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Cultural Organization

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FOR THE DEVELOPMENT OF COMMUNICATION

PART IV

**NEW PROJECTS SUBMITTED TO THE
IPDC**

ARAB REGION AND EUROPE

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JORDAN

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	CAPACITY BUILDING FOR YOUNG CITIZEN JOURNALISTS IN EASTERN AMMAN, ZARQA, MA'AN
2.	NUMBER	IPDC/56 JOR/01
3.	MEDIA DEVELOPMENT INDICATORS' CATEGORY	Category 3: Media as a platform for democratic discourse
4.	IPDC PRIORITY AREA	Human resource development
5.	SCOPE	National
6.	TYPE OF ASSISTANCE REQUESTED	Equipment, Training Support, Capacity Building
7.	TOTAL COST OF PROJECT	US\$ 47 750
8.	AMOUNT REQUESTED FROM IPDC	US\$ 23 400
9.	BENEFICIARY BODY	Radio Farahalnas – Hashemite Fund For Human Development, Zenid Institute Batha St. Hashemi Shamali Amman – Jordan Tel +962 6 5060579 www.farahalnas.jo
10.	IMPLEMENTING OFFICE	Amman UNESCO Office Ms. Ma'aly Hazzaz
11.	PROJECT LOCATION	Radio Farahalnas Amman
12.	PROJECT PREPARED BY	Nihad Jariri, Radio Farahalnas - Programme Manager +962 79 6162111 njariri@yahoo.com
DECISION OF THE BUREAU:		

B. PRESENTATION

1. PROJECT JUSTIFICATION:

In the 2005 – 2009 National Youth Strategy (NYS), drawn up in cooperation with UNDP and UNICEF, it is stated that Jordan's youth feel there is a “gap between the official and public discourses in media”, and that media programmes produced are generally considered as weak. The NYS also noted that 90% of youths believe that they are ‘used’ by older media professionals as ‘tools’ to execute their own programmes. Based on this, it is only logical to ask questions regarding the kind of news stories which are reported in Jordanian media and to the extent to which they truly reflect the aspirations and views of youths.

There is a general lack of research on content analysis of Jordanian media. However, statistics and professional observation can help provide insight into the situation. To take radio as an example of how local media treats the youth, a recent IREX survey showed that of the 70% of Jordanians which listen to radio, 32% of them are young (15 to 24 years old). Nonetheless, the radio stations which claim a high percentage of listenership market are either run by state-owned institutions thus providing content which is one-sided in nature, or are commercially orientated, providing content consisting of music and prizes. These findings were further supported by a 2010 Jordan University Center for Strategic Studies survey on democracy. According to the survey, 17% of Jordanians believe local media respects plurality, while 25% of them believe the only role it plays in tackling local concerns is in highlighting selected problems without providing airtime for an open debate or reflection of true perspectives. On the bright side, a few community-based radio stations exist which do provide a content of plurality and diversity. Radio *Farahalnas* is one such example.

A point which should be taken into consideration is the input of communities in underserved areas, in media reporting and news coverage. From Radio *Farahalnas*' experience as a community radio, young men and women from those communities feel they are more marginalized than their peers in other areas. They say they are “stigmatized” by poverty, lack of education, and drug abuse. They need a chance to prove otherwise and to be able to provide or at least discuss solutions to issues that disadvantage their local communities and Jordan at large. With the support of UNESCO, this project seeks to create a core group of 15 motivated young men and women from 3 underserved communities (one in the eastern part of Amman, and the other two in the governorates of Zarqa and Ma'an), to become citizen journalists capable of producing regular radio content reflecting their peers' views, concerns, and aspirations. The productions will also focus on the role of young women in their local communities.

From observation and field work, considerable discrepancy is apparent between young men and women, especially in the governorates; hence the choice of Zarqa and Ma'an. Young women are almost always encouraged to target specific subjects to study at university in order to obtain limited job opportunities that enable them to primarily fulfill their maternal role as ‘housewives’. A general lack of knowledge as to women's rights has also been observed, thus affecting their chances, especially at a young age, to excel in society. This project promotes community media and corresponds to the needs of ‘marginalized’ groups, namely the youth as a demographic section of the population and residents of underserved communities.

2. DESCRIPTION OF THE TARGET GROUP:

This project targets an estimated number of 300,000 young men and women whose ages range between 19 and 24, living in underserved communities, namely Eastern Amman, Zarqa, and Ma'an, with a total population of just over 3 million people. We seek to select an equal number of participants representing young men and women (7 men, 8 women) in order to pay adequate attention to young women's issues in Jordan and report their stories. The three communities were chosen to provide the diversity and plurality needed to promote community-based media. These regions are economically marginalized. They have the highest rates of unemployment, especially among the youth. The Department of Statistics puts the number of unemployed youth

in Jordan at 49%. It is noteworthy here that while Eastern Amman is geographically part of the capital, it is classed as an ‘underserved area’, and corresponds with towns and cities further from the centre, hence the choice to include its youth in this project. These 3 regions also represent diversity in demographics as they bring together Jordanians from different cultural backgrounds.

3. DEVELOPMENT OBJECTIVE:

This project contributes to increasing the plurality and diversity of media in Jordan, and enhancing the capacity of youth to use media as a platform to express their views and initiate dialogue with their peers and the community at large, in an effort to solve pressing issues.

4. IMMEDIATE OBJECTIVE:

A well-organized community radio, with content produced by 15 young men and women, representative of Jordan’s underserved and diversified communities, who will have received training over a 2-month period from the project’s inception, focusing on peer engagement in self-expression, sharing knowledge and dialogue through a series of bi-weekly broadcast radio shows produced over 10 months following the training.

5. PROJECT OUTPUTS:

- 15 trained young men and women whose ages range from 19 to 24, from 3 underserved communities, namely Eastern Amman, Zarqa, and Ma’an.
- A total of 20 radio shows produced by the 15 youth trainees, to be broadcast on a bi-weekly basis on both radio and social media over a period of 10 months.

6. ACTIVITIES:

- A total of 14 days of training on radio journalism techniques will be conducted for the 15 young men and women selected and tested in cooperation with active community development centres or educational institutions in the targeted areas.
- Production of at least 2 pilot shows over a period of 3 weeks to assess the core group’s readiness for broadcasting. Production will take place at *Farahalnas* radio.
- The holding of bi-weekly editorial meetings (a total of 20) at *Farahalnas* premises to prepare for the future show and distribute tasks. The editorial meetings will also serve as evaluation sessions.
- Production of 20 radio shows on a bi-weekly basis over a period of 10 months to be prepared and presented by the core group.

7. PROJECT INPUTS:

- 1 trainer and 1 facilitator to train on radio production (writing for radio, presentation, reporting) and digital editing and monitor operations on the ground.
- 1 producer to supervise the production pace of the group and provide coaching during editorial meetings.
- 3 laptops (Dell 14R-2n Generation) equipped with digital editing software to be used by each team in the 3 communities. These laptops will be retained by the radio station after project completion to be used in promotion of citizen journalism.
- 3 Marantz audio recorders to be distributed among the 3 sub-groups for field work and reporting. These recordings will be retained by the radio station after project completion to be used in future training in citizen journalism.

8. WORK PLAN:

ACTIVITIES / MONTH	1	2	3	4	5	6	7	8	9	10	11	12
Preparation/Selection	■											
Training	■	■										
Pilot Production		■										
Production & Broadcasting			■	■	■	■	■	■	■	■	■	■
Editorial Meetings			■	■	■	■	■	■	■	■	■	■
Reporting				■				■				■

9. INSTITUTIONAL FRAMEWORK:

Farahalnas Radio is co-owned by the Hashemite Fund for Human Development (JoHuD) and the Jordan National Committee for Women’s Affairs. JoHuD is registered as a civil establishment by virtue of Law No. 37 for 1985 published in the official Gazette. *Farahalnas* was launched as a community radio station through an agreement with the Audio Video Commission in August 2008. It mainly broadcasts to Amman and Zarqa on 98.5 FM. It also has licenses to broadcast to other governorates such as Ajlun and Madaba. Since its inception, *Farahalnas* has also spearheaded a number of projects focusing on gender equality, youth, election coverage and citizen journalism, with support from prominent organizations such as IREX, Deutsche Welle, IMS, and UNDP amongst others.

10. SUSTAINABILITY:

Radio *Farahalnas* is a community radio station. It is therefore within its remit to involve the community in its broadcasts. It is expected that with the completion of this project, well-trained young citizen journalists will be produced who will continue to feed their reports, views, and stories to the radio. This will set a positive example to other citizen journalists. The project expects to provide interested and dedicated listeners with the technical support needed to capture the stories they want to share with the general public. It is also expected that air space will be dedicated to volunteers, giving them in-house training as the need arises. This will sustain the project beyond the UNESCO funding. Eventually, it is aimed that this core-group should be able to train and convey their knowledge to their peers or even different marginalized groups in the community, such as women, children and the disabled. It is intended to involve this core-group in any future training managed by *Farahalnas* to serve both as a model and as ‘local trainers’ who acquired their knowledge in the field. This will be an added value for any citizen-journalism project and the intention is to invest in this.

11. FRAMEWORK OF MONITORING:

In the last two years, certain research studies have emerged as tools to conduct media surveys. Our experience and interaction with those who conducted this research revealed a distinct lack of previous knowledge of how radio media operates, by their own admission. We believe that by now, enough experience has been gained to monitor and gauge listenership response to the proposed project. It is also proposed that the UNESCO field office draw on the resources of the Princess Basma Youth Resource Center, a sister organization which includes dozens of young men and women who have received training on debates and elementary radio skills. These individuals could be invited to take part in the monitoring.

12. EVALUATIONS CARRIED OUT:

During a previous experience, Radio *Farahalnas* worked on a community-based production unit in Karak, southern Jordan. There, a major need was felt for media content which tackles core and real issues, and presents multidimensional views engaging all sectors of the society. 10 hours per week of community-involved content

was successfully produced as a result and two of the volunteers involved were later hired as full-time employees at the radio. It has also worked extensively with young people on issues related to democracy and good governance. The discrepancy between the official and public discourse was evident, and Radio *Farahalnas* felt that the young must be provided with more opportunities to present their views to the public and prove themselves worthy of being decision makers in their own right as opposed to merely being ‘tools’, used to promote the agendas of others.

13. FRAMEWORK OF BENEFICIARY AGENCY’S REPORTING:

Reports on the project’s progress will be delivered on a four-month basis to the Amman UNESCO field office together with the submission of a comprehensive final report describing the extent to which the immediate objective of the project was achieved. Nihad Jariri, Programme Manager, will be in charge of preparing and submitting the necessary documents and reports.

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)	
Fifteen days of training on radio journalism	
One trainer (\$100 per 15 days)	1 500
One facilitator (\$100 per 15 days)	1 500
Local travel (\$10 for 5 participants for 15 days)	750
Local travel (\$50 for 3 training staff for 15 days)	750
Meals & breaks (\$10 for 5 participants for 15 days)	750
Accommodation (\$50 for 5 participants for 3 days)	750
Hall rental (\$100 for 15 days)	1 500
Sub-Total	7 500
Production and coaching for 20 editions	
Ground travel & field work (\$7 for 15 participants for 20 days)	2 100
Local travel for editorial meetings (\$7 for 15 participants for 20 days)	2 100
Recorders – 3 Marantz PMD620 Handheld SD MP3/WAV recorders at a price of \$ 500 each	1 500
3 laptops at \$ 600 (Dell 14R-2n Generation)	1 800
One Senior journalist to monitor operations on the ground (\$100 for 20 times)	2 000
One Radio Production Coach (\$100 for 1 trainer for 20 times)	2 000
One Radio Editing Coach (\$100 for 20 times)	2 000
Communication (internet, phones, faxes, etc) at \$100 for 12 months	1 200
Software (editing) at a unit price of \$ 600 for one time	600
Sub-Total	15 300
Utilities & Supplies (\$50 for 12 months)	600
Total	US\$ 23 400

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

Training – equipment (flip charts, projectors, laptops, etc)	450
Production – studio equipment for 20 times at \$200 / time	4 000
Staff cost – Project manager (\$700 for 12 months)	8 400
Staff cost – Accountant (\$300 for 12 months)	3 600
Report Writing (\$200 for 12 months)	2 400
Total	US\$ 18 850

LEBANON

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	STRENGTHENING WATCHDOG JOURNALISM IN LEBANON
2.	NUMBER	IPDC/56 LEB/01
3.	MEDIA DEVELOPMENT INDICATORS' CATEGORY	Category 3: Media as a platform for democratic discourse
4.	IPDC PRIORITY AREA	Promoting freedom of expression & media pluralism
5.	SCOPE	National
6.	TYPE OF ASSISTANCE REQUESTED	Training support
7.	TOTAL COST OF PROJECT	US\$ 40 125
8.	AMOUNT REQUESTED FROM IPDC	US\$ 22 245
9.	BENEFICIARY BODY	<p>May Chidiac Foundation – Media Institute Dr May Chidiac, President www.mcfmediainstitute.org</p> <p>Tel: +961 1 25 62 20 Fax: +961 1 25 62 21 Email: info@mcfmediainstitute.org</p>
10.	IMPLEMENTING OFFICE	<p>UNESCO Beirut Office Contact person: George Awad g.awad@unesco.org</p>
11.	PROJECT LOCATION	<p>MCF Media Institute Dawra Highway Beirut, Lebanon</p>
12.	PROJECT PREPARED BY	<p>Nadim Zaazaa (MCF Media Institute) nadim.zaazaa@gmail.com George Awad (UNESCO Beirut)</p>
DECISION OF THE BUREAU:		

B. PRESENTATION

1. PROJECT JUSTIFICATION:

Vividly described as a ‘free and business savvy’ sector, media in Lebanon is well established and broadly viewed as a ‘source of pride to the country’.¹ With a population of four million, the country distributes 11 leading Arabic daily newspapers, 2 French-language dailies, 1 Armenian, and 1 English-language newspaper. Egypt by contrast, with its population of 80.47 million, has 18 newspapers. In terms of radio, Lebanon has a state-owned station and 27 private stations; another state-owned television station exists alongside the seven private ones. The sector is small in terms of revenues when compared to other Arab markets.

In spite of its vibrancy, there are many challenges facing Lebanon’s media. In a sector that is structurally penetrated by deep political and religious divides, partisan ownership of media translates into “a chronic lack of editorial independence.”² The regulatory environment not only does little to curb this influence, but actually further reinforces it. Lebanon’s 1962 Press Law compliments the Constitution in terms of supporting freedom of expression, with Article 9 of the Law stating that journalism is “the free profession of publishing news publications.”³ Nonetheless, the law forbids publishing material that may be viewed as a threat to national security or insulting to high officials. Licensing of media enterprises remains heavily biased, thus leaving journalists susceptible to all forms of influence by public officials. As a result, public figures receive “preferential legal treatment in media-related cases.”⁴ The Audiovisual Media Law of 1994 forbids an individual or family from owning more than 10% in a television company. However, the law’s attempt to prevent political parties from controlling TV networks has clearly failed. Politicians evidently continue to exercise all forms of pressure on journalists including threats of violence.⁵

Intense politicization is the primary obstacle to improving professionalism standards in the Lebanese media industry. It mainly affects objectivity, the very conception of it by Lebanese journalists and their actual commitment to it. One such indicator is the fact that very few news outlets distinguish the difference between news and editorial desks. Fact-checking is another point of contention which causes imbalances in the ethics guiding this line of practice. Though very few subjects are off limits; “physical access to news events can be restricted according to the political leaning of a particular media outlet.”⁶ A more blatant breach of professionalism is bribery or what journalists refer to as ‘gifts’: to give journalists reason lean towards one point of view, only cover news of convenience, and portray one side in a positive light.

The Lebanese media is a leading market in terms of utilizing the most advanced technical facilities for producing and distributing news. However, such exposure and experience is only accessible to those who are employed by the politically-dependent enterprises themselves. This generally weakens the ability of media to rely on available technology to reach wider audiences more effectively and better influence public affairs away from the politically-charged environment. Interestingly, Lebanon scores lowest on indicators of supporting media institutions in the MSI with a 1.94 ‘unsustainable mixed system’ level. Several journalism training programmes exist such as a state-run Lebanese University four-year journalism programme. However, it is generally acknowledged that “journalism training is still too focused on academic rather than practical skills, making it hard for journalism students to find work.”⁷ Also, very few programmes provide access to high-end equipment, new technology, and techniques in reporting, production, and delivery of news. Most importantly, it

¹ IREX, Media Sustainability Index, MENA Report (2009), p.73

² IREX, MSI MENA Report (2009), P.73

³ Article 9, Press Law, 14 September, 1962

⁴ IREX MSI MENA Report (2009), p.73

⁵ 2009 Human Rights Report, Department of State, United States.

⁶ IREX, MSI MENA Report (2009), P.76

⁷ IREX, MSI MENA Report (2009), p.80

is the fresh graduates and the new entries to the media market that are given the least amount of support. In a fast paced industry, internships leave youths with little access to technology, expertise, and the opportunity to both experience and contribute to media production in Lebanon.

2. DESCRIPTION OF THE TARGET GROUP:

The primary beneficiaries of this project are twelve young print and online media professionals from various institutions in Lebanon.

3. DEVELOPMENT OBJECTIVE:

The project contributes to promoting good governance and press freedom by building capacities in the field of investigative journalism.

4. IMMEDIATE OBJECTIVE:

Twelve young print and online media professionals will acquire in-depth skills and knowledge in investigative journalism, after participating in a custom-designed 3-month training workshop in Lebanon.

5. PROJECT OUTPUTS:

- Twelve young print and online media professionals (0-5 years of experience) have gained solid skills coupled with practical and technical knowledge of the role of investigative journalism in shaping public opinion.
- A special news journal (2000 copies) published with articles from participants and distributed to universities, libraries, and the public at large.

6. ACTIVITIES:

The overall programme will be given over the period of three training months. It will consist of three main courses along which the weekly trainings will be structured. These courses are:

- Investigative Journalism – Seeking new realities:

An 8-day training course at MCF-MI's premises on 'watchdog journalism', focusing on in-depth investigation into a single topic of interest, often involving crime, political corruption, or corporate wrongdoing for 12 young journalists from 12 local media outlets.

- Creative Reporting – Storytelling and Newsroom Delivery:

A 7-day intensive training course delivered to 12 young journalists, focusing on the necessary elements of story creation and audience delivery

- Production of a news journal:

A news journal with articles from the 12 young journalists will be produced at the end of the training. The 2000 copies of the journal will be distributed to universities, libraries, and the public.

7. PROJECT INPUTS:

The classes will be held at the MCF-MI facilities. The activity requirements include the following:

- 12 desktop computers equipped with photo editing software and relevant programmes

- 12 digital cameras
- 12 digital recorders
- 3 trainers capable of delivering the proposed courses
- Stationary and materials
- Administrative/logistic assistance

8. WORK PLAN:

ACTIVITIES / MONTH	1	2	3	4	5	6	7	8	9	10	11	12
Contract trainers	■											
Call for applications & selection of participants	■											
Conduct training		■	■	■								
Closing ceremony & publication of trainee stories supplement					■							
Submission of implementation report			■		■							

9. INSTITUTIONAL FRAMEWORK:

MCF-MI is a non-profit organization and certified training institute that aims to bridge the gap between academia and the media industry through training programmes aimed at helping young professionals and fresh graduates enhance their market readiness and improve their skills through capacity building. Relying on a partnership with higher education institutions, the Media Institute offers support to professionals and students in Lebanon and the region to experience practical learning in media. Apart from Founder and President, Dr. May Chidiac, with her extensive experience as a renowned media professional and academic, MCF-MI trainers include highly-esteemed media professionals in the Arab world from various areas of expertise. MCF-MI currently has 8 staff members and is directed by Dr. May Chidiac – recipient of the UNESCO Guillermo Cano World Press Freedom Award in 2006. The institute relies on its board members, trainers, and affiliates to set up its programmes and design its courses. MCF also prides itself in consulting with its partners on the Institute’s planning, management, public relations, and outreach. Partner institutions offer MCF preferential access to vast production sets and space as well as the most suitable equipment. MCF has already graduated 25 trainees since January 2011. Many of the institute’s graduates and affiliates have gone on to become vital members of the media community in Lebanon.

10. SUSTAINABILITY:

As a platform for media professionals in Lebanon, MCF-MI stays in touch with all its graduates, trainers, and affiliates. As part of the continuous follow-up, MCF-MI students can suggest other areas of expertise to offer courses based on market assessment of needs. The proposal will form part of the training programme offered by MCF-MI.

11. FRAMEWORK OF MONITORING:

In addition to UNESCO Beirut office, MCF-MI will work on self-monitoring. MCF-MI will receive direct feedback from the trainers on the progress made by each trainee. Another major performance indicator will be the acceptance rate encountered by trainees when they approach media outlets to publish their work.

12. EVALUATIONS CARRIED OUT:

The proposed initiative is in line with the Institute's strategic imperative to bridge the gap between academia and practice in the Lebanese media sector. The cross-section between MCF's strategic objectives and the aims of this project are evident in the feasibility study that the institute launched in November 2009. In brief, the study identified a market size of 10,000 media professionals and asserted that new media graduates are not 'market ready'.

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING:

The May Chidiac Foundation - Media Institute undertakes to report on project progress on a 3-month basis to the UNESCO Beirut field office, and submit a comprehensive final report describing the extent to which the immediate objective of the project has been achieved. The Public Relations Officer at MCF-MI will be in charge of preparing and submitting the reports to the UNESCO office in Beirut.

