	FINANCIAL
7.	<b>TOTAL COST OF PROJECT</b>	US\$ 55 700
8.	<b>AMOUNT REQUESTED FROM IPDC</b>	US\$ 44 000
9.	<b>BENEFICIARY BODY</b>	30 WOMEN FROM UNDERPRIVILEGED AREAS IN HEBRON DISTRICT
10.	<b>IMPLEMENTING BODY</b>	INTERNATIONAL PALESTINIAN YOUTH LEAGUE (YPIL) AND THE PALESTINIAN CENTRE FOR MEDIA RESEARCH AND DEVELOPMENT
11.	<b>PROJECT LOCATION</b>	HEBRON DISTRICT
12.	<b>PROJECT PREPARED BY</b>	INTERNATIONAL PALESTINIAN YOUTH LEAGUE
<b>DECISION OF THE BUREAU: APPROVED</b> <b>US\$20 000</b>		

## **B. PRESENTATION**

### **1. BACKGROUND AND JUSTIFICATION**

Although the current complicated socio-political, cultural and economic situation in the Occupied Palestinian Territories is affecting the whole society, there are significant differences in how women and men respectively are affected. Unfortunately, little statistics are available on gender indicators. Still, the available numbers show an unfortunate phenomenon of “feminisation of the poverty”. According to the statistics of the Palestinian Central Bureau of Statistics, the rate of illiteracy in 2003 raised 12.6 % for the female population versus 3.7 % for the male population.

Hebron’s women cannot, for example, move or travel without a male escort (father, brother, husband or son older than 12). The International Palestinian Youth League (IPYL) as a youth organisation based in Hebron and offering outreach services to Palestinians between 15-35, reports how the role of young women is especially suffering from that gender-based social conservative perceptions. In this context, women from Hebron, for example, cannot join any scholarship or work opportunity if it is to be outside the country or would be for late hours. Besides, teenager girls are rarely ‘allowed’ to participate in local meetings where there are boys, as well.

The Women Centre for Legal Counselling (WCLC) receives more than 120 dramatic cases each year from women who suffer psychologically and physical problems resulting from their husbands or brothers treatments. Even in this situation, women in Hebron district rarely go for any legal proceedings, fearing revenge of the family. Most of the cases recorded are centred on physical beatings, sexual violence and humiliation. But this is not the real number, as usually women from Hebron are hesitant or afraid to complain, as this would be perceived as a betrayal of “family secrets”. The WCLC estimates that the number of registered cases does not exceed 2 % of the real cases.

The women participation in the social, political and cultural life in Hebron district is strikingly low. The gender-based social perceptions considerably reduce their possibilities from having an equal and active role in society and public life. IPYL reports a total lack of representation of young women in the leadership scales. Their voices are represented neither in media, trade unions, municipalities, students unions, local NGO, nor in any other forum of the public life within the Hebron district. For example, the percentage of woman participation in the latest presidential elections did not exceed 17% from the eligible female voters

So far, none of the available local media in Hebron did cater to this predicament. In the light of this situation, the project seeks to give a “Voice to the Voiceless”. It aims at starting-up a seven-month media educational and awareness-raising campaign on women’s rights (as established in international commitments) and equal participation of women in the public and political life of Palestine as a principal means of nurturing freedom of expression, democracy and human rights.

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

The direct beneficiaries of the project will be the 30 young women (18-35 years old) from rural areas of Hebron district and from Hebron-2 area. During the selection process, we will try to have all the backgrounds represented: newly graduates, housewives, young teachers, employees, unemployed, handicapped etc. They will be selected with the assistance of the municipalities and active local organisations on every village and city (Women Legal Counseling Centre, Beit Ummer Women Association, Sa’ir Women Centre, Beni Naim Charitable Society, IPYL’s focal point in Adh Dhahiriya, the Palestinian Red Crescent Society, the Red Cross, the ministry of Women’s Affairs).