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)

Conduct training on Investigative Journalism	
Trainer's fees: \$150 x 1 trainer x 8 training days	1 200
Coffee breaks + lunch: \$27 x 15 participants x 8 training days	3 240
Conduct training on Creative Reporting	
Trainer's fee: \$150 x 1 trainer x 7 training days	1 050
Coffee breaks + lunch: \$27 x 15 participants x 7 training days	2 835
Additional	
Design, printing, and distribution of 2,000 news journals	2 000
Trainees' travel during training and preparation of stories \$200 x 12 participants	2 400
8 Digital Cameras at \$200 per camera	1 600
8 Olympus Digital Recorders at \$100 per recorder	800
Total	US\$ 15 125

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

Programme Coordinator (\$1000 x 5 months)	5 000
Office and Labs rent (\$2000 x 5 months)	10 000
Communications Costs	1 000
12 Sonic Desktops (at \$650 per desktop)	7 800
4 Digital Cameras (at \$200 per camera)	800
4 Olympus Digital Recorders (\$100 per recorder)	400
Total	US\$ 25 000

EGYPT

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	DEVELOPMENT OF INTERACTIVE TELEVISION PROGRAMME TO STRENGTHEN FREEDOM OF EXPRESSION
2.	NUMBER	IPDC/56 EGY/01
3.	MEDIA DEVELOPMENT INDICATORS' CATEGORY	Category 3: Media as a platform for democratic discourse
4.	IPDC PRIORITY AREA	Promoting freedom of expression & media pluralism
5.	SCOPE	National
6.	TYPE OF ASSISTANCE REQUESTED	Equipment, training support & production costs of 10 pilot stories for a TV programme
7.	TOTAL COST OF PROJECT	US\$ 51 830
8.	AMOUNT REQUESTED FROM IPDC	US\$ 36 330
9.	BENEFICIARY BODY	Video Cairo Sat – 1121 Nile Courniche St., Cairo Egypt PO Box:11221 Tel: +202 2574 8941/2/3 Fax: +202 2575 7016 Contact: Serge Loussarian Email: serge@videocairosat.com Mobile: +201 23128165
10.	IMPLEMENTING OFFICE	UNESCO Cairo Office
11.	PROJECT LOCATION	Cairo, Egypt
12.	PROJECT PREPARED BY	Mr Serge Loussarian
DECISION OF THE BUREAU:		

B. PRESENTATION

1. PROJECT JUSTIFICATION:

The media environment in Egypt was characterised by severe repression under the former ruling president, Hosni Mubarak. In terms of press freedom for example, Egypt was ranked 130th out of 196 countries globally by Freedom House in their Freedom of the Press 2010 Report. Despite the fall of the regime following the January 25th uprising, a lack of freedom of expression remains in force today.

Traditional media as well as citizen journalism have played an important role in setting the stage for change in the country. In the upcoming period, and in the context of the transition towards democracy, Egyptian media has an increased responsibility to raise awareness on political, social and cultural issues of Egyptian society, in recognition of individuals' right to freedom of expression. The wide notion of journalism has been reconsidered in Egypt, with the widespread use of non-professional footage by traditional channels such as Al Jazeera and the fast development of citizen blogs and websites to report on the recent events. It is also the responsibility of the media to give people the right to scrutinize their work, with the possibility to criticize the existing content and to contribute to new content, offering a democratic corrective to the traditional asymmetry of information between governors and the governed and between competing private agents.

To achieve the above technical and professional capacity to produce interactive and citizen-oriented TV, suitable programming content must be developed. This project aims at developing a special TV show for the channel 25TV, run by a group of 10 young journalists, trained in the wider aspects of journalism (shooting, directing, editing), giving them the opportunity to report on stories in the field in a facilitated, flexible and interactive manner, so as to give a voice to different groups of people with legitimate demands. This will help to better represent the poor, minorities and women in the media, via the use of new means of communication such as blogs and social media to communicate with the public.

The project also proposes to develop the channel's user-generated content (UGC) by promoting 'interactive journalism' through online interaction with their audience on a website. UGC will encourage public debate, social inclusion and ultimately help to improve Egyptian people's access to information and freedom of speech.

The goal of the project is to establish sustainable community media serving Egyptian youth and promoting citizen journalism in an effort to strengthen freedom of expression. IPDC support towards the private channel would be put to good use since 25TV is a brand new channel, oriented at serving the general public and not commercial interest. 25TV does not aim to generate advertising money.

2. DESCRIPTION OF THE TARGET GROUP:

The direct beneficiaries targeted by this project are 10 young Egyptian journalists within the age group of 18-30. Half of this group will be women.

3. DEVELOPMENT OBJECTIVE:

The project contributes to increasing the plurality and diversity of media and strengthening the media as a platform for democratic discourse by developing a TV show addressing poor, minority and women's demands. It will also develop interactive journalism through the website (UGC) and the training of 10 young journalists.

4. IMMEDIATE OBJECTIVE:

10 young Egyptian citizen journalists selected for internship in 25TV will be trained to develop interactive approaches with a view to creating a new TV format providing reports based on everyday issues and aspirations of the citizens living in 10 different governorates of Egypt.

5. PROJECT OUTPUTS:

- Raising awareness of more than 1,000,000 Egyptians (current daily viewing figures of the channel) on the right of freedom of expression, by giving a voice to the people in the margins of the society and by showing how young 25TV journalists exercise this right as well.
- 10 media professionals trained in TV reporting, editing and filming with the emphasis on interactivity and citizen journalism techniques.
- 10 pilot TV stories produced from 10 governorates based on interactivity and inputs from the audience.

6. ACTIVITIES:

- Four training courses for 10 persons/training to impart:
 - producing, formatting and audience targeting (1 day, local trainers)
 - format and story development (3 days, international trainer)
 - video/sound production (3 days, local trainer)
 - post production training (editing/directing – 3 days, local trainer)
- 20 field missions/internships (2 per trainee) to produce 10 pilot stories as the basis of the TV programme. Stories will focus on special social issues of disadvantaged people (women, minorities, poor) who currently lack the means to express themselves in Egypt. Young journalists will be required to work in the field across Egypt (e.g. poor suburbs of Cairo and Alexandria, rural or landlocked areas, slums), meet with people and report on their thoughts and ideas, thus allowing them to voice their specific demands.
- Evaluation and further programme development seminar (2 days, local trainer)
- Development of a web page to facilitate communication with the audience, selection of the stories based on audience inputs thus strengthening interactivity of the TV program. The website will be bilingual Arabic and English. It will provide live streaming of channel content as well as offering videos-on-demand for the most popular programmes. The website will also be a strong interactive platform whereby the users can comment and submit ideas and their own videos. All the user generated content will be moderated by the 25TV.

7. PROJECT INPUTS:

- 2 sets for mobile video shooting units: handy cams, microphones and lights.
- 4 trainers: 3 locals and 1 international (12 training days total).
- 20 field trips in 10 different governorates.
- Blog development consultant.
- TV format development team.

8. WORK PLAN:

ACTIVITIES / MONTH	1	2	3	4	5	6	7	8	9	10	11	12
Producing, formatting and audience targeting training		■										
Purchase of equipment		■	■									
Format and story development training			■									
Video/Sound training			■									
Post production training			■									
Field trips				■	■	■						
Evaluation and further programme development seminar							■					
Website development and maintenance	■	■	■	■	■	■	■	■	■	■	■	■
TV programme development (design, editing)	■	■	■	■	■	■	■	■	■	■	■	■
Submission of implementation reports				■				■				■

9. INSTITUTIONAL FRAMEWORK:

Video Cairo Sat S.A.E. (Video Cairo Sat || , Video Cairo || , or VCS ||) was established in 1973 to emerge as the first independent news and media Production Company in the Middle East. The company is an Egyptian Free Zone Joint Stock Company and launched 25TV station. Video Cairo Sat, based in Cairo, runs the day to day operations of the network and is managed by CEO and founding member Mohamed Gohar together with the management board.

10. SUSTAINABILITY:

The outputs developed by this project will become integrated within VCS's overall national program and campaigns, as building blocks to further support national collaboration and awareness activities. In particular, sustainability will result since:

- The new resources and equipment provided for this project will be available for use in further activities considered as the second phase of the project.
- The website and the blog launched as a pilot project will be integrated to the global online network of 25TV and will be continuously run in the second phase of the project.
- Individuals working on this project and trained journalists with needed experiences will be responsible for running other similar projects, and will support and advise other young journalists from 25TV.

11. FRAMEWORK OF MONITORING:

25TV is one of the rare Egyptian TV channels broadcasting both via satellite and online. The online broadcasting brings a valuable audience monitoring tool. We are able to observe the online audience for the show and give streaming viewership in addition to demographics such as location and fidelity to the show. In addition, the special TV show - the subject of the proposal - will be accessible on a video-on-demand basis through the 25TV Youtube channel, on 25TV's Facebook page and on the blog created for this purpose. We will therefore be able to monitor hits on each show and their popularity.

12. EVALUATIONS CARRIED OUT:

- 25TV has been broadcasting more than 17 different shows for the past 3 months and has gained a wide base of viewers and followers in different governorates nationwide.
- Cairo Sat will provide the evaluation

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING:

VCS is familiar with UNESCO reporting requirements and can provide regular updates and comprehensive final reporting during and after project completion. Reports will be submitted by Mr Serge Loussarian.

C. ADDITIONAL INFORMATION

The main objective of the station is promoting the principles of the Arab Spring and raising awareness on democracy, social justice and freedom of expression. When VCS launched 25TV, it was decided to provide the people with a show which gives them a voice and the opportunity to express their opinions to the authorities and promote freedom of expression within a professional context. VCS has been broadcasting 25TV programming since 1st April 2011, with great feedback and sustainable follow-up on different governorates as well as having gained a wide base of viewers.

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)	
Equipment	
Panasonic camera AG-HPX174 (2 x \$5400 per camera)	10 800
Storage cards AJ-P2E064XG (4 x \$835)	3 740
Accessories (extra battery, case, hand microphones) (2 x \$480)	960
Monopod (2x \$260)	720
Apple laptop Macbook Pro (1 x \$2000)	2 000
Final Cut Pro software (1 x \$500)	500
Training Activities	
Training on producing, formatting and audience targeting: one day (local trainer)	150
Video/Sound production training: 3 days (local trainer)	450
Post production training: 3 days (local trainer)	450
Evaluation and further programme development seminar: 2 days (local trainer)	300
Format and story development: 3 days (international trainer) 200 x 3 + DSA (290 x 4)	1 760
Airfare for 1 international trainer	1 500
Website concept development services (local developer)	3 000
Field Trips	
Transportation of trainees (2 field trips: 10 trainees x \$100 each)	2 000
Accommodation of trainees (20 days: 10 participants x \$40 each)	8 000
Total	US\$ 36 330

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

Website and TV program development crews	
Director (10 for 3 months at \$350 per pilot story)	3 500
Editor (10 for 3 months at \$250 per pilot story)	2 500
Graphic designer (1 for 3 months at \$450 per pilot story)	450
Website designer and administrator (per month) (\$250 x 3)	750
Material and Venue	
Venue rent per training day (\$500 x 4)	2 000
Administration, planning and coordination of the project (\$500 per month x 12 months)	6 000
Project reporting (\$100 per report x 3)	300
Total	US\$ 15 500

SUDAN

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	CAPACITY BUILDING OF THE UNION OF JOURNALISTS OF SOUTH SUDAN
2.	NUMBER	IPDC/56 SUD/01
3.	MEDIA DEVELOPMENT INDICATORS' CATEGORY	Category 3: Media as a platform for democratic discourse
4.	IPDC PRIORITY AREA	Human resource development
5.	SCOPE	National
6.	TYPE OF ASSISTANCE REQUESTED	Institutional capacity building
7.	TOTAL COST OF PROJECT	US\$ 44 400
8.	AMOUNT REQUESTED FROM IPDC	US\$ 33 000
9.	BENEFICIARY BODY	<p>Union of Journalists of South Sudan (UJOSS)</p> <p>PO Box – JUBA Tel. +249 957 100 855 Email jukokuryembi4@yahoo.com ujoss.ujoss@yahoo.com</p> <p>Contact Person: Mr Oliver Modi Philip UJOSS Chairperson</p>
10.	IMPLEMENTING OFFICE	<p>UNESCO Office in Cairo Advisor: Marius Lukosiunas</p> <p>UNESCO Office in Juba Advisor: Ibrahim Sidibe</p>
11.	PROJECT LOCATION	10 States across Southern Sudan
12.	PROJECT PREPARED BY	Mr Oliver Modi Philip, Chairperson UJOSS and Mr Ibrahim Sidibe, UNESCO Juba
DECISION OF THE BUREAU:		

B. PRESENTATION

1. PROJECT JUSTIFICATION:

South Sudan experienced a prolonged period of war, beginning in the North in 1955 and ending after the signing of the Comprehensive Peace Agreement (CPA) in 2005. The war led to the suppression of the mass media industry in South Sudan by the North. After the CPA, the media began to develop in South Sudan without undue Government harassment, and currently the country's mass media industry is in its formative stage. Freedom of expression exists in law and practice, however there have been cases where journalists have been arrested and harassed by security forces whilst carrying out their professional duties. When such incidents have occurred, the Union of Journalists of Southern Sudan (UJOSS) has risen to the occasion and secured the freedom of the journalist or journalists concerned.

At present, Sudan has state-run, private and community mass media houses, offering print, radio and TV services. In terms of human resource development, Juba University currently provides training in journalism whereby working journalists can advance their professional skills. However, the majority of Sudanese journalists live far from the University and are unable to benefit from the training it provides. There exists therefore a need to build the professional capacity of journalists at State level, where they are situated.

In January 2011, the Southern Sudanese voted for independence from Northern Sudan. This decision ushered Southern Sudan into a state of transition. UJOSS will play a key role during this period of change for the new nation, in attempting to help heal the rifts between North and South Sudan. Due to their shared history, geographical proximity and migration of people from North to South and vice versa, the two have always been interdependent at various levels. UJOSS must also play a proactive role in the peace-building process of the inter- and intra-tribal conflicts among the various Southern Sudan tribes during this time.

With globalization occurring rapidly, UJOSS must move quickly to seize this critical moment in Southern Sudan's development process and professionally provide, disseminate and highlight the necessary information and direction required. This can only be done by journalists who have been equipped with adequate skills and provided with the necessary know-how in order to facilitate the process.

Due to the prolonged period of war, many journalists in the country currently lack the necessary training, skills and expertise that is required of their profession. UJOSS with the assistance of development partners will take the challenge of building the capacity of journalists in Southern Sudan, and raise their standards to the level of their counterparts in neighboring countries with vibrant mass media industries, such as Kenya. This project will attempt to provide the solution of filling the skills and expertise gap of the journalists of Southern Sudan to enable them to carry out objective journalism of a high standard.

2. DESCRIPTION OF THE TARGET GROUP:

The target group consists of 150 journalists of South Sudan, working in private, public & community mass media organizations.

3. DEVELOPMENT OBJECTIVE:

The project will contribute to the development of democracy and respect of the rule of the law in Southern Sudan by enhancing the news gathering and reporting capacities of the media organizations in the country.

4. **IMMEDIATE OBJECTIVE:**

The immediate objective is to equip 150 journalists from the 10 States of Southern Sudan with the skills to train their colleagues at State-level on the methodologies of news gathering and dissemination, following completion of a two-day seminar, held in each State.

5. **PROJECT OUTPUTS:**

The project will produce 150 journalists (15 from each of the 10 States in Southern Sudan), capable of training other journalists in methodologies of news gathering and reporting in print, radio & TV media, and providing them with clear knowledge with respect to media laws and principles of journalism as a basis for balanced, objective reporting

6. **ACTIVITIES:**

Ten 2-day training-of-trainers seminars will be held in the capital city of each of the 10 States of Southern Sudan, each seminar catering to 15 journalists in order to equip them with the methodologies of gathering and disseminating news via print, radio & TV.

7. **PROJECT INPUTS:**

- 3 trainers capable of training journalists in project management and news gathering using a digital sound recorder and digital video recorder
- 2 digital sound recorders
- 2 digital video recorders
- 2 laptop computers with relevant software, editing programmes for newspaper design (e.g. Cool edit)
- 1 digital projector
- 1 projector screen
- Assorted stationery

8. **WORK PLAN:**

ACTIVITIES / MONTH	1	2	3	4	5	6	7	8	9	10	11	12
Selection/contracting of trainers	■											
Preparation of training equipment	■											
Purchase of stationery	■											
Hire of training materials	■											
In-country training of trainers seminars	■	■	■									
Project monitoring and evaluation	■	■	■									
Submission of implementing reports	■	■	■									

9. **INSTITUTIONAL FRAMEWORK:**

The Union of Journalists of Southern Sudan (UJOSS) was formed in 2004, and constitutes a professional body of registered and practicing journalists throughout Southern Sudan. Its members are drawn from private and state-owned mass media houses and free lance journalists within the country.

The Union is governed by the UJOSS General Assembly composed of all the registered members. It delegates its authority to a democratically elected Executive Committee composed of 15 members. The committee is

elected every 3 years, and runs the day to day activities of UJOSS. The Union derives its income from membership registration and subscriptions, and the development partners which fund its projects. In the long term, it is expected that UJOSS' publication, entitled '*The People's Voice*', will develop to become a newspaper whose generated sales can support the Union's sustainability and internal activities. UJOSS is therefore capable of implementing this project as it is successfully implementing others at present.

10. SUSTAINABILITY:

This project will be sustainable in the long term after the IPDC assistance, because the journalists who have undergone the training will consequently provide their colleagues within the various media houses with on-the-job training, thus transmitting their skills and expertise to others, who will in turn train their colleagues.

11. FRAMEWORK OF MONITORING:

The project implementation will be monitored in partnership with Juba University.

12. EVALUATIONS CARRIED OUT:

The current UJOSS project on the production of '*The people's Voice*', an insert funded by the Media Diversity Institute (MDI) is in progress and a needs assessment project is in the pipeline, to be funded by the Norwegian People's Aid. These two projects are currently in process. All are subject for monitoring and evaluation at the end of the project.

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING:

UJOSS will adhere to IPDC's reporting guidelines throughout this project.

C. ADDITIONAL INFORMATION

Previous IPDC support has been received by UJOSS (prior to Southern Sudan's independence) in the following areas:

- Conflict sensitive training
- Juba Support to Media Academy
- Capacity building programme in Juba University on short cause training for Journalists

Preparatory activities completed prior to the submission of the project to IPDC included an analysis by UJOSS executive officials of their current priority needs, which ranked the training of trainers project as its top priority, in light of the historic time in the nation's history and the need and desire to offer high quality professional mass media services that will lead to development of a democratic environment in Southern Sudan in which journalists will be able to demonstrate their knowledge and skills freely.

D. BUDGET

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

2-day Training Seminars in the 10 States of South Sudan	
Participants' accommodation and meals (15 participants at \$62 per person per day x 2 days x 10 seminars)	18 600
Trainers (2 trainers at \$100 each per day of training + 1 day preparation)	6 000

Hire of training materials	300
Purchase of stationery	600
Local travel (\$10 per participant + \$200 per trainer)	7 500
Total	US\$ 33 000

BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION (in US dollars)	
Staff costs (3 months x 3 staff members)	6 300
Project coordinator (3 months)	2 100
Communication costs	500
Local transport	500
Contingencies	1 500
Project writing and reporting	500
Total	US\$ 11 400

REGIONAL

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	TRAINING FOR EGYPTIAN AND YEMENI JOURNALISTS TO BUILD CAPACITY IN LOCAL NEWSROOMS
2.	NUMBER	IPDC/56 RAB/01
3.	MEDIA DEVELOPMENT INDICATORS' CATEGORY	Category 3: Media as a platform for democratic discourse
4.	IPDC PRIORITY AREA	Human resource development
5.	SCOPE	Regional
6.	TYPE OF ASSISTANCE REQUESTED	Training Support for Journalists in Egypt and Yemen
7.	TOTAL COST OF PROJECT	US\$ 42 010
8.	AMOUNT REQUESTED FROM IPDC	US\$ 26 310
9.	BENEFICIARY BODY	Arab Reporters for Investigative Journalism (ARIJ)
10.	IMPLEMENTING OFFICE	UNESCO Cairo Office Marius Lukosiunas, Advisor Work Phone: +202 2 794 5599 Fax: +202 2 794 5296 Address: 8 Abdel-Rahman Fahmy Street, Garden City, 11541 Cairo, Egypt
11.	PROJECT LOCATION	Cairo, Egypt and Sanaa, Yemen
12.	PROJECT PREPARED BY	Hanadi Gharaibeh Arab Reporters for Investigative Journalism (ARIJ) Building No. 5, Ibn Fadlan St. 4th circle Amman, Jordan P.O. box 942456 Amman 11194 Jordan Marius Lukosiunas Advisor, UNESCO Cairo Office
DECISION OF THE BUREAU:		

B. PRESENTATION

1. PROJECT JUSTIFICATION:

The purpose of this project is to provide training for journalists in Egypt and Yemen on investigative journalism and computer assisted reporting. This training opportunity for countries in transition towards democracy is vital for capacity building of journalists and editors who suffer to varying degrees from censorship, concentration of media ownership, and a lack of tradition for in-depth reporting. The winds of change blowing across the Arab World at present have exposed structural and professional obstacles blocking the development of professional media. But a window of opportunity has been opened up for the development of media as the "Fourth Estate". Investigative reporting has the potential to make governments and institutional powers more transparent and accountable for the benefit of local communities, thus rendering it paramount to any societal change.

Throughout the Arab world media, print, radio, TV and news websites have traditionally been tightly controlled by the Government or owners close to the state. Now media is faced with new possibilities, thanks to the Arab revolution and the power of internet and social media. The role of the media is also changing, from being a government mouthpiece, to a public service.

Whilst the Arab world has witnessed much training in various journalistic endeavours, including investigative journalism, most of this training has not included ensuing support to local journalistic investigations. Until ARIJ emerged, very little had been done to encourage and support well-documented journalistic production or ensure publication. As a result, the training efforts were somewhat counter-productive as they raised expectations but failed to follow up with the much-needed structural support. Over the past ten years however, the situation has improved. The presence of an active community of journalists working with Pan-Arab or foreign-based media, combined with the accessibility of satellite TV and internet, is providing good journalists with outlets for their work. In addition, a small number of genuinely independent media outlets are emerging in many Arab countries, including areas where ARIJ operates.

The training workshops offered by ARIJ will therefore strengthen journalists' knowledge and provide the necessary tools to investigate and produce well-researched reports tackling issues of relevance, as well as exposing weaknesses in government policies regarding health, education, environment and the rights of women and children. Training will consequently promote media development, transparency, democracy and future societal change.

2. DESCRIPTION OF THE TARGET GROUP:

This proposal includes one workshop each in Cairo and Sanaa, targeting journalists working in independent print, on-line and broadcast media.

- Egypt: 6 journalists from outside Cairo and 9 Cairo-based journalists will be invited to attend the sessions. A total of 15 journalists will be trained on Investigative Journalism and CAR (Computer Assisted Reporting).
- Yemen: ARIJ will invite 10 Yemeni journalists from outside Sanaa, including those from Aden, Ibb or Saada. Since training efforts tend to be concentrated in the capital, ARIJ will therefore invite journalists from outside Sanaa who are unfamiliar with the culture of investigative journalism. A total of 15 journalists will be trained on Investigative Journalism and CAR.

3. DEVELOPMENT OBJECTIVE:

Training on Investigative Journalism will build the capacity of journalists to produce well-documented investigative reports which will contribute to democratic discourse through the media, as well as promoting government transparency and accountability in Egypt and Yemen.

4. IMMEDIATE OBJECTIVES:

A total of 30 journalists and bloggers working in print, online and broadcast media in Egypt and Yemen will acquire the knowledge and skills on Investigative Journalism and CAR, after attending the 5-day workshop.

5. PROJECT OUTPUTS:

- 30 Egyptian and Yemeni journalists working in print, online and broadcast media and bloggers with acquire the knowledge and skills to plan and execute in-depth reports and confidently use CAR.
- A network of Arab journalists will be created to join ARIJ's vast network of Arab journalists thus gaining access to the investigative reports published by ARIJ members and enabling the sharing of experiences with other journalists.
- Well-documented publications will be produced, exposing the current status of journalists in Egypt and Tunisia and the issues of concern, prompting government transparency and accountability.
- The 30 journalists can apply for ARIJ funds to cover the cost of their investigations. Under that, they will be assigned a local coach to supervise them, and a lawyer for pre-publication legal screening.

6. ACTIVITIES:

- A 5-day training workshop for 15 journalists from Egypt on the methods and importance of investigative journalism and Computer Assisted Reporting (CAR).
- A 5-day training workshop for 15 journalists from Yemen on the methods and importance of investigative journalism and Computer Assisted Reporting (CAR).
- Establishment of a network of Egyptian and Yemeni journalists who will join ARIJ's vast network of Arab journalists.
- Evaluation and monitoring to collect data through completed questionnaires at the end of each day of the workshop.

7. PROJECT INPUTS:

Egypt

- Two regional trainers qualified in training investigative journalism.
- One local trainer qualified to supervise the production of investigative reports and follow up with local journalists.
- One qualified lawyer specialized in media law to provide important information specific to Egypt.
- One qualified trainer on CAR.
- One qualified co-trainer on CAR
- Two ARIJ training manuals on investigative journalism and CAR.
- Rental of PCs and laptops for CAR training sessions.
- One rented overhead projector and internet connection
- Participants will qualify for membership of ARIJ and gain access to the vast network of Arab Journalists and investigative reports published by ARIJ's members.
- Distribution of 15 ARIJ Manuals on investigative journalism and CAR
- Support and supervision of the production of at least 3 investigative reports
- Legal screening of investigative reports by a lawyer specialized in media laws before publication

Yemen

- Two regional trainers qualified in training investigative journalism.
- One local trainer qualified to supervise the production of investigative reports and follow up with local journalists.
- One qualified lawyer specialised in media law, to provide key information specific to Yemen.
- One qualified trainer on CAR.
- One qualified co-trainer on CAR
- Two ARIJ training manuals on Investigative Journalism and CAR.
- Rental of PCs and laptops for CAR training sessions.
- One rented overhead projector and internet connection
- Participants will qualify for membership of ARIJ and gain access to the vast network of Arab Journalists, and investigative reports published by ARIJ's members.
- Distribution of 15 ARIJ Manuals on investigative journalism and CAR
- Support and supervision of the production of at least 3 investigative reports
- Legal screening of investigative reports by a lawyer specialized in media laws before publication

8. WORK PLAN:

The length of the whole project will take around 6 months to complete, from planning to execution, and then finally reporting. ARIJ plans to conduct the workshop in July 2012. The activities are summarized below:

ACTIVITIES / MONTH	1	2	3	4	5	6	7	8	9	10	11	12
Apply for Funding												
Invite Journalists to take part in workshop												
Arrange availability of trainers and make reservations for their travel and accommodation												
Receive confirmation from the participants and arrange their travel and accommodation												
Make the reservation for a room to host the workshop												
Prepare materials and send to location of the workshop.												
Conduct the five-day workshop												
Provide the narrative report and evaluation												

9. INSTITUTIONAL FRAMEWORK:

ARIJ is an independent not-for-profit organization founded in 2005 by media activists and media organizations in the Arab world. It works in cooperation with the Copenhagen based International Media Support (IMS), the Danish Association for Investigative Journalism (FUJ) and other leading European journalists and media academics. ARIJ is the only regional center for investigative journalism and the first Arab media support network that now operates in eight Arab countries and includes over 370 journalists driven by personal will. ARIJ's director, Rana Sabbagh is a Jordanian career journalist, columnist and media trainer with 25 years of experience in print journalism throughout the Arab world. She works alongside four permanent staff members, a network of 16 Arab-speaking coaches, and is supported by five board members consisting of Arab and international journalists and academics. ARIJ's mission is to provide Arab journalists and coaches (editors) interested in researching and reporting investigative pieces with financial and legal support, international expertise and access to local and international media forums; to publish well documented investigative reports that expose problems of concern in local societies and thus encourage government accountability and transparency; and to create a platform to foster free, independent and pluralistic media for development, democracy and dialogue in the region. UNESCO supported the full completion and translation of the first

Arabic manual in investigative journalism. ARIJ is currently working with UNESCO-Amman office and other partners across the region to introduce the manual as part of the curricula for media and journalism departments in universities.

10. SUSTAINABILITY:

Sustainability of this project and others alike is the most important factor in the success of ARIJ's overall goal to create a platform to foster free, independent and pluralistic media for development, democracy and dialogue in the region. In creating sustainability ARIJ focuses on: 1) Developing its training workshops 2) Building strong partnerships 3) Having cost effective operations 4) Changing attitudes:

1) After each workshop, ARIJ provides the participants with the support of its trainers and the vast network of Arab journalists which encourages the exchange of ideas and experiences as well as advice and the supervision of investigations. ARIJ continually works on updating its training workshops as part of a process where the team conducts a workshop and then collects valuable information from the participants that will be used as a reference for planning similar workshops in the future.

2) ARIJ has developed strong partnerships throughout the years with governments, funding organizations, journalists and media outlets and depends on them to promote investigative journalism in the region.

3) ARIJ's operations are designed in cost effective ways so that the training sessions target stakeholders in the field of media and journalism. The workshops are tailored to provide beneficiaries with the tools and skills necessary for investigations. Once journalists are trained, they acquire skills which are applied during investigations, which do not require large funding or financial resources but ultimately help promote government accountability and a change in attitude of the local community.

4) ARIJ provides the training and support to journalists for them to investigate and publish stories of local concern which evidently promote government transparency, accountability and societal change. This will be a lengthy process that should be given the necessary time to create sustainable change.

11. FRAMEWORK OF MONITORING:

ARIJ will be monitoring the project by measuring several key elements:

- The number of journalists trained by ARIJ in the Arab world
- The number of training sessions and conferences conducted
- The number of participants attending ARIJ's regional and international conferences
- The number of members of ARIJ's network
- The number of investigated pieces that are published
- The reactions from the public and officials which are generated from published reports (success stories) that have led to policy change.

12. EVALUATIONS CARRIED OUT:

The ARIJ team has conducted extensive research on the current political, economic and social situation in Egypt and Yemen as well as identifying independent and state-run media organizations in the two countries. It concluded that journalists were in need of proper training on how to produce well-researched investigations. ARIJ requested the names and résumés of potential candidates working in print, online and broadcast media. At the end of each workshop, ARIJ's team will conduct a thorough evaluation of the workshop itself by asking participants how they would rate the content and trainers. ARIJ will also evaluate the stories that were published after the workshop as a result of what the journalists learnt.

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING:

ARIJ will report back to the funding agency with information pertaining to its training workshop, including the number of participants and their personal profile (age, gender, current position, etc), as well as the overall success of the workshop via evaluation of the trainer, content material, and administrative services.

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)	
Five-day training workshop on investigative journalism in Egypt	
Participants' accommodation (\$120 per night: 6 participants x 5 nights)	3 600
Per Diem for participants (\$50 per day: 6 participants x 6 days)	1 800
Fees for 1 regional trainer (\$250 x 5 days)	1 250
Fees 1 local Lawyer Specialized in Media Law (\$100 x 5 days)	500
Fees for 1 local co-Trainer (\$100 x 5 days training)	500
Airfare Travel (1 regional trainer return travel Amman-Cairo)	500
Accommodation for 1 regional trainer (\$120 x 5 nights)	600
Per Diem for 1 regional trainer (\$50 x 5 days)	250
PC Rental (\$30 per PC: 16 PCs x 1 day)	480
Local Travel (\$100 x 2 trainers)	200
Workshop supplies for 5 days (\$150 x 5 days)	750
Subtotal for training costs in Egypt	10 430
Five-Day Training Workshop on Investigative Journalism in Yemen	
Participants' accommodation (\$120 per night: 10 participants x 5 nights)	6 000
Per Diem for Participants (\$ 50 per day: 10 Participants x 6 days)	3 000
Fees for 1 regional Trainer (\$250 x 5 days)	1 250
Fees for 1 regional Lawyer Specialized in Media Law (\$200 x 4 days)	800
Fees for 1 local co- Trainer (\$100 x 5 days training)	500
Airfare Travel (\$550: 2 regional trainers return travel Amman-Sanaa)	1 000
Accommodation for 2 regional trainers (\$120 x 2 persons x 5 nights)	1 200
Per Diem for 2 regional trainers (\$50: 2 trainers x 5 days)	500
Local Travel (\$100 x 1 trainers)	100
Local travel for participants (\$30 x 10 participants)	300
PC Rental (\$30 per PC: 16 PCs x 1 day)	480
Workshop supplies for 5 days (\$150 x 5 days)	750
Subtotal for training costs for Investigative Journalism workshop in Yemen	15 880
Total	US\$ 26 310

BREAKDOWN OF BENEFICIARY AGENCY'S CONTRIBUTION (in US dollars)	
ARIJ manual on Investigative Journalism (15\$ per copy: 15 copies x 2 workshops)	450
ARIJ manual on CAR (\$15 per copy: 15 copies x 2 workshops)	450
Communications (\$100 x 6 months)	600
Monitoring and Evaluation Supervisor (\$100 x 12 training days)	1 200
Book keeping (\$250 x 2 workshops on investigative journalism + 2 CAR workshops)	1 000
Investigations expenses (\$1500 x 6 reports)	9 000
Coaching fees (\$750 x 6 reports)	4 500
Pre-publication legal screening (\$250 x 6 reports)	1 500
Total	US\$ 15 700

IRAQ

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	TRAINING LOCAL JOURNALISTS IN INVESTIGATIVE JOURNALISM
2.	NUMBER	IPDC/56 IRQ/01
3.	MEDIA DEVELOPMENT INDICATORS' CATEGORY	Category 3: Media as a platform for democratic discourse
4.	IPDC PRIORITY AREA	Human resource development
5.	SCOPE	National
6.	TYPE OF ASSISTANCE REQUESTED	Training
7.	TOTAL COST OF PROJECT	US\$ 42 101
8.	AMOUNT REQUESTED FROM IPDC	US\$ 33 701
9.	BENEFICIARY BODY	<p>Al-Ayam Independent Newspaper Iraqi Journalists Syndicate Registration #324 Basra, Iraq</p> <p>Contact: Editor Ammar Al Salh Mobile: +964 770 324 7660 ammaralsalh@yahoo.com</p>
10.	IMPLEMENTING OFFICE	<p>UNESCO Iraq Office Contact: Mariam Jaber, George Papagiannis m.jaber@unesco.org g.papagiannis@unesco.org</p>
11.	PROJECT LOCATION	Provinces of southern Iraq (Basra, Maysan and Thee Qar)
12.	PROJECT PREPARED BY	Ammar Al Salh and Ahmed Abdul Samad
DECISION OF THE BUREAU:		

B. PRESENTATION

1. PROJECT JUSTIFICATION:

The project seeks to gain support in order to upgrade the skills of 90 local journalists from regional media houses in the provinces of southern Iraq (Basra, Maysan and Thee Qar), in the field of investigative journalism. This will raise the proficiency and professionalism of local reporters in accordance with international modern standards of investigative reporting. The project also aims to create a network of investigative reporters based initially on the participation of the 90 journalists who will receive training.

Transparency International reports Iraq to be the fourth most corrupt state in the world. Corruption undermines development, depriving citizens of real opportunities to improve their lives and in turn the communities in which they live. In this regard, investigative journalism has the potential to expose corruption, enhance transparency and make officials accountable to the people. Revealing corruption will improve the performance of government institutions and make the government a catalyst for development.

The number of media organizations in southern Iraq is around 200. The majority of these pursue conventional methods of reporting, but lack the capacity to professionally investigate the government's actions. Governments must serve the people, and the only way to initiate this process is for government officials to be held accountable. Training in investigative journalism techniques will develop the skills of local journalists so that they can more acutely assume the role that is expected of them and demanded by the communities they serve.

The trainers in this project will use and distribute the UNESCO-supported Arab language manual for investigative reporting, produced by the Arab Reporters for Investigative Journalism (ARIJ).

2. DESCRIPTION OF THE TARGET GROUP:

The direct beneficiaries of the project are 90 reporters, editors and editors-in-chief of local media organizations. It is important to include news managers in the training so that they understand the process of investigative journalism, are comfortable with the outcomes of the reporting and can provide guidance to more junior journalists to ensure that the quality of reporting meets an international standard.

3. DEVELOPMENT OBJECTIVE:

The project will contribute to the promotion of good governance and transparency through building the professional capacities of journalists in the field of Investigative journalism in the lower south of Iraq.

4. IMMEDIATE OBJECTIVE:

Equip journalists with the skills to work as investigative reporters, in order to promote good governance and transparency, holding government officials accountable for their actions.

5. PROJECT OUTPUTS:

- Skills in investigative journalism training will be enhanced for 90 journalists (men and women) working in media organizations in the southern region of Iraq.
- Journalistic skills will be further enhanced through the sharing of participants' journalistic activities, and through a Lessons Learned follow-on training workshop, designed with participant inputs.
- A network of journalists with the skills to work as investigative reporters investigative reporters will be created in Southern Iraq.

- The Arab Reporters for Investigative Journalism (ARIJ) training manual in Arabic, Story-Based Inquiry: A manual for investigative journalists will be printed and distributed for training participants and media houses in the three target provinces, in order to support and promote investigative reporting in the region.

6. ACTIVITIES:

- Create the team for project implementation and organize training and printing (including the recruitment of participants, reserving venues and handling logistical needs).
- Conduct 6 workshops on investigative journalism in three provinces: 2 per month (five days each), and 2 per province for 15 participants per workshop for a total of 90 participants.
- Create a database and conduct a survey of participant’s journalistic activity following the training on the use of skills learned in the training along with an accounting of stories produced.
- Conduct a one-day Lessons Learned workshop in each of the provinces, for a total of three workshops, based on the survey of participants.
- Establish a network of at least 90 investigative reporters in the three provinces.
- Print and distribute 200 copies of the Arab Reporters for Investigative Journalism (ARIJ) training manual ‘Story-Based Inquiry: A manual for investigative journalists’ in Arabic to participants and to journalists and media institutions in the three target provinces.

7. PROJECT INPUTS:

- Project manager (110 days of project activity).
- Project Assistant/Accountant (110 days of project activity)
- Investigative Journalism Trainer.
- Investigative Journalism Co-Trainer.
- Coordinator for Messan province training.
- Coordinator for Thee Qar province training.
- Established list of participants 90 in total (the beneficiary will seek to actively recruit women for a target of 50% representation in the training).
- Training material and stationary.
- Training stationary for each participant.
- Training material consisting of the ARIJ training manual.
- Distribution of the ARIJ training manual to all media houses regardless of participation in the training.

8. WORK PLAN:

Project implementing period is eight months, beginning 1st May until 31st December 2012.

NB: Dates and locations of workshops training will be set and an updated work plan will be prepared in consultation with the UNESCO coordinator

ACTIVITIES / MONTH	1	2	3	4	5	6	7	8	9	10	11	12
Select project staff	■											
Secure trainer and co-trainer	■											
Hold organizational meeting with staff/trainers	■											
Prepare project workspace and order supplies	■											
Prepare participant selection criteria, application	■											
Evaluate applications, contact selected participants	■											

Prepare for available venues in all three provinces	█													
Print the ARIJ manual for training and distribution	█													
First training workshop (1 st half)		█												
Confirm journalists' availability & reserve shortlist		█												
Set venue for final date		█												
Prepare training material and stationary		█												
Conduct first training workshop		█												
Monitor workshop and analyse evaluations		█												
Write narrative reports and sent to UNESCO		█												
Second training workshop (2 nd half)		█												
Repeat steps as for Workshop 1		█												
Third training workshop (1 st half) (repeat steps)			█											
Fourth training workshop (2 nd half) (repeat steps)			█											
Fifth training workshop (1 st half) (repeat steps)				█										
Sixth training workshop (2 nd half) (repeat steps)				█										
1-day Lessons Learned workshops in 3 provinces						█	█							
Lessons Learned Database and report created								█						

9. INSTITUTIONAL FRAMEWORK:

Al Ayam Newspaper is a weekly comprehensive newspaper, founded by a group of independent journalists in Basra in April 2007. The newspaper focuses its coverage on politics, economic news, sports and cultural developments in Basra in particular, and in the provinces of southern Iraq in general. The newspaper's main income is from sales and advertising. Al Ayam employs 18 journalists, some of whom work on a voluntary basis. The newspaper is considered unique in Basra because it is viewed as independent, impartial and objective.

Al Ayam newspaper has also conducted workshops for journalists, especially young reporters including those working for competing news organizations, on how to get started in the news business. Although not a training institution per se, Al Ayam has filled a void for training in the southern provinces of Iraq. In recent years, for example, it has conducted workshops on:

- Investigative reporting (in cooperation with the Iraqi Journalists Syndicate – Basra Branch and local media organizations)
- Legal Protection in Journalistic Work (funded by The Center for Development of Civil Society Organizations in the province)
- Writing news stories

10. SUSTAINABILITY:

As part of the training course, reporters will be asked to submit an investigative story idea that they will pursue following the training. The organizers, Al Ayam Newspaper and its Editor, Ammar Al Salh, will provide follow-up with editors and reporters with regard to this project-related assignment. Additionally, the organizers will continue to follow-up with all trainees three times per year, including submission of a questionnaire formatted to track their application in the field of what they have learned. The data will be collected, compiled and analysed to determine the extent to which the new investigative journalism techniques are being utilized and whether further training is required. The data will be shared with UNESCO and used to inform a one-day

‘Lessons Learned’ follow-up workshop, to be scheduled in each province within the first four-months following the conclusion of the last full training between September 2012 and December 2012, and conducted by Al Ayam Editor, Ammar Al Salh.

11. FRAMEWORK OF MONITORING:

The project implementation will be monitored in cooperation with the UNESCO Office for Iraq. Moreover, the project manager and coordinator will be present at all of the workshops, monitoring and evaluating the daily performance of trainers and participants. Recommendations will be made on a daily basis as needed, to improve the quality of the training. In addition, post training evaluations will be analysed and, as needed, changes to subsequent trainings will be introduced.

12. EVALUATIONS CARRIED OUT:

While no assessment has been done regarding the proficiency of reporters to conduct investigative journalism, the basic skills of Iraqi journalists are only now beginning to take root. Investigative journalism requires a minimum proficiency with journalistic standards and techniques. It is for this reason that the organizers will prepare an application form for participants to ensure that the trainees meet this minimum standard.

13. FRAMEWORK OF BENEFICIARY AGENCY’S REPORTING:

As detailed in the workplan, the beneficiary agency undertakes to report on project progress following the two training workshops in each province and will submit to the UNESCO Iraq Office a comprehensive final report within 60 days of project completion describing the extent to which the immediate objective of the project was achieved. The report will be prepared by Ammar Al Salh, editor of the Al Ayam Newspaper.

C. ADDITIONAL INFORMATION

The two authors/organizers of the project, Mr. Ammar Al Salh and Mr. Ahmed Abdul Samad, who have worked in journalism since 2003 in the provinces of southern Iraq and have common experience in investigative journalism through their participation in training workshops held in Jordan and Egypt, and currently working in the writing of investigative reports as part of the Media Network for the Arab Reporters for Investigative Journalism. They have also taken part previously in specialized journalism courses organized by the BBC and the Institute for War and Peace Reporting in Iraq and participated in workshops for Human Rights Defenders held by UNESCO in 2011, and another by UNDP in the province of Basra. Both are members of the International Federation of Journalists and the Iraqi Journalists Syndicate.

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)

Workshops	
Venue rental for 6 training workshops (5 days each at \$150 per day)	4 500
Participant transport fares (90 participants x 5 days x \$10 per day per participant)	4 500
Basra workshops (2): Breaks for 15 participants and 4 staff (at \$3 each x 5 days)	600
Messan & Thee Qar Workshops (4): Breaks (15 participants & 4 staff: \$3each x 5days)	1 140
Basra workshops (2): Lunch for 15 participants and 4 staff (at \$12 each x 5 days)	2 280
Messan and Thee Qar Workshops (4) Breaks: 15 participants + 4 staff (\$12p/p x5days)	4 560

Venue rental for three ‘Lessons Learned’ workshops (1 day each at \$150 per day)	450
Participant transport fares for 90 participants for 1-day Lessons Learned Workshops (\$10 per day per participant)	900
Two daily breaks (90 participants plus 2 staff (at \$3 per person for one day Lessons Learned workshops); coffee break (32 participants at \$96 per training x 3)	288
One lunch meal for 30 participants plus 2 staff (at \$12 per person for Lessons Learned workshops); lunch (32 participants including 2 staff = 32 x \$12 x 3 days)	1 152
Stationary for 90 participants and 2 trainers at \$10 each	920
ARIJ Training Manual printing, 200 copies at \$6 each	1 200
Sub-Total	22 491
Contracts	
Trainer return fare Baghdad to Basra, Messan & Thee Qar \$100 x 6 training sessions	600
Trainer hotel accommodation (36 nights in Basra, Messan and Thee Qar at \$50 a night)	1 800
Trainer fees (34 days x \$100 per day (30 days training + 4 days prep. & report writing)	3 400
Co-Trainer fees (34 days at \$75 (30 days training + 4 days prep. & report writing)	2 550
Co-Trainer hotel accommodation (24 nights in Messan and Thee Qar at \$50 a night)	1 200
Sub-Total	9 550
Operational Support	
Transportation for project team (Basra to Messan & Thee Qar) Car hire for at \$60/trip)	240
Project Manager hotel accommodation for 12 nights in Messan at \$50 a night	600
Project Manager hotel accommodation for 12 nights in Thee Qar at \$50 a night	600
Transportation for project team for Lessons Learned seminars (Basra to Messan & Thee Qar) Car hire for at \$60/trip)	120
Project Manager hotel accomm. (Lessons Learned seminar) 1 night in Messan at \$50)	50
Project Manager hotel accomm. 1 night in Thee Qar at \$50 a night	50
Sub-Total	1 660
Total	US\$ 33 701

BREAKDOWN OF THE BENEFICIARY AGENCY’S CONTRIBUTION (in US dollars)	
One project Manager for 110 days (at \$30 per day)	3 300
One project Assistant/Accountant for 110 days (at \$20 per day)	2 200
Transportation (taxi fares within Basra governorate)	200
110 days Office rent and electricity charges	1 250
Office service person for 110 days	750
Communication Charges (Internet and mobile cards)	300
Distribution of ARIJ manual in the three lower south provinces	400
Total	US\$ 8 400

ALGÉRIE

A. IDENTIFICATION DU PROJET		
1.	TITRE	RENFORCEMENT DE LA WEB RADIO « VOIX DE FEMMES »
2.	NUMÉRO	IPDC/56 ALG/01
3.	CATÉGORIE D'INDICATEUR DE DEVELOPPEMENT DES MEDIAS	Categorie 3: Les médias comme plateforme pour un débat démocratique
4.	DOMAINE DE PRIORITÉ DU PIDC	Renforcement des médias communautaires
5.	PORTEE	Nationale
6.	TYPE D'AIDE DEMANDÉE	Formation et équipement
7.	COÛT TOTAL DU PROJET	US\$ 45 620
8.	MONTANT DEMANDÉ AU PIDC	US\$ 14 600
9.	BÉNÉFICIAIRE DU PROJET	Association nationale femmes en communication 1 rue Bachir Attar 1^{er} mai Tahar Djaout, 16 000, Alger, BP 323, place du 1^{er} mai, Alger Algérie Tel/Fax:+213 21663635, GSM +213 550 40 39 17 Email(s): radio.voixdefemmes@gmail.com Site: www.femmesencommunication.org
10.	MAÎTRE D'ŒUVRE	Bureau de l'UNESCO à Rabat
11.	LOCALISATION	Alger
12.	PROJET PRÉPARÉ PAR	YASMINA MEDANI Coordinatrice de la Web radio Voix de Femmes, Association nationale femmes en communication
DÉCISION DU BUREAU:		

B. PRESENTATION

1. JUSTIFICATION DU PROJET:

La loi n°90-07 du 3 avril 1990 « relative à l'information » reconnaît dans son article 14 la liberté de toute publication périodique. Cette abolition du monopole de l'État sur l'information écrite s'est matérialisée par une prolifération de titres. En Algérie, il existe quelques 291 titres dont 65 quotidiens. Cette liberté fait de la presse privée algérienne une exception dans le monde arabe. Toutefois, un certain nombre de titres restent dépendants d'influences qui affectent leur ligne éditoriale.