The beneficiaries will not be only the recipients of training, but mainly the producers of an awareness-raising serial of videos, radio capsules and photo exhibitions. In this way, the project seeks to maximise the multiplying role of the direct beneficiaries, transferring their knowledge and insights to a wider spectrum of the community, spreading the effect of the project in ever-increasing circles through a popular awareness-raising campaign. Therefore, the indirect beneficiaries will be all the sectors of the local community.

### **3. IMMEDIATE OBJECTIVES**

- To build the capacity and campaigning skills of 30 young women leaders by providing them with various trainings on television, radio, photojournalism and public relations;
- To improve the situation of women in Hebron district by spreading information on women's rights, health, family planning and women's role in democracy and development;
- To increase the number of contents dealing with women issues in the 9 local radio and TV stations in Hebron district;
- To monitor and report on women situation in Hebron district through media productions.

### **4. DEVELOPMENT OBJECTIVE**

- The project aims at giving a voice to the women by using the production media to freely express their concerns to a wide spectrum of the community and to encourage them to participate in the decision-making and the development of their societies.
- The project aims at promoting the democratisation in gender equality in the territories administered by the Palestinian National Authority. The basic idea of the project is that a process of democratisation on gender issues has to begin, necessarily from the grassroots. It wants to strengthen the involvement of women in the self-promotion of women's rights and gender equality in all aspects of life.
- The project intends to be a model for future steps in the promotion of gender equality, involving a wider spectrum of national media.

### **5. PROJECT INPUTS**

- Equipment and materials;
- Training of trainers;
- Trainees;
- Training manual;
- Media centre;
- Local TV and radio stations;
- Networking with other organisations concerned on women's issues and with municipalities.

### **6. PROJECT OUTPUTS**

- To train a group of 30 multipliers women from unprivileged areas on media production and campaigning on women's rights;
- To produce at least a serial of 10 TV capsules on different topics related to women (Women's rights in international conventions; women and religion; equality at work; family planning; women and decision-making; consequences of early marriage; women and nutritional routines; women and education etc.);
- To produce at least a series of 10 radio capsules on different topics related to women;
- To organise a photo exhibition on women situation in Hebron district;
- To produce a training manual;

- To broadcast all these materials in the local TV and radio stations;
- To organise a tour of the photo exhibition in Hebron district and community meetings.

## **9. ACTIVITIES**

1. Meeting with local organisations, designing final contents of training programme, selecting direct beneficiaries;
2. Equipment: setting up of the procurement committee, call for biddings, purchase, installation;
3. Contracting human resources;
4. To produce 100 hours of the training programme, monitoring and implementation of the project;
5. Launching the media campaign: broadcasting of the outputs through the local radio and TV stations, tour of the photo exhibition and public meetings with local communities;
6. Evaluation;
7. Reporting, and dissemination of results (distribution of outputs and publication on the Internet).

## **10. WORK PLAN**

The project is scheduled from April 1<sup>st</sup> 2006 to December 31<sup>st</sup> 2006.

April / June:	Activities 1, 2 and 3
July / Sept.:	Activity 4
Oct. / Nov.:	Activity 5
December:	Activities 6 and 7

## **9. INSTITUTIONAL FRAMEWORK**

IPYL will establish a Steering Committee for the project, consisting of one representative of the organisation, one of the Palestinian Centre for Media Research and Development (PCMRD) and one representative of each women organisation of the district wishing to cooperate. Up to date, the approval was obtained from:

- The Women Centre for Legal Counselling;
- Beit Ummar Women Association;
- Sa'ir Women Centre;
- Beni Naim Charitable Society;
- The Palestinian Red Crescent Society, Hebron.

The Steering Committee will set up the final programme for the training, select the beneficiaries and assist in implementing the training and the media campaign when needed.

## **11. FRAMEWORK OF MONITORING**

UNESCO is kindly invited to monitor the implementation of the project as well as to participate in the Procurement Committee.

## **12. EVALUATIONS CARRIED OUT**

Four main tools will be used to assess the results of the project: questionnaire surveys, participant evaluations, trainee evaluations and reaction of the community.

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

The beneficiary agency undertakes to report on project progress on a four-month basis.

## C. ADDITIONAL INFORMATION

### Previous IPDC support received by the country

Project N Budget codes	Funds (US \$)	Project title	Period
<b>PDC/17PAL/01</b> 352-PAL-71 548 RAB 60 FIT Luxembourg	70,000 54,000	Palestine  Training in production for Palestinian television	1997 - 2005
<b>PDC/19PAL/01</b> 520-RAB-60 (FIT-France) 548-PAL-5060 FIT Luxembourg	63,000 62,000	Multipurpose, multimedia centre for the PBC	2003 - 2005
<b>PDC/48 PAL/03</b> 354 PAL 5041	28,000	Empowering the media sector in Hebron	2005 - 2006
<b>PDC/48 PAL/01</b> 354 PAL 5031	25,000	Literary audio library for radio, education and the blind persons	2005 - 2006
<b>PDC/48 PAL/02</b> 354 PAL 5041	33,000	Studio for children's programmes at the Palestinian Broadcasting Corporation (PBC)	2005-2006
<b>Total Palestine: US\$ 156,000+ US\$ 179,000 (Funds-in-trust)</b>			

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

- IPYL already established a community media centre: the Palestinian Centre for Media, Research and Development;
- IPYL already met all the local radio and TV stations in Hebron and discussed with them the idea and their potential cooperation with the project;
- IPYL already met with some municipalities and women organisations in the region to establish cooperation during the project;
- IPYL already sought professional counselling on technical media training.

## D. BUDGET

### BREAKDOWN OF IPDC CONTRIBUTION IN US\$

Secretary (half-time, 9 months):	2 700
Trainers fees (4 trainers, 4 months):	8 000
Local transportation (9 months):	750
Conception and printing of training manual:	2 500
Consumables, stationery, office supplies:	1 350
Overheads (communications, electricity, maintenance, 9 months):	900
ADSL Internet connection (9 months):	900
Broadcasting fees in 9 local radio and TV stations (2 months):	8 100
Postage, advertising etc.:	1 250
Studio time, training rooms:	3 000
2 Macintosh computers:	2 700
External hard disk 250 Gb:	350
Mini DV SONY video camera:	600
Camera tripod (Manfrotto):	650
100 Mini DV tapes:	450
100 mini disks:	200
500 blank DVDs:	500
500 blank CDs:	150
Professional scanner:	400
HP colour Laserjet printer:	1 100
2 ink printers:	1 400
Professional portable audio mixer:	1 600
3 control room racks:	240
Covers and bags for equipment:	510
Filter kit:	200
Photo paper, liquids and films:	500
10 photo exhibition movable panels:	500
Translation fees (manual and trainers):	1 500
Monitoring:	1 000
<b><u>TOTAL:</u></b>	<b>44 000</b>

### BREAKDOWN OF BENEFICIARY'S CONTRIBUTION IN US\$

Coordinator of the project (9 months):	9 000
Accountant (part-time, 9 months):	2 700
<b><u>TOTAL:</u></b>	<b>11 700</b>