Par ailleurs, le monopole public sur l'audiovisuel est toujours en vigueur après et les lacunes qui peuvent exister en termes de pluralisme au niveau national sont compensées par l'émergence des télévisions satellitaires étrangères. Ce type de consommation médiatique, qui prend d'ailleurs de plus en plus d'ampleur en Algérie, s'effectue au détriment de l'information nationale et de proximité. Toutefois, depuis les années 90, la Radiodiffusion télévision algérienne a installé progressivement des radios FM décentralisées dans chaque chef-lieu de wilaya. On dénombrait 42 radios fin 2008, dont 30 sont fonctionnelles sur Internet.

Dans ce contexte, la web radio associative *Voix de femmes*, gérée par l'association nationale *Femmes en communication* (FEC) essaie, dans la limite de ses possibilités, de contribuer au renforcement du débat démocratique toute en focalisant de manière approfondie sur des questions concernant l'égalité entre les sexes. Sa grille de programmes se concentre sur toutes les thématiques touchant les femmes comme les violences à l'égard des femmes, la santé sexuelle et reproductive et les stéréotypes nuisant à la représentation des femmes. Elle a aussi pour but de rendre visible les activités effectuées par et pour les femmes.

FEC travaille également sur la sensibilisation de la population à l'importance de l'usage des NTIC au bénéfice des femmes algériennes. En effet, les NTIC sont un outil de désenclavement relationnel, d'accès à l'information et au savoir, œuvrent au dialogue intercommunautaire et nourrissent le débat démocratique.

L'invisibilité des femmes dans les médias perdure en Algérie. Les quelques rapports et études produits par notre association, comme l'étude sur l'image des femmes dans la presse écrite (2005), démontrent que la place des femmes dans les médias généralistes est toujours faible et que ces derniers donnent une image anachronique de leur rôle et statut dans la société. La promotion des droits des femmes est une composante de la promotion des droits humains et elle doit être inhérente aux sociétés démocratiques.

La radio communautaire est l'un des meilleurs véhicules pour promouvoir le débat démocratique. En même temps, elle offre de nouvelles possibilités pour rendre visible la contribution des femmes dans le développement de leur pays.

L'association nationale FEC souhaite ainsi contribuer à rendre le paysage médiatique algérien plus diversifié et pluraliste par l'installation d'un studio et la mise en place d'une grille de programmes radiophoniques riche et variée. Ces programmes pourront être émis partiellement en direct (reportages, journaux, entretiens, portraits, débats, etc.) et seront d'une durée de 5 heures par jour. Il sera aussi question de traiter l'actualité sous forme de journal parlé quotidien en focalisant sur les questions touchant les femmes tout en mettant cette actualité sous forme écrite sur le site. Toutes les émissions seront diffusées en arabe, français et tamazight et seront produites par les quatre journalistes permanentes exerçant au sein de *Voix de femmes*, des pigistes et des bénévoles.

2. DESCRIPTION DU GROUPE CIBLE :

Personnel (12 personnes) travaillant au sein de la web radio *Voix de femmes*

3. OBJECTIF DE DEVELOPPEMENT :

Promouvoir la culture de l'égalité au sein de la société algérienne à travers la production et l'émission de programmes radiophoniques élaborés en tenant compte de la perspective de genre tout en contribuant à rendre le paysage médiatique algérien plus libre et pluraliste.

4. OBJECTIF IMMÉDIAT :

Renforcer la web radio communautaire *Voix de femmes* en renforçant les capacités du personnel ainsi qu'en mettant à jour les équipements techniques.

5. RÉSULTATS ATTENDUS :

- 12 membres du personnel de la web radio *Voix de femmes* formés aux techniques de réalisation d'émissions radiophoniques (côté production et côté technique).
- Equipements nécessaires à la réalisation et émission en direct des programmes radio numériques installés et opérationnels.
- Grille de programmes lancée et émissions informatives produites diffusées quotidiennement à l'échelle mondiale.

6. ACTIVITÉS :

- Etude technique et acoustique et installation de l'équipement.
- Formation du personnel de la radio à l'utilisation du nouveau matériel.
- Durant une période 20 jours en discontinu, l'équipe de la web radio, composée de douze (12) membres, bénéficiera d'une formation sur les techniques de réalisation d'émissions radiophoniques (côté production et côté technique).
- Lancement de la grille des programmes (reportages, entretiens, portraits, rencontre-débat et contenu informatif) sur la condition des femmes et l'actualité féminine en adoptant la grille des programmes ci-dessous

7. INVESTISSEMENTS :

- Equipement de studio, comprenant (08) microphones type Shure SM, (8) perchettes pour Microphone, (01) console de mixage, ensemble câblage de studio et connectique, (02) amplificateurs casques, (2) cartes son, (2) enceintes acoustique permettant de réaliser des émissions interactives en direct dans le cadre des programmes permanents de la station. L'équipement sera conservé par la station à l'issue du projet afin de poursuivre les émissions interactives au-delà de la durée du projet.
- Un technicien/formateur radio capable d'installer le studio et d'enseigner aux membres de la web radio le fonctionnement du matériel.

8. PLAN DE TRAVAIL :

ACTIVITÉS/MOIS	1	2	3	4	5	6	7	8	9	10	11	12
Activité 01 : Prospection et achat de l'équipement	■	■										
Activité 01 : Etude technique et acoustique		■	■									
Activité 01 : Isolation phonique du studio				■								
Activité 01 : Installation de l'équipement					■							
Activité 02 : Recrutement du formateur					■							
Activité 02 : Formation du personnel						■	■					
Activité 03 : Lancement de la grille des programmes							■					
Rapport d'activités							■					

9. CADRE INSTITUTIONNEL :

L'association *Femmes en communication* a été créée en mars 1995. Elle a été agréée par le ministère de l'Intérieur sous le numéro trente en mai de la même année en tant qu'association nationale avec 20 bureaux wilayales et un bureau exécutif au siège d'Alger. Elle a pour mission :

- d'informer et sensibiliser sur la condition et le statut des femmes en appui à la revendication égalitaire,
- de rendre visible les activités et les compétences féminines pour faire réagir à la marginalisation sociale et politique de la femme et à sa faible représentation dans les sphères de décision,
- de promouvoir l'expression féminine sous toutes ses formes, organiser des actions de lobbying pour l'exercice de la pleine citoyenneté des femmes,
- d'établir des relais et activer en réseau pour être une force de proposition.
- La FEC a commencé modestement ses activités en raison de la conjoncture algérienne des années 90 pendant laquelle le terrorisme sévissait et la femme était considérée comme un enjeu politique et idéologique en vue de l'instauration d'un projet de société islamique.

La FEC a participé à la mobilisation des femmes pour les grandes manifestations de rue de 1997 et 1998 à travers des actions de proximité auprès des jeunes femmes, des étudiantes particulièrement plus vulnérables aux pressions islamistes qui s'exerçaient à l'université et à travers une émission de radio intitulée « Paroles de femmes » où la FEC était régulièrement invitée pour débattre en direct des menaces d'enfermement de la femme et par la même de la société toute entière.

Le point d'orgue de notre activité est l'obtention d'un million de signatures pour l'amendement du code de la famille qui rend la femme algérienne mineure à vie. Avec douze autres associations, nous avons monté cette opération qui a eu un fort retentissement.

En parallèle, la FEC a organisé deux séminaires pour la présentation et la vulgarisation des amendements au code de la famille proposé par le mouvement associatif féminin.

10. VIABILITÉ A LONG TERME :

Le studio permettra la pérennisation de la web radio *Voix des Femmes*. Après presque deux ans de fonctionnement sans studio, l'acquisition de cet outil s'est avéré nécessaire afin de faciliter non seulement le travail de l'équipe mais aussi d'augmenter le nombre de personnes susceptibles d'être sensibilisées sur les problématiques traitées à l'antenne.

11. SUIVI DU PROJET :

Le projet est suivi par l'association nationale FEC qui soumettra les rapports correspondant au Bureau de l'UNESCO à Rabat.

12. ÉVALUATIONS EFFECTUÉES :

La FEC travaille depuis plusieurs années au développement d'un programme de communication « en ligne » destiné aux femmes en général et au mouvement associatif féminin. Ce programme consiste en des actions de formation à la maîtrise des NTIC (nouvelles technologies de l'information et de la communication) appliquées à la production radio et à la diffusion numérique. La valeur ajoutée de la FEC se situe dans un usage pertinent et croissant des NTIC à une période où l'Algérie développe des efforts en termes d'équipement et de connectivité. Dans le contexte des ONG algériennes féminines, elle a tissé des liens très solides avec le tissu associatif, notamment les associations œuvrant pour les droits des femmes.

Ce projet vient compléter et assurer la continuité de la web radio *Voix de femmes* à travers la production d'émissions informatives quotidiennes promouvant l'égalité entre les sexes.

13. RAPPORTS D'ACTIVITÉ DE L'ORGANISME BÉNÉFICIAIRE :

A la fin du projet, un rapport final narratif et financier sera soumis au bureau de l'UNESCO de Rabat par Yasmina Medani, coordinatrice de la web radio *Voix de Femmes*. Des photographies, des articles et des émissions seront également régulièrement envoyés au bureau de l'UNESCO de Rabat.

C. INFORMATIONS COMPLÉMENTAIRES

Pour le lancement de la web radio, la FEC s'est équipée d'un ensemble de PCs et d'enregistreurs, a formé son personnel à la maîtrise de la radio numérique et au fonctionnement de la radio associative ainsi qu'à la production radiophonique promouvant l'égalité entre les sexes.

Actuellement, aucune loi ne régit la diffusion sur Internet, c'est pour cela que notre association a opté pour l'utilisation et l'exploitation de cet outil. La FEC n'aura pas à demander une autorisation d'émission.

D. BUDGET

BUDGET CONCERNANT LES APPORTS DU PIDC (en dollars des Etats-Unis)

8 x 205 Microphones valise sans fil type <i>Shure SM</i>	1 640
8 x 40 Perchettes pour microphone	320
8 x 104 Casques sans fil <i>VIVANCO FMH 6050</i>	832
Console de mixage	350
Ensemble câblage de studio et connectique	500
2 x 649 Amplificateur casque DAC - USB - Optique - Sortie RCA	1 298
Carte son <i>Asus Xonar Essence STX</i>	488
2 x 1386 Enceinte acoustique multimédia <i>La Boite Concept LD 120</i>	2 772
Ensemble isolation phonique du studio : revêtement sol, murs et portes	3 000
Etude technique	700
Installation de l'équipement	700
Honoraires du formateur/technicien 20 jours x 100 US\$	2000
Total	US\$ 14 600

BUDGET CONCERNANT LES APPORTS DE L'ORGANISME BÉNÉFICIAIRE (en dollars des Etats-Unis)

Coordinatrice du projet (1 an)	7800
Assistante du projet (1 an)	4980
Une technicienne du son (1 an)	4140
Un web master (1 an)	4140
2 journalistes (1 an)	9960
Total	US\$ 31 020

MAURITANIE

A. PROJECT IDENTIFICATION		
1.	TITRE	CREATION D'UN CMC RENFORÇANT LES CAPACITES DES FEMMES DU GUIDIMAKHA
2.	NUMÉRO	IPDC/56 MAU/01
3.	CATÉGORIE D'INDICATEUR DE DEVELOPPEMENT DES MEDIAS	Catégorie 2 : Pluralisme et diversité des médias, cadre économique dans lequel tous les acteurs sont en situation d'équité concurrentielle, transparence de la propriété
4.	DOMAINE DE PRIORITÉ DU PIDC	Développement des médias communautaires
5.	PORTEE	National
6.	TYPE D'AIDE DEMANDÉE	Equipement et formation
7.	COÛT TOTAL DU PROJET	US\$ 51 990
8.	MONTANT DEMANDÉ AU PIDC	US\$ 32 540
9.	BÉNÉFICIAIRE DU PROJET	UCFG/APMEG Contact : M. Moussa Sylla, Coordonnateur e-mail : syllamoussamamoye@yahoo.fr
10.	MAÎTRE D'ŒUVRE	Bureau de l'UNESCO à Rabat Misako Ito, Conseillère régionale pour la communication et l'information
11.	LOCALISATION	Sélibaby, capitale administrative du Guidimakha, Mauritanie
12.	PROJET PRÉPARÉ PAR	M. Alain Bleu, journaliste email : radioprojethic@gmail.com Tél : +33 6 08 57 99 49
DÉCISION DU BUREAU:		

B. PRESENTATION

1. JUSTIFICATION DU PROJET:

La Mauritanie compte à ce jour deux radios publiques, des radios régionales, mais aucune station privée ou associative. La loi libéralisant l'audiovisuel a pourtant été votée en juillet 2010. Entre-temps, des stations locales de Radio Mauritanie ont été créées et tout récemment, l'une d'elle a vu le jour au Guidimakha. Cette wilaya nécessite pourtant plus d'une radio car c'est une province à vocation rurale de 10 000 km², enclavée à l'extrême sud du pays entre le Mali et le Sénégal. Cependant, les émissions de RM sont plutôt inadaptées à l'auditoire pour des raisons linguistiques, culturelles, liées à une vision encore centralisatrice du domaine hertzien et d'autre part, insuffisantes en termes de couverture. Le public continue d'écouter des radios étrangères : Jida-FM et Radio Falémé au Sénégal, la Radio Rurale de Kayes (RRK) au Mali.

Rurale à plus de 85%, on estime la population à quelques 250 000 habitants et 50 000 migrants. La région est la plus pauvre du pays. Ainsi, l'amélioration des conditions de vie se conçoit d'abord et depuis longtemps dans l'émigration masculine, notamment vers la France. On trouve des migrants guidimakhankés installés maintenant en Amérique, en Corée, au Japon, en Chine. La wilaya s'est ainsi féminisée. Appauvrissant la wilaya mais aussi ressource principale, de très loin devant l'aide internationale au développement, la migration crée pourtant de nouvelles difficultés : elle devient clandestine, les plus jeunes partent à l'aventure. Les jeunes filles se lancent maintenant dans des parcours d'émancipation et d'installation définitive à l'étranger. Cependant, les pauvres restent car ils manquent de moyens pour partir.

Les femmes de toutes catégories sociales et ethnies ont dû et su s'organiser en coopératives, se fédérer en unions associatives. A travers l'Union des coopératives féminines du Guidimakha (UCFG), elles structurent en grande partie les activités agropastorales, assurant à leurs familles des revenus principaux ou complémentaires. Elles s'occupent de l'hydraulique, de l'assainissement, de dépôts semenciers, de l'alphabétisation, organisent des séminaires contre les mutilations génitales féminines, etc. Le rôle et la place des femmes est donc à reconsidérer fondamentalement dans cette société dépendante, marquée par des tensions permanentes entre les communautés, et très en retard quant à son niveau de développement humain.

Le modèle du CMC est une opportunité pour relier radio et NTIC dans une opération de désenclavement hertzien et d'échanges entre les communautés par les femmes. Il permettra d'offrir des services à bas coûts et les programmes radiophoniques de dialogue dont cette société a besoin. Pour être légitime et dans la mesure des moyens disponibles, cette radio doit être ancrée dans son territoire et dans la proximité avec les villages, proche des organisations paysannes, en lien aussi avec la diaspora. Dès qu'il sera autorisé à émettre et en capacité de le faire, le CMC accomplira des missions de médiation et favorisera des actions concertées pour le développement et la promotion féminine.

2. DESCRIPTION DU GROUPE CIBLE :

15 techniciennes et productrices seront formées à la gestion d'une radio communautaire. Néanmoins le projet va bénéficier à toute la communauté majoritairement composé de femmes et de jeunes du Guidimakha, appuyée par des femmes expérimentées ayant prouvé leur légitimité par des pratiques inclusives et de modération.

3. OBJECTIF DE DEVELOPPEMENT :

Renforcer les capacités des communautés rurales de la région de Guidimakha, notamment des femmes, en améliorant leur l'accès à l'information et au savoir à travers la mise en service d'un centre multimédia communautaire.

4. OBJECTIF IMMÉDIAT :

Créer un CMC à Sélibaby grâce auquel les habitants de la région, notamment les ruraux, et surtout les femmes, auront accès à des informations pratiques les aidant à dénouer ou résoudre des problèmes de nature sociale, économique, éducationnelle et à des loisirs éducatifs

5. RÉSULTATS ATTENDUS :

- Un CMC autosuffisant composé d'une radio et d'un télé-centre communautaire ;
- 15 techniciennes et productrices formées à la gestion d'une radio communautaire, à la production, aux émissions radiophoniques et à la gestion d'un télé-centre ;
- Une cabine de montage audio installée et opérationnelle au sein de l'association Kofo (femmes du Guidimakha en France), partenaire du projet.

6. ACTIVITÉS :

- Acquisition, installation des équipements et recrutement des formateurs (techniques radio et animation d'un télécentre) ;
- Formation de 15 techniciennes et productrices aux techniques de la radio (20 jours) et à l'animation du télécentre (5 jours) ;
- Conception du projet radiophonique et de la grille de programmes ;
- Production pendant la formation en techniques radiophoniques et avant la mise en service d'une petite réserve de magazines. Le contenu des magazines portera notamment sur les thématiques suivantes : la promotion du statut et des droits des femmes dans la région, le développement du territoire et sa gestion par les femmes, la santé et l'hygiène, les flux migratoires concernant les habitants, le pays et la région en particulier et les terroirs, les traditions, les transitions sociales vers la modernité dans la région.
- Installation en France, à Aubervilliers, d'une cabine de montage audio composée de deux ordinateurs déjà acquis au bénéfice de 5 femmes de l'association Kofo (femmes du Guidimakha en France), partenaire du projet, appuyée par d'autres associations qui financent l'achat des enregistreurs et logiciels d'édition.

7. INVESTISSEMENTS :

- Deux personnes expertes en formation radio (des producteurs de la radio rurale de Kayes (RRK)) dont l'une supervisera l'installation des équipements et participera à l'élaboration des programmes avant la mise en service ;
- Acquisition, installation et mise en service des équipements de diffusion et de production décrits dans le budget.

8. PLAN DE TRAVAIL :

ACTIVITÉS/MOIS	1	2	3	4	5	6	7	8	9	10	11	12
Location et adaptation des locaux	■	■	■									
Acquisition et installation des équipements radio		■	■									
Début des formations radio et cyber					■							
Production de contenus et essais de diffusion						■	■	■				
Définition du projet radiophonique et des programmes							■					

Lancement des activités radiophoniques														
Lancement des productions audio en France														
Rapports														

9. CADRE INSTITUTIONNEL :

L'Union des coopératives féminines du Guidimakha (UCFG), créée en 1992, est une association reconnue par le récépissé n°2971 du 09/11/2000 par arrêté n°830 MIPT. Elle composée d'une assemblée générale, d'un conseil d'administration et d'un bureau exécutif. L'UCFG, la plus ancienne des organisations paysannes de la Wilaya, intervient à l'échelle de 15 communes et terroirs qui composent la Wilaya du Guidimakha et elle s'implique activement dans les zones les plus affectées par la sécheresse. L'UCFG regroupe 76 organisations féminines, représentant 5000 femmes.

Ses partenaires et bailleurs institutionnels sont le Groupe de recherche et de réalisations pour le développement rural (GRDR), Les Jardins de Cocagne, la Coopération suisse (DDC), l'État de Genève et la commune de Meyrin en Suisse, l'African Fondation for Développement (USADF). L'UCFG a bénéficié de l'appui de la Fédération française des Clubs de l'UNESCO (FFCU) et de l'Association pour le développement intégré du Guidimakha (ADIG) pour créer des centres d'alphabétisation pour les femmes. Les autres partenaires locaux de l'UCFG sont : l'Association pour la promotion de la mère de l'enfant au Guidimakha (APMEG), l'Union des coopératives de développement de Ould-Yengé et de Bouully (UCDOB), plus quelques autres associations locales.

L'association Kofo, composée de migrantes, est correspondante en France de l'UCFG, donc partenaire du projet, d'autant que certaines de ces migrantes participent aux émissions de l'Association pour la Promotion du Soninké (APS) sur la radio associative FPP à Paris. Ces femmes sont donc à même d'apporter un soutien en matière de conseils et de contenus.

Un partenaire récent et confirmé du projet est une radio associative volontariste et représentative de la "diversité" en France, la radio des "Hauts De Rouen" (HDR), qui offrira son expertise et facilitera des contacts à divers niveaux techniques et institutionnels, étant membre de nombreux réseaux.

Le projet de CMC a été conçu au sein de l'Association des ressortissants de Sélibaby en France (ARSEF) et présenté aux représentants associatifs du Guidimakha, dont l'UCFG, en juillet 2010. L'ARSEF confie la mise en œuvre du projet définitive à l'UCFG et l'accompagne, apportant les compétences de ses membres en informatique et en radio.

10. VIABILITÉ A LONG TERME:

Le CMC disposera de plusieurs sources de revenus :

- Publicité, annonces, musiques à la demande, téléchargements, prestations de services divers ;
- Cotisations des membres actifs pour le développement de la radio ;
- Ressources mobilisables auprès des auditeurs ;
- Contributions financières spécifiques de la diaspora ;
- Évènements culturels et festifs ;
- Revenus des activités générées par la salle cyber ;
- Subventions dans le cadre de la coopération décentralisée française.