# PALESTINE

<b>A. PROJECT IDENTIFICATION</b>		
1.	<b>TITLE</b>	<b>UPGRADING WAFA NEWS AGENCY PHOTO ARCHIVES</b>
2.	<b>NUMBER</b>	PDC/ 49PAL/03
3.	<b>CATEGORY OF MASS MEDIA</b>	PRESS
4.	<b>IPDC PRIORITY AREA</b>	MEDIA DEVELOPMENT
5.	<b>SCOPE</b> (national, regional, interregional)	NATIONAL
6.	<b>TYPE OF ASSISTANCE REQUESTED</b>	FINANCIAL
7.	<b>TOTAL COST OF PROJECT</b>	US\$ 34 500
8.	<b>AMOUNT REQUESTED FROM IPDC</b>	US\$ 25 000
9.	<b>BENEFICIARY BODY</b>	WAFA NEWS AGENCY
10.	<b>IMPLEMENTING BODY</b>	WAFA NEWS AGENCY
11.	<b>PROJECT LOCATION</b>	RAMALLAH
12.	<b>PROJECT PREPARED BY</b>	WAFA NEWS AGENCY
<b>DECISION OF THE BUREAU: APPROVED FOR EVENTUAL FIT</b>		

## **B. PRESENTATION**

### **1. BACKGROUND AND JUSTIFICATION**

The Palestine Wafa News Agency was established in 1972 with the aim to cover the daily news of Palestinians and to let the world know about the Palestinian society and culture. At that time, Wafa issued a magazine called “ *Palestine, the Revolution* “ and since then, Wafa worked hard to cover all the Palestinian activities in the whole world by establishing offices in many Arab and foreign countries. It was – and still is – the premier institution to cover the news, and many local and international news agencies have made Wafa a major source of news from Palestine.

After 33 years, Wafa is stronger than ever and expands its field to cover more countries; it has started several projects to strengthen ways to disseminate its news items. It now has several departments specialised in collecting and editing news and publishing them in more than one language. The main publishing tool of Wafa is the Internet. It provides a medium for independent reporting and news, as well as free expression across the region and the world.

Free expression and media pluralism need to be improved in Occupied Palestinian Territories (OPT). We consider ourselves lucky because the freedom of speech exists in Palestine, and many international news agencies as well as other organisations publish their news freely without any preconditions or limitations. Wafa, as a governmental news agency, aims at addressing the world with the news from Palestine covering all aspects of life and keeping track of all the events the Palestinian people are going through.

Throughout its existence, Wafa has gathered tens of thousands of pictures in its Central Photography Department, which could become a national archive for all the Palestinian people and the whole world. It could tell the story of the Palestinian struggle and development by allowing everyone to access its archives and learn more about Palestine.

For the project, substantial capacity-building activities and equipment would be needed by Wafa to keep track of all the events in the region

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

The Wafa Central Photography Department shares its photos with the local media and, as such, is a unique source of pictures, especially dedicated to the history of the Palestinian people.

The target groups are:

- Local media in OPT;
- The Palestinian people;
- International media.

### **3. IMMEDIATE OBJECTIVES**

- To install a modern photo archiving system for Wafa;
- To convert the existing documents into digital format;
- To create a strong and effective photo database linked to the Agency website;
- To preserve old photos and negatives in an environment that will prevent their further deterioration.

#### **4. DEVELOPMENT OBJECTIVE**

To help preserving the Palestinian national heritage, especially its photographic history.

#### **5. PROJECT INPUTS**

- Equipment (hardware and software) for the archiving system;
- Training of personnel in the operation of the new system.

#### **6. PROJECT OUTPUTS**

- Better managerial and operational skills in the photography section;
- Improved working capacity for groups and additional activities;
- Increased and improved ITs, networking and campaigning skills;
- Greater local and international awareness of Palestine;
- A better documentation and preparation of reports on Palestine;
- Substantially increased production of news from the region;
- Improved communication infrastructure for the distribution of information to/from Wafa.

#### **11. ACTIVITIES**

Activity 1: To train the employees of the Central Photography Department to use and work with up-to-date equipment and software in the process of collecting, maintaining, publishing and archiving photographic documents;

Activity 2: Training employees from the IT Department to monitor and support the new archiving system;

Activity 3: Training employees from the Department of Journalism to use equipment and software in gathering and publishing photographs;

Activity 4: Recruitment of a specialist to help in system building and data entry and work with the employees in the process of archiving the pictures;

Activity 5: Setting up the system and all of its requirements (servers, domain registration, computers, software, printers, scanners, fax machines, special software, databases, networks, Internet connection etc.);

Activity 6: Beginning of the entry and validation of the data and pictures (it includes the old data and archive and the pictures collected daily by journalists);

Activity 7: Operation of the system, evaluation of the whole process and publication of all the materials gathered throughout the 35 years of the Wafa News Agency.

**12. WORK PLAN**

	Dec. 2005	Jan. 2006	Feb. 2006	Mar. 2006	Apr. 2006	May 2006	Jun. 2006	
<b>ACTIVITY 1; 2</b>								
<b>ACTIVITY 3</b>								
<b>ACTIVITY 4</b>								
<b>ACTIVITY 5</b>								
<b>ACTIVITY 6</b>								
<b>ACTIVITY 7</b>								

**9. INSTITUTIONAL FRAMEWORK**

Wafa is a governmental organisation operating under the ministry of Information. It will work closely with UNESCO in the implementation of the project.

**10. SUSTAINABILITY**

A feature in the sustainability of this project is that it is already in operation with the established Wafa News Agency. The aim is rather to enhance and upgrade the work which through specific capacity-building and training activities.

**11. FRAMEWORK OF MONITORING**

The project will be monitored by the UNESCO Office in Ramallah.

**12. EVALUATIONS CARRIED OUT**

Evaluations will be carried out by an independent body on completion of the project.

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

Wafa undertakes to report on the project progress on a four-month basis.

## C. ADDITIONAL INFORMATION

### Previous IPDC support received by the country

Project N Budget codes	Funds (US \$)	Project title	Period
PDC/17PAL/01 352-PAL-71 548 RAB 60 FIT Luxembourg	70,000	Palestine	1997 - 2005
	54,000	Training in production for Palestinian television	
PDC/19PAL/01 520-RAB-60 (FIT-France) 548-PAL-5060 FIT Luxembourg	63,000	Multipurpose, multimedia centre for the PBC	2003 - 2005
	62,000		
PDC/48 PAL/03 354 PAL 5041	28,000	Empowering the media sector in Hebron	2005 - 2006
PDC/48 PAL/01 354 PAL 5031	25,000	Literary audio library for radio, education and the blind persons	2005 - 2006
PDC/48 PAL/02 354 PAL 5041	33,000	Studio for children's programmes at the Palestinian Broadcasting Corporation (PBC)	2005-2006
<b>Total Palestine: US\$ 156,000+ US\$ 179,000 (Funds-in-trust)</b>			

## D. BUDGET

### BREAKDOWN OF IPDC CONTRIBUTION IN US\$

<b>Training courses</b>	
IT Department (3 persons):	3 750
Central photography Department (8 persons):	3 200
Journalism Department (3 persons):	1 700
<b>Equipment, supplies and services</b>	
Server:	3 650
3 personal computers:	2 000
Software:	750
2 printers:	1 500
3 scanners:	1 450
Connections, networking, routers:	1 600
4 digital cameras:	2 200
Digital recording tapes:	1 000
Organisation of the workshops:	600
Accommodation:	600
Monitoring:	1 000
<b><u>TOTAL:</u></b>	<b>25 000</b>

<b>BREAKDOWN OF BENEFICIARY'S CONTRIBUTION IN US\$</b>	
IT specialist (8 months):	4 000
2 data entry operators (full-time):	5 000
Domain registration (e-mails):	300
Accommodation:	200
<b><u>TOTAL:</u></b>	<b>9 500</b>