11. SUIVI DU PROJET :

Le projet sera suivi par M. Darrar Ben Azour Maguiraga de la Radio rurale le Kayes au Mali, radio dont les objectifs sont proches et l'expérience avérée. La mise en place d'une main courante quotidienne et l'archivage de la diffusion permettront d'alimenter les rapports, facilitant aussi le monitoring et les évaluations. Dans le cadre de subventions pouvant être accordées au titre de la coopération décentralisée au cours de ce projet de 18 mois, une évaluation sera nécessairement exigée et rendue publique. Les rapports et évaluations seront soumis au Bureau de l'UNESCO à Rabat.

12. ÉVALUATIONS EFFECTUÉES :

Plusieurs projets de radio dans la wilaya ont été annoncés, cependant aucun n'a réellement été pensé techniquement pour être opérationnel, viable, inclusif et posant clairement les objectifs de diffusion. En 2008, une étude réalisée par le Foyer du Guidimakha et Radio Mauritanie pour un projet en commun n'a pas permis de valider le dossier car le coût exorbitant demandé aux associations était impossible à légitimer et le mode préconisé de direction tutélaire posait un problème majeur de gouvernance.

Une réunion consultative a été organisée en juillet 2010 à Sélibaby sur le projet d'un CMC conçu au sein de l'association ARSEF. Il s'agissait d'évaluer les soutiens fiables à ce projet au niveau des associations les plus représentatives de la société civile. Depuis cette date, la poursuite des contacts a mis en évidence que l'UCFG est l'organisation la plus à même de porter avec légitimité un tel projet, ceci également justifié par la nécessité de renforcer les capacités féminines. L'UCFG est accompagnée depuis sa création par de nombreux bailleurs et partenaires techniques internationaux et locaux. Plusieurs rendez-vous préparatoires ont eu lieu au Ministère de la communication et des relations avec le Parlement afin d'informer de l'évolution du projet et pour préparer la demande de licence.

13. RAPPORTS D'ACTIVITÉ DE L'ORGANISME BÉNÉFICIAIRE :

Les rapports d'activité seront soumis au Bureau Régional de l'UNESCO à Rabat avec un bilan au terme du projet. Les différents rapports seront élaborés par le CMC de Sélibaby, suivis par M. Maguiraga, Directeur de la Radio rurale de Kayes et présentés par l'UCFG à l'UNESCO.

C. INFORMATIONS COMPLÉMENTAIRES

Apport de l'organisme bénéficiaire pendant la durée du projet :

L'association ARSEF, pour le compte de l'UCFG, prend à sa charge l'acheminement de matériels collectés et l'installation des matériels informatiques décrits dans le budget des apports du bénéficiaire.

Aide sollicitée auprès de sources autres que le PIDC :

Des contacts ont été pris auprès d'élus et de responsables techniques des collectivités en France pour préparer des demandes de subventions envisageables dès la délivrance de la licence d'émission. Le service des relations extérieures de la commune d'Aubervilliers facilitera la mise à disposition d'un studio associatif pour des productions audio complémentaires par les associations de migrants ou de jeunes issus de la diversité par le biais du jumelage avec la commune de Bouilly.

L'ONG GRDR facilitera les contacts auprès des collectivités en France pour des recherches de subventions et appuiera éventuellement la recherche de financements au niveau européen.

D. BUDGET

BUDGET CONCERNANT LES APPORTS DU PIDC (en dollars des Etats-Unis)	
Honoraires du formateur 1 (200 USD/jour x 20 jours)	4 000
Honoraires du formateur 2 (100 USD/jour x 5 jours)	500
Transport aérien du formateur 1 (Paris-Nouakchott-Paris)	1 000
1 Émetteur FM 2X500W tropicalisé	6 400
1 Coupleur hybride pour émetteur	530
1 Exiter/Pilote Ministation 30W Syntex 30	1 200
1 Système d'antenne directionnelle type <i>Yagi</i>	3 000
Câble 7/8 pouces (9*100m)	900
Connecteur mâle pour 7/8 pouce (4*70)	280
Pincés antichute métal (60*4)	240
1 Rack métal mobile	210
1 Prise de terre	40
Régulateur de régie UPS-19 1000 VA (2*550)	1 100
1 Régulateur pour émetteur UPS-19 2000 VA	750
1 Console de diffusion 10 voies D&R Airmate USB et Insert téléphone	2 600
1 Ampli casques	40
1 Mixeur pour micros	80
1 Compresseur limiteur	120
Micros de studio antenne (5*100)	500
Pieds de micros articulés (5*70)	350
Casques (5*50)	250
1 Encodeur K7 / CD avec sortie USB - Mp3	400
1 Contrôleur numérique double lecteur de cartes SD / USB Rackable	200
Signaux lumineux « Rouge antenne » (2*200)	400
Paire d'enceintes Monitor pour studio de diffusion (4*300)	1 200
Paire d'enceintes pour poste de montage sur PC (2*100)	200
1 Console de mixage pour la production	600
Logiciels de production Soundforge Pro 10 (2*450)	900
1 Ordinateur de diffusion (serveur partagé)	1 150
1 Ordinateur de production (en réseau)	950
Ensemble de prises CPL pour constitution de réseau (2*60)	120
Onduleurs (2*90)	180
1 Ensemble de fournitures (câbles, réglettes électriques, fiches)	450
Micros studio de production (5*100)	500
Enregistreurs numériques Zoom H4 Pro 580 (4*300)	1 200
Total	US\$ 32 540

BUDGET CONCERNANT LES APPORTS DE L'ORGANISME BÉNÉFICIAIRE (en dollars des Etats-Unis)	
Ordinateurs Pentium 4 (15*700)	10 500
Imprimantes tonner (2*750)	1 500
1 Paire d'enceintes Monitor pour studio de production	200
Fret mer / route et assurances et taxes jusqu'à Sélibaby	4 200
Connectique	150
Mobilier de la salle multimédia	300
Location de la salle multimédia (contribution 1 an)	500
Électricité de la salle multimédia (contribution 1 an)	500
Location d'un bâtiment pour la station de radio (contribution 1 an)	200
Connexion Internet (contribution 1 an)	400
Suivi et rapports	1000
Total	US\$ 19 450

MAURITANIE

A. PROJECT IDENTIFICATION		
1.	TITRE	RENFORCEMENT DES CAPACITES PROFESSIONNELLES DE L'UNION DES FEMMES DE MEDIA DE MAURITANIE
2.	NUMÉRO	IPDC/56 MAU/01
3.	CATÉGORIE D'INDICATEUR DE DEVELOPPEMENT DES MEDIAS	Catégorie 4 : Formation professionnelle et soutien aux institutions de formation pour promouvoir la liberté d'expression, le pluralisme et la diversité
4.	DOMAINE DE PRIORITÉ DU PIDC	Renforcement des capacités des journalistes
5.	PORTEE	National
6.	TYPE D'AIDE DEMANDÉE	Aide à la formation
7.	COÛT TOTAL DU PROJET	US\$ 12 215
8.	MONTANT DEMANDÉ AU PIDC	US\$ 10 515
9.	BÉNÉFICIAIRE DU PROJET	Union des femmes de media de Mauritanie
10.	MAÎTRE D'ŒUVRE	Bureau de l'UNESCO à Rabat
11.	LOCALISATION	Nouakchott, MAURITANIE.
12.	PROJET PRÉPARÉ PAR	Union des femmes de media de Mauritanie
DÉCISION DU BUREAU:		

B. PRESENTATION

1. JUSTIFICATION DU PROJET:

Après l'élection de Mohamed Ould Abdel Aziz à la tête de l'Etat en juillet 2009 qui marque le retour de la Mauritanie à un ordre constitutionnel, le paysage médiatique mauritanien connaît un renouveau sans précédent. La liberté de ton, en particulier dans la presse écrite, semble constituer aujourd'hui un acquis. Le secteur audiovisuel est également en pleine mutation. Il a en effet été longtemps dominé par les deux médias étatiques, Radio Mauritanie et la Télévision de Mauritanie, mais depuis l'adoption par l'Assemblée nationale, le 2 juillet 2010, d'un projet de loi sur la libéralisation du secteur audiovisuel, le monopole de l'Etat sur la radio et la télévision est en voie de disparaître.

Malgré l'existence d'un environnement plutôt favorable, les médias mauritaniens ne peuvent pas en tirer profit à cause du manque de formation spécialisée et de la faible qualité de leurs ressources humaines. La première école de journalisme en Mauritanie, au sein de l'Ecole nationale d'administration de Nouakchott, est toujours dans sa phase de conception et ce manque de formation entrave plus particulièrement les médias de service public mauritaniens qui doivent aujourd'hui actualiser leurs ressources humaines et techniques pour faire face à la concurrence dans le secteur audiovisuel.

Le projet propose donc un atelier de formation en droit de l'information et déontologie journalistique, d'une durée de 4 jours, au profit de 20 membres de l'Union des femmes de media de Mauritanie (UFMM). La formation touchera les thématiques suivantes : concernant le droit de l'information / Introduction générale au droit de la presse, liberté de la presse, droit du public à l'information, responsabilité civile et criminelle du journaliste, droit de l'audiovisuel et du cyber-journalisme ; concernant la déontologie journalistique/ La fonction sociale et les valeurs du journalisme, analyse critique des dérives médiatiques, codes déontologiques et discernement éthique : gestion des cas de conscience et des transgressions, élaboration d'une « culture du doute et de la réflexion ». Cette association, créée en juillet 2010, a entre autre pour mandat la défense des droits des femmes journalistes et gérantes des médias et la promotion de l'équité et de l'égalité des chances au sein des médias.

Les femmes journalistes membres de l'UFMM sont conscientes de l'importance capitale des textes juridiques régissant l'exercice du journalisme ainsi que des codes déontologiques et de toutes les autres modalités d'autorégulation. Le manque de formation formelle de la plupart de journalistes exerçant en Mauritanie aboutit à l'absence d'une production journalistique assujettie aux préceptes déontologiques régissant le journalisme au niveau international. Ainsi certains journalistes prennent l'habitude de régler des affaires personnelles par voie de presse en lançant des accusations contre des ennemis ou des membres de tribus aux intérêts contradictoires, sans aucune base probatoire.

Dans ce contexte, l'objectif principal de ce projet est bien le renforcement des capacités des femmes membres de l'UFMM en termes de connaissances sur le droit de l'information et la déontologie journalistique sans pour autant négliger l'objectif transversal concernant la promotion de l'égalité des genre à l'intérieur des médias mauritaniens ainsi que des contenus qu'ils produisent/diffusent. Dans ce sens, il faut souligner que les femmes journalistes mauritaniennes souffrent toujours de la discrimination aussi bien sur le plan de la promotion à l'intérieur des médias que sur celui des tâches à accomplir. Rarement elles sont choisies pour aller couvrir des sujets « sérieux » (politique nationale, économie, etc.) restant la plupart du temps confinées dans des sujets et des tâches qualifiés « féminins », comme la santé, la famille, l'animation d'émissions pour les enfants, etc. C'est la raison pour laquelle un appui à la formation des femmes journalistes mauritaniennes s'avère nécessaire pour qu'elles puissent agir depuis les médias où elles travaillent et être partie prenantes du changement au sein de leurs organisations.

3. DESCRIPTION DU GROUPE CIBLE :

20 journalistes membres de l'UFMM réparties comme suit :

- 5 femmes journalistes exerçant à la Télévision de Mauritanie.
- 5 femmes journalistes exerçant à la Radio de Mauritanie.
- 5 femmes journalistes exerçant dans la presse écrite traditionnelle.
- 5 femmes journalistes exerçant dans la presse électronique ;

3. OBJECTIF DE DEVELOPPEMENT :

Promouvoir la participation égalitaire des femmes à l'intérieur des médias sur le plan de l'emploi et de la promotion, à travers le renforcement de leurs capacités professionnelles.

4. OBJECTIF IMMÉDIAT :

20 femmes membres de l'Union des femmes de media de Mauritanie (UFMM) ayant acquis une formation sur le droit de l'information et à la déontologie journalistique, capables d'exercer leur fonction au sein de leurs médias respectifs tout en tenant compte des principes du droit de l'information ainsi qu'en respectant les principes et valeurs déontologiques inhérents au métier.

5. RÉSULTATS ATTENDUS :

20 femmes membres de l'UFMM formées au droit de l'information et à la déontologie journalistique

6. ACTIVITÉS :

Un atelier de formation de quatre (4) jours au profit de 20 femmes membres de l'UFMM sur le droit de l'information et la déontologie journalistique.

7. INVESTISSEMENTS :

- Deux formateurs internationaux, spécialisés en droit de l'information et déontologie journalistique, capables d'enseigner aux 20 bénéficiaires les fondements théoriques et pratiques du droit de l'information et de la déontologie, en tenant compte des particularités du contexte mauritanien.
- Transport aérien pour les formateurs.

8. PLAN DE TRAVAIL :

ACTIVITÉS/MOIS	1	2	3	4	5	6	7	8	9	10	11	12
Sélection et recrutement des formateurs	■											
Cadrage et définition du programme de la formation		■										
Notification aux bénéficiaires			■									
Organisation de l'atelier				■								
Soumission du rapport d'activité					■							

9. CADRE INSTITUTIONNEL :

L'Union des femmes de media de Mauritanie (UFMM) est une organisation qui regroupe presque toutes les femmes travaillant dans les médias de Mauritanie. Créée le 06/07/2010, l'UFMM a pour objectifs la défense

des droits des femmes journalistes, la promotion de l'équité et de l'égalité des chances, la promotion de l'accès des femmes journalistes aux centres de décision au sein des établissements médiatiques.

L'UFMM œuvre en collaboration avec d'autres syndicats, associations et organismes dans le domaine de la promotion des droits des professionnels de l'information. Elle mène également des activités de sensibilisation visant la promotion des droits des enfants et des femmes.

L'UFMM est gérée par un bureau exécutif composé de 21 membres. Les fonds de l'Union émanent des contributions de ses adhérentes. Ces moyens sont destinés au paiement du loyer du siège, au paiement des frais de fonctionnement ainsi qu'au financement d'activités.

10. VIABILITÉ A LONG TERME :

L'UFMM s'est engagée à assurer des actions de sensibilisation au profit de leurs confrères femmes et hommes à l'importance du fait que chaque média se dote, respecte et applique un code de déontologie journalistique.

11. SUIVI DU PROJET :

La mise en œuvre du projet fera l'objet d'un suivi par le bureau régional de l'UNESCO à Rabat.

12. ÉVALUATIONS EFFECTUÉES :

Le bureau de l'UNESCO à Rabat a travaillé plusieurs fois en partenariat avec des femmes journalistes mauritaniennes dans le cadre de l'organisation d'événements tels que la Journée mondiale de la liberté de la presse et des sessions de formation. Le travail fourni par les femmes journalistes mauritaniennes est toujours satisfaisant du fait de leur intérêt à promouvoir et revendiquer le rôle des femmes journalistes en tant qu'agents de la professionnalisation de leur métier.

13. RAPPORTS D'ACTIVITÉ DE L'ORGANISME BÉNÉFICIAIRE :

A la fin de la formation, l'UFMM présentera un rapport sur le déroulement de la formation au bureau de l'UNESCO de Rabat.

D. BUDGET

BUDGET CONCERNANT LES APPORTS DU PIDC (en dollars des Etats-Unis)	
2 formateurs internationaux (250*4j*2)	2 000
Transport des 2 formateurs internationaux	2 000
DSA 2 formateurs internationaux (55*5*2)	550
Achat 5 ordinateurs portables (500*5)	2 500
Location rétroprojecteur; (50*4)	200
Confection de banderoles; (75*3)	225
Fournitures et reproduction de documents	400
Pauses-café (10*22*4)	880
Déjeuners (20*22*4)	1 760
Total	US\$ 10 515

BUDGET CONCERNANT LES APPORTS DE L'ORGANISME BÉNÉFICIAIRE
(en dollars des Etats-Unis)

Hébergement des 2 formateurs internationaux (150*5j)	750
Location d'une salle de réunion d'hôtel (200*4j)	800
Rapport	150
Total	US\$ 1 700

TUNISIE

A. PROJECT IDENTIFICATION		
1.	TITRE	RENFORCEMENT DES CAPACITES PEDAGOGIQUES DE L'INSTITUT DE PRESSE ET DES SCIENCES DE L'INFORMATION DE TUNIS (IPSI)
2.	NUMÉRO	IPDC/56 TUN/01
3.	CATÉGORIE D'INDICATEUR DE DEVELOPPEMENT DES MEDIAS	Catégorie 4 : Formation professionnelle et soutien aux institutions de formation pour promouvoir la liberté d'expression, le pluralisme et la diversité
4.	DOMAINE DE PRIORITÉ DU PIDC	Développement des ressources humaines et matérielles
5.	PORTEE	Nationale
6.	TYPE D'AIDE DEMANDÉE	Aide à la formation et à l'acquisition d'équipement
7.	COÛT TOTAL DU PROJET	US\$ 41 420
8.	MONTANT DEMANDÉ AU PIDC	US\$ 18 420
9.	BÉNÉFICIAIRE DU PROJET	Institut de presse et des sciences de l'information de Tunis (IPSI)
10.	MAÎTRE D'ŒUVRE	Bureau de l'UNESCO à Rabat, Secteur de la communication et de l'information
11.	LOCALISATION	Tunis
12.	PROJET PRÉPARÉ PAR	Mohamed Ali Kembi, Directeur de l'IPSI ipsi@ipsi.rnu.tn
DÉCISION DU BUREAU:		

B. PRESENTATION

1. JUSTIFICATION DU PROJET:

Le rôle crucial dévolu aux médias depuis le 14 janvier 2011 dans le renforcement de la démocratie et du pluralisme en Tunisie a été de plus en plus reconnu par la société tunisienne, en général, et par les instances politiques et civiles du pays, en particulier. De ce fait découle donc le besoin impérieux de journalistes bien formés qui puissent contribuer à la consolidation du régime démocratique en Tunisie.

La conjoncture demande des journalistes compétents et polyvalents. Cette demande est d'autant plus urgente que l'espace médiatique national s'est enrichi de plus de 112 nouveaux titres écrits et, provisoirement, de 12 nouvelles radios (dont 8 régionales) sans compter les chaînes de télévision et les journaux électroniques qui sont également attendus.

En vue de satisfaire cette demande additionnelle de professionnels qualifiés, en quantité comme en qualité, l'Institut de presse et des sciences de l'information (IPSI), unique institution publique de formation de journalistes et de communicants du pays, a pris la décision de réformer et d'améliorer la qualité de la formation au journalisme en Tunisie. Parmi les mesures prises dans ce sens, figure le lancement, dès la rentrée universitaire 2011-2012, de deux masters professionnels : l'un en journalisme audiovisuel et l'autre en journalisme électronique et la prise en compte du contenu des Modèles de l'UNESCO pour la formation au journalisme.

Une formation de qualité des futurs journalistes est la garantie du renforcement des valeurs universelles du journalisme : la liberté d'expression, la responsabilité sociale des médias et des journalistes, le droit à l'information des citoyens, la fonction de quatrième pouvoir des médias.

De son côté, la qualité de la formation des futures journalistes est tributaire de :

- la qualité et la pertinence des programmes et des cursus ;
- les compétences des formateurs ;
- les équipements et environnements professionnels mis à la disposition de la formation ;
- l'association des milieux professionnels à tous les maillons de la formation et des instances de prise de décision ;
- la sélection des étudiants.

Ce projet vise donc à améliorer les compétences des enseignants titulaires en journalisme audiovisuel et électronique à travers une série de trois (3) ateliers de formation de dix (10) jours, chacun profitant à 40 enseignants qui seront formés pour assurer la réussite des deux masters professionnels susmentionnés ainsi qu'à mettre à jour les équipements nécessaires à leur réalisation.

2. DESCRIPTION DU GROUPE CIBLE :

- 30 enseignants titulaires de l'IPSI appelés à assurer les modules de ces deux masters.
- 12 collaborateurs professionnels des médias assurant, dans le cadre des deux masters, l'encadrement des travaux pratiques et des ateliers de production.

3. OBJECTIF DE DEVELOPPEMENT :

Bâtir un paysage médiatique pluraliste et respectueux des principes de base du journalisme composé des professionnels hautement qualifiés maîtrisant les techniques journalistiques en phase avec les standards internationaux de la formation au journalisme.

4. OBJECTIF IMMÉDIAT :

Renforcer les capacités pédagogiques de la partie du corps professoral de l'IPSI appelée à assurer deux masters professionnels : l'un en journalisme audiovisuel et l'autre en journalisme électronique.

5. RÉSULTAT ATTENDUS :

42 enseignants et collaborateurs de l'IPSI ayant acquis de nouvelles compétences en journalisme audiovisuel numérique et en journalisme électronique et le savoir-faire nécessaire pour assurer la formation des journalistes admis aux deux masters professionnels.

6. ACTIVITÉS :

- Atelier de formation en journalisme radio numérique (12 jours) profitant à 10 enseignants et 4 collaborateurs encadreurs ;
- Atelier de formation en journalisme TV numérique (12 jours) profitant à 10 enseignants et 4 collaborateurs encadreurs ;
- Atelier de formation en journalisme électronique (12 jours) profitant à 10 enseignants et 4 collaborateurs encadreurs ;

7. INVESTISSEMENTS :

Trois formateurs sélectionnés parmi les membres du réseau francophone d'écoles de journalisme Théophraste :

- 1 formateur international en journalisme radio numérique ;
- 1 formateur international en journalisme TV numérique ;
- 1 formateur international en journalisme électronique ;

Équipement nécessaire pour la réalisation des deux masters : trois caméscopes numériques, trois micros numériques.

8. PLAN DE TRAVAIL :

ACTIVITÉS/MOIS	1	2	3	4	5	6	7	8	9	10	11	12
Sélection et recrutement des formateurs	■											
Achat et installation des équipements		■	■									
Cadrage et définition des programmes des formations				■								
Notification aux bénéficiaires				■								
Organisation de l'atelier de formation en journalisme radio numérique					■							
Organisation de l'atelier de formation en journalisme TV numérique						■						
Organisation de l'atelier de formation en journalisme électronique							■					
Soumission des rapports d'activités								■				

9. CADRE INSTITUTIONNEL :

L'Institut de presse et des sciences de l'information est l'une des institutions universitaires les plus anciennes en Tunisie, en Afrique et dans le monde arabe. C'est également l'unique institution publique chargée de la formation des professionnels de l'information et de la communication. Il est placé sur la tutelle du Ministère de l'enseignement supérieur et de la recherche scientifique.