# SUDAN

<b>A. PROJECT IDENTIFICATION</b>		
1.	<b>TITLE</b>	<b>COMMUNICATION TECHNOLOGY FOR RURAL DEVELOPMENT</b>
2.	<b>NUMBER</b>	PDC/ 49 SUD/01
3.	<b>CATEGORY OF MASS MEDIA</b>	MULTIMEDIA PRODUCTION
4.	<b>IPDC PRIORITY AREA</b>	TRAINING
5.	<b>SCOPE</b> (national, regional, interregional)	NATIONAL
6.	<b>TYPE OF ASSISTANCE REQUESTED</b>	EQUIPMENT
7.	<b>TOTAL COST OF PROJECT</b>	US\$ 462 000
8.	<b>AMOUNT REQUESTED FROM IPDC</b>	US\$ 157 000
9.	<b>BENEFICIARY BODY</b>	DEPARTMENT OF COMMUNICATION, COLLEGE OF COMMUNITY STUDIES AND RURAL DEVELOPMENT, UNIVERSITY OF JUBA
10.	<b>IMPLEMENTING BODY</b>	DEPARTMENT OF COMMUNICATION, COLLEGE OF COMMUNITY STUDIES AND RURAL DEVELOPMENT, UNIVERSITY OF JUBA
11.	<b>PROJECT LOCATION</b>	KHARTOUM (initially), then JUBA
12.	<b>PROJECT PREPARED BY</b>	SUDANESE NATIONAL COMMISSION FOR UNESCO, MINISTRY OF EDUCATION, KHARTOUM
<b>DECISION OF THE BUREAU: APPROVED FOR EVENTUAL FIT</b>		

## **B. PRESENTATION**

### **1. BACKGROUND AND JUSTIFICATION**

The University of Juba is the main university of southern Sudan, and due to the civil war, it was displaced to Khartoum in 1989, where it still remains. However, with the advent of peace, it is expected to return to its original location in Juba, a process which has already begun. Now that peace is fast becoming a reality, southern Sudan is going to need a colossal input from the international community in order to develop and rebuild the war-damaged infrastructures and the social fabric. With this in mind, the Department of Communication of the College of Community Studies and Rural Development (CCSRD), University of Juba, feels that it should play a leading role in this process of rebuilding. However, since it was established in 1999, the Department has lacked the ability to carry out any meaningful practical work in its field for lack of equipment and resources, despite the fact that its programmes, both undergraduate and postgraduate, are development-oriented.

This project, therefore, aims to train, primarily, the students of the Department of Communication, but also students of the other three Departments in the College, namely the Departments of Rural Development, Community Studies, and Library and Information Sciences. The field of training is the use of information and communication technology for furthering rural development and the reintegration of the displaced.

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

- Staff at the Department of Communication: 10 (5 current + 5 to be recruited)
- Staff at the other Departments in CCSRD: 25
- Students at the Department of Communication: 450
- Students at other Departments in CCSRD: 2 840

In addition, there are indirect beneficiaries to this project. These are the general student population of Juba University, estimated to be 15 000. Furthermore, the rural and displaced populations of Juba town and the surrounding areas will benefit from this project indirectly through students' projects and the like.

### **3. IMMEDIATE OBJECTIVES**

The objective is to train 10 staff and 450 students at the Department of Communication in multi-media production techniques, including audio/visual and printed materials, using various communication technologies (radio, TV/video, computers, printed materials, etc.).

### **4. DEVELOPMENT OBJECTIVE**

The project is to provide practical training to the students on the techniques of multi-media production for the purpose of use by the staff and students of the College in the promotion of rural development programmes and supporting activities, such as extension and health education. This should lead ultimately to greater participation of the rural and displaced populations in the decision-making process concerning development issues and other issues of concern, thus increasing democracy and the communicative capacity of these people.



## 5. **PROJECT INPUTS**

The project requires the establishment of a multi-media training complex at the College. The complex is composed of:

- Radio/television studio
- Printing unit
- Computer laboratory.

Over the project period, staff of the Department of Communication will be trained to train the students in all aspects of multi-media production. This will require special “training of trainers” courses for the staff, organised locally at the early stages of the project.