L'IPSI a une riche tradition de coopération internationale. Il collabore, en effet, avec plusieurs partenaires au niveau national et international (UNESCO, France, Fondation Konrad Adenauer, Fondation Friedrich Naumann, BBC, Deutsch Welle, Bowling Green State University, etc.) Il est également membre fondateur du Réseau Théophraste des écoles francophones de journalisme (Siège Lille).

Une équipe de plus de 70 enseignants (titulaires et vacataires) assure la formation de près de mille étudiants tunisiens et étrangers. Une structure pédagogique composée de 3 départements (journalisme, communication et culture générale) assure le fonctionnement pédagogique des licences appliquées et fondamentales, l'encadrement des étudiants et l'exécution des programmes.

Six commissions de masters assurent le fonctionnement des masters suivants :

- Master de recherche en sciences de l'information et de la communication ;
- Master professionnel en communication environnementale ;
- Master professionnel en TIC ;
- Master professionnel en communication et santé ;
- Master professionnel en journalisme écrit et électronique ;
- Master professionnel en journalisme audiovisuel ;

L'IPSI est doté d'une revue scientifique intitulée *Revue tunisienne de communication*, publication scientifique semestrielle publiée par l'IPSI depuis 1982. Il s'agit d'une des plus anciennes revues dans le monde arabe et africain.

10. VIABILITÉ A LONG TERME :

L'IPSI est un établissement public d'enseignement supérieur qui existe depuis 1968. A ce titre, il est doté d'une administration permanente et d'un budget émergeant sur le budget de l'Etat. Ses locaux, équipements et compétences disponibles pourront assurer sans conteste le succès la pérennité de résultats du projet.

11. SUIVI DU PROJET :

La mise en œuvre du projet fera l'objet d'un suivi par le bureau de l'UNESCO à Rabat.

12. ÉVALUATIONS EFFECTUÉES :

Aucune évaluation n'a été effectuée.

13. RAPPORTS D'ACTIVITÉ DE L'ORGANISME BÉNÉFICIAIRE :

A la fin de chaque atelier, l'IPSI présentera un rapport sur le déroulement de la formation au Bureau de l'UNESCO à Rabat.

D. BUDGET

BUDGET CONCERNANT LES APPORTS DU PIDC (en dollars des Etats-Unis)

Formateur international en journalisme radio numérique (12j x 250 USD)	3 000
Formateur international en journalisme TV numérique (12j x 250 USD)	3 000
Formateur international en journalisme électronique (12j x 250 USD)	3 000
Transport formateurs internationaux (1000 USD x 3)	3 000
Hébergement formateurs internationaux (90 USD x 13 nuitées x 3)	3 510
Per diem formateurs (55 USD x 14j x 3)	2 310
Reprographie + consommables	600
Total PIDC	US\$ 18 420

BUDGET CONCERNANT LES APPORTS DE L'ORGANISME BÉNÉFICIAIRE (en dollars des Etats-Unis)

Trois caméscopes numériques (5333 USD x 3)	16 000
Trois micros numériques (1000x3)	3 000
Logiciel montage vidéo	1000
Logiciel montage audio	500
Logiciel mise en page	2 500
Total	US\$ 23 000

PALESTINE

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	BUILDING CAPACITY OF THE PALESTINIAN MEDIA IN CONFLICT SENSITIVE REPORTING
2.	NUMBER	IPDC/56 PAL/01
3.	MEDIA DEVELOPMENT INDICATORS' CATEGORY	Category 3: Media as a platform for democratic discourse
4.	IPDC PRIORITY AREA	Human resource development
5.	SCOPE	National
6.	TYPE OF ASSISTANCE REQUESTED	Training support
7.	TOTAL COST OF PROJECT	US\$ 24 500
8.	AMOUNT REQUESTED FROM IPDC	US\$ 18 500
9.	BENEFICIARY BODY	<p>MA'AN Network PO Box 708 Bethlehem West Bank www.maannet.org</p> <p>Tel: +970 22760085 Fax: +970 22748496 Email: valentina@maannet.org</p>
10.	IMPLEMENTING OFFICE	UNESCO Ramallah Office Contact: Anna Palmen
11.	PROJECT LOCATION	<p>Ma'an Network's Al-Majd Building, Al-Karkafeh St, Bethlehem, West Bank</p> <p>Ma'an News, Shawa & Hussari Bldg, Al-Wehdeh St, Gaza City</p>
12.	PROJECT PREPARED BY	Charlotte Alfred, Projects & Communications Coordinator
DECISION OF THE BUREAU:		

B. PRESENTATION

1. PROJECT JUSTIFICATION:

The Palestinian media sector is dominated by outlets owned by political groups or the government, or low-capacity operators struggling to attain professional standards. In the last few years, the decline of local TV stations, which tended to be private and locally owned, has exacerbated this trend. Today there are just 17 local TV stations, almost half the number from two years ago. In their place, media consumers are switching rapidly to satellite TV, where entry restrictions have limited access to include only the main state-owned broadcasters and firmly politically-aligned channels. Ma'an has partnered with a Haifa-based satellite channel to overcome these barriers and is developing a growing audience with its independent programming. The number of local radio stations has also proliferated, to around 80 stations, although few have national reach or professional programming. Print media remains static, with three daily newspapers and numerous periodicals. Online news continues to grow in popularity, particularly among the younger generation, with Ma'an News Agency being the major player (the Ma'an 2011 national survey shows that 71% of all internet users browse Ma'an), and other major outlets include West Bank government official agency Wafa and the Gaza government-affiliated Palestine Information Center.

The conflict between Fatah and Hamas, originating in the 1990s and escalating to a near civil war situation after the 2006 elections, has had a chilling effect on freedom of expression. The hostile political climate has seen an explosion of politically motivated arrests, torture and ill-treatment in detention by both sides. Media perceived as sympathetic to the opposing party has been banned and harassed by Hamas in the Gaza Strip and Fatah in the West Bank. An April 2011 Human Rights Watch report detailed scores of arbitrary arrests and cases of torture against journalists in the West Bank, saying the "virtual wall of impunity" against accountability for such abuses, was silencing criticism of the government and increasing self-censorship.

Local Palestinian journalists have struggled to respond to these threats to their personal safety and journalistic integrity. On the one hand, the Palestinian media sphere, which has long since been dominated by partisan control and self-censorship, has become further politically polarized and driven by factions, rather than citizens' concerns. According to Ma'an's 2011 survey, 39% of Palestinians felt that local media negatively impacts the Palestinian internal division. At the same time, Palestinian journalists committed to independent, non-partisan coverage feel under siege from all sides, as investigative reporting is portrayed as advocacy for the opposing group. Ma'an Network receives constant threats and has sustained a number of attacks as it endeavors to pursue balanced and challenging journalism. Furthermore, access to information and professional development is harmed by the breakdown in access between Palestinians in the West Bank and Gaza Strip, which prevents journalists from the respective territories from meeting colleagues and reporting freely on both sides.

This project seeks to support local media outlets in the West Bank and Gaza Strip (including print, online, TV and radio) to develop professional capacity and networking in order to increase visibility and support of balanced, responsible coverage of the internal conflict. (UNESCO's *Conflict-sensitive reporting: state of the art; a course for journalists and journalism educators* will be used as a learning tool for this project.) Providing spaces for professional solidarity, self-reflection and identification and discussion of common challenges, will help to build a consensus of responsible reporting across the board, and protect journalists from the hostile factional environment.

2. DESCRIPTION OF THE TARGET GROUP:

40 Palestinian journalists working in a wide variety of local media (print, online, TV and radio) as well as outlets that are aligned across the political spectrum, in the West Bank and Gaza Strip. A minimum of 10

different media outlets will be represented. Participants will be asked to apply to take part to increase ownership and buy-in.

3. DEVELOPMENT OBJECTIVE:

The project contributes to freedom of expression, pluralism and diversity in the media by building professional capacities of Palestinian journalists to report on conflict-sensitive reporting.

4. IMMEDIATE OBJECTIVE:

40 Palestinian journalists working for at least 10 different local media outlets will develop skills to cover responsibly the internal political and socio-economic Palestinian context, including internal conflict between different political parties, using journalistic professionalism and networking to counter threats against them by the parties concerned.

5. PROJECT OUTPUTS:

The project will produce 40 journalists with acquired skills in self-evaluation and feedback on balance and responsibility in reporting on the internal conflict, and the means to develop relations with other local journalists across the political spectrum. These individuals will form a professional network of skilled journalists, linked through a designated web portal, responsive to challenges and pressures facing its members. It will also produce audiovisual and written reports, published on the web portal, to foster discussion and information-sharing among participants.

6. ACTIVITIES:

The project will focus on web development for an online private-user forum for all participants (via a web portal), encouraging networking, information sharing and publication of audio visual and written reports via the following activities:

- Four 1-day workshops (1 per month) in the West Bank and Gaza Strip for 40 local journalists, facilitated by local experts and focusing on critique and feedback of the journalists' reports, and discussion of common challenges (including pressures, threats, sources, language use, etc). To include practical exercises, all moderated sensitively and productively by the experts.
- A professional network of journalists to be developed through linking participants via the web portal.
- Participants post audiovisual and written reports on the web portal for discussion as part of the workshop activities.
- Final workshop: participants to decide on the future objective of the web portal following the project period.

7. PROJECT INPUTS:

- 2 local trainers in West Bank and 2 in Gaza per workshop, experienced in independent, professional, conflict-sensitive journalism and in facilitating workshops, including veteran reporters in conflict locations, conflict journalism experts.
- Training venues in West Bank and Gaza
- Web development expert to source and apply cost-efficient software solutions to develop the online portal
- Full-time web management expert to oversee security, maintenance and usage of online portal
- Web domain and internet connection to host online portal (a reliable connection is required to support the uploading of large audio and visual files)
- Project-specific communication expenses for Gaza-West Bank coordination

8. WORK PLAN:

ACTIVITIES / MONTH	1	2	3	4	5	6	7	8	9	10	11	12
Participant application process and workshop logistics preparation												
Web development for online forum												
Four x 1-day workshops (1 per month)												
Participants post audiovisual content and written reports on web portal for discussion												
Preparation and submission of final report												

9. INSTITUTIONAL FRAMEWORK:

Ma'an Network is a non-profit, independent media organization, registered with the Palestinian Ministry of Interior as a non-profit association since 2004. Its mission is to empower Palestinians by providing independent news and information, facilitating public discussion and interaction between Palestinian citizens and decision-makers, and bringing Palestinian voices to global audiences. Ma'an Network currently has 83 full time and 12 part time employees, and two consultants. Its staff members deliver radio, TV and online production (including news, entertainment, educational and current affairs programming) as well as regular training activities for Palestinian journalists. Total revenues in 2010 were US\$3 293 813, of which \$1 700 027 was earned through selling services and \$1 523 786 was donor-funded, as stated in PWC audited financial statements. Its current donors include the European Commission, UK-DFID, and US Middle East Partnership Initiative. This project will be implemented by Ma'an Projects and Communication Department, including project coordination, financial management, and research units. Ma'an Network's headquarters in Bethlehem and main office in Gaza will coordinate with local office in Nablus and Ramallah and 17 local TV and radio partners, to implement activities. UNESCO and Ma'an have worked together on a number of previous projects, including safety training courses for journalists in the West Bank, Gaza Strip and in Egypt, a Hebrew course for Palestinian journalists and the development of an online radio portal. This project has been under development for a year, during which time Ma'an has refined the project activities after conducting consultations with stakeholders.

10. SUSTAINABILITY:

This project builds on Ma'an's experience of organizing safety training for media professionals in the West Bank and Gaza. The establishment of the web portal will provide a useful and sustainable tool which participants will take full ownership of by deciding its best use beyond the project period, building on the connections and skills acquired through the workshops. In the final workshops, participants will agree on the forum's future – for example as a private forum for journalist participants to share reporting, feedback and discussion, or opened up to the public as a showcase of democratic discourse based around reporting on the factional conflict. By selecting participants from a wide range of media outlets, the impact of the workshops will be diffused throughout the media sector as journalists' knowledge is shared with colleagues. Ma'an will also build on the project outputs through using the format and content of the workshops to integrate into its wider training portfolio, which it already delivers regularly to media professionals, public bodies, and non-profit organizations in the West Bank and Gaza.

11. FRAMEWORK OF MONITORING:

Ma'an Network's Bethlehem headquarters and Gaza City sub-office, and in particular the project coordinator and research unit (monitoring and evaluation specialists), will closely coordinate the project activities in cooperation with the UNESCO Office in Ramallah.

12. EVALUATIONS CARRIED OUT:

The project builds on Ma'an Network's continuous assessment of professional capacity development needs of journalists in the West Bank and Gaza. Evaluations of Ma'an safety training projects in partnership with UNESCO have demonstrated the efficacy of such training, and also pointed to one of the most useful aspects of such trainings which have been built on meeting with and sharing common problems amongst fellow journalists, particularly between the West Bank and Gaza Strip. As part of a three year (2008-2011) project 'Empowering transparency through effective secular media' funded by UK-DFID, Ma'an research unit and project staff have continuously monitored Palestinian media's coverage of governance issues and surveyed (annually) public perceptions of media efficacy and independence, providing a firm research basis for this project.

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING:

Ma'an commits to reporting on project progress and submitting a final report on achievement of objectives as per UNESCO guidelines, for which Valentina Al-Ama, Projects and Communications Director, will be responsible.

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)	
Training in West Bank	
2 Trainers x 4 meetings at \$150 each per day	1 200
Trainers' transportation (2 x \$50 per training day)	400
Accommodation, transport, food for 20 participants (4 days x 20 x \$120 per person)	9 600
Venue (4 days at \$150 per day)	600
Sub-Total	11 800
Training in Gaza Strip	
2 Trainers x 4 workshops at \$150 each per day	1 200
Trainers' transportation (2 x \$50 per training day)	400
Transport and food for 20 participants (4 days x 20 x \$50)	4 000
Venue (4 days at \$150 per day)	600
Sub-Total	6 200
Total	US\$ 18 500

BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION (in US dollars)	
Project Coordinator (part time)	3 500
Training in West Bank: trainer, 4 meetings	1 100
Training in Gaza Strip: trainer, 4 meetings	1 100
Project reporting	300
Total	US\$ 6 000

PALESTINE

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	CAPACITY BUILDING OF WATTAN NEWS DEPARTMENT
2.	NUMBER	IPDC/56 PAL/02
3.	MEDIA DEVELOPMENT INDICATORS' CATEGORY	Category 2: Plurality and diversity of media, a level economic playing field and transparency of ownership
4.	IPDC PRIORITY AREA	Human Resource Development
5.	SCOPE	National
6.	TYPE OF ASSISTANCE REQUESTED	Equipment & Training support
7.	TOTAL COST OF PROJECT	US\$ 40 000
8.	AMOUNT REQUESTED FROM IPDC	US\$ 19 000
9.	BENEFICIARY BODY	Wattan News Dept, Wattan TV www.wattan.tv/en_index.cfm Tel: +972 - 02 – 2980053 Fax: +972 - 02 – 2959253
10.	IMPLEMENTING OFFICE	UNESCO Ramallah Office
11.	PROJECT LOCATION	West Bank, Ramallah/oPt
12.	PROJECT PREPARED BY	Ula Abu Gharbiyeh Projects & International Relations Manager Wattan TV E-mail: ula@wattan.tv
DECISION OF THE BUREAU:		

B. PRESENTATION

1. PROJECT JUSTIFICATION:

In the demanding regional context of the Middle East, popular movements against authoritative regimes have been empowered by media. Within the specific context of Palestine, an urgent need exists for an independent voice represented by a professional media outlet, however at present, Palestinians are faced with the difficult choice of watching partisan local news on TV which is either government affiliated or linked to the Hamas Movement. In both cases, viewers are often faced by advertising slogans, biased viewpoints and attitudes, and party politics. Wattan TV, on the other hand, has been functioning since 1996 as an independent non-partisan media outlet whose sole affiliation is with the Palestinian grassroots and public. Due to the internal conflict, media is polarized according to the political context. Both political factions used their affiliated media outlets to attack the other. Within this setting, Wattan TV is raising the voice of the marginalized sectors of society, and aiming to convey the voice of the voiceless. Currently, it operates through electronic and TV.

Throughout its sixteen years' experience, Wattan has worked to guarantee the freedom and objectivity of media, playing an effective role as an independent free media outlet. In spite of the tough political, economical and social circumstances in the region, Wattan is committed to upgrading its overall technical resources along with its production of news and programming content. In order to disseminate its productions locally and regionally, Wattan works on the approach of integrating traditional media tools with new media, such as online TV and social media. The aim is to merge Wattan TV News Unit with Wattan News Electronic Unit, to form one News Department.

Through this proposal, Wattan aims to support the TV station and guarantee its presence and sustainability within the continuously developing and increasingly competitive field of local media. The project seeks support in building the capacity of the Wattan News Department.

2. DESCRIPTION OF THE TARGET GROUP:

The training sessions are targeted for the 15 mid-career journalists and technicians (women and men), who are staff members of Wattan News Department (TV and electronic).

3. DEVELOPMENT OBJECTIVE:

To promote freedom of expression, pluralism and diversity by empowering and developing the professional skills of the staff of local TV stations.

4. IMMEDIATE OBJECTIVE:

Wattan News Department will be upgraded through developing the skills and knowledge of 15 journalists working in the news production and broadcasting department. Participants will develop their capacity to use TV and electronic tools, after completing 100 hours of training in the form of workshops (20 days over 3 months), and utilizing the equipment provided to the department through the project.

5. PROJECT OUTPUTS:

- 15 journalists and staff members of the Wattan News Department, capable of producing high quality TV news/investigative programmes, gathering information from traditional sources, internet and social media.

- The department will be provided with the necessary equipment to enable staff to utilize new knowledge and enhance the quality and quantity of the department's production of news, bulletins and programmes.

6. ACTIVITIES:

- 2-day training course (10 hours) on Developing of the editorial policies
- 3-day training course (15 hours) on News gathering from internet, radio, TV and print
- 3-day training course (15 hours) on Writing news and articles
- 2-day training course (10 hours) on New media
- 3-day training course (15 hours) on News photo journalism
- 3-day training course (15 hours) on Interview
- 3-day training course (15 hours) on investigative reports
- 2-day training course (10 hours) on analytical news programmes
- Purchasing of required equipment for news department use

7. PROJECT INPUTS:

- Local Trainers fees
- Trainers (e.g experienced media trainers from the Media Development Center at Birzeit University or the Amin Network / Falastiniyyat).
- Training material (provided by the trainers) and coordinated by Wattan TV
- Hall rental, communication, administration and hospitality
- Required equipment costs as shown in the budget table

8. WORK PLAN:

ACTIVITIES / MONTH	1	2	3	4	5	6	7	8	9	10	11	12
Selection and contracting of trainers, purchase of equipment	■											
2-day course in establishing editorial policy	■											
3-day course in news gathering	■											
3-day course in writing news reports and articles		■										
2-day course in new media		■										
3-day course in news & photo journalism			■									
2-day course in interviewing			■									
3-day course in investigative reports				■								
2-day course in analytical news programmes				■								
Monitoring and evaluation	■	■	■	■	■	■	■	■	■	■	■	■
Reporting				■				■				■
Final and comprehensive report, closing												■

9. INSTITUTIONAL FRAMEWORK:

For nearly sixteen years, Wattan TV has been a legally registered TV station in Palestine. Its broadcasting coverage extends to the West Bank and Gaza. It has functioned as a secular and independent station, promoting the ideals of democracy, pluralism and freedom of expression. To improve its competitive edge, and to expand its viewer reach, Wattan TV has recently launched its Satellite Broadcasting. The organization consists of various departments, namely: Wattan TV, Wattan Production, Wattan Media Center & Wattan Marketing &

Advertising. Wattan has long and credible experience in managing similar projects with different donor institutions and international cooperation resources. These include:

- UNESCO funded environmental training & Environmental magazine production and broadcasting. (Project started in April 2010 until June 2011).
- SFCG TV productions and online department upgrading
- INTERNEWS project for training in election journalism and related media productions.
- National Endowment for Democracy (NED) programmes of ‘Public Opinion’ and ‘Accountability Programme’.

10. SUSTAINABILITY:

In terms of professional sustainability, the project will provide news staff with a wealth of journalistic skills. They will use the purchased equipment for the training and later for news production and broadcasting. As the trainees will consist of Wattan TV staff, it is natural that they will transfer their acquired knowledge to their colleagues in the station in other departments (news, programmes & production), incorporating a training-of-trainers component. This will have a positive impact on the overall sustainability of the station as services provided by the staff are expected to be enhanced, leading to more professional and accredited work. According to Wattan TV’s three-year financial sustainability plan, the station will depend on commercials, and paid media services besides donations from international donors whose mission is to promote independent media such as our secured funding sources (INERNEWS, OPEN SOCIETY & NED), as well as support provided by major local non-profit organizations that own Wattan TV (Palestinian Medical Relief Society, Palestinian Agricultural Relief Committee, The Palestinian Hydrology Group). This corresponds with the general sustainability plan that Wattan has been following for the past sixteen years.

11. FRAMEWORK OF MONITORING:

Ongoing monitoring and evaluation will be carried out by Wattan, in close cooperation with UNESCO.

12. EVALUATIONS CARRIED OUT:

Ongoing evaluation will be carried out to provide the staff with guidance for the news department’s production. TV and electronic productions will be evaluated, and feedback given to trainees as part of screening and group discussions.

13. FRAMEWORK OF BENEFICIARY AGENCY’S REPORTING:

Regular progress reports will be submitted by Wattan on a four-month basis, together with a comprehensive final report to the UNESCO office in Ramallah. The reports will be prepared by Ula Abu Gharbiyeh, Projects Manager.

C. ADDITIONAL INFORMATION

In its continuing efforts for development and capacity building, Wattan has recently been awarded a grant from Open Society Institute (OSI), for a new project entitled: ‘Enhancement of News Department’, which aims to result in the production and broadcasting of a daily news bulletin, breaking news on website, along with investigative stories which otherwise would go unreported.

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)	
Trainers fees (20 days x \$100), Training material (to be provided by trainers)	2 000
5 PCs (Dell OptiPlex 380MT Intel Core 2 Duo E7500 (2.93GHz, 1066MHz,3MB) & accessories) (\$800 per item)	4 000
1 Still Digital Camera (18 Mega Pixel, lens 18-55, Canon Eos550D, with accessories)	1 000
1 Video HD Camera (Panasonic AG-HVX204er 3CCD Handheld P2 HD MiniDv Camcorder)	4 000
1 Editing Unit (for news department use) Workstation (Xeon W3540 2.93 8MBMB/1066 QC CPU HP High Perf Heatsink Thermal Kit Air Cooling Solution, Non Floppy Option Nvidia Quadro FX1800 1.0GB PCIe Graphics 6GB (3 x2GB) DDR3-1333 ECC Ram 320GB SATA 7200 1st HDD) 1TB SATA 7200 (1st HDD) HP 16X DVD+/- RW, SuperMulti SATA, 1st Drive HP FireWire IEEE 1394a 3 Port PCI Card Win7 Professional Downgrade to XP32 OS MS Windows7 Professional OS REC Media, with accessories	8 000
Total	US\$ 19 000

BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION (in US dollars)	
1 Still Digital Camera (18 Mega Pixel, lens 18-55, Canon Eos550D, with accessories)	1 000
Hall rent, hospitality & admin (20 days x \$100)	2 000
1 Video HD Camera (Panasonic AG-HVX204er 3CCD Handheld P2 HD MiniDv Camcorder)	10 000
1 Editing Unit (for news department use) Workstation (Xeon W3540 2.93 8MBMB/1066 QC CPU HP High Perf Heatsink Thermal Kit Air Cooling Solution, Non Floppy Option Nvidia Quadro FX1800 1.0GB PCIe Graphics 6GB (3 x2GB) DDR3-1333 ECC Ram 320GB SATA 7200 1st HDD) 1TB SATA 7200 (1st HDD) HP 16X DVD+/- RW, SuperMulti SATA, 1st Drive HP FireWire IEEE 1394a 3 Port PCI Card Win7 Professional Downgrade to XP32 OS MS Windows7 Professional OS REC Media, with accessories	10 000
Total	US\$ 21 000

EUROPE

ARMENIA

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	ENHANCING RADIO LANDSCAPE IN ARMENIA
2.	NUMBER	IPDC/56 ARM/01
3.	MEDIA DEVELOPMENT INDICATORS' CATEGORY	Category 2: Plurality and diversity of media, a level economic playing field and transparency of ownership
4.	IPDC PRIORITY AREA	Promotion of freedom of expression and community media
5.	SCOPE	National
6.	TYPE OF ASSISTANCE REQUESTED	Institutional capacity building
7.	TOTAL COST OF PROJECT	US\$ 83 280
8.	AMOUNT REQUESTED FROM IPDC	US\$ 34 400
9.	BENEFICIARY BODY	<p>'News Radio' Impulse LLC Abovyan 43, 3rd floor 375001 Yerevan, Armenia Tel (+374) 60 37 12 73 Mob (+ 374) 98 62 07 info@iratvakan.am www.iratvakan.am</p> <p>Garegin Khumaryan, Programme Director gareginkhumaryan@hotmail.com</p>
10.	IMPLEMENTING OFFICE	<p>UNESCO Moscow Office Svetlana Knyazeva, CI Advisor s.knyazeva@unesco.org</p>
11.	PROJECT LOCATION	'News Radio' Impulse LLC Yerevan, Armenia.
12.	PROJECT PREPARED BY	Garegin Khumaryan – Programme Director at 'News Radio' Impulse LLC Svetlana Knyazeva, CI Advisor, UNESCO Moscow Office Saorla McCabe, CI Sector, UNESCO HQ

DECISION OF THE BUREAU:

B. PRESENTATION

1. PROJECT JUSTIFICATION:

There are 16 TV and 18 radio stations in Yerevan, some of which are re-transmitted to the provinces. There are also 5 local TV and 3 radio stations operating in the regions of Armenia. The very existence of 42 different broadcasters could be a strong background for pluralism, freedom of expression and diversity of ideas, but the distribution/ownership of operators is as follows: 3 frequencies are occupied by Russian State TV re-transmission; 1 by the intergovernmental channel of the Commonwealth of Independent States; 2 channels are owned and operated directly by the Armenian Government; significant shares of 3 other channels belong to enterprises associated with high ranking officials from the Administration of the President; 1 channel is controlled by the governing party, one more channel is controlled by another powerful political movement; one channel belongs to high-ranking military official; and 3 other channels directly belong to 3 different monopoly holder syndicates. Though radio has a great potential of influence on social processes, the majority of Armenian stations had been set up as distributors of a light content as music and entertainment. These stations belong to holders of power and the big money. There are only 3 radio stations distributing serious content in Armenia: 1. Armenian Public Radio – operated by the government, 2. Vem Studio – operated by the Armenian Apostolic Church, 3. Impulse Radio Company – a private company operated by a team of journalists and social society activists.

The majority of radio and TV stations operating today were established in early 2000s. But those who established them in an attempt to push the freedom of expression forward are in danger of being jostled out. Today the situation is different. Recent political developments have brought a fresh outlook to the media field. Under the political and social pressures of the society and opposition, and as a result of external pressures from international organizations (especially since 2008) Armenian authorities were compelled to change their attitude towards media. But broadcast media is still closed to critical opinions. Any company or person is welcome to participate in the competition for frequencies, (since freedom of expression and diversity is guaranteed by the Constitution and several laws) but the enterprises running TV or even radio will struggle to survive financially if they refuse to cater for the governing elite and the big business. According to recent research, above 60% of the Armenian economy belongs to only 40 families. About 80% of total advertisement income is generated from enterprises belonging to those syndicates. It therefore remains relatively easy to suppress newcomers who attempt to diffuse alternative viewpoints.

2. DESCRIPTION OF THE TARGET GROUP:

There are two primary targets of this project: To expand the core of listeners by involving people traditionally loyal to radio as such; And to involve former users of other types of media seeking the opportunity to satisfy their informational needs. In accordance with approximate current calculations News Radio has between 9,000 to 12,000 thousand daily listeners, made up of the following demographics: by gender: men – 57.1%, women – 42.9%; by education: secondary - 34.9%; higher – 65.1%; by age: up 60 – 18.5%, 46-60 – 29.8%; 31-45 – 38%; 18-30 – 11.6; 14-17 - 2.1%; by employment: housewives – 9.3%; workers – 12%; non-manual workers – 23.1%; businessmen – 21.4%; students – 10.7%; unemployed – 8.3%; pensioners – 15.2%.

3. DEVELOPMENT OBJECTIVE:

The long-term objective is to increase the availability of critical information, present views different from the official interpretation and in general restore the right and technical possibility to distribute publicly ideas and views of those (civil activists, dissident intellectuals) who had lost that opportunity as a result of total governmental control over the broadcast media.

4. IMMEDIATE OBJECTIVE:

In 18 months 2.5 million people will receive a new source of information distributing news and views other than those of the government-controlled broadcast media: the activities are focused on transforming what already exists as a ‘beta version’ into ‘full version’. News Radio will set up a network of FM transmitters covering 60% of the Armenian territory and 80% of the population.

5. PROJECT OUTPUTS:

The output of this project is a private broadcasting network with stations in the 5 major cities of Armenia: Yerevan (already exists), Gyumri, Vanadzor, Hrazdan, Sisian, Goris.

6. ACTIVITIES:

Two types of activities: technical and social, are planned within this project. The technical side of the project suggests a complex of technical operations to establish the network and maintain it, while the social side of the project suggests a complex of public activities aimed to promote the network and the content spread via the network among new potential audience in the new broadcast areas. The project will be carried out in 3 steps (each lasting 6 months). Under the first step it is planned to purchase and import the required equipment and to complete the media research in the new broadcast areas for the better understanding of the preferences of the local audience. The second step will consist of installing the segments of the network. The third step will be devoted to promotion of the network and research activities related to the reaction of the local audiences in each of the new broadcast areas.

7. PROJECT INPUTS:

- 500W FM transmitter, 4 dipole antenna complex and relevant cable-feeder equipment (4units)
- Broadcast and remote control computers with relevant utilities (4units)

8. WORK PLAN:

ACTIVITIES / MONTH	1	2	3	4	5	6	7	8	9	10	11	12
Analysis and background research in outlined broadcast areas	■	■	■	■	■	■						
Purchase and importing of equipment		■	■									
Installation of new transmitting complex							■					
Setting up transmitting stations in Gyumri and Vanadzor; Test broadcast							■	■	■	■	■	■
Set-up & test transmitting stations in Hrazdan								■	■	■	■	■
Set-up & test transmitting stations in Goris									■	■	■	■
Permanent listener research							■	■	■	■	■	■

ACTIVITIES / MONTH	13	14	15	16	17	18	19	20	21	22	23	24
Grand opening – public presentation of network	■											
Local launches in Gyumri and Vanadzor		■										
Local launches in Hrazdan			■									
Local launches in Goris				■								
‘100 days’ of the national network – public						■						

event to finalize the project												
Permanent listener research												

9. INSTITUTIONAL FRAMEWORK:

News Radio is a project of IMPULSE LLC. The company was registered in 1999 by Koryun Khumaryan – a radio journalist and university lecturer. In 2000, the company won the right to operate an FM frequency in Yerevan area and suburbs. IMPULSE is a family enterprise. 25% of its shares belong to the founder, 75% to his wife Alla Abovyan, a famous radio anchor who had been hosting one of the most popular radio news shows for more than 30 years. Presently, the station is directed by their sons - Garegin Khumaryan as Programme director (PhD student in journalism, and contributor to U.S. based Free Speech Radio News) and David Khumaryan (MSc in journalism) as Development director. For more than a decade IMPULSE worked as the only distributor of serious radio content as an alternative to the Public Radio of Armenia operated by the government. Recent political developments made it possible to try to implement the long-term aim of the station’s staff. Today News Radio is a daytime, workday news channel broadcasting daily 9 hours of uninterrupted flow of news, highlights, comments and analyses. It is an “open source” radio, which means that the responsibility for covering the civil issues is shifted directly to the civil society. Any party interested is welcome to participate in its programming policy and many specific issues as human, gender, civil, environmental rights are being covered not only by News Radio’s journalists but also by civil society activists. About a third of its content is produced by activists of NPOs and civil initiatives. News Radio is a dynamic, thoughtful, radio produced and broadcasted by dynamic and thoughtful staff comprising young enthusiastic specialists supervised by experienced professionals. About 40 people are involved in the radio activities, 12 of whom are permanent full time employees. The remainder are freelancers, contractors and volunteers. Its annual income is about \$250 000, mainly generated by advertisements and similar services, as well as from the rental fee for retransmission of partner broadcasters as BBC and GBMM.

10. SUSTAINABILITY:

News Media is already sustainable enough to maintain the national network if it is created. In addition, the commercial appeal of the station will be doubled as a result of doubling the amount of potential listeners. The national broadcasting network will significantly strengthen business potential, which the key to further sustainability of the project.

11. FRAMEWORK OF MONITORING:

Two organizations could be effective in terms of monitoring of this project: the Union of Journalists of Armenia and “Internews Armenia” media support organization.

12. EVALUATIONS CARRIED OUT:

IMPULSE Radio Company implementing this project has, in the past, been awarded a license on 3 previous occasions. In 2000 and 2004, the broadcast license was awarded by the company by the National Committee for TV and Radio Broadcasting as a result of an open competition; in 2011, the license was extended by the same state body. When a license is awarded in accordance with the Law on TV and radio broadcasting, the Committee must examine the company’s technical, financial and human resources. In the case of there being only one contender, the Committee makes a positive decision providing the contender can prove it has the minimal resources required to operate the station. When there are several contenders, the frequency is given to the bidder who demonstrated the best results. On at least one occasion, IMPULSE LLC was awarded a license on the basis of having adequate resources, and twice it was awarded it on the basis of being the best among 3 bidders.

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING:

IMPULSE Radio Company undertakes to report on News Radio's 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 has been achieved. Garegin Khumaryan, the programme director, is the person who will prepare and submit these reports.

C. ADDITIONAL INFORMATION

Prior to submission of the project to IPDC, IMPULSE Radio Company had already created the required legal, administrative and HR bases for the project and initiated it as a "beta" version. IPDC is the first organization that the company is applying to for assistance.

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)

Transmitting Equipment (logistic costs included)	
500W FM transmitter (Vigentos Electronika RT-FMS-1001.1) 4 x \$5000	20 000
Broadcast PC RAM 4GB, PROC Intel co13, HD500GB,UPS, 19"Monitor) 4 x \$600	2 400
Appropriate amount of cable and feeder	4 000
Antenna complexes 4 x \$2000	8 000
Total	US\$ 34 400

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

Training (4x 500)	2 000
Front tax fee for the frequency (4 x 560)	2 240
State fee for certification of new transmitters (4 x 500)	2 000
Sub-Total for Legal Costs	4 240
Installation of the transmitting complex (4 x \$1000)	4 000
Fee for renting towers for transmitters (4 x \$3960 at \$220 per month per tower)	15 840
Electricity fee (\$1800 at approx. \$100 per month per station)	7 200
VPN networking costs (4 x \$900 at approx. \$50 per month per station)	3 600
Emergency costs	2 000
Sub-Total for Installation Costs	32 640
Research and promotional activities	10 000
Total	US\$ 48 880

AZERBAIJAN

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	BUILDING CITIZEN JOURNALISM IN RURAL AZERBAIJAN
2.	NUMBER	IPDC/56 AZN/01
3.	MEDIA DEVELOPMENT INDICATORS' CATEGORY	Category 3: Media as a platform for democratic discourse
4.	IPDC PRIORITY AREA	Development of community media
5.	SCOPE	National
6.	TYPE OF ASSISTANCE REQUESTED	Institutional capacity building and training support
7.	TOTAL COST OF PROJECT	US\$ 35 960
8.	AMOUNT REQUESTED FROM IPDC	US\$ 14 400
9.	BENEFICIARY BODY	International Eurasia Press Fund (IEPF) 1A Mehdi Huseyn street AZ1006 Baku – Azerbaijan Tel: +994-12-5397967 Email: office@iepf-ngo.org
10.	IMPLEMENTING OFFICE	UNESCO Moscow Office Bolshoi Levshinsky per. 15 Bld. 2, 119034 Moscow, Russia Tel: +7-499-129-42-74 Email: s.knyazeva@unesco.org
11.	PROJECT LOCATION	Baku, Terter (Azerbaijan)
12.	PROJECT PREPARED BY	International Eurasia Press Fund (IEPF) Naza Aghayeva (Administration manager), Nick Nwolisa (Head of Programmes), Umud Mirzayev (Chairman) UNESCO Moscow office: Svetlana Knyazeva (Adviser for Communication & Information)
DECISION OF THE BUREAU:		

B. PRESENTATION

1. PROJECT JUSTIFICATION:

Many aspects of social and economic life in Azerbaijan are centralized in the capital city of Baku, which accommodates almost 3 million people (about 1/3 of the country's total population). Most of the mainstream media is based in Baku. Some of these have regional representatives, but very few have the capacity to cover regional news, in particular those from remote areas. This is typical of newspapers, TV and radio broadcasting.

Several media receive regional news from stringers. Nevertheless, there is still a lack of adequate coverage of events from remote communities and a deficiency in the provision of newsworthy information. There is no correspondence on the issues that are of crucial relevance for rural communities, particularly those related to the Millennium development goals, such as health, environment, extreme poverty and equal development.

Nowadays information sharing and dissemination relies heavily on new media. The use of social media, blogs, and photography has greatly advanced the ability to reach out to wider audiences without necessarily depending on the mainstream media. A considerable share of the Azerbaijan rural youths is fairly skilled in the use of the internet. Only a small number however possess the ability to use the internet to advocate for positive change on rural challenges, and as a means of communicating the problems identified in the rural communities to the central government and citizens. In rural communities at present, the potential of internet for citizen journalism is insufficiently exploited due to the lack of appropriate skills in using the opportunities provided by Web 2.0 and multimedia. Citizen journalism provides a means to cover local problems, such as equity, primary school drop-out, gender inequality, environmental degradation, illness and diseases, and marginalization.

2. DESCRIPTION OF THE TARGET GROUP:

The target groups are the local communities of the regions of Azerbaijan: twelve young people of the age of 18-30, at least 50% of them females, will be selected in the rural areas of Azerbaijan, with equal coverage of strategic regions being ensured. The young citizen journalists will be selected from among the activists who will express their interest to participate in the project and are advanced internet users.

3. DEVELOPMENT OBJECTIVE:

Capacity enhancement on new media and multimedia for rural communities and youths, and the advancement of capabilities through strategizing youths to become agents of dissemination of rural information to the wider public within and beyond Azerbaijan.

4. IMMEDIATE OBJECTIVE:

The project contributes to increasing the plurality and diversity of media through the use of new media including social media, blogs and photography and the multimedia tools to disseminate local information by 12 young citizen journalists trained within the project.

5. PROJECT OUTPUTS:

- Twelve young citizen journalists from the regions of Azerbaijan, at least 50% of them are females, trained on using new media and multimedia tools to cover local news focused on community challenges cross-cutting the UN millennium development goals and publicize rural challenges.
- The first ever Azerbaijan rural online news website created, to be operated as a blog incorporating multimedia with all information contributed by trained local citizen journalists.

- Eight short video reports at eight different rural locations produced; the subject of the reports: Community challenges with cross-cutting issues to the MDGs.
- A network of 12 trained rural Azerbaijan citizen journalists established: the network will serve as a go-to source for events, and news from the regions. The network will continue to expand with additional trained persons.

6. ACTIVITIES:

- Assessment of rural online media and citizen involvement using two regions as a benchmark.
- Review of available report on citizen journalism and new media in Azerbaijan to establish a threshold for needs assessment.
- Selection of young citizen journalists through the procedure of the call for expression of interest: applicants will have to submit the forms published along with the call announcement, a motivation letter and CV - based on this information, the project staff will select the project participants.
- Selection of trainers to teach on journalist ethics of journalism and new media and multimedia tools: social media, blogging, photography and podcasting.
- Series of trainings at Terter for 12 selected participants on citizen journalism and new media. Training courses would be held for 2 days every week (10 hours a day) – over a six-month period.
- Design and maintenance of the 1st local online news website that will provide access to the information shared by citizen journalists; including video and photo blogs and general comment blogging on challenges faced by local communities.

7. PROJECT INPUTS:

- Two trainers to train selected young citizen journalists on:
 - New media and multimedia tools (social media, blogging; photography; and short video productions); and
 - Ethics of journalism and responsibility of citizen journalism.
- Two video recorder cameras Panasonic AG-DVC30E (\$2222) and two digital photo cameras Nikon D5100 (\$1100) - to teach participants to produce podcasts, make video and photos and all aspects of photo-journalism. Cameras would be kept in the center to support citizen journalists in the rural communities.
- Two desktop computers (PC - HP P3130M (WU403ES) Intel Core i7 2.93 Ghz, 6 Gb DDR3, 750 Gb (SATA, 7200), Monitor HP 19” - \$1200 each): computers will be installed permanently in the project action location with constant access to internet.
- Two laptops (Notebook ASUS G73Sw 3D Black, 17.3”, 1920 x 1080, Intel® Core™ i7, 2630QM, 2.0 Ghz, 8GB, 1000Gb (2x500Gb)Windows 7 Home Premium (64 bit) - \$2000 each): for mobility from locations to particular points of news coverage and also for training purposes.
- Electronic projector board and projector (ACTIV board + two adjustable stands - \$7003).
- Sound system, headsets, and microphones: Genius GHT-S200 - \$199; four Headphone Logitech Noise-cancelling - \$99 each; 2 microphones - \$100 each.

8. WORK PLAN:

ACTIVITIES / MONTHS	1	2	3	4	5	6	7	8	9	10	11	12
Announcement of project action to several mainstream media												
Assessment of rural online media and citizen												

participation using 2 regions as benchmark	■														
Review of reports on citizen journalism and new media through needs assessment	■	■													
Selection of trainers and trainees		■	■												
Purchase of equipment			■	■											
Group training on “New media...”					■	■	■								
Group training on “Ethics of Journalism...”								■	■	■					
Filming & Production of 8 short videos								■	■	■	■	■	■	■	■
Establishing local online news website										■	■	■	■	■	■
Monitoring			■			■			■					■	■
Submission of implementation report				■				■						■	■

9. **INSTITUTIONAL FRAMEWORK:**

The International Eurasia Press Fund (IEPF) was founded by journalists and registered as a non-government-organization in Azerbaijan in 1992 with the purpose to create a medium that would serve as a means for the provision of unbiased information about Azerbaijan, particularly about its rural regions, to the outside world. IEPF was established soon after Azerbaijan had just gained independence, during a time of social instability and conflict. Through IEPF engagement in civil society actions, the organizational activities developed into four major directions: Media development; Community actions; Refugees and IDP matters; and Peacemaking actions and conflict resolutions. All these directions are implemented through programmes and projects. IEPF works in collaboration with UN Agencies, the US State Department, European Commission, the International Press Institute, IFEX - International Institute of News Safety, and Foreign Missions in Azerbaijan; also with the Azerbaijan National Agency for Mine Action (ANAMA) and with local and international NGOs functioning in the region. IEPF is the member of UN Economic and Social Council (ECOSOC), the European Council on Refugees and Exile (ECRE), Public-Private Partnership Program of USDOS/PM-WRA, International Peace Bureau (IPB) and the International Press Institute. IEPF is one of the founders of the Azerbaijan Press Council and the Forum of the Azerbaijan National NGOs.

10. **SUSTAINABILITY:**

The action will be sustained through the availability of the Vocational Training Center (VTC) that is already in place. IEPF will adopt the action into the vocational courses offered at the VTC. The young citizen journalists involved in the project will later become trainers. Occasionally, IEPF will organize training for volunteers, to be conducted by the 12 project participants. Moreover, the materials and equipment procured during the project implementation will serve as useful tools for subsequent training. The website created and the network of the citizen journalists is also a part of the sustainability plan: it will continue to function as the source for all local information and events from the region, operated by local citizens with the network serving as the main contributor to the website.

11. **FRAMEWORK OF MONITORING:**

The monitoring committee will consist of two members selected among the Executive Board or senior staff of the Fund. The monitoring committee will undertake four trips, once every four months. The committee will monitor independently the project implementation, compare the activities with the project proposal, conduct a detailed plan of action, and measure progress against benchmarks established at the beginning of the project. The monitoring committee will make recommendations, additional comments and suggestions on the extent of activities. The UNESCO implementing office will also monitor the action.

12. EVALUATIONS CARRIED OUT:

IEPF is one of the constituting members of the Azerbaijan Press Council, which has recently completed a UNESCO-funded project on producing a manual on climate change for Azerbaijan journalists. The project was evaluated as a successful undertaking and a follow-up project funded through UNESCO Moscow Office is now in progress.

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING:

Reports on the action will be submitted every four months. The reports will be submitted timely and will reflect all activities indicated in the activity timeframe. The reports will also provide measurable indicators in line with inputs and outcomes stated in the proposal. The staff member in charge of reporting is Mr. Nick Nwolisa, IEPF Head of Programs department, who is responsible for programme development and international relations. All field staff involved will submit monthly reports to Mr. Nwolisa, and all reports will be used to compile the four-month reports.