The equipment needed for the project is as follows:

### Radio/TV studio

- 4 Digital professional video cameras with accessories;
- 2 Digital video recorder/players;
- 1 Digital video editing console;
- 1 Digital video mixer;
- 2 8-track digital audio mixers;
- 2 Digital audio recorder/players;
- 15 Portable digital audio recorders with accessories;
- 30 Assorted microphones;
- 1 Character generator;
- 4 Tripods/dollies;
- 6 Video monitors (different sizes);
- 2 Amplifiers;
- 4 Loudspeakers with stands;
- 4 3-point lighting units with assorted filters;
- 10 Headphones;
- 10 Digital still cameras with accessories;  
Accessories, consumables and software.

### Printing unit

- 1 Complete digital printing press unit with accessories;
- 2 Heavy-duty colour photocopiers;  
Accessories, consumables and software.

### Computer laboratory

- 25 Desktop PC units;
- 5 Lap-top computer units;
- 1 Server unit;
- 3 Computer projectors;  
Accessories, consumables and software.

## 6. **PROJECT OUTPUTS**

A multi-media training complex will be established at the College. It is composed of:

- Radio/television studio
- Printing unit
- Computer laboratory.

10 staff members and 450 students of the Department of Communication will be trained to produce multi-media productions for use in rural development and distance learning projects.

## 7. WORK PLAN

The project covers a period of four years, divided into three phases:

- Phase One: Purchase and installation of equipment;
- Phase Two: Training of trainers and technicians;
- Phase Three: Students' productions.

## 8. INSTITUTIONAL FRAMEWORK

UNESCO is expected to place the purchase orders with the various suppliers and deliver and install the equipment at the College. The College is then responsible for the running and safekeeping of the equipment.

The College is also responsible of providing the necessary training to the various staff who will work on the project.

## 9. SUSTAINABILITY

The Department of Communication at the College of Community Studies and Rural Development is a fully integrated part of the University of Juba. Although the Department is relatively new, it has established itself firmly in the University structure and is growing stronger and bigger everyday.

### **C. ADDITIONAL INFORMATION**

#### Previous IPDC support received by the country

<b>Project N Budget codes</b>	<b>Funds (US \$)</b>	<b>Project title</b>	<b>Period</b>
<b>PDC/4SUD/17</b> 350-SUD-41	40,000	Sudan  Provision of electronic field production (EFP) facilities for the Sudan Rural Television Department	1983 - 1986
<b>PDC/5SUD/06</b> 350-SUD-51 350-SUD-81	40,000 55,000	Development of Mass Communication Training Centre	1984 - 1989
<b>PDC/10SUD/01</b> 352-SUD-01	86,000	Rescue and safeguarding of the audio-visual heritage	1989 - 1994
<b>PDC/24 SUD/01</b> 354 SUD 5031	19 000	Training of independent print journalists in Sudan	2004 - 2005
<b>Total Sudan: US\$ 240,000</b>			

### **Contribution foreseen by the beneficiary agency during the project period**

The University of Juba's contribution to the project will be in the form of payments of staff salaries, rent of the premises, running costs and provision of training to the staff that will run the project. This amounts to US\$ 448 000 over the four-year period of the project.

### **Assistance sought other than IPDC**

None.

## **D. BUDGET**

### **BREAKDOWN OF IPDC CONTRIBUTION IN US\$**

Radio/TV studio ( <i>as detailed in B-5 "Project inputs"</i> ):	85 000
Printing unit:	37 000
Computer laboratory:	35 000
<b><u>TOTAL:</u></b>	<b>157 000</b>

### **BREAKDOWN OF BENEFICIARY'S CONTRIBUTION IN US\$**

Staff salaries (10 staff × US\$ 500 × 48 months):	240 000
Rent of premises (US\$ 1 000 × 48 months):	48 000
Training of staff (10 staff × US\$ 500):	5 000
Running costs (US\$ 250 × 48 months):	12 000
<b><u>TOTAL:</u></b>	<b>305 000</b>