C. ADDITIONAL INFORMATION

The project site has been selected because the region is in the very centre of the country, easily accessible by car, which ensures equal outreach to all other regions. Often actions targeted towards regional communities are coordinated by implementing agencies based in Baku. In this project, all activities will be coordinated and conducted in the Terter region of Azerbaijan. The implementing agency – International Eurasia Press Fund (IEPF) has its headquarters in Baku, and two regional offices in Terter and Fizuli. Both Terter and Fizuli are in the Southern part of Azerbaijan; both regions are part of the Azerbaijan territories affected by conflict which are presently under post conflict reconstruction. The availability of the regional offices made it possible to identify regional challenges. IEPF has a 2-floor Vocational Training Center in the Terter region, which includes two training rooms capable of accommodating up to 15 persons, five lodging spaces accommodating a maximum of 20 persons, and a conference hall that can sit around 70–80 persons. As at July 2011, VTC Terter has trained about 80 members of the Terter community in various vocational skills. The courses presently offered in the VTC are carpet weaving, bakery, agricultural practices, and computer & advertisement designs.

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION

(in US dollars)

Purchase of Technical Equipment	
2 video recorder camera - Panasonic AG-DVC30E (\$ 2 x \$950)	1 900
2 digital camera with optical lens – Nikon D5100 (2 x \$800)	1 600
2 PC - HP P3130M (WU403ES) with Monitor 19” (2 x \$800)	1 600
2 Notebook ASUS (2 x \$ 600)	1 200
Projector	600
Sound System - Genius GHT-S200	200
Headphone Logitech Noise-cancelling (2 x \$100)	200
Microphones (2 x \$100)	200
Training and capacity development	
Per diem for 12 trainees (12 x 6 months x \$50)	3 600

Per diem for 2 local expert trainers (2 x 6 months x \$150)	1 800
Building and hosting of website	1 500
Total	US\$ 14 400

BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION (in US dollars)	
Rent of office space and lodging space in Terter for 12 months	3 000
Salary for project coordinator involved 75% in project action	7 200
Cost of 2 IEPF staff involved 50% in project action	6 000
Communication costs: Internet, telephone and fax for 12 months	720
Cost of utilities: water, gas and electricity for 12 months	600
Local transportation and vehicle maintenance costs	1 440
Stationery	600
Contingencies	1 500
Project reporting	500
Total	US\$ 21 560

REGIONAL

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	CAPACITY DEVELOPMENT OF JOURNALISTS IN COVERAGE OF INTERETHNIC AND INTER-CONFESSIONAL CONFLICTS
2.	NUMBER	IPDC/56 EUR/01
3.	MEDIA DEVELOPMENT INDICATORS' CATEGORY	Category 4: Professional capacity building and supporting institutions that underpin freedom of expression, pluralism and diversity
4.	IPDC PRIORITY AREA	Human Resource Development
5.	SCOPE	Regional
6.	TYPE OF ASSISTANCE REQUESTED	Training support
7.	TOTAL COST OF PROJECT	US\$ 44 045
8.	AMOUNT REQUESTED FROM IPDC	US\$ 20 045
9.	BENEFICIARY BODY	Eurasian Academy of Television and Radio Phone: (+ 7 906) 781-36-35 E-mail: info@eatr.ru Contact person: Lina Bogatyr E-mail: lina@eatr.ru
10.	IMPLEMENTING OFFICE	UNESCO Moscow Office Contact person: Svetlana Knyazeva, Communication and Information Advisor E-mail: sknyazeva@unesco.org
11.	PROJECT LOCATION	Moscow, Russia
12.	PROJECT PREPARED BY	Lina Bogatyr, Executive Director, Eurasian Academy of Television and Radio Svetlana Knyazeva, UNESCO Moscow
DECISION OF THE BUREAU:		

B. PRESENTATION

1. PROJECT JUSTIFICATION:

This project is aimed at improving professional skills of young media professionals engaged in coverage of complicated interethnic, multi-confessional and cultural relations within their countries and on an international scale.

On November 16, 1995 the General Conference of UNESCO adopted the Declaration of Principles on Tolerance. In the Millennium Declaration, tolerance is described as one of the fundamental values of the 21st century and interpreted as "... respect, acceptance and appreciation of the rich diversity of world cultures, forms of expression and ways of being human. It is fostered by knowledge, openness, communication and freedom of thought, conscience and belief ...».

The principles of journalist ethics suggest that information is perceived as a "social good" rather than a "commodity" or "common product", which means that journalists share responsibility for the information transmitted and are accountable for their social position and the influence it has on the society. In globalizing market economy, the commercial model of communication becomes dominant due to competition and pressure of pragmatism. News channels of radio and television become preoccupied with ratings rather than peaceful communication or humanistic forms of journalism. The situation when media is increasingly turning into a product that serves market purposes rather than the needs of citizens raises the responsibility of journalists for the publications they make available via electronic and print media.

Conflicts related to interethnic and inter-confessional relations still occur in the CIS countries. New conflicts arise due to migration and underdevelopment. These complicated problems are not always adequately covered by media. Each interethnic or inter-confessional conflict has varying reasons for its origin and history, and journalists should behave as responsible professionals while covering such matters. Young media professionals should learn from the experience of the professionals who had faced various aspects of interethnic and interreligious conflicts in their journalistic practices and as a result are well aware of the difficulties that might arise while covering them, including: How to cover news in a way to avoid pretexts and reasons for hatred, and instead stop hatred between conflicting parties? How to build bridges of peace rather than burn them? How to promote principles of tolerance and prevent escalation of tensions?

3. DESCRIPTION OF THE TARGET GROUP:

The target group of the project is young journalists, students and graduates of the journalism faculties of the universities of the CIS countries: Azerbaijan, Armenia, Belarus, Moldova, Ukraine and Russia.

3. DEVELOPMENT OBJECTIVE:

The project contributes to promoting the professional skills and responsibility of young media professionals involved in covering interethnic, multi-confessional, and cultural relations within their countries and neighbouring states.

4. IMMEDIATE OBJECTIVE:

The purpose of this project is to provide 20-25 young journalists with the necessary knowledge, professional skills, ethical standards in objective analysis and coverage of inter-ethnic and multi-confessional problems, in order to place emphasis on responsibility for the material which journalists prepare and disseminate in media.

5. PROJECT OUTPUTS:

20-25 young journalists from the CIS countries: Azerbaijan, Armenia, Republic of Moldova, Belarus, Ukraine and Russian Federation improve professional skills and understanding of ethical standards for unbiased analysis and coverage of the problems of interethnic and multi-confessional relations with an emphasis on the importance of journalistic responsibility.

A network of journalists for further exchange of information and experience will be established over the course of a three-day training course on coverage of socio-political issues for young media professionals from Azerbaijan, Armenia, Belarus, Republic of Moldova, Ukraine and Russian Federation.

6. ACTIVITIES:

- The preparatory stage will include analysis and evaluation of the existing information resources, examination of literature, press, radio and TV programs, and other materials concerning the subject as well as logistics, and will last five to six months. Equipment purchase and installation will also be carried out.
- Development of the training programme by the professional trainers with assistance of EATR.
- Three-day training seminar conducted by two trainers (known mass-media professionals) in Moscow. The programme of the training will cover all the aspects of reporting in print and electronic media on the topic “The responsibility of professional journalist covering the issues related to interethnic and multi-confessional problems”.
- Development of the recommendations to be promoted among mass media organizations of the CIS countries: Azerbaijan, Armenia, Moldova, Belarus, Ukraine and Russia.
- Publication of the information on the training and the elaborated recommendations on the EATR site and other professional websites. Distribution of recommendations among the media outlets and professional educational organizations.
- Publication and dissemination of the booklet with the recommendations.
- Preparation of the report.

7. PROJECT INPUTS:

- 2 trainers for the three-day workshop
- Equipment (laptop, computers, beam projector, etc.) for the preparation stage – analytical research: gathering, registering, processing, analyzing and storage of the information, as well as for distributing and publishing the results – and for holding the workshop.
- Conference rooms and equipment
- Training materials for the workshop and the seminar
- Office supplies

8. WORK PLAN:

ACTIVITIES / MONTH	1	2	3	4	5	6	7	8	9	10	11	12
Preparatory activities, communication with trainees and participants	■	■	■									
Development of training programme and project recommendations				■	■	■						
Three-day seminar							■					
Elaboration of the recommendations, production and dissemination of booklet								■	■			
Financial and substantial report for UNESCO										■		

9. INSTITUTIONAL FRAMEWORK:

The Eurasian Academy of Television & Radio (EATR) is a non-profit professional organization established in 2001. Currently EATR joins 889 individual members from 25 countries: Azerbaijan, Armenia, Australia, Bulgaria, Belarus, Canada, Czech Republic, China, Estonia, Germany, Georgia, Hungary, Israel, Kazakhstan, Kirghizstan, Latvia, Lithuania, Malaysia, Moldova, Russia, Tajikistan, Ukraine, Uzbekistan, France, and USA. The mission of EATR is to encourage and support the creation of high quality TV and radio programs, to organize exchange of experience and to improve professional level of TV and radio production, to provide access to the spiritual, cultural and educational values, to participate in international forums, to hold seminars and round-table discussions on creative, technical and legal problems of electronic mass media.

10. SUSTAINABILITY:

Realization of the project will make it possible to create in CIS a network of journalists who have been properly trained and acquired the necessary knowledge and awareness of the responsibility of their professional skills in the subject of tolerance. The members of the network will share information and exchange experience, and contribute to the activities of the Eurasian Academy of Television and Radio under the project's theme. Young media professionals from five CIS countries will use the acquired knowledge for creating and spreading through mass-media the idea of the awareness of the professional responsibility in the subject, to promoting mutual understanding and tolerance between representatives of various cultures and faiths.

11. FRAMEWORK OF MONITORING:

The implementing organization will provide UNESCO with narrative and financial reports as well as an opportunity for UNESCO Moscow Office representatives to visit training and production course classes.

12. EVALUATIONS CARRIED OUT:

The Eurasian Academy of Television and Radio has been supporting numerous projects on media responsibility. The project proposal is based on the conclusions of several round tables, seminar-trainings on the role of the journalist in coverage of the subject of Violence, Ethnic and Confessional Conflicts, conducted by EATR during many years within the framework of its annual event - Eurasian Teleforum in Moscow.

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING:

Lina Bogatyr and Ludmila Bakeeva will prepare and submit regular reports on project progress and a comprehensive final report.

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)	
Airfares: 17 participants from CIS countries and Russian cities x \$450 (from Baku, Yerevan, Chisinau, Kiev, Minsk)	7 650
Accommodation: 17 participants x 3 nights x \$120	6 120
Local travel: 15 participants x 2 transfers (to and from airport) x \$30	900
Catering: 25 participants x 3 lunches and 3 dinners x \$ 20	3 000
Coffee breaks services 25 x \$5 x 3 days	375
Subtotal participant costs	18 045
Trainers' remuneration: 2 trainers x 3 days x \$ 200	1 200
Training materials and equipment rental	900
Communication costs	400
Total	US\$ 20 545

BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION (in US dollars)	
Remuneration for project coordinator: 10 months x \$500	5 000
Remuneration for assistant: 10 months x \$300	3 000
Office rent cost (\$370 x 10 months)	3 700
Communication equipment (fax/telephones) 10 month	900
Purchase of one laptop	1000
Office renovation	1 800
Computers for the staff	1 200
Vehicle maintenance and local transport costs	1 800
Accountant remuneration (\$150 x 10 months)	1 500
Contingencies	1 000
Purchase of one video beam projector	1 000
Booklet	
Author's fee	500
Design	750
Printing (200 copies)	350
Subtotal booklet costs:	1 600
Total	US\$ 23 500

INTERREGIONAL

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	INTERNATIONAL MEDIA PROJECT TO PROMOTE AND DISSEMINATE BEST PRACTICE AND RELATED SAFETY AND IMPUNITY ISSUES
2.	NUMBER	IPDC/56 INT/01
3.	MEDIA DEVELOPMENT INDICATORS' CATEGORY	Category 3: Media as a platform for democratic discourse
4.	IPDC PRIORITY AREA	Promoting freedom of expression & media pluralism
5.	SCOPE	International
6.	TYPE OF ASSISTANCE REQUESTED	Institutional capacity building
7.	TOTAL COST OF PROJECT	US\$ 62 500
8.	AMOUNT REQUESTED FROM IPDC	US\$ 39 700
9.	BENEFICIARY BODY	The international network International News Safety Institute in cooperation with regional and national professional associations worldwide, particularly in developing countries Contact: Hannah Storm, Deputy Director hannah.storm@newssafety.org
10.	IMPLEMENTING OFFICE	UNESCO Freedom of Expression and Media Development Division (FEM)
11.	PROJECT LOCATION	International News Safety Institute Thomson Reuters Building South Colonnade London E14 5EP UK
12.	PROJECT PREPARED BY	Hannah Storm, Rodney Pinder (INSI) and Silvia Chocarro Marcesse (UNESCO)
DECISION OF THE BUREAU:		

B. PRESENTATION

1. PROJECT JUSTIFICATION:

The twin issues of journalist safety and impunity have never been more relevant, as highlighted by UNESCO, especially at the UN Inter-Agency Meeting on the Safety of Journalists and the Issue of Impunity in September 2011.

The International News Safety Institute (INSI) is best placed to collate, promote and disseminate best practices and related news media safety and impunity issues as outlined at the Inter-Agency conference in Paris. In this sense the project will be implemented in cooperation with UNESCO.

Until now, there has been no coordinating body fulfilling this role. INSI is in a unique position to do that, as the only organization in the world run by journalists for journalists and solely committed to the issue of promoting safety for journalists, wherever they work and in whatever situation. INSI is in daily contact with journalists in the field and with their organizations at Head Office and runs a unique realtime safety forum with and for news media workers in danger during crises. INSI has wide experience of journalist safety training, using donor funds, including from UNESCO, to organize safety training for 2,000 news workers in 21 countries.

This project aims to address some of the objectives of the UN draft Plan of Action arising from the UN Inter-Agency meeting in which INSI participated, particularly the dissemination of best practices on the safety of journalists as well as the training of journalists.

The safety manual would be a safety “best practice” publication for journalists, militaries and governments. By working with our expert contacts in the safety field and drawing on our own unparalleled experience, we aim to reach at least 2,000 journalists and media workers, in addition to governments and military across the world, with this comprehensive reference guide. INSI currently coordinates a secure email exchange that has almost 100 members from dozens of news organizations, who would be able to feed into this. Our twice-yearly meetings of experts would allow us to collate information on best practice, whilst we are in constant communication with other non-governmental organizations (NGOs) and media support groups to agree what constitutes good practice in a range of areas. Hence, the publication, which would initially be in paper form, and then online, would provide examples of recognized good practice put in place by journalists, professional associations as well as governments and international, national and local organizations in all areas where journalists find themselves working – including, but not limited to, hostile environments and warfare, personal safety and crisis management, cultural sensitivities, civil disorder and female-specific safety advice. It would also include best practice advice to governments and the military on how best to promote an end to impunity.

INSI has considerable experience of shaping training, information and guidance to the specific country and regional needs of the audience – and not only journalists. For example, INSI drafted the media safety section for the UK Defence Ministry’s *Green Book* for media-military operations in time of war – the first military-media collaborative effort of its kind in the world.

From the information above, we envisage the longer-term development of a series of e-learning tools allowing journalists anywhere to access training and information helping them stay safe. However, because of budgetary and sustainability concerns, this may well be a Phase 2 development, alongside other technological developments such as a smartphone App.

The training curriculum would allow INSI, a non-profit organization, to establish a model for more bespoke safety training for journalists, especially in the developing world, focused on their needs and challenges – stepping away from the one-size-fits-all model of Hostile Environment and First Aid Training provided by

some commercial companies. By drawing on the expertise of INSI contacts in the field and a raft of safety trainers we already work with, it would allow us to develop a unique catalogue of learning areas for journalists, editors and media personnel, establishing a series of practical and theoretical tools, a core curriculum of subjects and a series of measurable objectives for both teachers and students. Key subjects to be covered in the curriculum would include personal safety, risk assessment and crisis management, as well as tactics for behaving in certain situations, such as civil unrest or kidnapping. It would provide a core training curriculum for INSI's trainers and material for those who we train up on train the trainer projects. Crucially, this INSI-specific curriculum would allow us to reach more journalists with our safety training, as we would have invested time and money into creating a solid foundation for learning. We envisage that it would allow us to train journalists in two courses in at least six countries over a 12-month period and use the material for train-the-trainer programs to build a sustainable training initiative in at least two regions in the same time frame,. The trainers who benefit from this initiative could then each train journalists themselves. Over the next three years, it is likely this initiative could allow us to reach almost 1,000 more journalists in at least a dozen countries across three regions.

2. DESCRIPTION OF THE TARGET GROUP:

The target group is 3,000 journalists and media workers representing both local and international media, mostly working in dangerous or potentially dangerous environments and 100 governmental institutions.

3. DEVELOPMENT OBJECTIVE:

To instil an awareness of good practice in safety issues among news media staff and to promote an understanding in governments and authorities (including military) of the responsibilities they have to support and protect journalists.

4. IMMEDIATE OBJECTIVE:

To promote and disseminate good practice and related safety and impunity issues amongst the international media community to try and raise awareness of the need for a culture of safety in media and an end to impunity for those who commit crimes against journalists.

5. PROJECT OUTPUTS:

- At least 2,000 journalists and media workers representing international, national and local media support networks, professional associations and governments sensitized on best practices on the safety of journalists and on combating the impunity against these crimes through the dissemination a safety manual.
- At least 100 governments sensitized on best practices on the safety of journalists and on combating the impunity against these crimes
- At least 1,000 journalists and media workers representing international, national and local networks, professional associations using safety training core curriculum, especially in the developing world

6. ACTIVITIES:

- One in-depth research by one consultant/expert for compiling existing measures, practices, experiences and concrete cases, including preparing a first draft of the safety manual on the issue of the safety of journalists and the combat against impunity.
- One online expert meeting with a group of at least 10 experts representing international, national and local media networks, professional organizations and specialized institutions from Asia, Africa, Latin America, Arab Region, Europe and North America to agree on content of the safety manual.
- Preparation of a final draft of the safety manual by one consultant/expert in cooperation with the experts.

- One online expert consultation with for the validation of identified practices and final draft of the safety manual, including 10 written contributions from recognized journalists.
- Publication of comprehensive safety manual (50 pages aprox.) compiling best practices on the safety of journalists and the issue of impunity in three languages (English, French and Spanish).
- Development of a strategy to disseminate the safety manual to journalists and media workers, professional associations, governments and international, regional and national institutions.
- Development of an online tool to share best practices
- Development of a training core curriculum to form the basis of a safety training programme that should allow INSI network to offer journalists bespoke training to identify the threats to their safety in their work and empower them with the tools to better promote their own safety, and start train-the-trainer initiatives in at least two regions.

7. **PROJECT INPUTS:**

- One expert for the development of the training
- One expert for the development of the safety manual
- 10 experts representing international, national and local media networks, professional organizations and specialized institutions from Asia, Africa, Latin America, Arab Region, Europe and North America
- Designing, editing and translating material for safety publications

8. **WORK PLAN:**

ACTIVITIES / MONTH	1	2	3	4	5	6	7	8	9	10	11	12
In-depth research	■	■										
Expert Meeting			■									
Development of safety manual				■	■	■						
Expert Consultation						■						
Design and publication of safety manual							■	■				
Online platform								■	■			
Dissemination of best practices								■	■	■	■	■
Safety curriculum	■	■	■	■	■	■	■	■	■			

9. **INSTITUTIONAL FRAMEWORK:**

The International News Safety Institute (INSI) is the only journalist support group in the world solely concerned with safety. It specializes in realtime safety information and guidance for journalists and other news media workers in danger, whether in war and conflict, natural disasters, epidemics or under threat from criminals and corrupt authorities. Since it was formed in 2003 by a unique coalition of news organizations, journalist support groups, humanitarian organizations and individuals, INSI has become the leading journalist safety organization. As a safety concern, INSI enjoys the support of groups such as IFJ, IPI, CPJ which normally would be rivals. It is non-profit, independent, neither management nor union, and has the backing of all entities. An example of INSI's influence and standing in the news industry occurred on 4 November at News Xchange 2011, the global convention of broadcasters from around the world, when an INSI-sponsored Resolution on journalist safety and impunity was approved by more than 99 per cent of the 440 delegates from 168 media organizations in 56 countries. Over recent years, INSI has raised money from international donors to enable the provision of safety training to 2,000 news media workers in 21 countries.

INSI's core administration is financed by membership fees from news organizations, journalist unions and individuals. Its income is around EUR 120,000 per annum, which supports its office and 2 full-time and one

part-time staff. For its training and other activities INSI is able to draw on a network of professional trainers and advisers from within and outside the security and news industries.

10. SUSTAINABILITY:

The comprehensive safety information will be built into all of INSI’s training courses and will be distributed around the world through INSI’s network. It will also be made available to governments through UNESCO. Published material will be translated. This will be the most comprehensive, up-to-date, professional and detailed guide to journalist safety available for news media, governments and militaries. It will be updated online at regular intervals in the future. The project is also a result of the recommendations of the UN Inter-Agency Meeting on the Safety of Journalists and the Issue of Impunity. In this sense, its sustainability is associated to the implementation of the related Plan of Action.

11. FRAMEWORK OF MONITORING:

The International Press Institute and the European Broadcasting Union will collaborate in monitoring, but news organizations who are members of INSI would be the primary source.

12. EVALUATIONS CARRIED OUT:

This project is a response to one of the conclusions of the UN Inter-Agency Meeting on The Safety of Journalists and the Issue of Impunity organized by UNESCO in September 2011. As a result of the meeting that brought together major stakeholders it was decided that one of the most urgent needed tools would be the compilation of best practices to be used by professionals and Member States.

INSI will also draw on its own experience, notably the many safety training projects it has carried out and ongoing safety advice it provides. Previous partners in INSI safety training include UNESCO, OSI, IMS and the governments of Norway, Sweden and the UK. In addition, INSI has consulted various media groups. NB: currently, there are no guidelines that pull together all aspects of safety as this ground-breaking project proposes to do.

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.

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)

Development of a training core curriculum to form the basis of a safety training programme (\$200 x 25 days)	5 000
One in-depth research by one consultant/expert: compiling existing measures, practices, experiences and concrete cases, including preparing a first draft of the tool, to be reviewed by an international group of experts (\$200 x 25 days)	5 000
One online expert meeting with a group of at least 10 experts: Technical facilities to guarantee a quality online meeting	2 000
One consultant/expert for preparation of a final draft of the safety manual by one consultant/expert including contributions from experts and journalists (\$200 x 25 days)	5 000

Design, layout of safety manual and safety curriculum	4 500
Translation into French, Spanish of safety manual (50 pages x \$75 x 2)	7 500
Printing 5,000 copies of the safety manual	7 500
Development of an online platform to share best practices: webmaster	3 200
Total	US\$ 39 700

BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION (in US dollars)	
Costs for two staff for three months	18 000
Project coordinator	2 000
Communication	1 000
Transport for research meetings	1 000
Contingency	1 000
Project reporting	500
Total	US\$ 23 500